

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
November 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 John Charlier 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.

Seconded by Diercksmeier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Kohlmann to approve the minutes of the October 9, 2024 minutes as presented with a correction to the last sentence in Item 6a as follows: remove the word "be".

Seconded by Lee.

Motion carried unanimously.

5) OLD BUSINESS

- a. Courtney Johnson-Milionis, representing Bullwinkles 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.

Hembrook reminded the ARC that approval was given earlier in the year for lighting along the roofline facing the parking lot. Lighting along Brookfield Road was approved if it was reduced to 50 percent of brightness. Over the course of several months, the approval was voided due to violations of the approval. Colored lights were not a part of the previous approval. Ms. Johnson-Milionis reported that there were technical difficulties with the lights, but are working properly according to the previous approval. The applicant indicated that they would like to vary the colors if the ARC approves. Lee inquired about flashing lights, Hembrook responded that flashing lights are not allowed, but color changing at a certain rate (i.e. every 30 minutes) may be allowed if ARC approves. Color changes once a day was generally acceptable to the ARC members.

Motion by Kohlmann to approve to allow lighting as requested at half brightness on the Brookfield Road side, with color changes allowed every 24 hours, with the stipulation of no moving or flashing lights, for Bullwinkle's at the Galleria, located at 18900 West Bluemound Road, Suite 100.

Seconded by Lee.

Motion carried unanimously.

6) NEW BUSINESS

- a. Courtney Johnson Milionis, representing Bullwinkles at the Galleria, requesting approval of an exterior vinyl entryway with signage for the Clubhouse, located at 18900 West Bluemound Road, Suite 104.

The entryway is black vinyl, with signage. Johnson-Milionis described the structure as the top being vinyl, and the bottom is metal to protect from snow and salt, or anything that could rip or tear the vinyl. The Enclosure will help with climate control within the restaurant. It is 3-sided and will abut the outside. This would be up year round. It is supposed to withstand high winds. The code does not prohibit this kind of structure. The property owner approves of the proposed entryway.

Motion by Lee to approve an exterior vinyl entryway with signage for the Clubhouse, located at 18900 West Bluemound Road, Suite 104 as presented.

Seconded by Kohlmann.

Motion carried unanimously.

- b. Rob Kahler Jr., representing Callister's Christmas and Master Z's, requesting approval for a wall mounted sign and sign face change on freestanding sign, located at 19233 West Bluemound Road.

Hembrook described the proposed signage as outlined in the staff report included in the ARC packet. Hembrook requested that if a motion(s) is made, please clarify between Callister's Christmas and Master Z's for this item. The proposal includes installing two signs for Callister's Christmas until January, then install red Master Z's sign with the intention of operating a portion of the building for Master Z's products for its rec room, outdoor living products, hot tubs, etc. The colors will be blue background and white lettering for Callister's, and red background with white lettering for Master Z's. Signage meets town code requirements. It was pointed out that there have been ongoing issues with signage for this property, and multiple discussions with the property owner. Hembrook reported that the town attorney and the town administrator recommended the focus for tonight's meeting should be on Callister's Christmas due to it being open for only a short period of time. At this time, the Callister's Christmas portion of the building holds an occupancy permit for Callister's Christmas only. There is an existing condition to cover the Master Z's sign, which has not occurred.

Motion by Diercksmeier to approve a wall mounted sign and sign face change on freestanding sign for Callister's Christmas only, as presented, located at 19233 West Bluemound Road.

Seconded by Lee.

Motion passed 5-1, with Kohlmann opposed.

Motion by Lee to table signage for Master Z's located at 19233 West Bluemound Road until the ARC receives further guidance.

Seconded by Kohlmann.

Motion carried unanimously.

- c. Lisa Burck, Innovative Signs, representing Master Z's, requesting approval for a wall mounted sign, located at 19355 West Bluemound Road.

Hembrook reported that the red hot tub sign would be on the east side of the building, just under 30 square feet, and would be the second sign on the building. The sign meets town code. Day and night renderings were provided. The diamond Master Z's logo is not a part of this proposal.

Motion by Diercksmeier to approve a wall-mounted sign for Master Z's, located at 19355 West Bluemound Road as presented.

Seconded by Lee.

Motion passed 5-1, with Kohlmann opposed.

