

Town of Brookfield

DEPARTMENT OF DEVELOPMENT SERVICES
BRYCE HEMBROOK, TOWN PLANNER

ARCHITECTURAL CONTROL COMMITTEE MINUTES April 12, 2023

A meeting of the Architectural Control Committee of the Town of Brookfield was called to order by Chairman Dean Pearson at 6:00pm on Wednesday, April 12, 2023, at the Town of Brookfield Town Hall, 645 North Janacek Road, Brookfield, Wisconsin. Also present at the meeting was Town Planner Bryce Hembrook, Town Supervisor Steve Kohlmann and Committee members John Charlier, Alan Lee, and Matt Paris. Richard Diercksmeier was absent and excused.

1. **Confirmation of meeting notice**
Town Planner 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 (Charlier/ Kohlmann) to approve the February 8, 2023 minutes as presented.
The motion was voted on and carried unanimously.

3. **S-0423-01 Deb Burton (Poblocki Sign Co.), representing ProHealth Care Regency Senior Communities, is requesting review and approval of replacing 3 signs with new sign faces, located at 777 North Brookfield Road.**
Planner Hembrook described the proposed monument sign, which included a second option. The reason for the second option is that the sign contractor has not secured a final design agreement with Wimmer Communities, who represent the property. The proposed monument sign is 11' tall, however 10' is what is permitted, unless landscaping is included at the bottom of the sign. There are also two freestanding directional signs, which meet code requirements. The directional signs will be installed at the same locations as the current directional signs. Option 1 for the monument sign shows a smaller font size than option 2. The sign contractor is to confirm with the client that the second option still meets their branding. Planner Hembrook stated that the ARC could approve the sign, with the final choice for the font being administratively approved, or if the ARC prefers, could be presented to the ARC for approval. It was clarified that the new monument sign is a different size and shape than the current monument sign, and will be in the same location. Chairman Pearson opined that he did not see a reason to approve an 11' sign, when the code states 10' is permitted. Chairman Pearson also commented that the option with four lines (option 2) is preferable. Supervisor Kohlmann questioned Page CO2, and if that was part of this proposal. Planner Hembrook responded that this is what was original proposed, but as previously stated, Electronic Message Centers are not permitted in the RM-2 zoning district. ARC Member Matt Paris commented that currently, there appears to be landscaping, and because the current sign is 13' tall, the 11' proposed sign is acceptable. Mr. Paris also described the code as stating that if there is a garden bed at the base, there is a requirement of a 2' masonry base. Mr. Paris also prefers option 2, with the larger font. Dan from Poblocki Sign Company was present and stated that he has to get agreement from client for the final design.

Mr. Paris stated that perhaps the ARC could approve both options and let the client decide on the final design. Height was clarified that a monument sign is permitted at 10' however it can go to 12' if there is landscaping at the base, and if it is right next to a parking lot and vehicles could potentially block the sign. Supervisor Kohlmann expressed concern that the address is not illuminated at night. Chairman Pearson stated that the address numbers should be larger, as they are only 3 ½ inches. ARC Member Lee stated that he finds the 11' height acceptable as well as Mr. Paris. Supervisor Kohlmann reiterated that he would like to see the address lit up at night. It was also suggested to enlarge the numerals by the committee.

A motion was made and seconded (Charlier/ Kohlmann) to **approve** proposed replacement of the monument sign, located at 777 North Brookfield Road, with the following conditions:

- The proper size for the address;
- The address is illuminated;
- The garden bed is retained;
- Final review by Planner Hembrook.

The motion was voted on, and carried unanimously.

Discussion continued regarding the proposed directional signs. The existing signs stand at 5' x 3'6". The proposed new directional signs are 5'6" x 2'9". Planner Hembrook reported that according to code, font size shall not exceed 5" for a directional sign. A second motion was made (Kohlmann/ Paris) to **approve** two freestanding directional signs for ProHealth Care Regency Senior Communities at 777 North Brookfield Road as presented.

The motion was voted on and carried 4-1, with Chairman Pearson dissenting.

4. S-0423-02 Tim Lang, representing Environment Control of Wisconsin, is requesting review and approval of proposed permanent wall signage, located at 710 Larry Court.

Planner Hembrook described the proposed signage as being an internally illuminated LED sign above the garage door, at the north end of the building. The building is not along a right-of way, therefore the sign will not be seen unless one is in the parking lot. The sign is proposed to be 15 square feet, with a green background and translucent white logo and lettering. The sign meets all of the requirements as set forth in the sign code.

A motion was made and seconded (Paris/ Lee) to approve proposed permanent wall signage, located at 710 Larry Court.

The motion was voted on, and carried unanimously.

5. ER-0423-01 Kristyn Eitel, representing Margaux, is requesting review and approval of proposed exterior alterations to the exterior of the building and to add outdoor dining area, located at 20107 Lord Street.

Planner Hembrook described the tenant space, which is located directly to the east of Von Maur. The use is a French restaurant, with outdoor seating. The exterior finishes proposed are to be painting the existing brick a charcoal blue, with navy awnings. Accent lighting would include string lights underneath the awnings. Planner Hembrook noted that accent lighting is exempt from lighting requirements listed in the code. Renderings show future signage, although signage is not part of the request for approval at this meeting. There is no outside dining area proposed on the east façade.

