

**CITY OF NEW BERLIN  
ARCHITECTURAL REVIEW  
August 29, 2007  
MINUTES**

The Architectural Review Sub-Committee of the Plan Commission was called to order by Mr. Sisson at 11:00 A.M.

In attendance were Jenalyn Groeschel and Lee Sisson. Also present were Nikki Jones, Planning Services Manager, Amy Bennett, Associate Planner, and Tony Kim, Associate Planner. Mr. Felda arrived at 11:10 A.M.

Motion by Mr. Felda to approve the August 9, 2007 Architectural Review minutes. Seconded by Mr. Sisson. Motion carried with Ms. Groeschel abstaining.

**NEW BUSINESS**

1. (3)AB U-4-07 Super Products – 17000 W. Cleveland Ave. – Fume Collector.

Ms. Bennett explained that Architectural Review Committee reviewed this several months ago. The recommendation from the Architectural Review Committee last time was to paint the unit piping to match the building. The applicant is coming here now to ask to leave the piping the way it is as galvanized steel.

Thomas Jacobi and Scott Stanishefski, representatives for the project distributed information about hot dip galvanized steel. The thought is that in the long run it will hold up better and stay nicer looking longer without painting.

Mr. Sisson felt that it may not be the best move to paint the pipes. Ms. Bennett thought that it stands out when you are on Calhoun Road and felt it should be painted to match the building to blend in, however their argument supports the reason for not painting the pipes. Ms. Groeschel reasoned that since it is galvanized, it will not rust. If the paint peels, there is no way the City can have them repaint unless there is a complaint.

Mr. Felda felt he it would rather see it kept clean and neat the way it is rather than dealing with the paint peeling later.

Motion by Mr. Felda to approve the request by Super Products located at 17000 W. Cleveland Avenue to leave the piping as is. Seconded by Ms. Groeschel. Motion carried unanimously.

2. (4)TK U-48-07 Kat's Cafe – 19680 W. National Ave. – Change In Use, Painting, Awning.

Mr. Kim said Kat's Café is proposing architectural changes to the building. These changes have already been done. The original awning was replaced by a green awning. Looking to the west, the wall along the commercial unit was painted white to match the residential unit. Mr. Kim felt these were definite improvements.

Motion by Ms. Groeschel to approve the architecture for Kat's Café located at 19680 W. National Avenue. Seconded by Mr. Felda. Motion carried unanimously.

3. (3)AB CU-10-07 New Berlin Retail – 2075 S. Moorland Rd. – Retail & Commercial.

Ms. Bennett described the location of Bldg. B, a multi tenant building. Dave Koscelniak,

representative for the project explained the renderings and building samples. Mike Spence, owner of the property was also present to give additional information on the property and the development.

Ms. Bennett commented on the different colors and different awnings. She felt there should be more natural materials and colors. Ms. Jones suggested field stone to blend in with Rundle-Spence.

Mr. Koscelniak explained the color and material selections were made to make the building distinctive, not to blend in with existing facilities. The owner's desire was not to promote symmetry in the building, but have distinctive store fronts so that the scale of the building could be broken down. He compared it to shops in Whitefish Bay or Shorewood, having something that give the shops character. Ms. Groeschel agreed, but suggested having both ends be the same color to make the design look whole rather than individual pockets. Perhaps similar awnings would tie the building together.

Ms. Jones suggested the roof line could be altered to provide depth and avoid the flat brick wall. Plazas may be built in for outdoor eating. Some of the newer projects in Brookfield are doing a good job of this, such as McDonalds and the gas station by Brookfield Square.

Mr. Koscelniak suggested using the variety of colors but the hue would be muted. The described architecture would be on three sides, with the rear being a combination of concrete masonry, split faced block, and face brick along the top.

Mr. Felda liked it the way it was presented, however suggested making the corners similar and toning down the brightness of the colors. He felt the shadow lines were nice.

The mechanicals are located on the roof. The neighbors have voiced concern about headlights, therefore landscape will be rolled up toward Moorland Road to create a berm. Signage will go above the windows. There is no other exterior lighting planned. Ms. Bennett suggested planters or benches.

Mr. Sisson felt the building is distinctive, a nice addition, eye appealing and agreed with Mr. Felda in terms of the color.

Motion by Ms. Groeschel to table this project to allow the applicant to enhance the building with some of the suggestions made by this Committee. Seconded by Mr. Felda. Motion carried unanimously.

4. (4)AB U-49-07 Beechwood – 5350 S. Emmer – Building Addition.

Ms. Bennett introduced the project giving the location, size of the addition and described the proposed architecture. Materials will match the existing building. Dominic Ferrante, representative for the project described that the addition would be following the existing architecture that is established.

Motion by Ms. Groeschel to approve the proposed architecture for Beechwood located at 5350 S. Emmer Drive. Seconded by Mr. Felda. Motion carried unanimously.

5. (5)TK U-53-07 Crossroads Pizza & Subs – 13976 W. Beloit Rd. – Replace the Existing Façade on the Front and Sides Only.

Mr. Kim described the proposed remodeling that is planned for the building. He felt it is a distinctive improvement to the building, the only suggestion being that improvements be made to the rear of the building to better match the other three sides.

Leonard Vandeenboom, representative for the project explained that presently there is vertical siding on the rear. The plan is to paint the siding the same color as the stain on the cedar. The mechanical equipment is located in the back. Mr. Vandeenboom felt that any further improvements would be an additional expense and the back of the building is not seen except from Sunny Slope Road when you are very close. The neighbor has pine trees that block almost all the view from Sunny Slope Road. Additional landscaping can be added for screening.

Final color samples for the siding need to be submitted to the Planning Department.

Motion by Mr. Felda to approve the proposed architecture for Crossroads Pizza & Subs located at 13976 W. Beloit Road. Seconded by Ms. Groeschel. Motion carried unanimously.

6. (3)TK U-54-07 Westbrooke Wesleyan Church – 1600 S. Pleasant Hill Dr. –Parking Lot and Entry Way.

Mr. Kim explained that the request is to replace the existing façade. Before and after pictures were presented. The new materials will match the existing materials. The parking lot will also be redone as part of the Greenfield Avenue project.

Motion by Mr. Felda to approve the proposed architecture for Westbrooke Wesleyan Church located at 1600 S. Pleasant Hill Drive. Seconded by Ms. Groeschel. Motion carried unanimously.

7. (3)AB U-39-07 Verizon – 2600 S. Calhoun Rd. – Equipment Shelter and Installation of Antennas.

Ms. Bennett explained that antennas will be added to an existing tower and an equipment shelter will be built. Pictures were shown of the proposed equipment shelter and its location on the site.

Motion by Ms. Groeschel to approve the proposed architecture for Verizon located at 2600 S. Calhoun Road. Seconded by Mr. Felda. Motion carried unanimously.

8. (2)NJ U-56-07 Tiffany Square Homeowners Assn. – 14000-14078 W. Tiffany Pl. – Fence.

Ms. Jones showed pictures of the old fences that are planned to be replaced with 3 ½' - 4' fencing and 6' in the taller sections.

Motion by Ms. Groeschel to approve the proposed fences located at Tiffany Square, 14000-14078 W. Tiffany Place. Seconded by Mr. Felda. Motion carried unanimously.

9. (7)AB U-55-07 Perspective Design, Inc. – 16800 W. Ryerson Rd. – Four New Loading Docks, Five Windows, On-Grade Ramp, and Storefront Door.

Ms. Bennett explained the proposed architectural changes. Jay Peirick, representative of the project further described the location of the windows and additional details.

Motion by Mr. Felda to approve the proposed architecture for Perspective Design, Inc. located at 16800 W. Ryerson Road. Seconded by Ms. Groeschel. Motion carried unanimously.

10. ( ) Times and Dates of Future Meetings

The consensus of the Architectural Review Committee was to hold future meetings on Wednesdays at 3:30 P.M.

Motion by Mr. Felda to adjourn the Architectural Review Sub-Committee of the Plan Commission

at 12:20 P.M. Seconded by Ms. Groeschel. Motion carried unanimously.