

Town of Brookfield

DEPARTMENT OF DEVELOPMENT SERVICES
BRYCE HEMBROOK, TOWN PLANNER

ARCHITECTURAL CONTROL COMMITTEE MINUTES APRIL 13, 2022

A meeting of the Architectural Control Committee of the Town of Brookfield was called to order by Chairman Dean Pearson at 6:30pm on Wednesday, April 9, 2022, at the Town of Brookfield Town Hall, 645 North Janacek Road, Brookfield, Wisconsin.

Also present at the meeting were Town Administrator Tom Hagie, Town Supervisor Steve Kohlmann, and Members Richard Diercksmeier, Alan Lee, John Charlier, Town Planner Bryce Hembrook, and applicants.

1. **Confirmation of meeting notice**
Mr. Hembrook reported receipt of verbal confirmation from the Clerk's Office that the meeting was noticed as required.
2. **Minutes.**
A motion was made and seconded (Kohlmann/Lee) to approve the minutes as presented.
The motion was voted on and carried unanimously.
3. **S-0413-01 Innovative Signs Inc., representing Acura of Brookfield, is requesting approval of wall mounted signage located at 19180 West Bluemound Road.** A motion was made and seconded (Diercksmeier /Kohlmann) to **approve** the application as presented.
The motion was voted on and carried unanimously.
4. **S-0413-02 Elevated Identity Inc., representing Six65 Apartments, is requesting approval of a freestanding monument sign, located at 655 North Brookfield Road.** A motion was made and seconded (Kohlmann/Charlier) to **approve** the application, provided the address lettering be moved to the middle cabinet (shown as the black area on the rendering).
The motion was voted on and carried unanimously.
5. **S-0413-03 HGR, LLC is requesting discussion and possible action for their proposed master sign plan, for their office building located at 20350 Water Tower Road.**
A motion was made (Diercksmeier) to approve the master the sign plan as presented, but was withdrawn because there was concern regarding allowing 2 large signs. The Committee discussed only allowing 1 large sign per tenant for tenants occupying 5,000 square feet of office space. A motion was made and seconded (Charlier, Lee) to **approve** the sign master plan on the condition that only 1 large sign is allowed per tenant for tenants occupying more than 5,000 square feet of office space, "east elevation" should be changed to "west elevation" in Section 3(b)(a) of the narrative, and all new sign applications require review and approval by the Architectural Control Committee.
The motion was voted on and carried unanimously.

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- 6. S-0413-04 Signs & Lines by Stretch, LLC, representing Sage Salon & Suites, is requesting approval for a face change for an existing multi-tenant freestanding sign and an on-building sign, located at 19680 West Bluemound Road.**

A motion was made and seconded (Kohlmann/Charlier) to **approve** the permit as presented and allow the total sign area to exceed the sign code regulations because the request is a face change and the signage will not be enlarged.

The motion was voted on and carried unanimously.

- 8. SD-0222-01 Nicolas Wimmer, representing Wimmer Development, is requesting a recommendation for Final Approval for the 18-acre mixed-use development located on the northeast corner of Bluemound Road and Barker Road.** Town Planner Hembrook provided information regarding the proposed development and Nick Wimmer introduced the project to the Committee. Josh Wilcox (GDA Architects) provided information and graphics regarding the proposed Marriot Hotel and Lead Architect Doug Buster discussed the architectural elements for the rest of the buildings proposed. Overall, the Committee was generally supportive of the proposed development but some concerns were noted; including, Marriot Center interior parking garage lighting, landscaping and fencing along northern property line by building 8, and ensuring that Town Engineer's concerns have been addressed.

A motion was made and seconded (Charlier/Diercksmeier) to recommend to **approve** Final Approval of the proposed mixed-use development to the Plan Commission as presented with the following conditions: Concerns listed in Town Engineer's letter shall be addressed and submitted to the Town Planner and the interior parking garage lighting plan shall be reviewed and approved prior to obtaining building permits.

The motion was voted on and carried unanimously.

- 9. S-0222-04 Nicolas Wimmer, representing Wimmer Development, is requesting approval of a sign master plan for the proposed 18 acre mixed-use development located on the northeast corner of Bluemound Road and Barker Road.** Applicant Nick Wimmer presented the proposed sign master plan to the Committee. The applicant stated that they intend to provide a more detailed plan that specifically discusses the proposed retail and office signage and this plan will be similar to the Corners Digital Design Manual.

A motion was made and seconded (Pearson/Lee) to recommend approval of signage plan concept and require the developer submit a detailed signage document addressing proposed retail and office signage.

The motion was voted on and carried unanimously.

- 10. Adjourn**

A motion was made and seconded (Kohlmann/Lee) to **adjourn** at 9:38pm.

The motion was voted on and carried unanimously.