

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
AUGUST 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: Town Planner Bryce Hembrook; Town Supervisors John Charlier and Steve Kohlmann; and Committee members Alan Lee, and Matt Paris.

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 Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES.

Chairman Pearson noted that on Item 5 (old business) regarding LED lighting at Bullwinkle's at the Galleria, the ARC members were to be notified when lighting was turned down to 50%, but so far there has not been any notification. Hembrook responded that he has been in touch with Bullwinkle's and they had not made that change as of yet. Pearson suggested that the Town has been generous with Bullwinkle's, and recommended that based on the discussion in June 2024, the lighting should now be turned off.

Motion by Kohlmann to approve the minutes of the June 12, 2024 minutes as presented

Seconded by Charlier.

Motion carried unanimously.

5) Old Business:

a. Keith Hueffner, representing Master Spa Warehouse, for review and recommendation of final approval of the lighting plan for the proposed warehouse building on the property located at 21675 Doral Road.

Planner Hembrook reported that the project received final approval from the Town Board on the condition that the applicant go back to the ARC for final approval for the lighting plan. An updated photometric plan was provided in the packet. Pearson inquired about cut sheets that include the light color. Peggy with Lighting Design Solutions was present and had spec sheets. Pearson pointed out that the A2 fixture specifically states that it is a forward throw optic, which is what the objection was the first time. Peggy pointed out that the fixtures are a full cut off, so there will be no glare because the lens will be not be seen. Pearson responded that the fixture height on the building means the LED's are seen from a distance, and he showed a similar situation on a property in the Town. The height of the fixtures were confirmed by Kelly Sperl (Project Architect) as being slightly over 16' on the Doral Road side of the building, and the I-94 side is below 13'. Pearson asked if there is another fixture that could be used. Peggy said she would look into it. The possibility of a shield was brought up. Pearson also asked why there are not numbers under the light poles on the photometric plan. Paris asked why there are not photometrics past the property line. Peggy responded that there is not light beyond the property line, but will speak to the lighting designer to get concrete answers. Hembrook suggested that if the number is 0.0 for example beyond the property line, that should be included in the photometric plan. Kohlmann asked why there is no lighting on the west side of the building, and should there be. Sperl pointed out that the door on that side is only for fire department access. By code, lighting is not required there, because it is not an exit.

Motion by Kohlmann to table the lighting plan for the proposed warehouse building on the property located at 21675 Doral Road, until the next meeting date on September 11, 2024.

Seconded by Paris.

Motion carried unanimously.

6) New Business:

- a. Robert Flores (Restoration Builders), representing Harvard Square Baceline, LLC, is requesting architectural review and approval for replacement and color change of the siding of the two buildings at 18000 West Bluemound Road. Planner Hembrook presented the item as follows: The applicant has provided three different renderings; one with the existing color scheme, and two alternative color schemes for review. Mr. Flores addressed the ARC and reported there are some siding elements that are being replaced with James Hardy siding boards, including areas that are currently EFIS. White with black trim is the preferred color scheme of the development, followed by dark blue with white trim, and finally gray with white trim.

Motion by Lee to approve replacement and color change of the siding of the two buildings at 18000 West Bluemound Road to the white with black trim color scheme.

Paris suggested an amendment to the motion approve all three of the color schemes submitted at tonight's meeting.

Lee amended the motion to approve replacement and color change of the siding of the two buildings at 18000 West Bluemound Road to include the white with black trim, or gray with white trim, or blue with white trim.

Seconded by Charlier.

Motion carried unanimously.

- b. Keith Hueffner, representing Master Spa Warehouse, is requesting approval of a dumpster enclosure adjacent to the Master Spas building, located at 21675 Doral Road. Planner Hembrook presented the item as follows: the location for the dumpster enclosure is proposed on the northeast side of the proposed new building. The existing building does not have a dumpster enclosure, and is proposed to be on the northwest side of the building, placed at an angle. There is a dock platform that would still accommodate a semi-truck on the existing building on the east side of the parcel. Kelly Sperl (Project Architect) noted the masonry would be either split face, or match the existing building with fluted block. Because of a slope, there will be a poured concrete foundation wall. The canopy on the front of the existing building is free-standing, and therefore not structural. The sidewalk will be redone to eliminate trip hazards.

Motion by Charlier to approve a dumpster enclosure and sidewalk replacement, and removal of the canopy, adjacent to the Master Spas building, located at 21675 Doral Road.

Seconded by Kohlmann.

Motion carried unanimously.

- c. J'kayla Hodges (Sign Effectz), representing Discount Tire, is requesting approval for permanent signage for two wall signs and a tenant panel sign on an existing pylon sign, located at 20120 West Bluemound Road. This is a reapplication due to expiration of the previously approved permit. Hembrook reported that a sign on the east side of the building is not included in this submittal. There is a bit of white on the pylon sign that is illuminated to look like a tire. The address numerals are included. Pearson suggested the numerals on the southeast portion of the front be more centrally located. Paris mentioned that he does not care for the signage, especially with the surrounding development; but would approve it because it is already there.

Kohlmann responded to that comment, saying he does not think this building, nor the signage and fonts for the signage is consistent with the multi-million dollar development around this property. Kohlmann also mention that he was not at the previous meeting that initially approved the signage. Kohlmann opined that the building owner did not make this building fit in with the new development. Kohlmann also mentioned that the font is thought of at the Town Board level as the “Fred Flinstone” font, which also does not fit in with the area. Lee concurred with the font style. Charlier is of the opinion that Wimmer should have thought of that and bought the building, even if it would have been more costly. Charlier is in agreement with the font comments. Pearson mentioned that the font is Discount Tires corporate logo.

Motion by Charlier to approve permanent signage for two wall signs and a tenant panel sign on an existing pylon sign as presented, located at 20120 West Bluemound Road.

Seconded by Lee.

Motion carried 4-1, with Kohlmann opposed.

d. Aaron Grochowski (Signarama), representing The Great Greek, is requesting permanent signage approval to install two wall mounted signs, and replacing one freestanding sign insert at 21481 E Moreland Boulevard.

Planner Hembrook presented the item as follows:

- Two new permanent wall signs, one of which is a circular logo sign. Proposed sign is approximately 12.6 square feet, internally illuminated with a white background, “The Great Greek” in blue letters, and “Mediterranean Grill” in red letters.
- A channel letter name sign to the right of the above sign, approximately 37.8 square feet, also internally lit.
- Logo sign white background does not meet Town code.
- Total sign area of 50.4 square feet does not meet the Town code area limit of 42 square feet.

The committee may allow the sign to exceed this requirement. The previous tenant (Firehouse Subs) received a similar exception to exceed the requirements by 4.15 square feet.

- Proposed pylon sign will be 51.9 square feet on each side (103.8 square feet total), internally illuminated with a white background “The Great Greek” in blue letters, and “Mediterranean Grill” in red letters. The sign size meets Town code. The white background does not meet Town code.
- Applicant has not provided night renderings of the proposed sign.

Mr. Grochowski passed out alternate plans for blue background for logo and pylon sign. The pylon sign replacement is replacing an existing pylon sign insert. It was the consensus of the ARC that the blue background on the alternate plan is preferable.

Motion by Paris to approve permanent signage to install two wall mounted signs, with the logo sign having a blue background, and replacing one freestanding sign insert with a blue background at 21481 E. Moreland Boulevard.

Seconded by Charlier.

Motion carried unanimously.

e. Jaina Westphal (Lemberg Electric), representing Chuck E. Cheese, is requesting permanent signage approval to remove and replace two wall mounted signs, and replace the freestanding sign inserts and repaint the freestanding sign at 19125 West Bluemound Road.

Planner Hembrook presented the item as follows: Removal and discard of the current signage, as well as an awning. The proposal includes two permanent wall signs, and one pylon sign.

- Wall Mounted Signs
 - Logo Sign
 - Requesting to add a circular sign. The proposed sign is approximately 49.0 square feet, internally illuminated with a predominantly red background and a mostly grey graphic of the company mascot.
 - Name Sign (Channel Letter)
 - Requesting to add an internally lit wall sign with the logo and “Chuck E. Cheese” in red. The sign is 68.7 square feet.

- Both backgrounds for the signs appear to meet code requirements
- Both wall signs project approximately 7" from the wall and meet Town code
- The total sign area of 117.7 square feet meets the Town code
- Applicant has provided night renderings of the proposed sign.
- Pylon Sign Insert replacement and repainting
 - Requesting to replace an existing pylon sign insert with no alterations to the sign's physical dimensions.
 - Proposed sign dimensions:
 - Lettering area – 57.66 square feet each side, 115.32 square feet total
 - Logo area – 25.76 square feet each side, 51.52 square feet total
 - Total sign area – 84.32 square feet each side, 166.84 square feet total
 - Proposed sign appearance
 - Lettering area will have a white background with "Chuck E. Cheese" in red lettering
 - Logo area will show the company mascot with mostly grey body and green clothing
 - Both areas will be illuminated
 - Proposed painting alteration will make sign structure matte silver with black address numbers
 - The pylon sign size does not meet Town code. However, it is replacing and already approved pylon sign in the same location and not altering the size or structure of the existing sign
 - The lettering sign illumination appears to meet Town code as the white background will be opaque, limiting the illumination at night. The logo sign illumination does meet Town code.
 - Applicant has provided night renderings of the proposed sign.
- Temporary sign note
 - Notes on the plan call out some temporary signs. These will be internally reviewed by Town staff upon receipt of their individual temporary sign applications.

Pearson asked if the mascot on the pylon sign is illuminated, and the response was yes, it is illuminated. Paris noted that he does not care for the opaque background, and would prefer it to be darker. Tina from Lemberg was present in place of Jaina Westphal and responded that no light will illuminate past the opaqueness, you will just see the red "Chuck E. Cheese" lettering. Lee asked why the mascot on the pylon is different from the mascot in the circular logo on the building. Tina responded that they could not change the pylon to be the same as the wall mascot without modifying it, which would then make it non-conforming and would have to change to a monument sign.

Motion by Charlier to approve permanent signage to remove and replace two wall-mounted signs, and replace the freestanding sign inserts and repaint the freestanding sign for Chuck E. Cheese, at 19125 West Bluemound Road.

Seconded by Kohlmann.

Motion carried unanimously.

- f. Ken Krahe (MSI General Corp), representing Silgan Containers, for review and recommendation of preliminary and final approval for a boiler room and warehouse/mechanical room addition to the existing principal building, located at 21027 Crossroads Circle.

Planner Hembrook presented the item as follows: The Plan Commission and Town Board reviewed conceptual approval and recommended approval. The proposed addition meets setbacks and building height. The proposed size is 4,463 square feet, and the existing building is a 128,632 square feet 2-story building. The proposed use is for mechanical expansion, HVAC expansion, and some warehousing. Addition is on the southwest side of the building. Parking requirements are met, with 350 existing parking stalls. A garbage enclosure was included on the plans, to the south of the proposed addition. Plan Commission and Town Board requested signage information. Hembrook noted that the ARC would be reviewing signage at a separate meeting; however, the applicant did include potential signage in this submittal. Krahe noted that there is no signage on the building, and Silgan is just replacing the lettering on the monument sign and some directional signs. The development review team is currently reviewing the proposal, and no concerns have been raised. The town engineer felt there was not a need for an engineering review letter. Kohlmann questioned the lighting after some tree removal and how it may affect the neighbors. Krahe responded that currently there is no lighting on that southwest façade of the building, and there will be no additional lighting added.

Krahe added that the overhead door shown on the plans might be eliminated, as they are still developing the floor plan. In that case, access to the new space would then be internally from the existing building. Pearson asked about materials. Krahe responded that they would match the brick as close as they can. The windows have been eliminated because of the use of space and it is a way to keep it quieter. Intake and exhaust will be going through the roof. Signage was briefly discussed, even though it is not an agenda item. Paris prefers the signs not be white. Hembrook noted input on signage is helpful to the sign company. Pearson commented that signage should be consistent with the rest of the business park. Kohlmann was in agreement with Paris's comments.

Motion by Kohlmann to recommend preliminary and final approval for a boiler room and warehouse/mechanical room addition to the existing principal building for Silgan Containers, located at 21027 Crossroads Circle.

Seconded by Charlier.

Motion carried unanimously.

Additional Note: Krahe inquired if he would need to come back to ARC if the overhead door is removed. Hembrook responded that if he can have that ready by the Town Board meeting, that would be ideal.

7) COMMUNICATION AND ANNOUNCEMENTS.

None.

8) ADJOURN.

Motion by Kohlmann to adjourn at 7:23pm.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner