

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
MARCH 11, 2026

The regular meeting of the Architectural Review Committee was held in the East Conference Room of the Town Hall, 645 N Janacek Road, Brookfield, WI.

1) CALL TO ORDER

Chairman Dean Pearson called the meeting to order at 6:00 p.m. with the following people present: Town Supervisors John Charlier, Steve Kohlmann; and Committee members Alan Lee and Matt Paris; and Town Planner Rebekah Leto. Committee members Richard Diercksmeier was excused.

2) MEETING NOTICES

Planner Leto reported that the meeting was noticed in accordance with Open Meeting Law.

3) APPROVAL OF AGENDA

Motion by Mr. Charlier to approve the agenda as presented.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Mr. Lee to approve the minutes of the February 11, 2026 minutes as presented.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

5) OLD BUSINESS

None.

6) NEW BUSINESS

- a. Review and possible action on a request for a wall sign at 18900 W. Bluemound Road, Suite 139 for Graze Craze (tenant); Signarama (applicant); LMR II Galleria West LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Leto showed an example from the previous two adjacent tenant spaces that both utilized the same gable for the signage and also showed a picture of the newly installed sign that would share the same gable. Discussions were had on that sign and if they installed that sign in accordance with the ARC's approval, noting that the sign had been installed left justified and low on the roof line. The Committee agreed that the proposed sign for Graze Craze would need to be lower to match the sign that was installed for Vivo Infusions. The Committee also generally agreed that the sign size appeared appropriately when looking at past signs and at Vivo, however Mr. Kohlmann noted that he did not think that double the size of what is permitted is acceptable, while also acknowledging that 11 sq. ft. is too small. Chairman Pearson asked about the Master Sign Program for the Galleria and questioned what it said. Planner Leto noted that the Master Sign Program allows various sign sizes so long as the total amount of sign square footage did not exceed 80% of the building façade. She relayed the issue was that no documentation has been kept on the sign sizes and compliance with the Master Sign Program since 2003. Chairman Pearson also noted that there is now a new owner who may not know about the Master Sign Program or may not wish to follow it. Mr. Paris stated he liked the old signs better which had more

uniformity than what they are seeing happen at Galleria West now. He indicated that as presented, he would not be in favor of this sign because it does not align with what is installed on the same gable (Vivo). Others agreed.

Motion by Mr. Paris to **approve** the proposed wall sign, including the requested waiver for sign size, for Graze Craze, located at 18900 W. Bluemound Road, Suite 139, subject to the location of the sign placement as shown on the plans with a revision date of January 15, 2026 being modified to be right justified on the gable to match Vivo Infusions sign and subject to the sign being placed no higher than the Vivo Infusions sign.

Seconded by Mr. Charlier.

Further Discussion: none.

Motion carried 4-1, with Mr. Kohlmann voting against the motion.

- b. Review and possible action on a request for Preliminary and Final approval for site plan changes, including a revised parking lot, dumpster, and lighting for Kwik Trip, located at 21980 Watertown Road. Excel Engineering (applicant); Kwik Trip Inc. (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report, highlighting the deficiencies in the lighting over the existing parking lot. The Committee noted that these changes are welcome and appreciate the design that allows for a dedicated loading zone away from parking. Mr. Kohlmann asked if the site access was changing at all and Planner Leto responded no. Discussion on the lighting plan ensued, with the Committee reviewing the site to see if there was any place for additional light poles or building light. Ultimately, Mr. Paris, Mr. Lee and Mr. Kohlmann noted they were fine with the lighting plan, as proposed.

Motion by Mr. Kohlmann to recommend preliminary and final approval to the Town Plan Commission and Town Board for site plan changes, including a revised parking lot, dumpster, and lighting for Kwik Trip, located at 21980 Watertown Road as shown on the civil plans dated February 18, 2026 and dumpster plans dated February 25, 2026, prepared by Excel Engineering.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

- c. Review and possible action on a request for Preliminary and Final approval for site plan changes, including a new LED screen and stage at Market Square located within the Corners of Brookfield, north of Von Maur Department Store. Tax Key no. BKFT1123.960 Brookfield Corners LLC (owner/applicant).

Planner Leto gave an overview of the proposal in accordance with the staff report. Planner Leto discussed historically it was challenging to incorporate green space on the site. The planter box near the screen was a larger one that allowed some greenery and is proposed to be removed and not replaced. Mr. Kafkes, the applicant, stated that they would be happy to add back some planter boxes or greenery to meet the intent of the initial green space requirements. Discussion around the need to add green space ensued, with the Committee and applicant noting challenges of the site and where they may have had success. The applicants noted that they continue to incorporate landscaping elements where feasible. Mr. Gould, applicant, noted that the reason for the change is because the screen and stage are failing and there are safety concerns after receiving a report from their structural engineer. The new design focuses on the stage in all directions, whereas the existing screen was not a focus of the design originally and is lacking. The screen is approximately 10-12" wider than the existing screen but it is a little shorter and will be a 16:9 ratio. The old screen folds, so its parameters are slightly different. Chairman Pearson questioned why it was so white and Mr. Gould noted that it was intentional to help protect the screen from overheating due to the sun. The architect for the project clarified that the stage will be a tensile membrane, which is somewhat translucent. Mr. Paris noted that he liked the design but the night up lighting was too much. He also noted that the applicants own the apartments that the lights may

affect and they'll have to be the ones to respond to it. The applicants generally agreed the lighting shown in the rendering was more than intended. Mr. Lee noted that he liked that they removed the large ledge from the back of the screen and asked if the red concrete was stamped. Mr. Kafkes said that it would likely be stained concrete over stamped concrete because they have noticed the stained concrete holds up better in the elements. Mr. Lee echoed the need for greenery.

Motion by Mr. Lee to recommend Preliminary and Final approval for site plan changes, including a new LED screen and stage at Market Square located within the Corners of Brookfield, subject to the some landscaping being incorporated into the design and approved by the Planner.

Seconded by Mr. Charlier.

Further Discussion: Mr. Paris noted that he did not think that landscaping should be a requirement of the approval.

Motion failed 1-4, with Mr. Paris, Mr. Kohlmann, Chairman Pearson and Mr. Charlier voting against the motion.

Motion by Mr. Paris to recommend Preliminary and Final approval for site plan changes, including a new LED screen and stage at Market Square located within the Corners of Brookfield, as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried, 4-1, with Mr. Lee voting against the motion.

7) COMMUNICATION AND ANNOUNCEMENTS:

- a. Update on permanent outdoor lighting in residential areas regulations.

Planner Leto updated the Committee on the process for residential lighting regulations. The Plan Commission wanted to think about whether it was appropriate and will be discussing it again at their upcoming meeting.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:54 pm.

Seconded by Mr. Paris.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner