

*****REVISED***
1/25/07**

On Page 2, 7th Paragraph,
the words "PDI" were replaced
with "the developer".

**CITY OF NEW BERLIN
ARCHITECTURAL REVIEW
January 23, 2007
MINUTES**

The Architectural Review Sub-Committee of the Plan Commission was called to order by Mr. Sisson at 9:35 A.M.

In attendance were Mr. Felda and Mr. Sisson. Also present were Greg Kessler, Director of Community Development; Nikki Jones, Planning Services Manager; Amy Bennett Associate Planner; Tony Kim, Associate Planner; Ron Schildt, Transportation Engineer; Mike Seefeldt, Engineer Tech., and Edward Dobernig, New Berlin Fire Chief.

Motion by Mr. Felda to approve the Architectural Review Sub-Committee Meeting minutes of December 20, 2006. Seconded by Mr. Sisson. Motion carried unanimously.

NEW BUSINESS

1. (7) AB U-2-07 Badger Material Handling – 16805 W. Victor Rd. – New Block Addition;
Exterior to Match Existing.

Motion by Mr. Felda to approve the architectural plan for a 5,000 sq. ft. addition to the back of Badger Material Handling building using matching building materials and colors.

Seconded by Mr. Sisson. Motion carried unanimously.

2. (1) GK U-82-06 Deer Creek Inn & Conference Center – 1401 S. Moorland Rd. – Hotel and Conference Center.

Mr. Kessler introduced the project explaining the size and location of the hotel and conference center. It will be two floors of mixed-use retail/conference center facilities (including two restaurants), five floors of hotel rooms (405 rooms), along with five floors of underground parking and an approximate 50,000 square foot indoor water park. It has a Neo Classical architectural theme.

The Applicant, Don Kitten and his Engineer, Bob Williams were present to represent the project, along with Mark Smith and Brian Peterson from Planning and Design Institute (PDI). Mr. Kessler indicated that PDI was performing an "architectural peer review" for the City and, along with City staff, were working with the developer on refining the architectural details of this project.

Mr. Kitten read the Plan of Operation for the project. Mr. Williams presented the architectural elevations. This final architectural proposal shows the East elevation with support columns and a 15' terrace at the third floor that you can walk out on. There is another terrace at the second level that is in segments. The retail shops are along the street (Moorland Road). Emphasis at the corners and center is achieved by changing the lower columns to brick columns. The south elevation

would be similar. The North elevation would have the same corner and columns but would show the sloped portion of the water park which would be all glass. The West elevation would be the hotel section alternating with the water park section and then the hotel section again. Mr. Kitten added that the wooded wetland area, which has to be maintained, would be included on that elevation, and only the top half of the West elevation will show.

Mr. Williams went on to describe building materials and presented samples. The first two floors would be brick. Above that, from the third floor and up, would be EIFS in a yellow color and the columns would be white.

Mr. Kessler asked if a more detailed elevation of the mullions on the glass exterior elevations could be supplied? He also asked if there is a paint that could masquerade the yellow tubes so they would not have such a presence? Mr. Williams said the tubes could be painted to match the tinted glass.

Mr. Williams explained that there would be a green roof where a mini golf course will be located. There will be an exercise track and possibly volley ball, tennis, or basketball also. The actual roof is lower, but there will be a 6' high parapet wall going around the entire roof.

Grades of the building were discussed. Mr. Felda questioned the grade for the underground parking and wondered if there would be water problems. Mr. Kitten explained there is ground water above the 40' level. They plan to do some testing. Most of the wells in that area are at the 100 ft. range, and they won't be going down to that level.

Mr. Sisson asked if there was any mechanical equipment on the roof? Mr. Williams said there would be some, but it will be inside. Mr. Sisson asked Mr. Kessler if he had any concerns with parking? Mr. Kessler said there is a PUD Ordinance for this site which allows for 1,000 parking spaces. In staff's opinion, parking was not an issue.

Mark Smith, PDI felt there are a lot of details that they can keep working on, but the building already has the feel of a grand hotel or palace. Tying it into the theme of the water park makes a bold statement. Mr. Smith commented how the layering of the façade creates depth. Mr. Peterson said that you don't often see classical buildings being built, and the *developer has followed all the rules and proportions to make it this type of building.

Mr. Kessler said over the years New Berlin has continually looked for fine dining, white tablecloth restaurants, convention type facilities to support our industrial parks, and here we have a project that has it all wrapped into one site. Mr. Felda agreed, saying that since the early 1970's people have talked but nothing was ever developed on that site.

Mr. Kessler addressed the Architectural Review Committee and asked if they felt that the Neo Classical Style Architecture was appropriate to them as something that the residents could accept here in a suburban community?

Mr. Felda commented that it certainly will catch your eye.

Mr. Kitten said, it has to catch your eye in order to compete with Brookfield. It has to have the WOW factor. The initial color we wanted has been softened considerably, but it can't be drab, serious, or stodgy, because it becomes like a federal building, a court house, or a bank.

Mr. Sisson emphasized the need to hide, camouflage, or dress up the tubes. He felt that this is about the only thing from this attractive design that causes any detraction.

Motion by Mr. Felda to approve the architectural plans for the Deer Creek Inn & Conference Center located at 1401 S. Moorland Road.

Seconded by Mr. Sisson. Motion carried unanimously.

ADJOURN

Motion by Mr. Sisson to adjourn the Architectural Review Sub-Committee meeting at 10:15 A.M. Seconded by Mr. Felda. Motion carried unanimously.