

TOWN OF BROOKFIELD
JOINT PUBLIC HEARING

June 22, 2021

CONSIDERATION OF A REQUEST FOR AN ELECTRONIC MESSAGE CENTER AT
18900 W. BLUEMOUND ROAD.

The Joint Public Hearing with the Plan Commission and Town Board was held on Tuesday, June 22, 2021, in the Erich Gnant Room of Town Hall at 645 North Janacek Road, Brookfield, Wisconsin.

CALL TO ORDER

Town Board Supervisor John Schatzman called the meeting to order at 7:00pm. Also in attendance were Town Board Supervisors Steve Kohlmann, Mike Schmitt; Plan Commissioners William Neville, Kevin Riordan, and Len Smeltzer; Building Inspector/ Zoning Administrator Steve Paglianti; and Inspections Clerk Lois Ricci to record the minutes.

NOTICE OF HEARING

Supervisor Schatzman read the attached Notice of Hearing into the record.

Mr. Paglianti described the site, and zoning as Mixed Use. The location of the Electronic Message Center (EMC) sign was described as being on the north side of the entrance to Galleria West off of Brookfield Road. Mr. Paglianti reported that the sign is 24 square feet per side, is 9 feet high, and meets requirements in the ordinance for signage. The refresh rate is every 15 seconds. Setback requirement is 12 feet. The sign would occupy a secondary entrance.

PUBLIC COMMENTS

Supervisor Schatzman opened the Hearing for any public comments.

Bill Bode of 18900 W. Bluemound Road commented that the EMC would benefit all tenants in Galleria West. The EMC will not be visible to any residential properties, other than very indirectly at the nursing care center to the east, across Brookfield Road.

BOARD COMMENTS

Supervisor Kohlmann inquired as to how many EMC's are allowed on a property. Mr. Paglianti replied that just one is permissible.

Commissioner Smeltzer opined that he likes the location because it marks that entrance well, which can be easily missed. Commissioner Smeltzer expressed concern over being too close to the Kopp's sign. Mr. Bode clarified the location of the Kopp's sign in relation to the proposed EMC for Galleria West.

Supervisor Schmitt suggested an entrance sign at the proposed location of the EMC, and placing the EMC on Bluemound Road, and added that a possible idea would be that the real estate company (MLG) to the west on Bluemound Road partner with Galleria West to create one EMC, replacing the current sign at 19000 W. Bluemound Road.

Supervisor Kohlmann clarified that this is not a changeable copy sign, but an electronic message center.

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Supervisor Schatzman inquired of Mr. Bode that if partnering with the real estate company is a possibility, would he be interested. Mr. Bode's response was that this idea hadn't been previously considered, but would be happy to look into the possibility. Mr. Bode requested that if the Plan Commission can recommend approval for the sign as presented, he would make an effort to have that discussion with MLG.

ADJOURN

There being no further questions or comments, Supervisor Schatzman closed the Public Hearing at 7:13pm.

Respectfully Submitted,

Lois Ricci, Inspections Clerk