



THESE ARE THE MINUTES OF THE **PLAN REVIEW BOARD** MEETING HELD ON THURSDAY, **NOVEMBER 19, 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 Mark Nelson, Commissioner Lisa Chang (via phone) (3 members physically present to meet quorum)

STAFF PRESENT: Zoning & Building Administrator Larry Goudy, Neighborhood Planning Coordinator Richard VanDerWal, Administration & Licensing Clerk Mary Schulz

**1. Roll Call**

Mayor Ponto called the Plan Review Board meeting to order at 4:30 p.m. A quorum was present.

**2. Announcements**

- a. Approval of these items must also be given at the regular Plan Commission meeting of December 7, 2020 and the Common Council meeting of December 15, 2020.
- b. The next regularly scheduled Plan Review Board meeting will be held on December 17, 2020.

**3. New Business (items taken out of agenda order)**

**b. Jeff Hansen: temporary use permit**

Request of Jeff Hansen, for approval of a temporary use permit to conduct the village area Christmas tree lighting at 2925 N. Brookfield Road. – LG

Larry Goudy reported: 1. The proposed event will take place between 5:30 and 8:00 p.m. on December 3, 2020.

2. This event has taken place annually for 7 years.
3. A DJ will be set up at the location for entertainment. Dancers from the dance academy will also provide entertainment on the front deck of their building.
4. Restrooms will be available in participating businesses in the village area.
5. There is adequate parking throughout the village area. They will be utilizing the municipal lots as well as on street parking and spaces at participating businesses.
6. No alcohol will be served at the event
7. Anticipated attendance is approximately 200 people
8. Reindeer will be penned in an area in front of 2930 N. Brookfield Rd. People will have photo opportunities with the reindeer, but no one is permitted in the pen but the reindeer handlers and there will be no touching of the reindeer.

9. The only change from previous years is the addition of sleigh rides. A horse drawn “sleigh” will take up to 12 family members or 4 riders of non-related individuals on a ride through the village area, avoiding Brookfield Rd.
10. The event organizers will encourage social distancing and safe practices.

Staff recommends approval and requests this goes directly to the 12/1/20 Common Council for final approval.

Mr. Goudy stated this item is before the board due to the addition of horse drawn sleigh rides. The horses will be wearing diapers and there will be a clean-up crew. Alderman Nelson asked if the Police and Fire Departments were ok with this. Mr. Goudy stated both departments signed off on the item. Their major concern was that the horse drawn carriages be kept off of Brookfield Road.

Alderman Nelson stated this is a fine event which started as an Eagle Scout project for boy scouts and he is glad to see it continue on. Mayor Ponto added he has participated every year with the tree lighting ceremony. He commented that he hopes that the attendees practice social distancing, as there will be quite a few people at the event. Commissioner Chang noted it is interesting how the world has had to change due to COVID. She hopes this event is successful as it is outdoors.

**Motion by Alderman Nelson, seconded by Commissioner Chang, to approve a temporary use permit to conduct the village area Christmas tree lighting at 2925 N. Brookfield Road, subject to the item being sent directly to the Common Council meeting on December 1, 2020. Motion carried 3-0.**

a. **17915 Bluemound Co.: minor revision of plan and method of operation**

Request of Matt Ahmeti, President, of 17915 Bluemound Co., for approval of a minor revision to plan and method of operation in association with exterior building modifications at said address. - RV

Richard VanDerWal reported: 1. The proposal is located in the Bluemound Road/I-94 Area Targeted Investment Area (TIA), one of eleven areas identified in the *City of Brookfield 2050 Comprehensive Plan* that foster community reinvestment by supporting new economic development and sustainable, mixed-use redevelopment with sensitivity to surrounding neighborhoods. Statement of operations indicates that the new restaurant tenant, Honey Berry, will be seeking a liquor license for brunch libations.

2. Request is for repainting portions of the building exterior and replacing canvas awnings to be coordinated with the new tenant. Proposed exterior building modifications are consistent with the City’s Site Development Design Standards for Non-Residential Uses. Modifications include: Exterior existing brown trim work, window mullions, and siding to be painted Sherwin Williams “Drift of Mist” (light gray with subtle green undertone); front and exterior existing doors to be Behr “Nypd” (navy with grey undertone); and awnings updated to a coordinating navy with white pinstripe.

3. A previous rendition of the building, prior to current brown accents, featured similar paint scheme for building trim, forms, and windows.

Staff's recommendation: Request is consistent with the City's design standards and precedent exists for proposed color scheme to be used in coordination with the collective commercial center. Staff recommends the plan review board approve the minor revision to plan and method of operation subject to:

1. Statement of operations dated October 30, 2020 by Matt Ahmeti, President, 17915 Bluemound Co. (C-Corp).
2. Building elevations and color samples dated October 30, 2020 by AGN Design including technical corrections.
3. Lighting in compliance with sections 15.16.080 and 17.120.070 of the City of Brookfield municipal code.
4. All signage subject to separate review by the Inspection Services Department.
5. Once a building permit is issued by Inspection Services, the owner shall receive an occupancy permit within eighteen (18) months or the owner of the property may be subject to the penalty provisions of the Zoning Code, Section 17.100.130 or the owner shall remove construction equipment and debris from the site, fine grade and seed the site, and stabilize surface water drainage leaving the site to City Engineering Department specifications within four (4) months or the owner of the property may be subject to the penalty provisions of the Zoning Code – Section 17.100.130. (Ordinance #2134-08).
6. Minor revision to plan and method of operation approval expires on December 15, 2022 unless a building permit is obtained prior thereto.

Attachments:

1. Applicants Letter.pdf
2. Design Images.pdf
3. Landlord Letter.pdf
4. Paint Color Samples

Paul Marrin, Director of Operations, appeared before the board of comments and/or questions.

Alderman Nelson questioned if the color scheme was similar with other Honey Berry's. Mr. Marrin noted Honey Berry's typical color scheme is all white. They are hoping they could have an all-white exterior façade of the building. They would like to paint the full exterior of the building white, including the brick and stone. Mr. Vanderwal clarified that when staff received this item, the request was to have the entire building painted in 'Drift of Mist' color. Commercial centers are required to have exterior modifications be consistent with the rest of the strip center. Their modified version, as presented, still uses their trade dress colors but it applies to only the aspects of the building that has been painted previously and the entry. They are in compliance with the architecture and design of the commercial center, but the building will have the 'flair' of the applicants trade dress applied. If the entire building was to be painted, it would require a 'trip' to Plan Commission for trade dress approval and the rest of strip center would be engaged towards a unified vision for how tenants would apply for full trade dress. The current streamlined version is before the board today.

Mr. Marrin stated they want to be in compliance with the city, but if they were allowed to have the building all in white, would want it that way. The stone on the building matches the trim on the strip mall. Alderman Nelson stated the building looks nice and would love to have Honey Berry in the city. He added that he understands their desired concept for drawing attention to the building by painting everything white, but attests the color scheme presented here is both eye-catching and ties into the rest of the commercial center which creates a better overall look. Alderman Nelson asked for clarification on Honey Berry's stated operations.

Mr. Marrin noted Honey Berry will be serving breakfast and lunch. They do not have a full bar, just a few specialty cocktails. They will be closed on weekdays at 2:00 p.m. and close on weekends at 3:00 p.m. Commissioner Chang thanked the applicant for working with staff to maintain standards with the city.

**Motion by Commissioner Chang, seconded by Alderman Nelson to approve a minor revision to plan and method of operation in association with exterior building modifications at 17915 W. Bluemound Road. Motion carried 3-0.**

#### **4. Adjournment**

**Motion by Alderman Nelson, seconded by Commissioner Chang to adjourn the Plan Review Board meeting. Motion carried 3-0. 4:50 p.m.**

Minutes respectfully submitted by Mary Schulz, Administration & Licensing Clerk