

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
MARCH 13, 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 Steve Kohlmann, and John Charlier; Committee members Alan Lee, and Matt Paris. Richard Diercksmeier was 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 Supervisor Charlier approve the agenda.

Seconded by Supervisor Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES.

Motion by Supervisor Charlier to approve the minutes of the February 14, 2024 minutes as presented.

Seconded by Committee Member Lee.

Motion carried unanimously.

5) Old Business:

- a. None.

6) New Business:

- a. Scott Boese (Bauer Sign & Lighting), representing Strive Integrative Health, is requesting approval for a wall mounted sign, located at 19555 West Bluemound Road, Suite 14.

Planner Hembrook presented the item as follows: The sign is proposed to be an internally illuminated, wall mounted white channel sign above their entrance. It is proposed to be approximately 23.98 square feet, which meets the 24 square feet allowed by code. The occupant has 30 lineal feet of storefront. The proposed sign appears to meet all sign code requirements, and appears proportional to existing adjacent signs.

Motion by Committee Member Paris to **approve** a wall mounted sign for Strive Integrative Health, located at 19555 West Bluemound Road, Suite 14.

Seconded by Supervisor Charlier.

Motion carried unanimously.

- b. Max Grossman (Last Mile Investments), representing Galleria West, is requesting approval for permanent signage for a multi-tenant monument sign, located at 18900 West Bluemound Road.

Hembrook described a previous approval of signage in November of 2023, for a large multi-tenant monument sign, and a freestanding directional sign, and conditions, including that the sign will need to be located on the subject property and meet the 5' setback requirement, or receive a variance. Hembrook reported that the applicant is currently going through the process of a Certified Survey Map and a vacation of right-of way (ROW) for the southern frontage road. This would extend the property line to the south, and proposed location of the new signage would meet the 5-foot setback from the property line. The previously approved sign was proposed to be 20' in height and 10' wide, and the Committee approved a height and sign display area exception for this sign. The height and width are the same for this proposed sign. There are additional tenant panels, from 14 to 19, with smaller tenant panels. The base is slightly different in color and the address numerals are at the bottom of the base. It was clarified that the MLG portion of the frontage road is not included in the ROW vacation.

Hembrook suggested if the ARC decides to recommend approval, staff recommends to approve with 14 tenant panels as originally approved, and to require a site plan that shows the 5' setback, and not only shown on a rendering. Chairman Pearson reminded the committee that the address numerals at the bottom of the base would get covered with snow; however, the words "Galleria West" that are higher on the sign helps to identify it. Mr. Paris opined that although he was not in attendance for the sign approval in November of 2023, he prefers the updated sign, even though he feels it is too large at 20 feet. David Birdsall with Last Mile Investments was present, and stressed the need for the sign approval to close on the sale of Galleria West. Mr. Birdsall reported that tenants were interviewed, and a priority to them is signage. Lorrie Weichman of 310 Kossow Road, Brookfield 53186 was present and asked if the Galleria West arch sign would remain. Mr. Birdsall responded that it will remain, as that sign faces Bluemound Road, and the proposed new sign is perpendicular to Bluemound Road. It was the consensus of the ARC members that the address numeral location is a concern. Chairman Pearson indicated that he is not in favor of limiting the number of panels to 14, and suggested the applicant consider an Electronic Message Center (EMC). Mr. Birdsall indicated that the idea could be looked at in the future, however this is the signage they are seeking approval for at this time, and knowing they have sign approval is imperative.

Motion by Committee Member Lee to **approve** permanent signage for a multi-tenant monument sign, pending the address numerals are moved up higher on the sign above the stone base, located at 18900 West Bluemound Road.

Seconded by Supervisor Charlier.

Motion carried 4-1, with Chairman Pearson dissenting.

- c. J'Kayla Hodges (Sign Effectz), representing Residence Inn & Courtyard, is requesting approval for 9 permanent wall signs, located at 20300 West Bluemound Road.

Planner Hembrook reported that the development was reviewed and approved in early 2022. The review included a conceptual signage package, and this proposal matches what was reviewed in 2022. Eight signs would be for the Residence Inn, and Courtyard; one sign would be for hotel guest parking. Locations of the signs on the building were reviewed, as well as square footage. Proposed signs will be internally illuminated white channel letter signs. The signs conform to the approved conceptual signage plan for the Poplar Creek Town Center development. Supervisor Kohlmann opined that he likes what has been presented and seems to fit the architecture and square footage of the building. Hembrook noted that a vertical sign that was in the renderings is not included in this proposal. Mr. Paris mentioned the quantity of signs; however, with some signs being directional in nature, it is appropriate. ARC signage approval for future signage for the development was clarified, given that retail signage will be facing Barker and Bluemound Roads, as opposed to being inside the development.

Motion by Supervisor Kohlmann to **approve** 9 permanent wall signs for Residence Inn & C, located at 20300 West Bluemound Road as presented.

Seconded by Committee Member Paris.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS.

None.

8) ADJOURN.

Motion by Supervisor Kohlmann to adjourn at 6:49pm.

Seconded by Supervisor Charlier.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner