

**MINUTES OF THE  
BROWN DEER BUILDING BOARD  
HELD AT THE VILLAGE HALL  
4800 WEST GREEN BROOK DRIVE  
ON NOVEMBER 7, 2016**



The meeting was called to order at 4:06 p.m.

**I ROLL CALL**

Present: Chairman Lavern Nall, Oscar Avila, Betty Bennett, Mary Buckley, Chris Eger

Also Present: Fernando Moreno - Zoning and Planning Specialist, Kirk Radtke – Building Inspector, Ron Rogahn – Poblocki Sign Company, Laura Bingen – Developer , JFT Builders, LLC

**II PERSONS DESIRING TO BE HEARD**

None

**III CONSIDERATION OF MINUTES**

The minutes for the meeting held on October 17<sup>th</sup>, 2016, were approved. Mary Buckley motioned approval, and Chris Eger seconded the motion.

**IV OLD BUSINESS**

None.

**V PLANS SUBMITTED FOR CONSIDERATION**

The following items were on the Agenda for review:

**1. Ron Rogahn — Wall Sign for Rainbow Apparel – 9150 N. Green Bay Rd.**

Betty Bennett pointed out that the agenda contained an error. “Rainbow Apparel” was listed incorrectly as “Rainbow Shoes”. Fernando Moreno notified the board that the parcel upon which the property is located is subject to an exception to the general rules regarding the potential square footage wall signage might occupy. He stated that an applicant’s signage may reach a square footage equivalent to 2.5 times the lineal footage across a tenant space, due to this exception. Mr. Moreno also pointed out that the signage conformed to all local codes, and recent changes brought the design into better conformity with other signs on the property.

Mr. Rogahn introduced himself and described the proposed sign design. Betty Bennett stated that the design had too many letters. Mr. Rogahn answered that this type of signage is the norm in Milwaukee. Betty Bennett reminded him that Brown Deer is in fact separate from the City of Milwaukee. Oscar Avila also stated that the signage appeared too “busy”.

Mr. Rogahn stated that the smaller signs were necessary to inform consumers as to the identity of the business within the tenant space. He also described the extra signage as necessary to help Rainbow Apparel compensate for the visual isolation of the space from N. Green Bay Rd. Chairman Nall responded that a “fine line” exists between advertising and signage. He stated that when McDonald’s, as an example, creates signage, the name of the business is sufficient, and that it is unnecessary and considered inappropriate for such firms to add menu items to public signage.

Chris Eger asked whether it might be more appropriate to simply add the word “Apparel” to the central “Rainbow” sign, and then discard the two smaller signs flanking it. Mr. Rogahn stated that his client was pressed for time, and needed to “get something out there” as quickly as possible. He asked the Board if approval of a single, central “Rainbow Apparel” sign would be possible today. Mary Buckley

stated that she would not be able to approve of such a proposal without seeing a design on paper first. Betty Bennett told her that it would be possible to simply modify the current design by hand and either approve or reject the design immediately. Chris Eger stated that he could support this idea.

Chairman Nall instead asked the board members for their opinions on simply approving the central “Rainbow” sign, with no modifications beyond discarding the other smaller signs.

*The Board conditionally approved the plan, accepting the central “Rainbow” sign with the color, size, and font submitted, and rejecting the two flanking signs.*

## **2. Laura Bingen – New Construction (Single-Family House) – 9410 N. 67<sup>th</sup> St.**

Laura Bingen introduced herself and described her plans to construct a single-family home at 9410 N. 67<sup>th</sup> St. She also presented samples of the siding, brick, and shingles.

Betty Bennett asked Ms. Bingen about the setbacks, and whether the design was identical to that of the adjoining property that she had also designed and built. Ms. Bingen responded that the design was not identical, showing board members the different orientation of the garage. She also stated that the proposed house would have four bedrooms, instead of the three bedrooms seen in the previous project.

Betty Bennett asked where the laundry room would be built, and Ms. Bingen pointed out a room on the second floor. Betty Bennett asked Ms. Bingen to define a “flex room”, and Ms. Bingen responded that the term referred to a room designed to leave the use open to a limited range of future uses as yet undetermined. Betty Bennett pointed to the elevation with one sole window, and asked what room was given that window. Ms. Bingen responded that the master bedroom would have the window.

Mary Buckley stated that the lack of windows would inhibit cross-ventilation. Chairman Nall responded that the purpose of the Board was to examine the aesthetics of the designs, and not the function. He then asked Ms. Bingen to describe the siding. Ms. Bingen stated that she intended to use “LP Smartside” siding on the project. Oscar Avila described the siding material as similar to painted OSB (oriented strand board). Ms. Bingen described it as a wood product contained within a resin, stamped to resemble wood. She added that it is guaranteed for fifty years, and easier to install than Hardieplank. Chairman Nall pointed out that the return didn’t appear to be drawn clearly in the designs, and added that given Ms. Bingen’s statements, the drawings were inaccurate when they indicated vinyl siding would be used. Ms. Bingen apologized for the oversight.

Chairman Nall asked whether the soffit, fascia, and trim would match the siding. Ms. Bingen responded that the trim and soffit would be white, with white corners. The windows would use white LP Smartside material.

Chris Eger stated that he took issue with the “plainness” of the elevation that would face W. Cloverleaf Ln. Betty Bennett added that it seemed “stark” to her as well. Chris suggested that the windowless or near-windowless sides of the house would not necessarily require more windows to improve the aesthetic identity of the structure, but that something would have to be done beyond what existed in the current plans. Ms. Bingen asked whether another color on the siding would resolve this issue. Chris responded that this idea or type of idea might work, and recommended possible juxtaposition of vertical and horizontal lines on the façade to reduce the monotony of the current design. Chairman Nall stated that windowless structures resemble warehouses or storage sheds, more than they resemble homes. He stated a preference for windows over simple recoloring or orientation of the siding.

Betty Bennett asked if she was correct in assuming that the bathroom would contain no window. Ms. Bingen responded that she was correct.

Chris Eger proposed that two windows be added to the “garage-side” of the house, and asked Ms. Bingen if that seemed reasonable to her. She responded that it did not seem unreasonable.

*The Board conditionally approved the plans with addition of two windows on the southern elevation to match windows on the front of the home.*

**VII     ADJOURNMENT**

Betty Bennett motioned to adjourn, Chris Eger seconded the motion.

The meeting adjourned at 4:50 p.m.

The next regularly scheduled meeting is November 21st, 2016.

*Fernando Moreno*

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Fernando Moreno, Zoning and Planning Specialist  
Village of Brown Deer