

TOWN OF BROOKFIELD  
ARCHITECTURAL REVIEW COMMITTEE MINUTES  
SEPTEMBER 11, 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. Committee Member Richard Diercksmeier was absent.

2) MEETING NOTICES

Planner Hembrook 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 amend the minutes of the August 14, 2024 minutes to correct EFCS to EFIS (Exterior Finish Insulation System) as recommended by Pearson.

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.

Hembrook reported that updated photometrics and spec sheet have been provided. Town Board has given final approval with the condition that the lighting plan be approved by the ARC (Architectural Review Committee). Pearson noted that the concern with the south facing has been changed to pole-mount. A rep for the project noted that the wall packs are full cut-offs.

Motion by Paris to approve the lighting plan for the proposed warehouse building on the property located at 21675 Doral Road.

Seconded by Kohlmann.

*Motion carried unanimously.*

6) NEW BUSINESS

a. Dana Zalackowski (Finishing Touch Signs), representing Starbucks, is requesting approval for replacement of multiple existing on-site signs and menu boards, located at 17980 West Bluemound Road.

Size remains the same for the menu boards, and coloring and design are similar. Applicant is proposing to add a black metal canopy over the menu board before the ordering sign. Additionally, removal of an internally illuminated non-digital ordering sign is proposed to be replaced with an internally illuminated digital ordering sign. Detailed descriptions of the sign proposals are included in the staff report. Tracey Leach with Finishing Touch Signs was in attendance, and explained the purpose of the digital sign as follows: As the order is entered, the items in the order will show up on the order board. Kohlmann inquired whether digital signs dim at night.

Leach responded that she was unsure. Usually there is a timer and the boards shut off after closing, which as of now is 7:30pm. Paris opined there is a lot of signage on the building. Leach responded that the channel letters themselves are being changed from white faces to green faces. There is no lighting in the canopy. Kohlmann is concerned with the brightness of the menu board.

Motion by Pearson to approve replacement of multiple existing on-site signs and menu boards, located at 17980 West Bluemound Road as submitted, subject to the digital menu board having a reduction of 50% from dusk to dawn during operation.

Seconded by Kohlmann.

*Motion carried unanimously.*

- b. Paul Butler (Bauer Signs & Lighting), representing Bullwinkles, is requesting permanent signage approval to install three wall mounted signs, located at 18900 West Bluemound Road.

Hembrook described the proposal as follows: Signage is for Bullwinkles Clubhouse, a part of Bullwinkles but is a separate area. The sign is internally illuminated, and meets town code. Detailed descriptions are included in the staff report. Total signage allowed on the south/west side is 120 square feet. This proposal exceeds that by approximately 70 square feet. Pearson asked about a master sign policy for the development, and suggested it be looked into. Pearson stated that he is concerned about exceeding the square footage unless there is a master sign plan. Kohlmann opined that he does not have a problem with the excess because of all the different businesses in the development. Additionally, the signage ties the Bullwinkles spaces together, with the Clubhouse being more of an event space. Discussion regarding the temporary banners included immediate removal, especially since they did not get permits.

Motion by Paris to approve permanent signage for three wall mounted signs as presented, located at 18900 West Bluemound Road, with the stipulation that all banner signage is removed.

Seconded by Lee.

Butler asked if the southern facing temporary banner could remain until the permanent sign is ready to be installed.

Motion was amended by Paris to allow the southern facing temporary banner to remain, until the permanent sign is in place. The others are to be removed.

*Motion carried unanimously.*

## 7) COMMUNICATION AND ANNOUNCEMENTS

Kohlmann inquired whether the new owner of Galleria West got approvals for painting the exterior of the development. Hembrook responded that changes were indicated in renderings for other signage proposals, but changes to the exterior colors were not an actual agenda item. Hembrook will follow up with the owner.

Pearson noted that lighting on the east side (Brookfield Road) has not been turned off. Hembrook responded that he talked to the manager and she said the lights have now been turned off. Pearson showed comparisons between lighting that has been done well, and poor lighting installations.

## 8) ADJOURN

Motion by Kohlmann to adjourn at 7:04pm.

Seconded by Charlier.

*Motion carried unanimously.*

Respectfully submitted,  
Bryce Hembrook, Town Planner