- d. Lisa Burck, Innovative Signs, representing Untethered, requesting approval for a wall mounted sign, located at 20305 Water Tower Blvd., Suite 202

Hembrook reported that the ARC had previously approved a master sign plan, and this proposal meets those requirements. A channel letter sign on the northwest side of the building with company logo is being proposed. The sign is approximately 36 square feet, with the company logo and “Untethered” in white, with the trim matching the building façade color. It also has “AIRWAY HEALTH CENTER” in white letters with a background that matches the building’s façade color. This meets the building’s master sign program color requirements.

Motion by Diercksmeier to approve a wall-mounted sign for Untethered as presented, located at 20305 Water Tower Blvd., Suite 202 as requested.

Seconded by Paris.

Motion carried unanimously.

- e. Steven McCleary, representing Discount Tire, requesting review and approval of a proposed dumpster enclosure, located at 20120 West Bluemound Road.

Hembrook reported that the enclosure is proposed to be located on the west side of the property behind the building. Currently there is not a trash enclosure, and zoning code requirements include dumpster enclosures whenever trash is stored outside. Discount Tire is trying to bring this into conformance. The proposed enclosure will consist of structural block with block cap color to match. The gate will consist of a corrugated metal deck painted black. Hembrook referred to section 17.02 of the zoning code regarding dumpster enclosures and outdoor trash storage. It was clarified that the enclosure will match the building.

Motion by Diercksmeier to approve a proposed dumpster enclosure for Discount Tire, located at 20120 West Bluemound Road as presented.

Seconded by Paris.

Motion carried unanimously.

After the vote, it was recommended to recommend Town Board add this to their agenda, since it involves a change to the site plan.

- f. Katelynn Zingsheim, representing Ryzing Fitness, requesting a sign face change on an existing monument sign, located at 21975 Doral Road.

Hembrook presented the proposed sign as follows: both sides of the existing sign monument would be replaced. Proposed sign is estimated to be 6' x 4.5' (27 square feet) each side – 54 square feet total, which meets Town Code. Sign structure is 10' x 8'. There is an external strip light on each side of the sign that illuminates the sign. Proposed sign has “RYZING FITNESS” and a small graphic element in black. The sign background appears to be silver. The sign material is metal.

Motion by Kohlmann to approve a sign face change for Ryzing Fitness, located at 21975 Doral Road as presented.

Seconded by Lee.

Further Discussion: None

Motion passed 5-1, with Paris opposed.

- g. Michael Seserko, representing Soccer Post, requesting approval for installation of a new wall mounted sign and replacement of an existing wall mounted sign, located at 620 Elizabeth Court.

Hembrook outlined the sign proposals as provided in the staff report. Pearson asked what the brightness level is for the white face of the channel letters and the white on the soccer ball. Serseko responded that it would be the same as it was for Stefans Soccer. The LED's are .7 watts each module. Approximately 10 modules would be equal to a 50-watt bulb. The illumination level is not adjustable, but in manufacturing, a lower voltage LED could be used so it is not producing as many lumens. Serseko indicated that he would use a 5,000K module, which is less than typical at 8,000 – 10,000. Additionally, there would not be as many in the soccer ball.

Motion by Kohlmann to approve installation of a new wall mounted sign and replacement of an existing wall mounted sign for Soccer Post, located at 620 Elizabeth Court with reduced brightness as discussed.

Seconded by Diercksmeier.

Further Discussion: None

Motion carried unanimously.

- h. Adrian Deasy, representing Octane Coffee, requesting review and recommendation of final approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road.

Hembrook reviewed the proposal as outlined in the staff report. Hembrook reported that a change was recommended by Plan Commission to alter a landscape island to the east of the building and have the drive lane continue straight instead of requiring traffic to merge into exit lane and make a quick turn. Curb stops were added to the parking stalls near the drive aisle. Paris has a concern with LED's and how far they travel. Paris would like to see a lighting study. The main concern is the accent lighting. Deasy responded that the lighting is shielded or downcast. It is also on the medium to dim side. Lee indicated the he liked the driveway configuration better than the original plan.

Motion by Lee to **recommend** final approval to allow a drive-thru coffee business. Located at 19555 West Bluemound Road.

Seconded by Diercksmeier.

Further Discussion: None

Motion passed 5-1unanimously, with Paris opposed.

7) COMMUNICATION AND ANNOUNCEMENTS

None.

8) ADJOURN

Motion by Kohlmann to adjourn at 7:33 pm.

Seconded by Diercksmeier.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner