



## PLAN COMMISSION REPORT

Proposal: Master Sign Plan Review

Description: Review a master sign plan for the industrial building located at 4321 Carol Road that would allow for a total of two wall signs.

Applicant(s): Justin Silva

Address(es): 4321 Carol Road

**Suggested Motion:** That the Plan Commission recommends to the Village Board that the master sign plan for the total display of two wall signs for the industrial building located at 4321 Carol Road be approved for the following reasons:

1. The proposed number, height, and size of signs are permissible through the master sign plan review process.
2. The proposed signs are appropriately scaled to the size of the building and do not result in an undue concentration of signage.

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Owner(s): TI Caledonia I, LLC

Tax Key(s): 104-04-22-30-038-010

Lot Size(s): ±9.76 acres

Current Zoning District(s): M-3, Heavy Manufacturing

Overlay District(s): N/A

Wetlands:  Yes  No      Floodplain:  Yes  No

Comprehensive Plan: Industrial/Business Park

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**Background:** The applicant is requesting approval of a master sign plan for the industrial building located at 4321 Carol Road. Approval of the master sign plan would allow the applicant to install two wall signs that exceed the maximum sign area permitted by code. Per code, the maximum allowable area for wall signs is 32 square feet. However, the code allows flexibility regarding sign size, number, height, and location when recommended by the Plan Commission and approved by the Village Board.

The applicant proposes to install one wall sign on the west building elevation and one wall sign on the east building elevation.

Sign 1, identified on the site plan as the “Front Elevation Illuminated Set”, is proposed on the west building elevation. The sign consists of the tenant logo and business name composed of face-lit and halo-illuminated channel letters in the colors lime green and black. The proposed sign area is 218.75 square feet, representing approximately 0.20% of the west building façade area.

Sign 2, identified on the site plan as the “Rear Elevation Non-Illuminated Letter Set”, is proposed on the east building elevation. The sign consists of the tenant business name composed of non-illuminated plate letters in the color black. The proposed sign area is 209.69 square feet, representing approximately 0.20% of the east building façade area.

Both proposed signs exceed the maximum allowable sign area established by the Village Code.


Illustrations depicting the proposed sign designs and locations are included in the packet.

Staff believes the proposed signs are appropriately scaled relative to the size of the building and would not create a cluttered or confusing sign composition on the site.


If the Plan Commission is comfortable with the proposed master sign plan, staff has drafted a suggested motion recommending approval of the master sign plan for the property located at 4321 Carol Road. Any additional permanent signage proposed for the site in the future will require the applicant to amend the master sign plan and get approval by the Village prior to submitting sign permit applications. Any temporary signage will require a temporary sign permit and must comply with temporary sign regulations.

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Prepared by:

  
Natalia Nery de Farias  
Planner & Zoning Administrator

Respectfully submitted:

  
Peter Wagner, AICP  
Development Director



## **SIGN NARRATIVE- ZILBER PROPERTIES – TENANT: LEE MECHANICAL**

**4321 Carol Rd.**

**Caledonia, Wisconsin**

### **1. Project Information**

**Property Address:**

4321 Carol Rd.

Caledonia, WI

**Jurisdiction:**

Village of Caledonia, Wisconsin

### **Building Identification & Delivery Wayfinding for 4321 Carol Road – Lee Mechanical**

To establish a strong and professional brand presence while improving site navigation for guests, vendors, and incoming deliveries, the proposed signage package consists of two complementary building-mounted sign applications positioned on separate elevations of the facility.

#### **1. Primary Visitor Identification Sign**

The first sign design serves as the main building identification feature and is intended for public-facing visibility from the primary approach to the property. This sign utilizes a custom illuminated channel letter system displaying the Lee Mechanical name and logo. The combination of face-lit and halo-illuminated elements creates a clean, modern appearance during both daytime and nighttime hours, while reinforcing the company's established lime green and black brand colors.

This primary sign allows customers, visitors, and prospective clients to easily identify the building from the street and parking areas, while projecting a polished corporate image consistent with the company's professional services.

#### **2. Secondary Delivery / Service Entrance Identification**

The second sign design consists of non-illuminated dimensional plate letters mounted flush to the building façade. This sign is intended for placement on the rear or secondary elevation where deliveries, service traffic, and operational access occur.

Its purpose is to clearly identify the facility for truck drivers, suppliers, and contractors approaching from industrial access drives or loading zones. By placing building identification at the delivery side of the property, confusion is reduced, circulation is improved, and drivers can quickly confirm they have arrived at the correct destination.

