

TOWN OF BROOKFIELD  
ARCHITECTURAL REVIEW COMMITTEE MINUTES  
MAY 8, 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 John Charlier; and Committee member Matt Paris. Supervisor Steve Kohlmann arrived at 6:30. Committee members Richard Diercksmeier and Alan Lee were absent and excused.

2) MEETING NOTICES.

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

3) APPROVAL OF AGENDA.

Motion by Paris to approve the agenda.

Seconded by Charlier.

*Motion carried unanimously.*

4) APPROVAL OF MINUTES.

Motion by Paris to approve the minutes of the April 10, 2024 minutes as presented

Seconded by Charlier.

*Motion carried unanimously.*

5) Old Business:

- a. None.

6) New Business:

- a. Reggie Peters (Lemberg Electric), representing Magnolia Soap & Bath, is requesting permanent signage approval for a wall sign and a sign face change on the existing freestanding multi-tenant sign, located at 18000 West Bluemound Road.

Planner Hembrook presented the item and presented the facts listed in the staff report. Committee Member Paris mentioned that he is fine with the sign as presented. The Committee thought that it blended in with the building.

Motion by Charlier to approve permanent signage approval for a wall sign and a sign face change on the existing freestanding multi-tenant sign for Magnolia Soap as presented, located at 18000 West Bluemound Road.

Seconded by Paris.

*Motion carried unanimously.*

- b. Reggie Peters (Lemberg Electric), representing Talbot's, is requesting permanent signage approval for a wall sign and a sign face change on the existing freestanding multi-tenant sign, located at 18000 West Bluemound Road.

Planner Hembrook presented the item and presented the facts listed in the staff report. The illuminated sign consists of perforated vinyl with a black background and only the letters will show.

Motion by Paris to approve permanent signage for a wall sign and a sign face change on the existing freestanding multi-tenant sign as presented for Talbot's, located at 18000 West Bluemound Road for Talbot's, located at 18000 West Bluemound Road.

Seconded by Charlier.

*Motion carried unanimously.*

- c. Peter Antonopoulos, representing Bullwinkles at the Galleria, to request approval of exterior alterations to allow lighting along the roof and windows (LED Lights), located at 18900 West Bluemound Road, Suite 100.

Planner Hembrook explained that Bullwinkles added exterior lighting to the roofline of the building without receiving Committee approval. Hembrook showed pictures of the exterior lighting at night and mentioned that the lights are located along the customer parking area and in the back of the building facing Brookfield Road.

Paris mentioned that he does not have an issue with the lighting in the front (by the parking lot) but has concerns with the other side. Chairman Pearson discussed concerns with glare and thought that the bright lights are too distracting. Pearson thought that this could possibly be mitigated by dimming lights. Pearson was also generally agreeable to allowing the exterior lights facing the parking lot.

Generally, the Committee was concerned with the lights facing Brookfield Road and suggested that the lights be turned off on the east side of the building temporarily and invite the applicant to the next meeting to discuss the potential of dimming the lights or removing the lights along Brookfield Road.

Motion by Pearson to turn off lights along the roofing on east side of building temporarily, and consider a dimmer and/or a timer for Bullwinkle's, located at 18900 West Bluemound Road, Suite 100.

Seconded by Charlier.

*Motion carried unanimously.*

- d. Keith Hueffner, representing Master Spa Warehouse, for review and recommendation of final approval for a new warehouse building for the property located at 21675 Doral Road.

Planner Hembrook presented the item and presented the facts listed in the staff report. Kelly Sperl (Project Architect) mentioned that there have been minor adjustments added to the plans since the last Committee meeting. Chairman Pearson asked about landscaping on the south side along the interstate and Sperl responded that there is limited room on the south side due to the parking area.

Sperl provided color samples for the building façade, which was recommended at a previous meeting, and the Committee members were satisfied with the proposed building colors. The Committee discussed the proposed signage and electronic message center signs were discussed. Hembrook mentioned that those are not allowed in the zoning district.

Committee members suggested adding landscaping to the south of the building and this could consist of trees or shrubs. The Committee suggested adding a landscape island in the parking lot to accomplish this and the applicant suggested they could add landscaping to the west of the parking lot as well.

Motion by Paris to recommend final approval to the Plan Commission, contingent on adding additional landscaping to the south of the building, subject to Plan Commission's satisfaction, for a new warehouse building for the property located at 21675 Doral Road.

Seconded by Charlier.

*Motion carried unanimously.*

8) COMMUNICATION AND ANNOUNCEMENTS.

None.

9) ADJOURN.

Motion by Charlier adjourn at 6:56pm.

Seconded by Kohlmann.

*Motion carried unanimously.*

Respectfully submitted,  
Bryce Hembrook, Town Planner