

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
FEBRUARY 14, 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: Acting Town Planners Brian Depies and Zach Hochevar, Town Supervisors Steve Kohlmann, and John Charlier; Committee members Richard Diercksmeier, and Matt Paris. Alan Lee absent and excused.

2) MEETING NOTICES.

Acting Planner Depies 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 Charlier.

Motion carried unanimously.

4) APPROVAL OF MINUTES.

Motion by Kohlmann to approve the minutes of the January 10, 2024 minutes as presented.

Seconded by Diercksmeier.

Motion carried with Charlier abstaining (not present at January meeting).

5) Old Business:

- a. None.

6) New Business:

- a. Aaron Penazek (Signs and Lines By Stretch) representing Glow Doctor, is requesting approval for a wall mounted sign located at 19035 West Bluemound Road, Suite 11.

Acting Planner Depies presented a rundown of the sign application, noting that the overall size does not meet the Town's code. Supervisor Kohlmann notes the sign is too big. Member Paris noted he would like a more detailed size clarification, since there appears to be a lot of "open space" around the lettering. Member Paris also notes the lettering appears "thin" and could be persuaded to approve the sign as is since it looks appropriate for the space. Member Diercksmeier agrees with member Paris. Supervisor Charlier says the "skinny" font makes it seem smaller than the overall size presented by acting planner Depies, that the sign looks decent, and likes it. Supervisor Kohlmann is convinced by the committee's discussion and agrees he like the sign as presented.

Motion by Paris to approve a wall mounted sign for Glow Doctor, located at 19035 West Bluemound Road, Suite 11.

Seconded by Charlier.

Motion carried unanimously.

- b. Raymond Mandarino (All Signs Skokie, Inc.) representing Hyderabad House, is requesting approval for a wall mounted sign and replacing a monument sign insert located at 19035 West Bluemound Road, Suite 13-15.

Acting Planner Depies presented a rundown of the sign application, noting that the overall size for the wall-mounted sign does not meet the Town's code and that the monument sign does meet the Town's code. Chairman Pearson asked how the sign's size was calculated and how much the size was over the Town's requirement. Acting Planner Hochevar answered that the size was calculated for the lettered area and logo area separately, and Acting Planner Depies answered the size was about 20 square feet larger than code allows. Chairman Pearson asked if a representative was present so they could speak about the logo's necessary in the sign. Taking it out could be a good compromise between the applicant and the committee. The owner of the restaurant was present and answered that logo is part of the restaurant chain's standard signage.

Member Diercksmeier notes he has no issue with the logo. Member Paris asked how the previous tenant's sign looked in the space compared to the proposed sign in relation to size. Member Diercksmeier returned to the logo question and noted it is important to the franchise, like the Golden Arches are to McDonald's. Supervisor Charlier notes the logo is on both the monument sign and the wall sign, and asks the committee if keeping it just on the monument sign would be a fair compromise. Supervisor Kohlmann is good with the wall sign as presented, noting the size is not out of place for the three suites in the building the restaurant will occupy. Member Paris brought up the additional roof above where the sign will be installed, and the committee discusses how this helps reduce how large the sign will "feel" above the space. Supervisor Kohlmann also points out what the space would look like if there were three individual tenants with their own signs and that would "feel" much larger than what the applicant is presenting. Chairman Pearson notes this sign would be proportionally consistent with other spaces of different size. Supervisor Kohlmann also notes the proposed sign is similar to, and even possibly slightly smaller than, the previous tenant's sign.

Motion by Kohlmann to approve a wall mounted sign for Hyderabad House, located at 19035 West Bluemound Road, Suite 13-15.

Seconded by Diercksmeier.

Motion carried unanimously.

Motion by Kohlmann to approve a monument sign insert replacement for Hyderabad House, located at 19035 West Bluemound Road, Suite 13-15.

Seconded by Paris.

Motion carried unanimously.

- c. Scott Kuehn (Optimum Signs), representing Grieve Law, is requesting approval to replace two existing monument signs located at 225 & 245 Regency Court.

Acting Planner Depies presented a rundown of the sign application, noting that the existing signs did not meet the Town's setback, background color, development name being on the sign, and letter height requirements. Chairman Pearson starts the discussion noting the abundance of existing signs in the area. Chairman Pearson also asks the sign representative to clarify if the sign is illuminated, which it is. He also notes he prefers the sign not have a white background. The sign representative notes the background is actually cream, and Chairman Pearson responds he doesn't like that background color either. Member Paris agrees he doesn't like the white/cream background but does like the look of the sign and would approve it with a different background color. Chairman Pearson discusses with the sign representative how the sign and panels/sign could be designed differently. Supervisor Kohlmann agreed with Member Paris that he liked the overall look of the sign and dislikes the white/cream color background. He also notes the new design is an improvement over the existing sign. The conversation finished as Member Paris worked on how to word the specific motion.

Motion by Matt Paris to conditionally approve the replacement of two existing monument signs for Grieve Law, located at 225 & 245 Regency Court, subject to a resubmittal of the sign renderings with a darker, specifically not white or cream, background color. The committee is allowing the Town Planner to approve the resubmittal without the committee's input, but the Planner may send the application back to the committee at his discretion.

Seconded by Diercksmeier.

Supervisor Charlier noted that the "darker" background color requirement is a good idea.

Motion carried unanimously.

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

Acting Planner Depies presented a rundown of the site and architectural plans, including updates from the previous design. Member Paris asked if the updated engineering report was available at the time of the packet, Acting Planner Hochevar noted they were not. Member Paris also noted he liked the revised dumpster location away from the stormwater facility, allowing it to be a possible future amenity. Client representative Paul Jenswold had a copy of the engineering report and offered it to the committee for review. He also notes the report has no lighting comments. Supervisor Kohlmann and Member Diercksmeier note they don't like the architectural style. Supervisor Kohlmann also references Avery & Birch's Greenfield site, noting he feels it has more "character". Supervisor Kohlmann transitioned into future sign discussion, asking if the plan was for each tenant to have an exterior sign. Paul Jenswold responded that the only exterior signage would be for Avery & Birch, which they would apply for in the future. Tenant signage would be internal. Member Paris reiterated he doesn't like the architectural style as presented, but that he is only one voice in the community. Without a specific code, he does not want to deny a style that does fit in the Town, even though he doesn't like it. He also noted the Town doesn't have any one specific "style", that his opinion isn't necessarily wholly representative of the Town residents, and that this building style is a step up from the other existing buildings in the area. Member Paris transitioned into the engineering report's comments about parking, noting 89 spaces might be "tight" if the building is fully occupied. Paul Jenswold noted that if handicap parking stalls are counted in the total spaces, they meet the Town's code and asked for clarification. Acting Planner Depies noted he will look into it. Supervisor Charlier agreed with Member Paris' comments and asks if the site designer included turning exhibits. Paul Jenswold pointed to the turning exhibits they included in the submittal and noted they followed the WB-40 that the Fire Department representative asked for at the previous Planning Commission meeting. Acting Planner Depies followed up on the parking question and cited specific references to the Town's code.

Motion by Charlier to recommend Final Approval of a new building consisting of a three-story salon suite facility for Avery & Birch, located at 21055 Crossroads Circle.

Seconded by Diercksmeier.

Motion carried 4-1, with Kohlmann dissenting.

6) COMMUNICATION AND ANNOUNCEMENTS.

None.

7) ADJOURN.

Motion by Kohlmann to adjourn at 7:00 pm.

Seconded by Diercksmeier

Motion carried unanimously.

Respectfully submitted,
Zach Hochevar, Acting Town Planner