#### **Overall Site Benefit**

Together, these two sign elements create a complete exterior wayfinding solution by addressing both customer-facing visibility and operational functionality. The illuminated front elevation sign enhances branding and visitor recognition, while the secondary rear sign supports efficient logistics and delivery traffic flow. This dual-sign strategy ensures the building is identifiable from multiple points of access and provides a cohesive professional appearance across the entire site.

Thank you for your consideration,



*"We Project Your Image"*

**Justin Silva**

Sales Representative

Michael's Signs, Inc.

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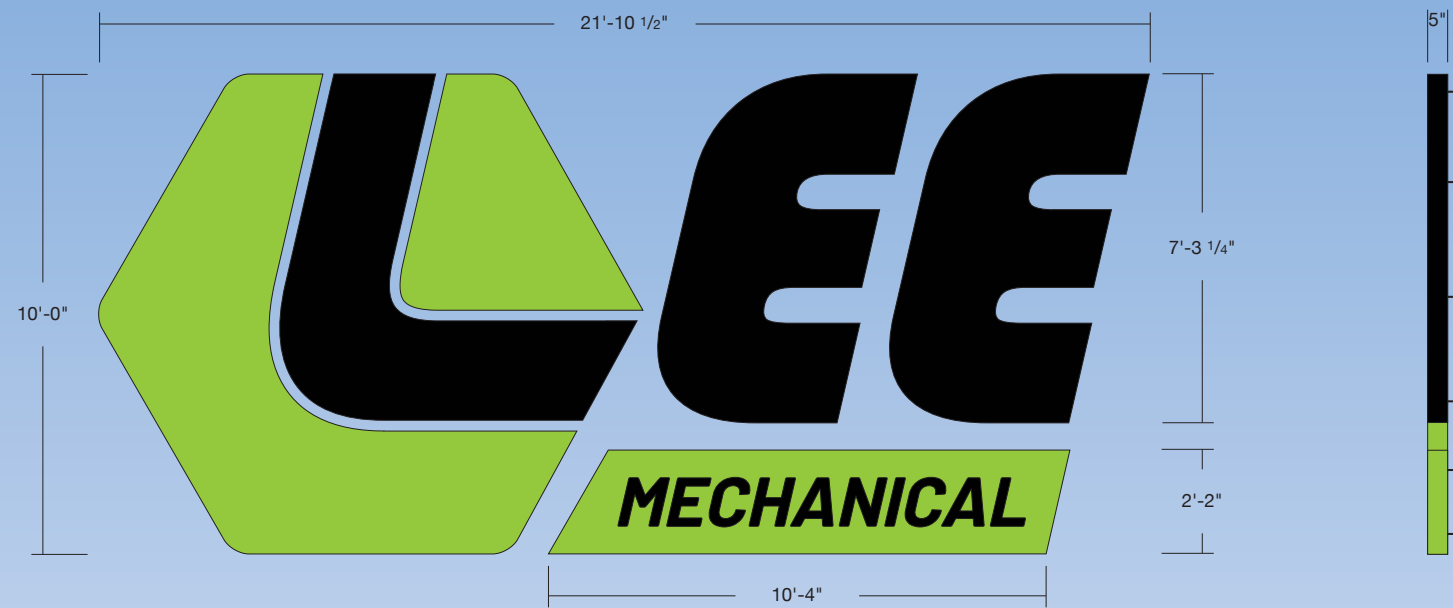


**Front Elevation  
Illuminated Letter  
Set**

**Rear Elevation  
Non- Illuminated  
Letter Set**

Saputo USA - Caledonia

**CHANNEL LOGO**



SIDE VIEW



NIGHT RENDERING

**LEE MECHANICAL / CHANNEL LOGO**

ONE (1) SET OF FACE-LIT & HALO-ILLUMINATED CHANNEL LOGO  
 "GREEN LOGO PARTS & MECHANICAL BAR"

- 5" DEEP FACE / REVERSE LIT CHANNEL LETTERS W/ MAP PAINTED FINISH
- 3/16" WHITE ACRYLIC FACES W/ 1" GREEN TRIM CAP
- .063 ALUMINUM RETURNS W/ MAP PAINTED FINISH (TO MATCH 3M LIME GREEN)
- 3/16" CLEAR LEXAN BACKS W/ SLOAN WHITE PRISM LEDS (6500K)
- "MECHANICAL" TO BE 3M BLACK VINYL OVERLAY
- LETTERS STOOD OFF BUILDING SURFACE 2" W/ THREADED STUDS

"LEE"

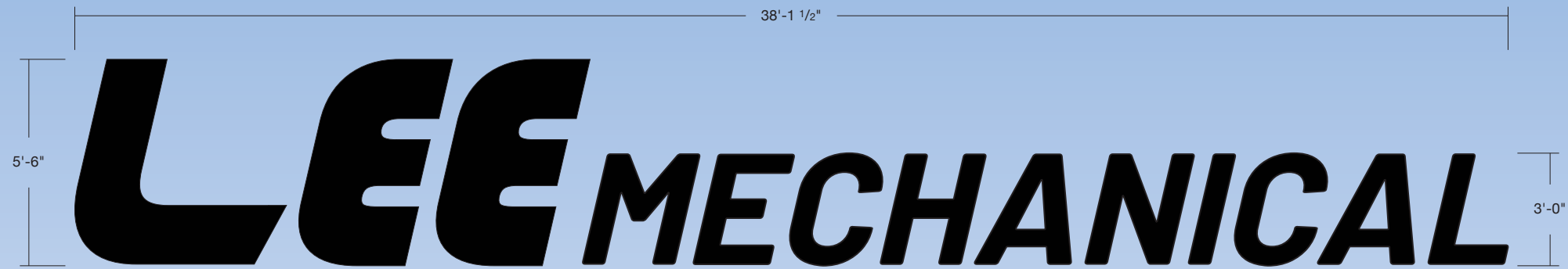
- 5" DEEP REVERSE LIT CHANNEL LETTERS W/ MAP BLACK PAINTED FINISH
- 1/8" ALUMINUM FACES W/ .063 ALUMINUM RETURNS
- 3/16" CLEAR LEXAN BACKS W/ SLOAN WHITE PRISM LEDS (6500K)
- LETTERS STOOD OFF BUILDING SURFACE 2" W/ THREADED STUDS



IMAGE: NTS

<b>Client:</b> LEE MECHANICAL <b>Address:</b> 4321 CAROL ROAD <b>City, State:</b> CALEDONIA, WI <b>Sales Rep:</b> JUSTIN SILVA	<b>Date:</b> 12-01-25 <b>Drawing #:</b> 1 (1)	<b>REVISION</b> △ 1-2-26 △	<b>Illumination:</b> <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE _____ <b>Electrical Requirements:</b> <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED <b>Quantity:</b> 1	<b>Paint Colors (Matthews Paint):</b> <input checked="" type="checkbox"/> MATCH 3630-136 LIME GREEN <input checked="" type="checkbox"/> MAP BLACK	<b>Vinyl Film Colors (3M Scotchcal):</b> <input checked="" type="checkbox"/> 3630-136 LIME GREEN <input checked="" type="checkbox"/> 7725-12 BLACK	<b>Client Signature:</b> _____ Signature Date
	<b>Sheet:</b> 1 of 1 <b>Scale:</b> 1/4" = 1 <b>Designer:</b> CS	△ △ △ △ △ △	<b>Sign Specifications:</b> NOTED ABOVE	_____ _____ _____ _____ _____	_____ _____ _____ _____ _____	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - <b>RESPONSIBILITY OF OTHERS</b>  The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.	

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.



**LEE MECHANICAL / PLATE LETTERS**

ONE (1) SET OF NON-ILLUMINATED PLATE LETTERS  
 1/4" ROUTED ALUMINUM PLATE W/ MAP BLACK PAINTED FINISH  
 LETTERS TO BE MOUNTED FLUSH TO BUILDING SURFACE



"We Project Your Image"

PH: (262) 554-6066  
 TOLL FREE: (800) 554-8110

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	Drawing #: <b>2 (2)</b>	△ 1-2-26	△	Sign Specifications: <b>NOTED ABOVE</b>					NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - <b>RESPONSIBILITY OF OTHERS</b>  The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
Address: <b>4321 CAROL ROAD</b>	Sheet: <b>1 of 1</b>	△ 1-6-26	△						
City, State: <b>CALEDONIA, WI</b>	Scale: <b>1/4" = 1</b>	△	△						
Sales Rep: <b>STEPHEN PROCHASKA</b>	Designer: <b>CS</b>	△	△						

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