Chairman Pearson asked Robert Gould of IM Properties, who was in attendance, if he had any concerns with this proposal. Mr. Gould responded that he did not, and that it is considered a good tenant fit. ARC Member Charlier inquired if there would be a divider between the outdoor dining area and the sidewalk. Mr. Gould responded that there is not a plan to implement that type of structure. Supervisor Kohlmann expressed his concern with painting the existing brick, and inquired if the restaurant would close, would they be willing to remove the paint and reveal the original brick color. Tom Kafkes indicated that they would be willing to make that commitment to the Town. Accent lighting was discussed, and Chairman Pearson is concerned with the wall fixtures, because they do not meet normal Town standards for illuminating walkways and seating areas, since they do not provide direct downward illumination. Chairman Pearson also addressed the color versus the existing brick color, and concerns with no barrier to traffic in relation to the outdoor dining areas. String light under the awning were also a concern and that they should be partially recessed, so they are not hanging down too far. Mr. Kafkes responded that the string lights would be rendered at the bottom of the bracket returning to the wall to keep them from drooping too far. Chairman Pearson noted that not seeing them from everywhere is the main concern. Supervisor Kohlmann opined that the string lights are acceptable, since this is inside a small community situation and not on a main street, possibly affecting traffic. Supervisor Kohlmann inquired if there is an ordinance that requires a barrier for outdoor seating as it relates to a possible safety issue. Planner Hembrook responded that this is not noted in the code. Chairman Pearson noted that in the past, planters, or bollards were suggested for this type of outdoor use. Supervisor Kohlmann inquired whether that issue was for ARC or Plan Commission. Chairman Pearson feels this is a gray area. Mr. Gould was asked for his input, and his response was that in general there has not been a problem with traffic and risky driving. There is security in place and that is utilized to mitigate those types of issues, and a one-way system is in place to address safety. Mr. Paris noted that if the two parking spaces in front of the restaurant are removed as proposed, this should not pose a problem. Mr. Lee asked how much walking space is between a dining table and the curb. Mr. Gould responded that the lease directs that any outdoor dining area cannot infringe on ADA access, and 8 feet is the distance it is set off from the storefront.

A motion was made and seconded (Charlier/ Paris) to approve proposed exterior alterations to the exterior of the building and to add an outdoor dining area, located at 20107 Lord Street.

The motion was voted on, and carried unanimously.

6. ER-0423-02 Arlenne Escamilla Teran, representing El Gaucho Grill, is requesting review and approval of a site plan utilization plan amendment to allow for outdoor dining at the restaurant located at 17800 West Bluemound Road, Suite 7.

Planner Hembrook described the proposed area for the outdoor dining area. The restaurant is located at the end of the building. They are proposing to add two rows of tables and chairs, with a 3-foot aisle width. The Fire Department suggested the tables be placed against an existing rail to allow for a wider aisle. The building inspector checked the existing railing and found that it meets code requirements. The tables would be stored in the corner at night, secured with bungee cords. No additional lighting is proposed. Currently there are ceiling lights. Chairman Pearson opined that moving the tables to the

rail is not necessary, if there is an emergency the tables could easily be pushed out of the way. The Committee was in agreement. Chairman Pearson suggested that the tables could also be placed in a staggered format.

A motion was made and seconded (Lee/ Kohlmann) to approve a site plan utilization plan amendment to allow for outdoor dining at the restaurant located at 17800 West Bluemound Road, Suite 7.

The motion was voted on, and carried unanimously.

7. S-0423-03 Zane Nichols (Lemberg Electric), representing Bluemound Car Care, is requesting review and approval of proposed wall signage and a sign face change to the existing monument sign, located at 18795 West Bluemound Road.

Planner Hembrook described the current site location and signage proposal. Two wall signs are proposed above the awning, one on the north face and the other on the west. The current Meineke panel on the monument would be replaced. The size would remain the same, with a black background, and gray, white, and red lettering and logo. It will be double-sided, with each side being 58.22 square feet each side. The two proposed wall signs are 20.43 square feet each, which meets the allowable wall signage size in the code. The wall signs will have the same colorings as the monument sign. Mr. Paris suggested changing the awning color at some point.

A motion was made (Paris/ Lee) to approve proposed wall signage and a sign face change to the existing monument sign, located at 18795 West Bluemound Road, as presented.

The motion was voted on, and carried unanimously.

*** A non-agenda discussion took place regarding accent lighting.**

Chairman Pearson mentioned that a good example of accent lighting is on the F&F Tire building, facing Bluemound. They are typical cylinder up and down lights that throw light on the building, and does not project any light outward. The ordinance talks about accent lighting and includes low voltage lights. Planner Hembrook informed the committee that the code will be reviewed to make these kinds of issues more clear cut, and may be looking for input from the committee.

8. Adjourn

Chairman Pearson ended and adjourned the meeting at 7:11pm.