

# Town of Brookfield

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DEPARTMENT OF DEVELOPMENT SERVICES  
BRYCE HEMBROOK, TOWN PLANNER

## ARCHITECTURAL REVIEW COMMITTEE MINUTES MAY 10, 2023

A meeting of the Architectural Review Committee of the Town of Brookfield was called to order by Chairman Dean Pearson at 6:00pm on Wednesday, May 10, 2023, at the Town of Brookfield Town Hall, 645 North Janacek Road, Brookfield, Wisconsin. Also present at the meeting was Town Planner Bryce Hembrook, Town Supervisor Steve Kohlmann, and Committee members Alan Lee, John Charlier, Matt Paris, and Richard Diercksmeier.

1. **Confirmation of meeting notice**  
Town Planner Hembrook reported receipt of verbal confirmation from the Clerk's Office that the meeting was noticed as required.
  
2. **Minutes.**  
A motion was made and seconded (Diercksmeier/ Kohlmann) to approve the April 12, 2023 minutes as presented.  
**The motion was voted on and carried unanimously.**
  
3. **S-0123-01 Rosie Olle (Michael's Signs Inc.) representing Lucida Tax and Accounting Solutions, is requesting review and approval of 1 new sign face on a monument sign and 3 wall signs, located at 20633 Watertown Court.** Planner Hembrook described the location of the property, as well as the sign locations. The monument sign will be refaced with a double-sided internally illuminated sign, approximately 37.45 square feet. The sign background will be gray, and the letters will be blue and black. Address numerals will be at least 8" in height. The proposed monument sign meets all code requirements. A wall sign is proposed above the loading dock, which is the southwest corner of the property, and does not face a public right of way. Proposed design is face-lit channel letters with gray aluminum raceway, and black and blue letters, with the sign measuring approximately 51 square feet. A second proposed wall sign is on the southeast side of the building, with the same design as the aforementioned wall sign, and measurements being just under 80 square feet. The third proposed sign is on the front of the building, located within the window panel and single sided, internally illuminated, and with the same gray background and black and blue lettering, and measures approximately 60 square feet. Planner Hembrook went on to report that for this size building, the total signage allowed is 184 square feet for wall-supported signage. This proposal measures 190.95 total square feet, which exceeds the allowable limit, and noted that the ARC can approve exceptions if they find there is justification. Chairman Pearson opined that the two signs on the sides of the building are more attractive than the third. Steve Bruhaska (Michael's Signs Inc.) was in attendance, and responded that the sign Chairman Pearson was questioning will be housed in an existing sign cabinet. Clarification was made regarding the correct signage being proposed. The background is proposed to be brushed aluminum. It was pointed out that the renderings looked like there were two different colors for the sign background.

Mr. Bruhaska indicated that the drawings were attempting to show the sheen of the brushed aluminum. The monument sign will be one sided. There will be no other tenant to consider for the signage. Chairman Pearson mentioned that he preferred to act on the signs one at a time, and the committee was in agreement. A motion was made and seconded (Paris/Charlier) to **approve** a proposed new sign face (1) on a monument sign located at 20633 Watertown Court.

**The motion was voted on and carried unanimously.**

Chairman Pearson asked why there are no proposed wall signs facing Bluemound Road. Mr. Bruhaska responded that this is where the client requested the signage be placed, because it is easier to see from Bluemound due to traffic moving in the east/west direction. The ARC was generally in agreement that the sign on the front of the building within the glass was not desirable. It was clarified that there is a maximum of two wall-mounted signs permitted per building subject to the area limits as described in the code on buildings principally used as an office space. Supervisor Kohlmann stated that he would deny the sign above the loading dock because it is not in the public right-of-way, and would prefer to see it facing Bluemound Road. A motion was made and seconded (Paris/ Lee) to **approve** two wall signs, located at 20633 Watertown Court. The motion was **amended** and seconded (Paris/ Lee) to **approve** the east-facing wall mounted sign and the west-facing wall mounted sign as proposed at 20633 Watertown Court.

**The motion was voted on and carried 4-1, with Supervisor Kohlmann dissenting.**

4. **SD-0123-01 Julie Braun (TLC Sign, Inc.), representing Linde Welding Gas and Equipment Center is requesting review and approval of 3 proposed sign face changes to 1 monument sign and 2 wall signs, located at 100 North Janacek Road.** Planner Hembrook described the location of the property and proposed signage. The monument sign is by the entrance, the second faces the Interstate, and the third sign faces the customer entrance. The monument sign is proposed to be approximately 49 square feet, with a light and dark blue background with white lettering, and illuminated. The proposed Interstate sign is approximately 164 square feet with the same background and lettering as the monument sign. The sign code limits an individual wall sign to 100 square feet; however, the ARC can make an exception. This sign would be replacing an existing sign facing the Interstate. The third sign is proposed to face the customer entrance, approximately 84 square feet. Half of the background coloring is proposed to be light and dark blue, the other half would be a white background with light blue lettering. The monument sign does not show the address in the renderings. The monument sign is showing as double sided. Chairman Pearson prefers the white background on the customer service sign have blackout, so it looks white during the day, but at night, only the lettering will be illuminated. Supervisor Kohlmann opined that he wants to see the address on the monument sign. ARC member Paris agreed, adding that the hours could be removed and the address put in that space. A motion was made and seconded (Kohlmann/ Charlier) to **approve** 3 proposed sign face changes to 1 monument sign and 2 wall signs, located at 100 North Janacek Road, with the following conditions:
- The address is added to the monument sign;
  - Blackout is added to the white portion of the customer service sign.

Additional discussion included Paris stating that he would like to see the hour's portion on the monument sign removed, but was not interested in amending the motion.

**The motion was voted on and carried unanimously.**

5. **SD-0523-01 Corey Wallace (Wesenberg Architects), representing Quest Interiors, for recommendation for Preliminary and Final Approval of a new building consisting of an office, product showroom, and product storage and shipping area located at 21055 Crossroads Circle.** Planner Hembrook described the location and zoning, which is B-2 Limited General Business District. It is 3.68 acres of vacant land, with the proposed structure being one story, approximately 23,431 square feet, consisting of an office, product showroom, and product storage/ shipping area. The business's main customers are local homebuilders and contractors. There are 49 proposed parking stalls, 39 for customer parking area in front and 10 towards the rear for employees. There are two access drives that connect to Crossroads Circle. Proposed setbacks are being met, as well as the lot area requirement for the B-2 zoning district. Building height is approximately 28 feet. There are residential properties to the west, with all but one being zoned B-2. One is zoned single family. An existing buffer of landscaping will remain. Planner Hembrook reported that the town engineer addressed the consultant's review letter and feels those items addressed can be resolved without issue. Michael Noffke representing Wesenberg Architects was present and reported that plans are being updated by Excel Engineering, based on comments from the town engineer and from previous meetings for conceptual approval. Hembrook reviewed the site plan, including grading and landscaping. Architectural elements were reviewed. Loading docks are facing south, with the door on the left being a true loading dock with a ramp, and the remaining three overhead doors being access points for contractor trucks to pull into the warehouse. Mark Twohig from Quest Interiors was present and explained the business model, including that it will mostly be their own trucks loading up in the warehouse and then delivering to the job site. Mr. Paris stated that he drove the site and could not see the houses to the west through the trees, nor could he see the site from the residential area through the trees. Paris addressed the issue of lighting on the west side since it faces the residential area. Hembrook noted that the foot-candle on the west side is 0.1, which is meeting the requirement. Hembrook further reported that on the south and east elevations there are some areas that are exceeding that requirement, which is an item that the town engineer noted would have to be addressed and fixed. Mr. Charlier inquired whether the vehicles (vans and box trucks) would be parked inside or outside. Mr. Twohig responded that four vehicles would be inside. Chairman Pearson stated his preference to consider preliminary approval only, due to the number of items listed as needing to be addressed. A motion was made and seconded (Kohlmann/ Charlier) to **recommend** Preliminary Approval of a new building consisting of an office, product showroom, and product storage and shipping area located at 21055 Crossroads Circle for Quest Interiors.

**The motion was voted on and carried unanimously.**

6. **Adjourn**

A motion was made (Kohlmann) to **adjourn** at 6:56pm.

**The motion was voted on and carried unanimously.**