

TOWN OF BROOKFIELD  
ARCHITECTURAL REVIEW COMMITTEE MINUTES  
JUNE 12, 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 6:01 p.m. with the following people present: Town Planner Bryce Hembrook; Town Supervisors John Charlier and Steve Kohlmann; and Committee members Alan Lee, and Matt Paris. Committee Member 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 Charlier to approve the agenda.

Seconded by Paris.

*Motion carried unanimously.*

4) APPROVAL OF MINUTES.

Motion by Charlier to approve the minutes of the May 8, 2024 minutes as presented

Seconded by Paris.

*Motion carried unanimously.*

5) Old Business:

- a. Peter Antonopoulos, representing Bullwinkle's 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 presented the item as follows: Hembrook was informed that Bullwinkle has had exterior lighting installed without going through the approval process. After contacting Bullwinkle's, this item was put on the agenda for last month's meeting. ARC was fine with lighting facing the customer parking lot (Galleria West lot) but had concerns with lighting that faced Brookfield Road. Last month, the ARC recommended allowing the lighting facing the parking lot as described, and lighting facing Brookfield Road is to be dimmed or turned off until the applicant can appear at the next meeting. Courtney, representing Bullwinkle's and a co-owner, apologized for not getting proper approvals. The lights have been dimmed. The lights were installed because they are somewhat far off of Bluemound Road and it helped customers find the restaurant. Paris suggested the foot-candle specifics and photometric plan be verified. Pearson has no issue with the lights facing the inside of Galleria West, and bringing the illumination level down on the Brookfield Road side might be satisfactory. Paris is concerned with light pollution crossing to the care facility across the street. The consensus of the ARC is the front of the building is fine. Kohlmann suggested that Bullwinkle's find out if the lighting can be dimmed on the east side, then take photos at 100%, 50%, and 25%, let Hembrook know when the dimming increments have occurred to advise the members. Paris suggested Hembrook let the members know when it is 50% so they can drive by.

Motion by Kohlmann to approve exterior alterations to allow lighting along the roof and windows (LED Lights) located at 18900 West Bluemound Road, Suite 100, and have staff confirm, based on east lighting showing 25% or 50% of intensity.

Seconded by Lee.

*Motion carried 4-1, with Paris dissenting.*

6) New Business:

- a. Lisa Burck (Innovative Signs), representing Drake & Associates, is requesting permanent signage approval to reface both sides of an existing monument sign, located at 20965 Crossroads Circle.

Planner Hembrook presented the item as follows:

- Requesting to reface both sides of an existing monument sign to include the company logo and information and the property address;
- Proposed sign will be made of routed aluminum faces with a solid color painted finish. The logo, letter detail, bottom copy, and address will be detailed with blockout vinyl;
- Proposed sign is approximately 30 square feet in size per side. According to the code each side is permitted 70sf of sign display area;
- The existing monument sign appears to be approximately 15' from the property line, thus meeting the 5' minimum requirement;
- Address numerals appear to be about 3"; code typically requires a minimum of 8";
- Note: there is also a small sign identifying the address located along the road and within the right-of-way.
- Proposed sign appears to meet all other sign code requirements.

Pearson asked for clarification that the blue background is not illuminated at night, which Hembrook confirmed. A representative from Innovative Signs indicated horizontally there is not enough room for 8" letters. Pearson suggested removing the name of the road on the sign. A representative from Drake & Associates stated the reason for the road name being included is the typical ages of their clientele is older, and they will know they are in the right place. He also clarified that the "Crossroads Circle" sign mentioned above is not there anymore. A suggestion was made to increase the size of the letters as much as possible. Lee opined that he does not care as much about the street name being on the sign, but the numbers are important. Lee suggested the possibility of abbreviating "Circle" to "Cir." Pearson suggested enlarging numerals, and making "Crossroads Circle" smaller. Pearson raised the question regarding vegetation at the base of the sign, as well as snow potentially covering the address portion of the sign. The Drake representative responded that landscaping is beginning tomorrow and vegetation is planned for both sides of the sign base. Pearson pointed out that the sign is low to the ground and with vegetation and snow, the address may not be seen. The response was that they have already instructed their snow plowers to plow and push snow to the side, mainly due to handicap parking being located near the front where the sign location is. Pearson suggested the possibility of moving the address line up to the main signage area, under the line "Wealth Management".

Motion by Charlier to approve permanent signage to reface both sides of an existing monument sign, located at 20965 Crossroads Circle, with the stipulation that the designer increases the size of the address at the bottom as large as possible, and submit to Planner Hembrook for final approval.

Seconded by Kohlmann.

Pearson mentioned that in the earlier discussion, a suggestion was made to abbreviate "Circle" to "Cir.", and that can be considered as an option as well. The designer could submit two options to Hembrook for approval.

*Motion carried unanimously.*

- b. William Stace, representing St. John's Lutheran Church, is requesting approval of exterior lighting alterations in the parking area and drive access area for the property located at 20275 Davidson Road.

Planner Hembrook described the project as follows: We Energies had lights on the site for many years and are now being removed. Applicant is proposing replacing those lights with 4 light poles and 5 lights. At the time of the Town Engineer's review, the photo metrics were not meeting the requirement, however since that time adjustments have been made with the lighting expert. Mr. Stace stated that the poles are in same locations as the ones removed, with some previous locations not being used.

The lights will shine straight down, and are blocked from the back. There is a timer for the lights, usually off by 10:00pm. Kohlmann asked about glare shields. Stace responded that these lights are essentially the same design as the ones in the parking lot that shine straight down. Kohlmann reminded those present that this is a residential area. External glare shields can be purchased. Paris opined that theoretically, these fixtures should be better than what was there in considering how previous lighting may have affected neighbors. Pearson noted the fixtures have the option to tilt up, but they need to point down so the fixture is horizontal, as per the ordinance. External shield options were discussed. Lee noted that the shields do not appear to be very expensive, so why not have them on right away. Stace responded that he was proposing what was recommended by the lighting expert.

Motion by Paris to approve exterior lighting alterations I the parking area and drive access area for the property located at 20275 Davidson Road.

Seconded by Kohlmann.

Further discussion: Pearson inquired whether to amend the motion that clarifies that there are shields available if an issue arises post installation. Paris agreed to amend his motion to include that detail. Kohlmann was in agreement.

*Motion carried 4-1, with Lee dissenting.*

7) COMMUNICATION AND ANNOUNCEMENTS.

Kohlmann noted to the committee that long-time resident and current Plan Commission member Gordon Gaeth passed away. Funeral is to be held on Friday, June 21 at St. John Vianney in Brookfield.

8) ADJOURN.

Motion by Kohlmann to adjourn at 6:54pm.

Seconded by Lee.

*Motion carried unanimously.*

Respectfully submitted,  
Bryce Hembrook, Town Planner