

Design Review Board
Meeting Minutes
Thursday, January 10, 2019

3930 N. Murray Avenue, Shorewood, WI



1. Call to order.

The meeting was called to order at 5:01 p.m.

Members present: Robert Gosse, Chair, Wesley Brice, Kathryn Kamm (arrived during item 3), Bryan Koester, Scott Kraehnke, Mike Skauge and Mary Wright (arrived during item 4). Others present: Bart Griepentrog, Planning & Development Director; Sweta Lee, Don Nummerdor and Rodd Caspersen.

2. Approval of December 20, 2018 meeting minutes.

Mr. Skauge motioned to approve the minutes as drafted; seconded by Mr. Koester. Vote 5-0.

3. Further consideration of the application and plans on file for the installation of a façade wall sign as commercial property 4007 N. Oakland Avenue, business Synergy Mobile LLC.

Mr. Griepentrog introduced the item by indicating that the Board's previous approval could not be installed. Ms. Lee clarified that the reason was structural. The Board discussed the size and color of the proposed backer in relation to that of the neighboring tenant (Anytime Fitness). Ms. Kamm confirmed that the panel would be matte, as opposed to glossy. The applicant also noted that the gray color would be slightly darker than the Anytime Fitness sign, but that it was a corporate color required by Verizon.

Mr. Skauge moved to approve the plans as submitted; seconded by Ms. Kamm. Vote 6-0.

4. Consideration by Special Exception of the application and plans on file for two façade wall signs at commercial property 4023-27 N. Oakland Avenue, property owner Columbia St. Mary's, Inc.

Mr. Griepentrog introduced the item by stating that a Special Exception is required both to exceed the code's height limits and the number of signs, as this property is not located on a corner or aside 30 ft. of open space. Mr. Nummerdor noted that his client's corporate standards require that the logo be 2.19 times the height of the letters, which are proposed at the 18-inch maximum allowed by code. He also confirmed that the letters would be white and non-illuminated. Mr. Kraehnke asked if the letters would be the same on both signs, and the applicant affirmed. Chair Gosse noted that the proposed sign on the side of the building was not actually over an entrance. Mr. Skauge asked the applicant what size the letters would be if the logo was designed at 18 inches, and the applicant noted that the letters would be

approximately 8 inches. Ms. Wright asked whether or not the logo was required with the letters and was informed that it was per the client's standards. Ms. Kamm expressed that the second sign seemed less necessary. Mr. Koester agreed and noted that the sign will face another building not a parking lot. Mr. Skauge expressed a desire to take up each of the signs separately, and Chair Gosse agreed.

Mr. Skauge motioned to approve the sign along the street elevation with a Special Exception for the size of the logo, as submitted; seconded by Mr. Koester. Vote 7-0.

Chair Gosse noted that he would like to see a more proportional proposal for the requested second sign being requested by Special Exception. Mr. Brice noted that the code only allows signs to cover up to 75% of the sign band. Ms. Wright also noted that it should be smaller.

No action was taken on the proposed sign on the north façade.

5. Consideration of the application and plans on file for an illuminated façade wall sign at commercial property 3555 N. Oakland Avenue, property owner Select Property Group, LLC.

Mr. Caspersen introduced his application noting that the letters are proposed to be purple with purple backlighting. The sign will be installed 2 inches off the wall and feature 4 inch letters. The color would be PMS 2613, acknowledging that the printed plans looked more blue than expected. A sample was passed around. He noted that the proposed lighting was still somewhat under question and would be installed as white light with a purple filter for his client to review. Ms. Kamm questioned the color of the white light and noted that the Board preferred a warmer tone. The applicant noted that he would therefore install a 3500k white light.

Mr. Skauge motioned to approve the plans as submitted, with the exception of the white lighting not to exceed 3500k in color temperature, and to further require that the applicant mock-up the color and provide an example back to the Design Review Board for review and approval, if the applicant desires to use color; seconded by Mr. Kraehnke. Vote 7-0.

6. Adjournment

Mr. Koester motioned to adjourn the meeting at 5:41 p.m.; seconded by Mr. Brice. Vote 7-0.

Recorded by,



Bart Griepentrog, AICP
Planning & Development Director