

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
JULY 12, 2023

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 Steve Kohlmann, and John Charlier, Committee members Richard Diercksmeier, Alan Lee, and Matt Paris.

2) MEETING NOTICES.

The meeting was noticed in accordance with Open Meeting Law.

3) APPROVAL OF MINUTES.

Motion by Supervisor Kohlmann to approve the minutes of the June 14, 2023 minutes as presented.

Seconded by Mr. Paris.

Motion Passed Unanimously.

- 4) **S-0723-01 Brad Hubbard (Innovative Signs Inc.), representing Shake Shack, is requesting review and approval of relocating an on-building sign, located at 585 North Barker Road.** Planner Hembrook described the new location of the sign. It will be internally illuminated and have more visibility. The Sign area is approximately 41.7 square feet, and meets all other sign code requirements. Chairman Pearson remarked that where the sign is currently, on the canopy, it could not be seen when he drove past. A motion was made and seconded (Kohlmann/ Charlier) to approve relocating an on-building sign for Shake Shack, located at 585 North Barker Road.

The motion was voted on and carried unanimously.

- 5) **Discussion regarding the regulation of digital menu boards and other digital information signage intended for on-site users.** Mr. Paris inquired whether this had been reviewed at previous meetings, and the response was yes, it has. Supervisor Kohlmann opined that menus are for restaurants, and perhaps businesses are attempting to avoid Electronic Message Center (EMC) regulations. It was further stated that menu boards should require the usage as a restaurant or drive-thru. Mr. Paris suggested an interior oriented sign, and is generally fine with a menu board if it cannot be seen from the property line. Menu boards should only be allowed for customers to see, and not be seen by adjacent properties. Supervisor Charlier commented that he would like to see samples of menu boards. A permit should be required.

6) COMMUNICATION AND ANNOUCEMENTS.

7) ADJOURN.

Motion by Mr. Paris to adjourn at 6:26pm.

Seconded by Mr. Lee.

Motion Passed Unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner