

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
JANUARY 8, 2025

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 (via Zoom), and Steve Kohlmann; and Committee members, Richard Diercksmeier, 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 Kohlmann to approve the agenda as presented.

Seconded by Diercksmeier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Kohlmann to approve the minutes of the December 11, 2024 minutes as presented.

Seconded by Lee.

Motion carried unanimously.

5) OLD BUSINESS

a. None.

6) NEW BUSINESS

- a. Adrian Deasy, representing Octane Coffee, requesting review and recommendation for approval of permanent wall signage for the new drive-thru coffee business, located at 19555 West Bluemound Road.

Hembrook reviewed the proposed signage as follows: There are two side elevation signs that are approximately 15 square feet that say "Octane Coffee", and one flying cup logo that is approximately 12.5 square feet. All signs will be 12 feet above ground level. The signs are integrated into the building. Hembrook further reported that the proposed signage does not meet code, which reads as follows: signage is limited to .8 square feet per lineal foot of building frontage along a public right-of-way. The building is 8 feet wide. The ARC can grant exceptions to this requirement. Mr. Deasy reported that the signs would be designed at 45 lumens per square foot, with an ability to dim. The two display signs for the drive thru are proposed to be illuminated, 55 inch screens. The lanes will be marked for customers. They are not touch screens, and the displays face south, with bollards for protection.

Motion by Paris to approve permanent wall signage, including drive thru menu boards, for the new drive-thru coffee business, Octane Coffee, located at 19555 West Bluemound Road as presented.

Seconded by Kohlmann.

Further discussion:

None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS

Paris mentioned that the new sign at Galleria West has a very large electrical box next to the new sign. Paris expressed disappointment at the appearance. Hembrook indicated that it could be that We Energies may have required it, and will look into it.

8) ADJOURN

Motion by Kohlmann to adjourn at 6:15pm.

Seconded by Lee.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner

BH/lr