

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
APRIL 8, 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 Richard Diercksmeier, Alan Lee and Matt Paris; and Town Planner Rebekah Leto.

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. Paris to approve the minutes of the March 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 tenant panels on the existing Galleria West multi-tenant sign, located at 18900 W. Bluemound Road. Innovative Signs (applicant) LMT II Galleria West LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Chairman Pearson inquired about the proposed 3" letter height. The applicant noted that the font is already routed out and it was as big as they could make it. Planner Leto clarified if it would be illuminated because the plans did not say. The applicant replied yes, it will be illuminated as was presented when the sign was going through the approval process. Chairman Pearson opined that the letters will be too small, and Mr. Kohlmann agreed.

Motion by Mr. Charlier to approve tenant panels on the existing Galleria West multi-tenant sign, located at 18900 W. Bluemound Road as presented.

Seconded by Mr. Paris.

Further Discussion: None.

Motion carried 5-1, with Chairman Pearson voting against the motion.

- b. Review and possible action on a request for Preliminary approval for a mixed-use development known as The West End, located west of The Corners of Brookfield, Tax Key Nos. BKFT1123.960-965; BKFT1123.976.001, .004, .005. IM Properties (applicant), Newfield Holdings LLC and Brookfield Corners LLC (owners).

Planner Leto gave an overview of the proposal in accordance with the staff report. Chairman Pearson inquired about the traffic pattern and the applicant noted that the goal is to improve it. The architect gave an overview of the project, focusing on scale, architecture and the site plan. The materials will be solid-surface granite at grade level and structural silicone-grade glazing on the residential areas, with wood—look fiber cement and either white or terracotta fiber cement. The applicant and Committee discussed the traffic flows for shoppers, renters and trucks. The architect noted they have architectural samples available for the Committee to view and they played an animation of the development. Mr. Kohlmann asked about the grassy corner near the intersection. The applicant noted they are going to keep it grass but it will not be a dog park. The architect noted that there will be a decent amount of trees and slope in that area and it will be the dumpster location for the new single-story retail. Mr. Paris asked if the extension of the sidewalk on Lord Street will occur, to which the applicant responded yes. Mr. Charlier asked if current tenants would have access to the amenities in the West End (yes). Mr. Charlier asked if there would be Union Street access to the green roof, which the architect responded no. Planner Leto noted that was a misunderstanding on her end, identifying that the staff report noted it was at street level. Mr. Charlier if the off-ramp area will be cleaned of debris and garbage (yes). Mr. Lee brought up the color scheme being proposed, noting it is different from the existing development. The applicant(s) replied that it was intention, as this phase is more modern and contemporary and is less of a transitional traditional design. The original color pallet was meant to compliment Von Maur. This development is meant to be an elevated experience and provide an even higher-level product. The Committee and the developer discussed pedestrian safety and access.

Motion by Mr. Paris to recommend **preliminary approval** for a mixed-use development known as The West End, located west of The Corners of Brookfield at 23911 W. Bluemound Road, as presented, subject to the following conditions:

1. All rooftop mechanicals shall be screened from view.
2. All comments of the Town Engineer, Sanitary District and Fire Department shall be complied with and shown on the final plans.
3. The Landscaping plan shall be updated to incorporate plant species and a maintenance schedule.
4. A Certified Survey Map shall be submitted, reviewed and approved by the Town of Brookfield and any extra-territorial review entity, prior to permits being issued.
5. A Traffic Impact Analysis shall be submitted for review, prior to final plan approval.
6. Renderings of the development signage shall be submitted for consideration of the ARC, Plan Commission and Town Board.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

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

Planner Leto gave an update on the Plan Commission's decision to set this topic aside for now, noting that they may wish to revisit in the future. Chairman Pearson addressed Town Chairman Henderson, asking that we form a committee about the LED lighting, noting that there needs to be guidance for residents on this topic. Town Chairman Henderson agreed to allow a committee, with Mr. Kohlmann and Chairman Pearson as volunteers. Town Chairman Henderson noted he would like a Plan Commissioner to also be on the Board and instructed Planner Leto to put it on the next Plan Commission agenda.

b. Next meeting date: May 13th at 6:00 pm.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:57 pm.

Seconded by Mr. Charlier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner