

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
DECEMBER 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 Supervisors John Charlier, Steve Kohlmann; Committee members Richard Diercksmeier, Alan Lee, and Matt Paris.

2) MEETING NOTICES.

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

3) APPROVAL OF AGENDA.

Motion by Kohlmann to approve the agenda. Seconded by Charlier.

Motion carried unanimously.

4) APPROVAL OF MINUTES.

Motion by Charlier to approve the minutes of the November 8, 2023 minutes as presented.

Seconded by Diercksmeier.

Motion carried unanimously, with Paris and Kohlmann voting present.

Chairman Pearson requested clarification regarding Item 5 (Callister's Christmas signage). Hembrook confirmed that the special occupancy is over on December 27, 2023 and there has been no request from Callister's to renew, therefore signage approved on November 8, 2023 must be removed per the voted on and approved motion.

5) New Business:

- a. Dan Schaefer (Signworks), representing Robertson Ryan, is requesting approval of a monument sign, located at 20975 Swenson Drive.

Planner Hembrook reported that the request is to replace the existing monument sign with a new monument sign in order to update the company logo and slightly alter the shape of the sign. The proposed sign is just under 15 square feet, with a four and a half square foot base, and approximately four and a half feet tall. It will be located in the same location as the current monument sign, which is approximately seven feet from the property line, and meets setback requirements. The background is grey with dark grey letters and maroon for the logo. Hembrook reported that with there would be two freestanding signs on the property due to the large monument sign showing the property address. Hembrook noted that another nearby property has a large address sign, and another monument sign with tenant panels, so this would be consistent with the other property. Pearson inquired about the height of the address numerals on the proposed sign, and the requirement that they be eight inches. Mr. Schaefer (Signworks) clarified that the numerals are not eight inches, and because the larger address only sign is very near, it would be redundant to have the numerals that prominent on this sign. It was further clarified that the proposed sign is not internally illuminated.

Motion by Kohlmann to approve a monument sign, located at 20975 Swenson Drive.

Seconded by Paris.

Motion carried unanimously.

- b. Lisa Burck (Innovative Signs), representing Werfen, is requesting approval for permanent freestanding sign, located at 20925 Crossroads Circle.

Planner Hembrook presented the item, and reported that on the site plan provided by the applicant, there was not a property line nor a setback showing. The site plan shows the proposed sign being located on the property line where the existing sign is located. The sign will need to meet the 5' setback. Hembrook contacted Innovative Signs to update the site plan, and will be sure that setbacks are met, or they would have to go through a variance process.

The sign is proposed to be 10' from grade and has four panels, two showing property address and two showing the Werfen logo. The Werfen logo panels are approximately 14.14 square feet total. The property address panels are approximately 7.4 square feet total. All panels equal approximately 21.54 square feet total. The majority of the sign structure is blue and the lettering is white. The signs will be internally illuminated. Dimensions were not provided for the address numerals, and the typical requirement is a minimum of eight inches. The proposed sign appears to meet all other sign code requirements. Pearson inquired why they are proposing a pylon sign instead of a monument sign, like the signs in the rest of the development, and opined that it is too high. Discussion was had regarding the two-face display, and whether that fits into the code, and looks aesthetically pleasing. It was the general consensus that the sign is too high, and the two-sided face looks somewhat like a street sign, but is appealing. Kohlmann suggested the applicant attend the next meeting.

Motion by Kohlmann to deny permanent freestanding sign, located at 20925 Crossroads Circle.
Seconded by Lee.

Additional discussion by Kohlmann was that Hembrook inform the sign company of concerns.
Motion carried 4-2, with Paris dissenting, and Diercksmeier abstaining.

- c. Eric Olson (Graves Signs, Inc.), representing Lendmark Financial Services, is requesting approval for permanent signage for a wall sign, located at 17800 West Bluemound Road, Suite D.

Hembrook reported that Lendmark Financial Services is requesting approval to add one wall sign above the tenant entrance. The sign would be a front-illuminated red channel letter sign on a raceway. The sign area is approximately 23.66 square feet. According to the application, the tenant frontage is 31', thus 24.8 square feet of signage is permitted. The proposed size appears to be similar in style and size to other signs on the building. The proposed sign meets all other sign code requirements. Also included was window signage, and Hembrook will look into the ordinance to see if they are allowed without approval. It was suggested to inform the applicant of those findings. Signs with hours of operation and "open/close" are fine.

Motion by Charlier to approve permanent signage for a wall sign for Lendmark Financial Services as presented, located at 17800 West Bluemound Road, Suite D.

Seconded by Kohlmann.

Motion carried unanimously.

6) Communication and Announcements.

Paris read sign code regarding the height for the Werfen sign proposal as stating, "height must be maintained ten feet high from property line". There is a hill involved, so is that taken into account? Hembrook will have the applicant clarify on their site plan the property line and setbacks, as indicated in earlier discussion, as well as more specific height information.

Hembrook reported that he and his team are working on clarifying the sign code in order for greater understanding for both the committee and the applicants. Any suggestions are welcomed.

Supervisor Kohlmann thanked the Committee for their hard work over the past year.

7) Adjourn.

8) ADJOURN.

Motion by Kohlmann to adjourn at 6:24 pm.

Seconded by Charlier.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner