

Town Clerk's Office | Town of Brookfield
645 N. Janacek Road | Brookfield, WI 53045
Phone: (262)796-3788 | Fax: (262)796-0339



MEETING NOTICE

A regular meeting of the Town of Brookfield's Architectural Review Committee will be held on Wednesday, July 12, 2023 at the TOWN HALL, 645 N. Janacek Road, Brookfield, WI:

July 12, 2023

6:00 P.M.

**ARCHITECTURAL
REVIEW COMMITTEE**

AGENDA:

1. Confirmation of meeting notice.
2. Approval of Minutes.
3. S-0723-01 Bard Hubbard (Innovative Signs Inc), representing Shake Shack, is requesting review and approval of relocating an on-building sign, located at 585 North Barker Road.
4. Discussion regarding the regulation of digital menu boards and other digital information signage intended for on-site users.
5. Adjourn

S	Sign
----------	-------------

Bryce Hembrook, AICP
Town Planner

Town of Brookfield

DEPARTMENT OF DEVELOPMENT SERVICES
BRYCE HEMBROOK, TOWN PLANNER

ARCHITECTURAL REVIEW COMMITTEE MINUTES JUNE 14, 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, June 14, 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, Committee members Alan Lee, John Charlier, and Matt Paris (via Zoom). Richard Diercksmeier was absent.

1. **Confirmation of meeting notice**
Town Planner Hembrook reported receipt of verbal confirmation from the Clerks Office that the meeting was noticed as required.

2. **Minutes.**
Chairman Pearson inquired about an update to the background for the Linde Welding sign from last month's meeting. Planner Hembrook reported that it has been changed and is no longer a white background. A motion was made and seconded (Charlier/ Kohlmann) to approve the May 10, 2023 minutes as presented.
The motion was voted on and carried unanimously.

3. **S-0623-01 Dan Schaefer (Signworks), representing MKE Swenson Equities LLC, is requesting review and approval of a multi-tenant monument sign, located at 20825 Swenson Drive.** Planner Hembrook described current signage and location. The proposal includes removal of the small "Chicago Title" monument sign to the south of the proposed sign, and keeps the monument sign near the intersection of Swenson Drive and Crossroads Circle. Four tenant panels are proposed, with the address numerals being at the base and at least 8" in height. The sign structure is proposed to be brushed metallic silver, and the multi-tenant panels will be black with white lettering. Planner Hembrook further reported that the sign code states that a property "shall not exceed one freestanding sign per parcel of land"; however, the Committee may decide to grant an exception to allow a second sign. The existing freestanding sign that is being proposed to remain as stated above has no tenants listed. The sign is approximately 24.75 square feet, with a height of 5.5 feet, and is proposed to be located 5 feet from the property line. Chairman Pearson objected to the location of the address numerals, and that they would not be seen with snow cover. Dan Schaefer (Signworks) was present and responded that they were trying to avoid make the sign taller in an effort to retain the address numerals as required by code. ARC member Matt Paris commented that there is a much larger address sign in close proximity, and Chairman Pearson added that the address numerals are also on the building. After those considerations, the Committee agreed that the address at the bottom of the monument sign is sufficient. A motion was made and seconded (Charlier/ Lee) to **approve** a multi-tenant monument sign as presented, with removal of the old sign as presented with numerals remaining, located at 20825 Swenson Drive.
The motion was voted on and carried unanimously.

- 4. S-0623-02** **Kyle Doberstein, representing Wisconsin Medical Weight Loss, is requesting review and approval of a wall mounted sign, located at 21075 Swenson Drive #300.** Planner Hembrook described the following: The sign is proposed to be located at a vacant spot on the building as indicated on the submittal, it measures at 23.3 square feet, and colors are white lettering and blue trim with backlit illumination. Planner Hembrook also reviewed the sign code relating to buildings principally used as offices, which limits the number of signs on one building to two signs. Since this building also has tenants that are customer service related, such as a salon, a spa, etc., it can be considered that the code requirement does not apply in this case. A motion was made and seconded (Kohlmann/ Paris) to **approve** a wall mounted sign for Wisconsin Medical Weight Loss, located at 21075 Swenson Drive #300 as presented.
The motion was voted on and carried unanimously.
- 5. S-0623-03** **Pete Hatcher, representing Coldwell Banker Realty, is requesting review and approval two wall mounted signs, located at 20350 Water Tower Boulevard.** Planner Hembrook reported that this agenda item was removed at the petitioner's request. Chairman Pearson indicated that he would like to have the approximate size of the existing sign on the north face should the submittal move forward at a later date.
- 6. S-0623-04** **Johanna Rolf, representing Myocyte, is requesting review and approval of a wall mounted sign, located at 19035 West Bluemound Road.** Planner Hembrook reviewed the proposed location, and tenant frontage is approximately 21 feet. The sign area is proposed to be 51.14 square feet. Allowable for that frontage is 16.8 square feet. Planner Hembrook reviewed the other tenant sign sizes, and in some cases, a larger sign area had been approved. Black and gold lettering are proposed with minimal white lettering. Supervisor Kohlmann opined that he is generally not in favor of approving a larger sign area, but would make an exception in this case with the font being fairly thin. Mr. Paris pointed out that the Health Hut sign is very large, and so he would not be opposed to this proposed sign being over the allowable sign area. Chairman Pearson inquired whether the amount of text being proposed is necessary. Mr. Rolf replied that he believes it is necessary because it is a new type of business, not just to this area, but to the U.S. as well. A motion was made and seconded (Charlier/ Kohlmann) to **approve** a wall mounted sign for Myocyte, located at 19035 West Bluemound Road as presented.
The motion was voted on and carried 4-1, with Chairman Pearson dissenting.
- 7. SD-0523-01** **Corey Wallace (Wesenberg Architects), representing Quest Interiors, for a recommendation for 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 reviewed the approval process up to this meeting. The site plan has not changed since preliminary approval was granted. Supervisor Kohlmann inquired about the landscape plan, and if it was reviewed and approved. Planner Hembrook responded that the town engineer reviewed the plan and was satisfied with it. Supervisor Kohlmann advised that the Town Board will most likely request that a bond is issued for landscaping to make sure that the plantings are covered for a certain number of years.

Planner Hembrook will work with Mr. Wallace and the town attorney regarding the bond. Supervisor Kohlmann clarified that a bond for landscaping is to be sure that if the plantings would die for some reason, they would have to be replaced by the property owners according to the approved landscape plan. A motion was made and seconded (Kohlmann/ Lee) to **recommend** final approval of a new building consisting of an office, product showroom, and product storage and shipping area for Quest Interiors, located at 21055 Crossroads Circle.

The motion was voted on and carried unanimously.

- 8. Adjourn** A motion was made and seconded (Kohlmann/ Lee) to **adjourn** at 6:33pm.
The motion was voted on and carried unanimously.



Building a Better World
for All of Us®

TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Architectural Review Committee

FROM: Bryce Hembrook, AICP
Town Planner

REPORT DATE: July 6, 2023

ACC MEETING DATE: July 12, 2023

RE: ARC Staff Report – July Agenda Items

Shake Shack – Sign Permit

Applicant: Brad Hubbard (Innovative Signs Inc) representing Shake Shack

Location: 585 N Barker Rd

Request: Relocate Existing Sign and Approval of Permanent Signage

- Requesting to relocate the existing channel letter signs that are located above the canopy to the wall above the south elevation entrance.
- The only change that will be made to the sign is the location.
- The sign will require a new sign permit to be processed.
- Sign area is approximately 41.7 square feet and is internally illuminated.
- Proposed sign meets all other sign code requirements.

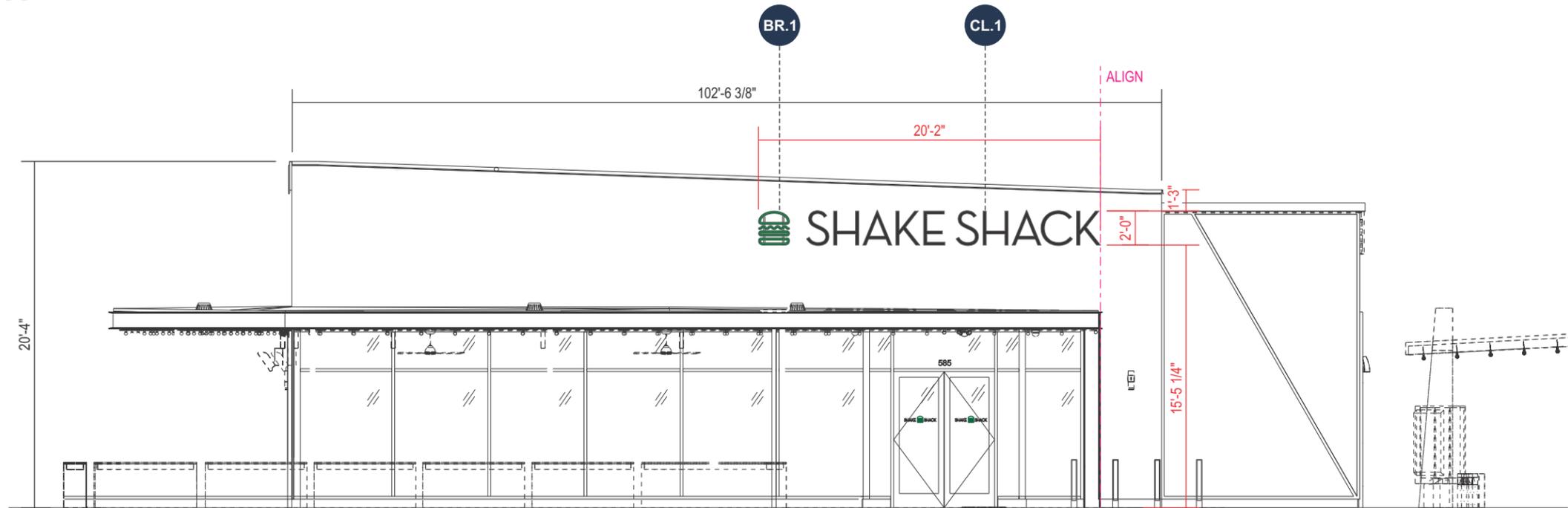
Recommended Action: Approve the sign as presented.

2'-0" SHAKE SHACK SIGNAGE
& 2'-0" BURGER ILLUMINATED LOGO



Exterior 1

SOUTH ELEVATION



SOUTH ELEVATION - PROPOSED SIGNAGE
SCALE: 1/8" = 1'-0"



SOUTH ELEVATION RENDERING - PROPOSED SIGNAGE
SCALE: 1/16" = 1'-0"

	JOB #: 259821-2_R3 DATE: 06.13.2023 DESIGNER: J. Dowden SALES REP: M. Bjorklund PROJ MGR: J. Counts	REQUIRED: <input type="checkbox"/> FIELD SURVEY <input type="checkbox"/> PAINT COLOR <input type="checkbox"/> FONTS <input type="checkbox"/> VECTOR ARTWORK <input type="checkbox"/> CLIENT PMS COLOR <input type="checkbox"/> ENGINEERING	LANDLORD APPROVAL _____ DATE _____ CLIENT APPROVAL _____ DATE _____	<h1>SHAKE SHACK</h1>	CLIENT NAME 585 N. BARKER RD. BROOKFIELD, WI 53045	SHEET NUMBER <h1>5.0</h1>
	OTHER: _____ _____					

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being planned for you by JONES SIGN. It is not to be shown to anyone outside of your organization, nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.