



**Design Review Board
Meeting Minutes
October 13, 2016**

3930 N. Murray Avenue, Shorewood, WI

1. Call to order.

The meeting was called to order at 5:04 p.m. Members present: Acting chair Wesley Brice, John Rizzo, Mike Skauge and Bryan Koester.

2. Approval of September 22, 2016 meeting minutes.

Mr. Skauge moved to approve, seconded by Mr. Koester. Vote 4-0.

3. Consideration of signage at Einstein Bagels-Caribou Coffee business, 4301 N. Oakland Avenue.

Brad Hubbard from Innovative Signs was present. Planning Director Ericka Lang introduced the item. The business is proposing two wall/roof signs, replacement canvas awnings (without graphics) and replacing the face of the monument sign. The monument sign face is aluminum with routed out letters. The center logo is a vinyl application. The size is 38 square feet that includes the base and the sign code limits signs to 32 square feet.

The wall signs will be mounted on an angled roof with exposed brackets. They will be reverse channel letter signs with a solid metal back panel. The letters and the two logos are halo lit.

Ms. Lang does not recommend the wall signs. She showed examples of various existing channel signs and how reverse channel signs, if not done right, are ineffective in lighting signs at night.

Members agreed the south wall sign is troublesome. Both resemble a billboard image. Members specifically commented:

- a. Reverse channel used for shield and medallion does not offer any value of identifying brand or what symbols attempting to state at night.
- b. Back panel doesn't work and exposed brackets not appealing
- c. Proportion of south sign not balanced with façade or with east side sign.

Item deferred.

Mr. Skauge moved to approve the awnings and monument sign as drawn with an exception for the size of the monument sign, seconded by Mr. Rizzo. Vote 4-0.

4. Consideration of non-conforming window signs at commercial property 4496 N. Oakland Avenue, business owner Keith Marquardt.

Mr. Keith Marquardt was present. Planning Director Ericka Lang introduced the item. The business received an enforcement order earlier this year to remove the three window signs along Oakland Avenue at the Kensington Liquor business. The sign types are prohibited. They are internally illuminated box signs and prohibited per sign code 445-20F. The size of the signs is also in violation of sign code 445-11 that says window signs cannot occupy more than 10% of a single window pane and no more than 25% of the entire window area. The prohibited signs occupy greater than 50% of a single window pane and the total area that all window signs far exceed the 25%.

The business owner appealed the village's enforcement order and submitted a Board of Appeals application. At the Board of Appeals meeting May 12, 2016 the appeal was denied and the chair advised the applicant to seek a special exception by the Design Review Board per 445-23A that says the design board may grant exceptions to the provisions of the sign chapter as it relates to the number, size, location and type of signs.

The sign code was adopted in 2007 and the window signs were installed about two years ago.

Mr. Marquardt explained the signs are custom made with side LED lights so see the same illuminated sign inside and outside. They are also for safety and for product integrity. The sun ruins many alcoholic products.

Ms. Lang reminded members the reason for the code minimizing how large window signs is so pedestrians can see into a business and customers can see out. Seeing into a business is a welcoming factor and if no windows or can't see in, it would deter certain demographics from entering. Windows help activate a streetfront. The Police Department also likes to see into businesses as a safety factor.

Members appreciated the design and noted there's other ways to shade product.

Mr. Skauge moved to approve the window signs by exception, seconded by Mr. Koester. Vote 2-2. The window signs were not approved.

5. Consideration of the installation of a second floor addition at residential property 4465 N. Maryland Avenue, property owners Todd and Christa Graverson.

Matt Krier from Design Group Three was present. Members discussed a second floor rear addition, cantilevered over the previous first floor addition. The west facing façade is all new and will use vinyl siding. To confirm, the west elevation doesn't go all the way to the south.

Mr. Skauge moved to approve with matching casings around bathroom window, seconded by Mr. Koester. Vote 4-0.

6. Consideration of a rear exit modification (deck) at residential property 4131 N. Murray Avenue, property owner Fairtree Properties, LLC.

Property owner Gerry Timms was present. Will use cedar decking with cable stringers. Members requested more details, showing skirting, rails, and guard.

Ms. Lang stated that rear decks are not considered by the Design Review Board. No other improvements are shown other than a deck.

7. Consideration of the installation of two shed dormers (east and west elevations) at residential property 2218 E. Menlo Blvd., property owners Matt and Patty Linn.

Architect designer Paul Geisen was present. The existing dormers are set back. The new dormers will match existing house details. Will use cedar lap siding and have mitered corner boards.

Mr. Skauge moved to approve as drawn, seconded by Mr. Koester. Vote 4-0.

8. Consideration of the installation of a shed dormer at the west elevation and window alteration at the east elevation at residential property 1514 E. Beverly Road, property owner Ted Spillius.

Mark Gottfreid from Paul Davis was present. The dormer siding and shingles will match the existing ones. Members requested details on the roof pitch, soffit, trim, fascia, an elevation and specifically show the windows with the casing. The item was deferred.

9. Adjournment.

The meeting was adjourned at 6:25 p.m.

Recorded by

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned below the text "Recorded by".

Planning Director Ericka Lang