

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
SEPTEMBER 13, 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 Supervisor Steve Kohlmann, Committee members Alan Lee, and Matt Paris. Supervisor John Charlier and Committee member Richard Diercksmeier were absent and excused.

2) MEETING NOTICES.

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

3) APPROVAL OF AGENDA.

Motion by Supervisor Kohlmann to approve the agenda. Seconded by Mr. Paris.
Motion passed unanimously.

4) APPROVAL OF MINUTES.

Motion by Supervisor Kohlmann to approve the minutes of the August 9, 2023 minutes as presented.
Seconded by Mr. Paris.
Motion passed unanimously.

5) NEW BUSINESS:

a. Lisa Schroeder (SIGNworks of Wisconsin, Inc.) is requesting approval of a monument sign reface, located at 20225 Watertower Boulevard.

Planner Hembrook described the location and condition of the current sign. The request is to remove tenant logos and display only the address. The sign is not being relocated, nor is it changing in size. Planner Hembrook reported that the change does meet code requirements. Supervisor Kohlmann inquired about the lighting. A representative from Signworks responded that it is the same as what is existing, a routed aluminum face with white acrylic push through letters. Only the address letters will illuminate. Electrical components for the sign will not change.

Motion by Supervisor Kohlmann to **approve** a monument sign reface, located at 20225 Watertower Boulevard.
Seconded by Mr. Lee.
Motion carried unanimously.

b. Kwan Kim (SM Deluxe Sign), representing Little Steps, is requesting approval for permanent signage for a wall sign, located at 19601 West Bluemound Road.

Planner Hembrook reported that proposed sign is 32.62 square feet. The tenant building frontage is 90 feet, with an allowable sign area of 72 square feet. Mr. Hembrook further reported that the current code states that here are a maximum of two wall-mounted signs per building on buildings principally used as offices. This building has customer-oriented businesses, one being a bank and the other a law firm, rather than strictly for office workers. The proposed sign will be white letters with their logo, and internally illuminated with LED's only for channel letters.

Motion by Mr. Paris to **approve** permanent signage for a wall sign for Little Steps, located at 19601 West Bluemound Road as presented.
Seconded by Supervisor Kohlmann.
Motion carried unanimously.

c. Frances Hoysradt (LED Supply & Signs), representing Cabinets MKE, is requesting approval for permanent signage for a wall sign and a multi-tenant sign face change, located at 18895 West Bluemound Road Suite 4.

Planner Hembrook described the wall sign as being 49.5 square feet with front-lit channel letters, and the logo and letter colors being orange and blue. Mr. Hembrook further reported that the proposed square footage of the sign exceeds what is allowable by code.

Mr. Hembrook had some discussion with the sign company, and new renderings with size changes were brought to tonight's meeting, and will be addressed later in the topic. The colors of the proposed sign are quite different from the other businesses located on this property, but Mr. Hembrook reported that there is not a master sign plan for the building. The multi-tenant sign is a face change, and is the same size as what is currently in that space, which is 7.49 square feet. Chairman Pearson questioned the background for the multi-tenant sign, and asked for clarification of the background color. The rendering shows a white background, while the other tenant sign backgrounds are black. Ms. Hoysradt and the business owner were present and indicated that the background color can be changed. The proposed changes to the size of the wall sign were discussed, with Ms. Hoysradt submitting amended renderings. The total square footage is now at 19.57. Chairman Pearson opined that the size revision looks good with the scope of the building and the other wall signs that are there.

Motion by Mr. Paris to **approve amended** permanent signage for a wall sign, and a multi-tenant sign face change, **pending** background color change to match what is already in place, located at 18895 West Bluemound Road Suite 4, with Planner Hembrook's approval of the background color change.

Seconded by Supervisor Kohlmann.

Motion carried unanimously.

d. Jeffrey Hojnacki (Ascend Design Inc.), representing Novus Home Mortgage, is requesting approval for permanent signage for a wall sign, located at 20225 Watertower Boulevard.

Planner Hembrook described the sign as 67.5 square feet, wall mounted with internally illuminated channel letters. Allowable sign area is 72 square feet. The Novus sign is replacing the existing OnCourse Learning Sign. The proposed sign meets all other sign code requirements.

Motion by Mr. Lee to **approve** permanent signage for a wall sign for Novus Home Mortgage, located at 20225 Watertower Boulevard as presented.

Seconded by Supervisor Kohlmann.

Motion carried unanimously.

e. Shaun Relken, (Innovative Signs, Inc.), representing Hotworx, is requesting approval for permanent signage for a wall sign and a multi-tenant sign face change, located at 18000 West Bluemound Road.

Planner Hembrook reported that the tenant panel has a dark background to match the other signs, with red and white letters. The wall sign is proposed to be 23.36 square feet, above the main entrance, and internally illuminated channel letters with orange, white, and red letters to match their logo. The proposed wall sign meets size requirements, as well as all other sign code requirements.

Motion by Supervisor Kohlmann to **approve** permanent signage for a wall sign and a multi-tenant sign face change, located at 18000 West Bluemound Road.

Seconded by Mr. Lee.

Motion carried unanimously.

6) COMMUNICATION AND ANNOUCEMENTS.

Planner Hembrook reported that the Town of Brookfield Town Board approved a contract with SEH to rewrite the zoning code, with a focus on the sign code. They will be looking for input from the various boards and committees.

7) ADJOURN.

Motion by Supervisor Kohlmann to adjourn at 6:28pm.

Seconded by Mr. Paris.

Motion Passed Unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner