



THESE ARE THE MINUTES OF THE **PLAN REVIEW BOARD** MEETING HELD ON THURSDAY, **MAY 21, 2020** AT 4:30 P.M. IN THE COMMON COUNCIL CHAMBERS OF CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN

MAYOR STEVE PONTO PRESIDING

MEMBERS PRESENT: Alderman Rick Owen,
Commissioner Mike Smith (3 members physically
present to meet quorum)

STAFF PRESENT: Building & Zoning Administrator Larry
Goudy, Administration & Licensing Clerk Mary Schulz

1. **Roll Call**

Mayor Ponto called the Plan Review Board meeting to order at 4:32 p.m. A quorum was present.

2. **Announcements**

- a. Approval of these items must also be given at the regular Plan Commission meeting of June 8, 2020 and the Common Council meeting of June 16, 2020.
- b. The next regularly scheduled Plan Review Board meeting will be held on June 18, 2020.

3. **New Business**

a. **BP: monument sign**

Request of BP, for approval of a monument sign at 14000 W. Greenfield Avenue, Brookfield.

Larry Goudy reported: The sign dimensions are 8'4" x 7'5" = 62 sq. ft. and height above the roadway is 10'. The sign content is: BP, sale sign, EMC. The structural material and color is routed aluminum face, digital prices with green lighting on black. White background, greens and yellow copy. Lighting will be internal.

Staff recommends approval subject to emc regulations (static imagery, 5 minute change periods, etc.).

Bob Kraus, Bauer Sign, appeared before the board for comments and/or questions.

Alderman Owen commented that in the future, signs like this will not be appearing before the Plan Review Board. This sign meets all the requirements. He is in favor of

approval. Mr. Goudy stated this is the same exact sign at the corner of Burleigh Road and 124th Street.

Motion by Smith, seconded by Owen to approve staff's recommendation of approval of a monument sign at 14000 W. Greenfield Avenue. Motion carried 3-0.

b. Elmbrook Schools: monument sign

Request of Elmbrook Schools, for a monument sign at 3555 N. Calhoun Road, Brookfield.

Larry Goudy reported: The sign dimensions are 16' x 3' = 48 sq. ft. and height above the roadway is 6'. The sign content is: Elmbrook Schools, Become Whats Next, District Office, address, logo. The structural material and color is routed aluminum face and individual letters on a brick background. Aluminum color on brick, which matches building. Lighting will be internal.

Staff recommends approval.

Mr. Goudy added the school is currently under construction. The proposed sign will be impacted by the Calhoun Road widening, happening in 2021. There will be grading done in the area of the sign location, therefore, the sign cannot be in place before grading. It will be installed approximately 12 to 18 months from now.

Dan Schumann, Poblocki Sign and Joe Schumann, CG Schmidt, applicants, appeared before the board for comments and/or questions.

Commissioner Smith asked the applicants if they were aware of the sign installation issues. Mr. Schumann stated 'yes, they were aware of where the sign needs to be installed'. Commissioner Smith commented that the sign materials match that of the building. He is in favor of approval.

Motion by Owen, seconded by Smith to approve staff's recommendation of approval of a monument sign at 3555 N. Calhoun Road, Brookfield. Motion carried 3-0.

Motion by Owen, seconded by Smith to adjourn the Plan Review Board meeting. Motion carried 3-0. 4:40 p.m.

Minutes respectfully submitted by Mary Schulz CAP, Administration & Licensing Clerk