

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
April 9, 2025

The regular meeting of the Architectural Review Committee was held in the East Conference Room of the Town Hall, 645 N Janacek Road, Brookfield, WI.

1) CALL TO ORDER

Supervisor Steve Kohlmann called the meeting to order at 6:00 p.m. with the following people present: Town Planner Bryce Hembrook; and Committee members, Richard Diercksmeier, Alan Lee, and Matt Paris. Town Supervisor John Charlier attended via Zoom.

2) MEETING NOTICES

Planner Hembrook reported that the meeting was noticed in accordance with Open Meeting Law.

3) APPROVAL OF AGENDA

Motion by Paris to approve the agenda.

Seconded by Lee.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Paris to approve the minutes of the March 12, 2025 minutes as presented.

Seconded by Lee.

Motion carried unanimously.

5) OLD BUSINESS

a. None.

6) NEW BUSINESS

a. Lisa Burck (Innovative Signs) representing Innovative Signs, requesting review and approval for a permanent freestanding monument sign, located at 21700 Doral Road.

Hembrook reviewed the proposal as outlined in the SEH Staff report, including the following: The sign is proposed to be internally illuminated, and is approximately 60 square feet including the support structure and 6 ½ feet high. Hembrook noted that the location is very close to the 5-foot setback requirement and described options to meet the setback. Address numerals are included near the top of the sign. A nighttime rendering is provided and the proposed colors are blue, yellow, and white. Chad Schultz with Innovative Signs indicated that he could make the necessary changes to meet the setback. The sign is parallel to Doral Road.

Motion by Lee to approve a permanent freestanding monument sign for Innovative Signs, located at 21700 Doral Road as presented.

Seconded by Diercksmeier.

Further discussion:

None.

Motion carried unanimously.

b. Jamie Papini, representing Olive Garden, requesting review and approval for a proposed garbage enclosure in the parking area, located at 18180 West Bluemound Road.

Alex Kaeding was present to represent Olive Garden, and reported that new renderings had been submitted. Hembrook reviewed the proposal. The materials are basically the same as the current enclosure. The original plan was to expand

the existing enclosure; however, the Town Engineer and Hembrook determined that the access drive would not meet code, thus the reason for new renderings. The second enclosure would be closer to the building. Hembrook noted that the Architectural Review Committee (ARC) may refer this to the Town Board for their review since this alters the site plan. The material is a combination of brick and concrete. There is still a shed on the parcel. Bollards would be on the back of the enclosure. Paris stated that he would like to approve without Town Board approval. Kohlmann noted that Town Board is usually interested in dumpster enclosures. Charlier added that this is not as visible and would approve as is without Town Board review. Kohlmann stressed that Hembrook should work with the applicant on bollard placement. Kaeding noted that typically is to set them in between 18 – 24 inches from the back inside of the enclosures. The current bollards are 2 feet.

Motion by Paris to approve a garbage enclosure in the parking area for Olive Garden located at 18180 West Bluemound Road pending Hembrook's review for bollards and aesthetics.

Seconded by Lee.

Further discussion:
None.

Motion carried unanimously.

- c. Brian Green (Silver Leaf Signs & Graphics), representing Regus Sign, requesting review and approval for a permanent wall sign, located at 20225 Watertower Boulevard.

Hembrook described the proposed sign as follows: it would be 65.28 square feet with internally illuminated LED individual channel letters and one red dot. It will be located on the southeast corner of the building, which is quite close to a multi-family development to the south. Hembrook included that the code mentions that internally illuminated signs shall not face lands zoned or used for single-family or duplex use. The adjacent residential development would not fall under this requirement and therefore internally illuminated signs are allowed, but are still subject to ARC's approval. There is currently one sign on the building, and code mentions there is a maximum of two wall mounted signs per building for buildings principally used as offices, which is the case for this building. Proposed signage appears to meet code requirements, except for the sign area as outlined in the staff report, due to the lack of right-of-way. The ARC may decide to allow an exception if they believe the proposed sign meets the intent and purpose of the code.

Motion by Lee to approve a permanent wall sign for Regus Sign, located at 20225 Watertower Boulevard as presented.

Seconded by Diercksmeier.

Further Discussion:
None.

Motion Carried unanimously.

- d. Mat Szula (Top Dog Remodeling) is requesting preliminary and final approval for the construction of a storage building for the property located at 1500 North Springdale Road.

Hembrook reviewed the proposal as outlined in the staff report, and noted that the Plan Commission (PC) reviewed and recommended approving conceptual, preliminary and final because it is a smaller scale project; with the contingency that the applicant update plans for grading, landscaping, lighting, and include information on the trash enclosure before it goes to Town Board. Mat Szula indicated the materials would match the existing buildings (after current remodeling project).

Motion by Paris to recommend preliminary and final approval for the construction of a storage building for the property located at 1500 North Springdale Road as presented.

Seconded by Lee.

Further Discussion:

None.

Motion carried unanimously.

- e. Ryan Janssen (Avery & Birch) is requesting recommendation for preliminary approval of a new building consisting of a one-story salon suite facility, located at 21055 Crossroads Circle.

Hembrook reviewed the proposal as outlined in the staff report, including the following: the building is proposed at 16,550 square feet, single story, with approximately 85 parking stalls. There is one access drive, which PC does not see as an issue, however turning radius' need to be verified. The look of the building is white with black trim. Existing trees on the west side will remain. Hembrook informed Ryan Janssen that a lighting plan would need to be submitted for the whole property, not just the parking area. Setbacks and total floor area meet requirements. Comments from the Fire Department and Sanitary District were noted as in the staff report. Cutting back the island in the parking lot was mentioned to allow for a larger turning radius. It was the consensus that this proposal is much more appealing than one previously submitted, which was for a 3-story building.

Motion by Paris to recommend preliminary approval of a new building consisting of a one-story salon suite facility, located at 21055 Crossroads Circle.

Seconded by Lee.

Further Discussion:

None.

Motion carried unanimously.

- f. David Wimmer and Nick Wimmer (Wimmer Communities) are requesting review and approval for amended architectural plans for the Town Center building (building #2 in the Poplar Creek Town Center development) for the property located at 20200 West Bluemound Road and 20500 Crosstown Avenue.

Hembrook noted that building #2 is located between the hotel in the Poplar Creek Development and Discount Tire to the east. Hembrook noted the location of a sign for Poplar Creek Town Center is along Bluemound Road. David Wimmer reported that the main entry for the residential component was on the west side (Brooktown Blvd) which was directly across from the Marriott Center underground parking garage. Wimmer wants to relocate the main entry to the north side of the building, directly across from the other residential buildings. Another change is to the parking garage access. There are two floors of parking, and the original plan was to have all access from the northeast corner. The change is there are now two access points, one for the lowest garage parking is from the north, and the second level of parking is accessed from the west, directly across from the Marriott Center garage. The last change that the center courtyard is proposed to be opened up to Bluemound, instead of enclosed. The sign that was originally proposed along Bluemound Road would be changed to be part of the entrance to the courtyard and architectural in nature, with a metal I-beam c-channel across the gap and signage for the development would be there. Materials for the building were clarified. Hembrook noted that the site plan is changing slightly, so Plan Commission will review, and Town Board will review all changes. Kohlmann inquired whether the signage size is allowed by code. Charlier asked if the sign is illuminated, and Wimmer responded that it would be a halo, backlit sign similar to other signs on the property. The site lighting plan is the same as what was previously approved. Paris would like details if there are any lighting changes. Kohlmann asked if there will be glow lighting at the very top of the building, and Wimmer confirmed there is.

Motion by Charlier to approve amended architectural plans for the Town Center building (building #2 in the Poplar Creek Town Center development) for the property located at 20200 West Bluemound Road and 20500 Crosstown Avenue as presented.

Seconded by Lee.

Further discussion:

None.

Motion carried unanimously.

g. Review proposed Sign Code amendments and provide feedback to Plan Commission.

Hembrook reported that many of the changes are for clarification, and when permits are required. Recommendation for setback for temporary signs was changed from 10 feet to 5 feet. Awning and canopy signs were added, since that has come up recently. Interior oriented sign (not facing right-of-way) clarification was mentioned. Handling violations is proposed to be added to the code. Hembrook noted there was a Supreme Court case that changed the way signs can be regulated by municipalities. Any suggestions should be directed to Bryce. Paris would like to see “bandit” signs that such as for painters, or landscapers (yard-type signs) be addressed. Those types of signs cannot be in the right-of-way. Grammatical errors will be checked for, Hembrook is asking for content related suggestions. Kohlmann asked about holiday/ seasonal decorations, especially permanent lights on houses. Hembrook had discussion regarding this and it could be in the nuisance chapter of the code, as opposed to the sign area. Paris suggested a light with a sign embedded (beacon sign) should be addressed. Hembrook noted that beacon signs fall under “prohibited” signs. Kohlmann suggested prohibiting “beacon” or “projected” signage. Hembrook asked if a “beacon” or “projected” sign were proposed on an internal part of a property, would the ARC be open to approving that. Response was generally leave as is, can grant an exception if it is appropriate.

7) COMMUNICATION AND ANNOUNCEMENTS

None.

8) ADJOURN

Motion by Paris to adjourn at 7:14 pm.

Seconded by Lee.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner

BH/lr