

**MINUTES OF THE MEETING OF THE  
BROWN DEER BUILDING BOARD  
HELD AT THE VILLAGE HALL –  
4800 WEST GREEN BROOK DRIVE  
ON JULY 20, 2015**



The meeting was called to order at 4:03 p.m.

**I ROLL CALL**

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

Not Present: Mary Buckley

Also Present: Nate Piotrowski - Community Development Director, Shelley Gorman –Administrative Assistant, Walter Tdocko – Fleet Signs, and Jim Himmelstein – Signarama.

**II PERSONS DESIRING TO BE HEARD**

None

**III CONSIDERATION OF MINUTES**

Nate Piotrowski stated that a correction was made to the June 15, 2015 minutes accurately reflect that he submitted the minutes and not Shelley Gorman.

*It was moved by Betty Bennett and seconded by Chris Eger to approve the June 15, 2015 minutes with corrections. The motion carried unanimously.*

**IV OLD BUSINESS**

1. Angel Daycare Center: At the last meeting there was a question about the removal of a second sign. Nate Piotrowski said that the Day Care was notified that the other sign on site needed to be removed and they are now working towards that. They have 45 days in which to comply.. The Day Care is allowed to replace the second sign with a small directional sign that says “Daycare” with an arrow, so that people know which entrance is theirs. It can be no larger than six (6) square feet.

**V PLANS SUBMITTED FOR CONSIDERATION**

The following items are on the Agenda for review:

**1. Sign-A-Rama (Menomonee Falls) – Revised Signage for Dr. Rati Rioga Children’s Clinic – 3900 W. Brown Deer Rd. #140**

Jim Himmelstein from Signarama described the new white individual letter raceway signage and indicated that it matches the other existing signage on the building. Nate Piotrowski updated the Board with the history of the signage, and the failed appeal effort since and noted that the new signage would replace the blue canopy awning that was previously denied by the Board. Nate Piotrowski explained that the new signage is the correct square footage allowed by Village ordinance for the space.

Mr. Himmelstein asked the Board if he would be allowed to keep the awning up until the new raceway sign is ready to be installed. The Board **did not** have an issue with allowing the awning to stay while the new sign is being built, but they put a time limit of six (6) weeks before the awning has to be removed.

*The Board unanimously agreed to approve the new white, individual letter raceway signage as submitted with the condition that the existing awning be removed within six (6) weeks..*

## 2. Fleet Sign Systems – World Mart Gas Station – 4685 W. Bradley Rd.

Nate Piotrowski showed pictures and explained to the Board the history of the gas station signage and how the Village has standing orders for removal or compliance. The gas station was previously a “Shell” branded gas station with corporate colors and logos. On November 13, 2013 on behalf of the current owners, Mike Klaus from Colortech of Wisconsin, applied for new signage to be installed with the name and colors for “Ultimate Fuels Gas Station”. The Board approved the proposed new signage on November 18, 2013, but the signage was never installed. Fleet Sign Systems is here to gain approval for the “Pylon sign” **only** at this time. There are two items that still need to go before the Board of Appeals; (1) being the amount of square footage of the actual sign area as it is slightly beyond allowable square footage, and (2) the “W” that is on top of the sign which is higher than allowed.

Betty Bennett stated that she doesn’t think the “W” adds anything to the sign and does not like it. She also asked if the main focus of the business is a car wash, because of the larger yellow car wash panel on the bottom. She noted that the business name should be larger instead. Chris Eger agreed with this assessment. Walter Tdocko replied that the “W” can be removed if that is what the Board requires and then the sign will fall into the allowed square footage and height restrictions; therefore they would not need a variance.

Ms. Bennett also stated that there are too many colors on the sign and it looks too busy. The Board agreed with her. Chris Eger stated that “less is more” and “simpler is better” as it related to the color scheme. Mr. Tdocko stated that he would modify the car wash sign color to match with the rest of the sign.

Betty Bennett asked about the electronic sign component and what it will be used for. Walter Tdocko replied that only the gas price numbers are digital.

*The Board unanimously agreed to “Conditionally” approve the new ground sign with the “W” removed from the top, the overall sign is to be fifty (50) square feet compliant, and the color “yellow” on the car wash area to be changed to the same blue that is on the background of the World Mart name section. Fleet Signs will have to come back to the Board for color approvals and any additional signage that will be on the building.*

## VII ADJOURNMENT

The meeting adjourned at 4:37 p.m.

The next regularly scheduled meeting is August 3, 2015.

*Shelley Gorman*

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