



MINUTES OF AN OFFICIAL MEETING:

Regular / Special Meeting: **Board of Appeals**

Date and Time: December 12, 2019, at 7:00 PM

Location: City Hall, 2000 N. Calhoun Road, Brookfield, Wisconsin

Members Present: Frank DeGuire, Gordon Rozmus, Kevin Bublitz, Ald. Ron Balzer

Members Excused: Rod Carter, Ald. Bill Carnell

Others Present: Zoning & Building Administrator Larry Goudy

1. ROLL CALL

Kevin Bublitz called the Board of Appeals to order at 7:03 pm. He stated that the notice of hearing has been duly published pursuant to the State open meetings law and explained the procedure to present the appeals to the Board this evening. Mr. Bublitz indicated that a quorum was present and that the request for variances must receive the affirmative vote of three members of the Board in order for a request to be granted.

2. MINUTES OF THE OCTOBER 10, 2019, BOARD OF APPEALS

Motion by Gordon Rozmus, second by Frank DeGuire to approve the minutes of the October 10, 2019, Board of Zoning Appeals. Motion carried unanimously 4-0.

Public Hearing & Consideration of Appeal: *Certain requests for building and sign permits have been submitted to the City of Brookfield and have been denied by the Zoning & Building Administrator because they did not comply with the Zoning, Building or Sign Code of the City of Brookfield. There will be a Public Hearing held on December 12, 2019, at 7:00 pm at the Common Council Chambers for the express purpose of considering the following request(s) for variance. Please note that following the public hearing(s), the Board intends to take action by considering the request indicated.*

3. NEW BUSINESS

- a. The request of WB Hotel LLC & The Linx Club LLC, Parcel 1 CSM #8970 a Div of Lot 2 CSM #5395 & Parcel 2 CSM #1199 & lands PT NE ¼ & SE ¼ & NW ¼ Sec 34 T7N R20E and Lot 3 CSM #11622 being a division of lot 1 of CSM #5395 of the NW ¼ and Sec ¼ of SE ¼ of Sec 34 T7N R20E to appeal Section 15.16.280 B. & C., to permit leasing/development signs at 765 Pinehurst Drive and 16075 Pinehurst Drive. The I-94 facing sign is 256 sq. ft. and the Moorland and Pinehurst sign is 98 square feet. The code limits lease signs to 16 sq. ft. and development signs to no greater than 32 sq. feet.

Nick Wimmer, from Wimmer Communities, stated that the prior generation of Residence Inn has been razed. The new building is the next generation of the Residence Inn and the Linx Club. It is isolated in

the golf course and no public roads are visible. The best location for temporary signage is on two existing monument signs on the golf course. That location has been granted by a sign easement on the course. He wishes to cover the Residence Inn portion of sign with the temporary sign while the site is under construction. He is proposing signage temporarily till the project is completed.

Mr. DeGuire asked when is the approximate date of completion? Mr. Wimmer replied the hotel will be complete in April of 2020, three or four of the apartments will be done in 2020 and total completion of the project may extend to 2021. Mr. Rozmus asked what about after 2021. Mr. Wimmer replied that permanent signs have been proposed. The Linx Club logo will be located on the I-94 sign, along with the existing signage. There is no physical change to the existing signs as part of this request. The temporary signs will not be illuminated.

Anna Rollo, 905 Post Road, asked about the I-94 sign and asked the reason why the Linx Club couldn't be separate from the existing sign. She asked if the permanent sign will take up that large space. Mr. Wimmer replied the permanent sign will go back to the original shape. The golf course and apartments still are in operation. Ms. Rollo asked how long the marketing will go till. Mr. Wimmer replied through 2021. It is only visible from I-94 and is shielded from the neighborhood.

Nancy Goranson, 885 Post Road, asked if any signs were illuminated. Mr. Wimmer replied only those on the hotel. Mr. Goudy stated that the permanent sign approval is granted by the Plan Review Board. Mr. Wimmer added that the temporary signs would be unreadable in other locations and at the reduced square foot. Mr. Bublitz further added that this is somewhat unique because of the setback and speed of traffic on I-94.

Ms. Rollo asked if there are lit letters on the wall and why is this needed. Those signs won't be there for a few months, but will be permanently on. Mark Wimmer stated that the illuminated signs on the building face Northeast and Southeast, not toward Post Rd.

Mr. Bublitz asked what is the rationale for 16'x16' size. Nick Wimmer replied the width of the existing panel is being used, that is 16' wide. Mark Wimmer added that the 16' height gets it elevated since the site is below freeway grade.

Frank DeGuire asked how long does the Residence Inn sign stay up. Mr. Wimmer replied the Residence Inn sign doesn't need to stay up that long, as the hotel will be complete in Spring of 2020. Mr. Rozmus added that the standards for hotels is to have name on building, but due to location, they need consideration for wayfinding.

Nancy Goranson asked when will the trees be put up as promised from Wimmer. Nick Wimmer replied summer of 2020. Mark Wimmer stated that they made two commitments: 1) Cut out old dead landscaping and prune (completed); (2) Install number of evergreen trees along fairway (to be completed in Spring).

Kevin Bublitz reminded the Board and concerned citizen that the purpose of this meeting is to discuss the sign variance. Mr. Bublitz felt this request was relatively unique and there is no change to the Moorland Road sign. It seems logical to use the existing sign. Other sign needs larger sign because of speed and distance.

Mr. Rozmus stated the record should show the request is a temporary sign, not permanent. Mr. DeGuire suggested a reasonable period, such as 30 days to take down Residence Inn portion of temporary sign after occupancy. Nick Wimmer stated he would ask for longer. Mark Wimmer stated the first apartment will be completed in Spring, second in late Summer, third and fourth will be completed by Spring of 2021. He would still need signage during this two year lease period. Mr. Bublitz stated that after 90% is leased, the signs would have to come down. Mr. DeGuire stated he was concerned. The Residence Inn portion of the sign could be removed from the panel, and decrease the

height at the time of occupancy of the hotel. Mark Wimmer stated he would still like it elevated as there may be floods.

Motion by Alderman Ron Balzer, second by Kevin Bublitz to approve the variance for two years for the Moorland Road sign. Motion carried unanimously 4-0.

Motion by Kevin Bublitz, seconded by Gordon Rozmus, to approve the I-94 sign variance subject to the "coming 2020" portion of the sign being removed in 2020 and both panels removed no later than 24 months. Motion carried unanimously 4-0.

4. ADJOURNMENT

Motion by Frank DeGuire, second by Kevin Bublitz to adjourn the meeting at 7:37 pm. Motion carried unanimously 4-0.

RESPECTFULLY SUBMITTED:

RENEE J. TADYCH, DEPUTY CITY CLERK
CITY CLERK'S OFFICE