

**MINUTES OF THE
BROWN DEER BUILDING BOARD
HELD VIRTUALLY AT
<https://us02web.zoom.us/j/89377238973>
April 18, 2022**



The meeting was called to order at 4:04 p.m.

I ROLL CALL

Present: Mary Buckley, Will Manley, Chris Eger, Ryan Thacker, Lavern Nall

Also Present: Nate Piotrowski; Community Development Director, Tyler Burkart; Village Manager, Carissa Jaycox; Deputy Clerk, Wanda Montgomery; Village President, Lance McTrusty; Bauer Signs, Jeff Hojnacki; Café Corazon sign, Patrick Smith; Stephen Perry Smith Architects,

II PERSONS DESIRING TO BE HEARD

None

III CONSIDERATION OF MINUTES

March 21, 2022 minutes

It was moved by Ms. Buckley and seconded by Mr. Thacker to approve the minutes. Motion to approve was unanimous.

IV OLD BUSINESS

1. Design/Color Update, Café Corazon, 4102 W Bradley Road

Mr. Piotrowski stated the fascia siding was going to be a black metal color due to supply issues. He highlighted locations where the proposed gray siding will now be black with a red trim. The red trim will match throughout. An additional corrugated metal panel behind the outdoor bar is now proposed to be wood in a dark walnut wood stain. Mr. Piotrowski added that these changes are significant enough to bring before the board for review.

Mr. Thacker asked what color will the wood in the photo be? Mr. Piotrowski clarified that it would be the red trim.

Ms. Buckley asked for location clarifications. Mr. Piotrowski showed the drawings and discussed the changes.

Mr. Nall asked if this was a formal submittal? Mr. Piotrowski stated that it was staff opinion that approval from the Board was required.

Mr. Nall asked if they have already made changes in the field? Mr. Piotrowski responded yes.

Mr. Nall indicated at this time, it is up to the Board to go on record to make a motion to approve or deny the revisions.

Mr. Eger stated that the red on black will look great, he doesn't have a problem with it.

Mr. Manley clarified that it will not be a material change, but rather just a color change.

Mr. Thacker and Ms. Buckley are ok with said changes.

Mr. Manley moved to approve the design/color updates to Café Corazon and Ms. Buckley seconded the motion. Motion approved unanimously.

V PLANS SUBMITTED FOR CONSIDERATION

The following items were on the agenda for review:

1. Sign Package, Buffalo Wild Wings to Go – 5960 W Brown Deer Road

Mr. Piotrowski introduced the applicant Lance McTrusty of Bauer Signs who reviewed the proposal and described a ground sign and building sign.

Mr. McTrusty described the sign as a raceway mounted letter set, 21 sq feet in size and translucent.

Mr. Nall asked for clarification that the board is looking at both a building sign and a ground sign.

Mr. Piotrowski confirmed that the building drawings were up to date, and there are 2 signs seeking approval. Mr. Piotrowski advised that the ground sign still showed old materials and that the Board would want to add in a condition that the ground sign base needs to be updated to brick to match the brick of the building vs. the block shown.

Mr. Nall confirmed the building sign details first and Mr. McTrusty discussed the color and composition.

Mr. Manley asked if there was enough contrast from the wood for visibility, and if other Board members had issues/thoughts on the matter. Mr. Thacker replied that the sign appeared to have a 10” projection from the building which would help it stand out. Mr. Manley responded that it also does have a dark circle around the logo, it is clean and simple.

Mr. Manley asked if everything lights up? Mr. McTrusty replied both signs are illuminated.

Mr. Thacker moved to approve the building sign as submitted and Mr. Eger seconded the motion. Motion approved unanimously.

Mr. Piotrowski discussed the ground sign and the change of facade on the building from concrete block to a brick element. Mr. Nall indicated that any approval on the ground sign would include a condition that the base of the sign match the brick of the building.

Mr. Thacker asked about the dimensions of the ground sign cabinet and added that the framing should match the canopies and window framing.

Mr. Nall asked if there was coping stone on the building. He also stated that any coping stone or masonry should be matched on the ground sign for consistency’s sake.

Ms. Buckley asked if the developer could come with more details on the sign because it felt like

the board is not receiving all information when reviewing on panel at a time. Mr. Piotrowski stated that unfortunately the developer has put the onus on the tenant for approval, but the Board has every right to ask for details of the ground sign cabinet in its entirety. Mr. Piotrowski also showed the site plan highlighting the cabinet location in the Southwest corner of the lot.

Mr. Nall stated he did not want to approve the sign due to a lack of information with the sign structure and was leery to approve with conditions. Mr. Manley suggested that he was open to a conditional approval.

Mr. Thacker questioned if just the panel could be approved since he was ok with that but was concerned about the details of the whole cabinet structure.

Mr. Piotrowski said that the board will need to take a position on the structure now since the panel is designed as part of the overall ground sign.

Mr. Thacker added that the Board has spent 3 meetings on the design of the building, and that the sign details are important to also get correct. Ms. Buckley stated that the board should see an accurate and final rendering of how the cabinet will look rather than how it shows on submittal. Mr. Nall agreed that revised drawings and resubmittal is best.

