

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
NOVEMBER 8, 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 John Charlier, Committee members Richard Diercksmeier, and Alan Lee. Supervisor Steve Kohlmann and Committee Member Matt Paris 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 Charlier to approve the agenda. Seconded by Lee.

Motion carried unanimously.

4) APPROVAL OF MINUTES.

Motion by Mr. Diercksmeier to approve the minutes of the September 13, 2023 minutes as presented.

Seconded by Mr. Lee.

Motion carried with Supervisor Charlier abstaining.

5) New Business:

- a. Lisa Burck (Innovative Signs), representing Neurologic Wellness Institute is requesting approval for a monument sign reface, located at 20900 Swenson Drive.

Planner Hembrook presented the item and mentioned that the sign is considered to be an informational sign and is intended for internal directions. This type of sign does not require a sign permit, but requires Committee approval. Hembrook mentioned that there are several of these signs located on the property and this proposed sign is similar in appearance.

Motion by Supervisor Charlier to approve a monument sign reface, externally illuminated, for Neurologic Wellness Institute, located at 20900 Swenson Drive.

Seconded by Lee.

Motion carried unanimously.

- b. Caitlyn Stern (Milwaukee Sign Company), representing Raw Glo & Studios, is requesting approval for permanent signage for a wall sign and a tenant panel sign on an existing multi-tenant monument sign, located at 21755 Longview Drive.

Planner Hembrook presented the item and mentioned that the applicant submitted a revised version that was sent out to the Committee prior to the meeting. The revised version shows a black background and white lettering. The Committee questioned why the rendering still showed a white background and Hembrook mentioned that he believes that the white portion will not be illuminated. The Committee mentioned that they were supportive of approving the signs if the background is black or opaque.

Motion by Charlier to approve permanent signage for the proposed wall sign with either a black background or only the white channel letters illuminated, located at 21755 Longview Drive.

Seconded by Lee.

Motion carried unanimously.

Motion by Charlier to approve permanent signage for the proposed tenant panel sign with a black background on an existing multi-tenant monument sign for Raw Glo & Studios, located at 21755 Longview Drive.

Seconded by Lee.

Motion carried unanimously.

- c. Nabil Abdelhamid (LED Supply & Signs), representing Nasser Hair Style, is requesting approval for permanent signage for a wall sign, located at 17800 West Bluemound Road.

Hembrook presented the item and showed a street view of the current signage. The Committee mentioned that this corner appears crowded with signage but that the sign generally matches the nearby signs. The Committee mentioned to ensure that the Miss Pole signage is moved as presented.

Motion by Charlier to approve permanent signage for a wall sign for Nasser Hair Style as presented, including relocating Miss Pole sign to east, located at 17800 West Bluemound Road.

Seconded by Diercksmeier.

Motion carried unanimously.

- d. Benjamin Hogan (Badger Lighting & Signs), representing Callister's Christmas, is requesting approval for permanent signage for a wall sign and a tenant panel sign on an existing pylon sign, located at 19233 West Bluemound Road.

Hembrook presented the item and mentioned that these signs were initially installed without permits or ARC approval in October and staff ordered the removal of the signs. The applicant shortly removed the signage and submitted sign permit applications for the proposed signage. The applicant stated that the tenant panel sign would be externally illuminated and they would need to install new wiring in order for the sign to become internally illuminated. Chairperson Pearson asked why the Master Z's sign is still showing and that he will not vote to approve the sign because of the white background and because the other portion of the sign is advertising a business on a different property. Hembrook mentioned that the business currently has a temporary occupancy permit, but a permanent occupancy permit has not been applied for. Hembrook mentioned that the Committee can place a condition for the sign permit to expire at the same time as the temporary occupancy permit and the Committee was supportive of this condition. The Committee's main issue was with the tenant panel sign and the fact that it is located on a non-conforming panel sign and that there is a white background proposed. The Committee seemed generally supportive of allowing the wall sign if the background is changed to a non-white color.

Motion by Pearson to table the request for permanent signage for a tenant panel sign on an existing pylon sign for Callister's Christmas, located at 19233 W. Bluemound Road.

Seconded by Charlier.

Motion carried unanimously.

Motion by Charlier to approve permanent signage for a wall sign for Callister's Christmas, on the condition that the background is non-white and that the sign must be removed by the termination of the special occupancy permit, located at 19233 W. Bluemound Road.

Seconded by Lee.

Motion carried unanimously.

- e. Matthew Johnson (Halle Properties LLC), representing Discount Tire, is requesting approval for exterior alterations to the subject property located at 20120 West Bluemound Road.

Hembrook presented the item and Chairperson Pearson asked if the applicant is painting the brick. The applicant mentioned that they are painting the brick to meet company standards. Pearson mentioned that he preferred unpainted brick.

Motion by Charlier to approve the proposed exterior alterations to Discount Tire, located at 20120 West Bluemound Road.

Seconded by Lee.

Pearson voted no. Motion carried.

- f. Matthew Johnson (Halle Properties LLC), representing Discount Tire, is requesting approval for permanent signage for two wall signs and a tenant panel sign on an existing pylon sign, located at 20120 West Bluemound Road.

Hembrook presented the item and showed a street view of the current signage. Supervisor Charlier mentioned that the Committee does not typically approve signage that is not facing a public right-of-way. The proposed wall sign on the east façade faces a road, but it is a private road. The east elevation sign is also proposed to exceed the allowable sign area as well. The Committee generally agrees that the east elevation sign should be denied.

The Committee discussed the proposed tenant panel pylon sign and mentioned that the background of the sign should be non-white or opaque if it is internally illuminated. The applicant mentioned that he has seen the latest renderings and it shows that the tire portion of the sign will be illuminated and the rest will be opaque; the sign will have white background during the day and be opaque at night.

The Committee reviewed the proposed wall sign on the south elevation and did not have any issues or concerns. The plans also showed address numerals being added to all four elevations. The Committee did not have any issues with the proposed address numerals but the proposed address should show "20120".

Motion by Charlier to approve permanent signage for the tenant panel sign on the existing pylon sign with an opaque background for Discount Tire, located at 20120 West Bluemound Road.

Seconded by Diercksmeier.

Motion carried unanimously.

Motion by Charlier to approve permanent signage for the proposed wall sign located on the south elevation for Discount Tire, located at 20120 West Bluemound Road.

Seconded by Diercksmeier.

Motion carried unanimously.

Motion by Charlier to deny the proposed wall sign located on the east elevation for Discount Tire, located at 20120 West Bluemound Road for the following reasons: sign is not facing a public right-of-way and the sign exceeds to allowable sign area requirement.

Seconded by Diercksmeier.

Motion carried unanimously.

Motion by Charlier to approve the proposed address numerals signage located on all four building elevations for Discount Tire, located at 20120 West Bluemound Road.

Seconded by Diercksmeier.

Motion carried unanimously.

- g. Max Grossman (Last Mile Investments) is requesting approval for permanent signage for 1 multi-tenant monument sign and 1 freestanding directional monument sign, located at 18900 West Bluemound Road.

Hembrook presented the item and the applicant provided additional information for the request. The applicant stated that Galleria West tenants lack visibility from Bluemound Road and these signs would help tenants to better advertise their business. Chairman Pearson asked why the smaller directional sign shows arrow and the applicant said that the final version would not show the arrows. Pearson also mentioned that the code typically allows for one freestanding sign; Hembrook mentioned that the ARC could include this exception in their motion. The applicant mentioned that the ultimate goal is to eventually construct an Electronic Message Copy (EMC) sign for the large monument sign, but for now they are proposing a non-EMC sign.

Pearson discussed the proposed height and thought allowing a height exception would be appropriate for this specific sign. Pearson also mentioned that the Mister Car Wash and Pella Doors signage is located on one sign and Pella is located on a different property. Hembrook mentioned that there are some issues with the proposed location of the sign and that a variance may be required or the applicant may have to purchase additional land to meet setback. Hembrook mentioned that the proposed sign can be approved by the Committee with the condition that the sign meets the setback requirement or receives a variance. The Committee liked the sign design and think it is appropriate in this location.

Motion by Charlier to approve permanent signage for sign B (freestanding directional monument sign) for Galleria West, located at 18900 West Bluemound Road and allow two freestanding signs on the same property.

Seconded by Diercksmeier.

Motion carried unanimously.

Motion by Charlier to approve permanent signage for sign A (freestanding sign monument sign) for Galleria West, located at 18900 West Bluemound Rd with the condition that the sign does not exceed 20' in height and that the sign receives a variance or meets the 5' setback requirement before approval by the zoning administrator.

Seconded by Lee.

Motion carried unanimously.

6) Communication and Announcements.

None.

7) Adjourn.

8) ADJOURN.

Motion by Charlier to adjourn at 7:32 pm.

Seconded by Lee.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner