

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
OCTOBER 9, 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 Supervisors John Charlier and Steve Kohlmann; and Committee members Richard Diercksmeier, and Alan Lee.

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 Diercksmeier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Kohlmann to approve the minutes of the September 11, 2024 minutes as presented.

Seconded by Charlier.

Motion carried unanimously.

5) OLD BUSINESS

a. None.

6) NEW BUSINESS

a. Dakota Gruber (LMR II – Galleria West LLC), representing Galleria West, is requesting approval for exterior alterations for repainting the building, located at 18900 West Bluemound Road (BKFT1124999006).

Planner Hembrook reported the reason for this item is due changes were made to the exterior of the development without going through Architectural Review. Renderings were shown approximately 8-9 months ago as part of a sign proposal, but exterior changes such as paint color were not a part of that proposal. Hembrook reviewed before and after photos, with the new colors being white siding and black trim. Confirmation was provided by the applicant (Max Grossman) that all façade work is completed. Kohlmann inquired whether any more changes were being planned, and applicant responded that there may be some parking lot updates and masonry changes in the future, but would make sure the proper protocol was followed. A master sign policy was discussed, and Mr. Grossman was not aware of a master sign policy, regarding façade signage. Hembrook will follow up.

Motion by Kohlmann to approve exterior alterations for repainting the building, located at 18900 West Bluemound Road.

Seconded by Charlier.

Motion carried unanimously.

b. Adrian Deasey, representing Octane Coffee, is requesting review and recommendation of preliminary approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road.

Hembrook reviewed the proposal including location as being between Aldi and Best Buy. Town Board approved Concept #3. The town engineer has concluded that there is ample parking. Deasey described the how the automated business operates, and described the structure as follows: the lower building is a 30-foot shipping container. The upper is a 10-foot container. The outer panels are aluminum composite material. The colors are gray/ charcoal and tan. Signage is integrated into the façade, and backlit. There is a LED light strip for ambient lighting, which is hidden. These are pointed back at the building so there is no glare. There are two directional screens. Pearson asked about site prep, and Deasey responded that water and sewer connections, and utilities need to be in place before the containers are brought in. Drainage should not be impacted. The “menu boards” will be facing east towards Best Buy, not towards Bluemound Road. Hembrook noted that the Fire Department has no concerns, and the applicant is working with the Sanitary District for sewer and water. The town engineer included comments regarding queues, markings for going one way leaving the kiosk, marking spaces for supply delivery, and painting a stop mark so drivers know they have to yield. Kohlmann asked if there are any landscaping requirements. Hembrook responded that the town engineer had no comment regarding landscaping.

Motion by Diercksmeier to recommend preliminary approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road as presented.

Seconded by Charlier.

Additional discussion: Kohlmann recommended that signage lighting standards and landscaping be clarified before final approval.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS

8) ADJOURN

Motion by Kohlmann to adjourn at 6:38pm.

Seconded by Charlier.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner