

**MINUTES OF THE MEETING OF THE  
BROWN DEER BUILDING BOARD  
HELD AT THE VILLAGE HALL –  
4800 WEST GREEN BROOK DRIVE  
ON MARCH 16, 2015**



The meeting was called to order at 4:05 p.m.

**I ROLL CALL**

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

Excused: Mary Buckley

Also Present: Shelley Gorman - Bldg. Insp. Assist; Nate Piotrowski - Community Development Director, Peter Ogorek – Perspective Design, Brad Schultz – Fast Signs, John Kowolski – Sign Effectz.

**II PERSONS DESIRING TO BE HEARD**

None

**III CONSIDERATION OF MINUTES**

Betty Bennett did not care for the new format and felt it was too laborious to read. Chris Eger agreed. Consensus of the board was to keep minutes as previously written.

It was moved by Betty Bennett and seconded by Chris Eger to approve the December 15, 2014 minutes. The motion carried unanimously.

**IV OLD BUSINESS**

None

**V PLANS SUBMITTED FOR CONSIDERATION**

The following items are on the Agenda for review:

**1. Goodwill SE of Wisconsin – Peter Ogorek - Perspective Design - Monument Sign – 9305 N. Green Bay**

Nate Piotrowski explained that Goodwill received approval from the Village Board for a variance on the location of the monument sign “off premise”.

Peter Ogorek explained the layout and design of the monument sign. He explained that the sign location will be by the retention pond and not block the present Holiday Inn sign. Nate Piotrowski added that the main building for the sign (Goodwill) is set to the back of the property, with a panel available future development. The sign is set five feet (5’) from the road which is the minimum requirement by the Village ordinance. It cannot be set back any further because of underground utilities in the area.

Betty Bennett asked if the materials used in the base of the sign will be the same as on the building. Peter Ogorek answered yes.

Chris Eger stated that he is surprised that they are not using LED illumination in the sign cabinet since they are better quality, especially in colder weather. Nate Piotrowski stated the Village Code did not mandate illumination types

The Board unanimously approved the monument sign design.

**2. Fast Signs - Brad Schultz - Brooklane Apartments – New Signage – 4475 W. Dean Rd & 46th St.**

Nate Piotrowski explained that Brooklane Apartments has three building on two lots meaning they can have up to four ground signs. They proposed multiple wall signs along with ground signage for each building. Two ground signs will be new and the third will be relocated.

Chairman Nall asked if any of the signage will have lighting. Brad Schultz explained that there will not be any lighting except what is already there on the building.

Betty Bennett stated that the wall signs looked more like real estate signs and are not really what you would find on a typical sign on an apartment building. Chris Eger and Oscar Avila agreed and said that they seem more like temporary signs.

Nate Piotrowski added that historically the Building Board has not approved wall signs with excessive copy on them.

The Board unanimously agreed to approve the ground signs as submitted.

The Board unanimously agreed to reject the wall signs based on too much copy and poor aesthetics.

### 3. Sign Effectz – John Kowolski - Roger’s Memorial Hospital – New Signage – 4600 Schroeder Dr.

(Monument signs – double sided - Type A)

The Board inquired about the difference between a Type A & B sign.

John Kowolski explained the difference between the Type A sign which will be used as a guide for the emergency vehicle entrance only and the Type B signs which are “on site operational signs” that do not require permit because they are less than six square feet. He added that there was a separate masonry base monument sign at the main entrance

Chairman Nall inquired about the masonry to be used on the base of the monument sign. John Kowolski explained that it is the same as on the buildings.

The materials and colors to be used on the “Type A” sign was as follows:

- Aluminum base color - 3M 3630-109 Lt. Rust Brown with Overall Structure formed w/ 1'x 1" x 1/8' Alum Tube, 2'x 2" x .125' Alum Angle and .063' Thk Alum Skins. Top Painted MP#04473 Talcum Powder White
- Base Painted to Match 3M 3630-109 Lt. Rust Brown (PMS 181 C)
- (Top half of sign) Logo is Perimeter-Routed with 3M 3635-20B White Blackout (for Details too small for Routing) and 3M 3630-109 Lt. Rust Brown Applied to 1st Surface with 1/8" Thick Routed-Out Alum Tenant Panels backed with 1/8" Thk #2447 Milky White Acrylic with 1st Surface Applied 3M 3630-109 Lt. Rust Brown (PMS 181C) Translucent Vinyl Fastened with Counter-Sink Hardware. 4600" also routed out.

The materials and colors to be used on the “Brick-based” Monument sign are as follows:

- Main sign body formed with 1” x 1” x .125” Alum Tube Painted MP#04473 Talcum Powder White with .125” Thick White poly backer with 1<sup>st</sup> surface translucent vinyl & .125” white outline/poly reveal. “SM” is 3M 3630-109 Lt. Rust Brown Vinyl.
- Lower Sign Body formed with 1” x 1” x .125” Alum Tube and .125” thick Alum skin painted to match 3M 3630-109 Lt. Rust Brown Vinyl (PMS 181). Groove routed in bottom of main sign body to 1<sup>st</sup> surface applied 3M 7725-10 Opaque White Vinyl Numbers.
- Stone cap with sloped wash, Brick base and foundation to be supplied by others

The Board agreed that the two signs are better than the other signs in the neighborhood, and they unanimously approved the submittals.

### 4. Nate Piotrowski - VBD/Badger Meter River Park – New Signage – 3700 W. Brown Deer Rd.

Nate Piotrowski explained to the Board that the Village is creating a new park on the river and it will be under construction when the weather breaks. It will have non-motorized boat access. The name is “Badger Meter River Park” and Badger Meter is sponsoring it because it is water based.

Nate Piotrowski explained that the Village wants to create a template for new park signs throughout the Village.

The sign is double sided and made of 1” thick high density urethane (HDU) foam board sign panel, routed down with wood grain texture. Overall size of the sign is 6 feet tall x 6 feet wide (actual sign is 4 feet-6 inches high x 6 feet wide).

The park will have paved driveway, small parking area, pavilion, and a fully accessible boat launch.

The Board unanimously approved the signage submittal.

## VII ADJOURNMENT

The meeting adjourned at 4:54 p.m.

The next regularly scheduled meeting is April 6, 2015.

*Shelley Gorman*

Shelley Gorman, Admin. Assistant Building Department  
Village of Brown Deer