Mr. Thacker made a motion to deny the ground sign. Ms. Buckley seconded. The motion to deny the ground sign was unanimous.

2. Sign Package, Café Corazon-4102 W Bradley Road

Mr. Piotrowski introduced Mr. Hoinacki from Café Corazon & Ascend Design.

Mr. Hoinacki described the two wall mounted signs as being internally illuminated, aluminum in construction; clear poly carbonate faced with their logo laminated behind clear poly. They are proposing just under 8' feet in height and about 42 square feet per sign.

Mr. Manley asked if the red proposed matches the red building trim. Mr. Hoinacki said that he could get that information to confirm. Mr. Manley likes the design, that it's prominent, and being illuminated.

Mr. Nall asked how the board will know that the color will match. Mr. Hoinacki responded that he will work with the owner to have the building paint match the sign color.

Mr. Thacker stated that the color of the sign and building might vary in different light and if the sign is illuminated, so matching exactly may be difficult, but he wants to ensure that it does not deviate too drastically to a maroon or pink color.

Mr. Eger suggested there are limited red paint colors for the building, such as cardinal red and suggested to Mr. Hoinacki that he may have to follow the building color choice instead. Mr. Hoinacki responded that he would do that if necessary to ensure the closest possible match.

Ms. Buckley asked if this is the only sign proposed. Mr. Piotrowski confirmed and added that the old existing ground sign was to be removed. Ms. Buckley said that new signs will be nice and will make the building stand out.

Mr. Thacker made a motion to approve the submitted signs with the condition that the sign vendor will match the trim color of the building. Mr. Manley seconded. The motion to approve the wall signs was unanimous.

3. Exterior Building Modification Resubmittal– Personal Warehouse, 8949 N. Deerbrook Trail

Mr. Piotrowski shared the proposal resubmittal and introduced Patrick Smith of Stephen Perry Smith Architects. Mr. Piotrowski reminded board members this is the single-story office building just to the north of the Audi dealership on Deerbrook Trail. It is a layout of personal storage spaces with driveway & overhead door access points. Color palette is a corporate color palette.

Mr. Smith showed examples of changes and explained the architectural color schemes.

- Discussed putting the red on end caps of the building.
- Changed surrounds to Sherwin Williams “grey matters” to absorb the cedar on door
- Metal on building is in Sherwin Williams “peppercorn”
 - Eliminated most of red painted elements

Mr. Nall noted that the proposed building is completely different from the existing business park aesthetic and that it would be a clash with anything in the neighborhood.

Mr. Smith stated there are no covenants regarding color or architecture for the business park and it has been sitting vacant for 15 years. The Audi dealer is the only recent architectural precedent.

Mr. Manley asked if the red is tied to the company branding. Mr. Smith confirmed that it was.

Mr. Eger stated that this would be a departure from current neighborhood aesthetics, but he sees no problem with deviating in that area. He would like to talk about the colors but does not feel that it needs to adhere to the colors of other properties.

Mr. Thacker commented that business parks are always brown and sees no issue with the use of red but agrees with Mr. Eger that some refinement of the use of color would be preferred.

Mr. Manley stated that from a branding standpoint he understands the need to add the colors and added that this second iteration is an improvement.

Mr. Eger reiterated the issue of the first meeting about paint not adhering well to the brick. The board doesn't want the color to fade or chip or not hold up, and he suggested concern about the red brick color.

Mr. Nall said that the board has a right regarding longevity of materials and agreed with Mr. Eger's concern again adding that the red sticks out like a sore thumb, not matching anything around it.

Ms. Buckley agreed with Mr. Nall's points but is happier there is less red than the first submittal.

Mr. Eger noted that his main problem with red was the use of the color on the brick due to the possibility of fading. He suggested that the red metal was fine and that grey brick colors instead of red will help make the design more cohesive. He also added that the “peppercorn” upper fascia should continue all the way through the design and not change to red.

Mr. Manley agreed with Mr. Eger's comments regarding the "peppercorn" continuing throughout the upper fascia.

A discussion ensued as to what changes should be required regarding colors. Mr. Eger suggested the following caveats:

- No red painted brick anywhere on building
- No red on upper fascia. Upper fascia should be dark grey throughout

Ms. Buckley asked if the applicant was comfortable with the requested changes and sought confirmation of the revised colors. Mr. Smith responded the red painted brick would change to "grey matters" and the upper fascia would be "peppercorn" throughout.

Mr. Eger motioned to approve the building as shown, except for red brick should be SW "grey matters" and that there should be no red upper fascia, but instead that all should be colored "SW peppercorn". Mr. Manley seconded the motion. Motion approved unanimously with the above conditions.

VII ADJOURNMENT

Mr. Eger motioned to adjourn; Ms. Buckley seconded the motion.

Approval was unanimous.

The meeting adjourned at 5:18 p.m.

The next regularly scheduled meeting is Monday, May 2, 2022.

Carissa Jaycox

Deputy Clerk, Village of Brown Deer