

Design Review Board
Meeting Minutes
Thursday November 7, 2019



3930 N. Murray Avenue, Shorewood, WI

1. Call to order.

The meeting was called to order at 5:02 p.m.

Members present: Scott Kraehnke (Chair), Kevin Greene, Ryan O'Connor and Mary Wright.
Others present: Justin Burris, Building Inspector; Leslie Montemurro, Joseph Aizen, Nicholas Straube and Joel Jaster.

2. Approval of October 24, 2019 meeting minutes.

Mary Wright motioned to approve the minutes as drafted; seconded by Mr. Greene. Vote 4-0.

3. Consideration by Special Exception of the application and plans on file for the installation of a branded wall mural at commercial property 4144 N. Oakland Avenue, business occupant HIYA Taco.

Leslie Montemurro introduced agenda items 3 & 4 concurrently. The initial reaction of the Board members was that the wall sign mural looked nice and added to the overall aesthetic of the building. There was discussion of whether or not the wall mural is a sign, and it was explained that as the waving hands are used in other branding elements of the business it is considered signage. It was further discussed and explained that if it were simply the color blocking on the wall without the hands that Design Review Board approval would not be required, and it would not be considered a sign.

Kevin Greene motioned to approve by Special Exception the wall mural sign as submitted; seconded by Mr. O'Connor. Vote 4-0.

4. Consideration by Special Exception of the application and plans on file for the installation of window decals at commercial property 4144 N. Oakland Avenue, business occupant HIYA Taco.

Discussions continued and Mr. O'Connor suggested that the window decals take away from the overall aesthetic. Mary Wright agreed noting that it had the look of a fast food restaurant. The question was raised as to the purpose of the window decals, and if they were that people traveling Southbound on Oakland Ave. would see the business. Leslie Montemurro noted that visibility was part of the reason, but not entirely, and that the architect was adamant about the additional signage/decals. Leslie Montemurro questioned whether it was a flower or other design either painted or decaled on the window, would Design Review Board approval be required. It was noted that no matter what was applied to the window it would have to meet the ordinance for coverage on windows, but that if it were not signage Design Review Board approval would not be required. [Window signs shall be limited to one location on the primary display windows or doors. Professionally painted or vinyl-applied decal signs may be mounted

within the transom or at the lower section of the storefront window. Decal signs can occupy up to 10% of the glass area of a single pane located at the lower section and occupy up to 50% of the transom area; signs may not exceed 25% of the entire window area excluding the transom. Grease paint is strictly prohibited on all windows and doors.] Mr. Kraehnke asked Leslie Montemurro if she would like to come back to a future meeting with an alternate design, or have the Board vote. Leslie Montemurro suggested she may want to come back after discussing with her colleagues, and would prefer to hold off on a vote.

No action was taken; the item was tabled for future consideration.

5. Consideration of the application and plans on file for the modification of a dormer and roof at residential property 4337 N. Woodburn Street, property owner Joseph Aizen.

The architect introduced the item, noting that there had been a misunderstanding on their end, and that he thought a second approval had already been granted to construct the dormer as it is constructed today; the issue being that the original design could not be constructed in a way that would permit the required head height in the rear stairway. The Board members expressed that although it appeared strange, it is on the rear of the house, and is an improvement over what was there originally. Mr. Burris asked a clarifying question confirming that this was an investment property, and Mr. Aizen confirmed as much. Mr. Straube explained why it “had” to be constructed this way.

Mary Wright motioned to approve the dormer as constructed; seconded by Mr. Greene.
Vote 4-0.

6. Adjournment.

Mary Wright motioned to adjourn the meeting at 5:31 p.m.; seconded by Mr. O’Connor. Vote 4-0.

Recorded by,



Justin Burris
Building Inspector