

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
JANUARY 10, 2024

The regular meeting of the Architectural Review Committee was held in the Erich Gnant Room of the Town Hall, 645 N Janacek Road, Brookfield, WI.

1) CALL TO ORDER.

Chairman Dean Pearson called the meeting to order at 6:00 p.m. with the following people present: Town Planner Bryce Hembrook, Town Supervisor Steve Kohlmann; Committee members Richard Diercksmeier, Alan Lee, and Matt Paris. Town Supervisor John Charlier was absent.

2) MEETING NOTICES.

Planner Hembrook reported that the meeting was noticed in accordance with Open Meeting Law.

3) APPROVAL OF AGENDA.

Motion by Kohlmann to approve the agenda. Seconded by Lee.

Motion carried unanimously.

4) APPROVAL OF MINUTES.

Motion by Kohlmann to approve the minutes of the December 13, 2023 minutes as presented.

Seconded by Diercksmeier.

Motion carried unanimously.

5) New Business:

- a. Eric Olson (Graves Signs, Inc.), representing Lendmark Financial Services, is requesting approval for window signage located at 17800 West Bluemound Road, Suite D.

Planner Hembrook described the zoning code pertaining to signage. The proposed is temporary promotional window signage, placed on interior surface. Questions regarding allowable sign area, and the code stating "sign display area shall not exceed 25% of the window area in which the sign is displayed" were discussed.

Motion by Paris to **approve** window signage for Lendmark, located at 17800 West Bluemound Road, Suite D as presented.

Seconded by Kohlmann.

Motion carried unanimously.

- b. Christopher Reiger representing Landmark Credit Union, is requesting approval of a digital menu board sign for the bank drive-thru, located at 19600 West Bluemound Road.

Planner Hembrook described the proposed digital menu board as being located near the bank drive-thru on the north side of the Landmark Credit Union building. It is approximately 8 square feet in size. The sign is intended to provide information to customers that are already on-site and using their drive-thru. Hembrook explained that the sign code does not specifically address menu boards, only EMC's (electronic message centers), and changeable copy signs. Those types of signs are meant to be directed to traffic or pedestrians for advertisement purposes. Don Numer with Sign Effectz was present and referred to the sign as a digital poster board, advertising CD rates and other bank business. It would not be a sign that changes on a continuous rotation, but would change once or twice a month. Kohlmann opined that it should go dim or be turned off at night, and no change more than 24 hours. Pearson and Kohlmann agree that this is an EMC, and should be subject to those regulations.

Motion by Kohlmann to **approve** a digital menu board sign for the bank drive-thru for Landmark Credit Union located at 19600 West Bluemound Road, provided they have the same regulations as EMC's related to lighting, flickering, and other EMC standards.

Seconded by Diercksmeier.

Additional Discussion: Kohlmann described how much attention was given to regulate EMC's. EMC's cannot face residential property.

Motion carried unanimously. :

- c. Lisa Burck (Innovative Signs), representing Landmark Credit Union, is requesting approval for a reface of a monument sign, replacing two channel letter wall signs, and refacing directional and informational signage located at 19600 West Bluemound Road.

Planner Hembrook described the request as follows:

- Requesting to reface the existing monument sign, replace existing wall signage to include new company logo/font on the east and south elevation, and reface directional and information signage.
- Monument sign
 - Refacing the gray sign panel. Base and digital display area to remain as is.
 - Sign is approximately 34.68sf
 - Includes a gray background, white letters and blue and white logo.
 - Internally illuminated.
- South and east elevation channel letter wall signs
 - Both signs are approximately 48 square feet.
 - These signs appears to be similar in size to the existing signage, but likely smaller.
 - Channel letters and logo will be internally illuminated.
 - East elevation frontage = 65'.
 - Allowable sign area = 52 square feet
 - South elevation frontage = 71'
 - Allowable sign area = 56.8 square feet
 - Both signs meet sign area requirements.
- Directional signs
 - Refacing several directional and informational signs and will include logo on each sign.
 - These types of signs do not require a permit but do require approval by the Committee. The sign code state that these signs should be directional in character, without identification graphics, font size shall not exceed 5 inches and the total display area shall not exceed either inches by 30 inches per tenant, unless approved to provide consistency with design features of the development.
 - The proposed signs do not meet all of these requirements, but the ARC can decide to approve as presented with those exceptions.

Pearson indicated that the entrance sign is confusing. Kohlmann suggested adding "Building Entrance Only" for clarification. Further discussion was had regarding the logo, and whether it should be included on the proposed signage.

Motion by Kohlmann to **approve** reface of a monument sign, replacing two channel letter wall signs as presented for Landmark Credit Union, located at 19600 West Bluemound Road.

Seconded by Paris.

Motion carried unanimously.

A second motion was made by Kohlmann to **approve** directional and informational signage without the logo on all signs, and to allow the size of the font to not exceed the code requirement font of 5 inches for Landmark Credit Union, located at 19600 West Bluemound Road. Planner Hembrook can approve.

Seconded by Lee.

Motion carried unanimously. :

- d. Lisa Burck (Innovative Signs), representing Werfen, is requesting approval for permanent free-standing sign, located at 20925 Crossroads Circle.

Planner Hembrook described the request as follows:

- Proposing to add a freestanding sign near the entrance of the parking lot. The site plan in the packet shows the proposed sign being located on the property line where the existing sign is currently located. The sign will need to meet the 5' setback and/or receive a variance. The applicant has stated that they will likely request a variance. If the Committee decides to approve this sign, a condition should be applied to require that the sign either meets the 5' setback requirement or a variance is granted.
- Sign is proposed to be 4.6' from grade and has two panels showing the property address and the Werfen logo.
 - Both panels are approximately 27.6 square feet each (55.2 square feet total).
- The majority of the sign structure is blue and the lettering is white.
- The signs will be internally illuminated.
- No dimensions were provided for the address numerals. The typical requirement is a minimum of 8 inches.

Proposed sign appears to meet all other sign code requirements.

Additionally, Hembrook reported that the applicant is planning on setting the sign slightly back further than the existing sign. The post has a saddle mount with the post going straight to the ground. Landscaping at the base was discussed.

Motion by Paris to **approve** a permanent free-standing sign for Werfen, located at 20925 Crossroads Circle as presented, with setback.

Seconded by Diercksmeier.

Motion carried unanimously.

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- e. Ryan Janssen, representing Avery & Birch, for a recommendation for Preliminary Approval of a new building consisting of a three-story salon suite facility, located at 21055 Crossroads Circle.

Planner Hembrook described the proposed building and use. Please refer to the ARC memo for January 2024 for details. Paul Jenswold, Civil Engineer with Trio engineering was in attendance and noted that the proposed use is for a multi-tenant salon. Kohlmann indicated that he approves of the conceptual plan, but does not care for the architecture of the building. Paris agreed, and opined that the style does not fit the surrounding area. Mr. Jenswold indicated that architectural features could be discussed further to include modifications that might be more appealing to the ARC. Trash bin location, roof maintenance, and a storm water pond were also mentioned in the discussion as well as the potential of additional light poles.

Motion by Paris to **approve** a recommendation for Preliminary Approval of a new building consisting of a three-story salon suite facility, located at 21055 Crossroads Circle.

Seconded by Diercksmeier.

Motion carried 4-1, with Kohlmann dissenting.:

6) COMMUNICATION AND ANNOUNCEMENTS.

Planner Hembrook noted that he will not be available in February, and will be in contact regarding a meeting date.

7) ADJOURN.

Motion by Kohlmann to adjourn at 7:25 pm.

Seconded by Diercksmeier.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner