

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
MAY 13, 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, Matt Paris; Committee members Richard Diercksmeier, Alan Lee; 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. Kohlmann to approve the agenda as presented.

Seconded by Mr. Charlier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Mr. Charlier to approve the minutes of the April 8, 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 to replace two development entry signs for Foxhaven, located east of Springdale Road and south and west of Watertown Road. Fast Signs (applicant), Wimmer Communities (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report, noting that the proposed location may be in conformance with the proposed zoning but it was unclear. The Town Highway Superintendent approved the location of the new signs. Planner Leto also discussed the changes from the existing and proposed sign, most notably that "of Brookfield" was being removed and a website was being added. Chairman Pearson noted that he would like to see "Town of Brookfield" on the sign. The applicant noted it changes the type of the frame they are proposing. Mr. Charlier noted that he does not mind the website being added to the sign, but agrees that Town of Brookfield should remain. Mr. Kohlmann concurred, stating that he would be okay with the additional information on the sign so long as Town of Brookfield was on the sign. The applicant clarified where the town name should be and the Committee said underneath the name.

Motion by Mr. Charlier to approve a request to replace two development entry signs for FoxHaven, located at Springdale and Watertown Roads, with the addition of Town of Brookfield being added to the sign, which may slightly extend the sign size, subject to the Planner's approval.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

b. Review and possible action on a request for a wall-mounted sign for the American Society of Gene and Cell Therapy (tenant) at 20700 Swenson Drive. Sign Effectz (JTM LLC (owner)).

Planner Leto gave an overview of the proposal in accordance with the staff report, noting that a sign waiver was required. Mr. Kohlmann asked if this was a new sign and Planner Leto said yes, but same design. The applicant clarified that it was not a new sign, but that they were taking down the sign from one building and putting it up on the other building. Planner Leto noted that her report has incorrect information in it, as she used the existing sign information from the original permit.

Motion by Mr. Kohlmann to approve a wall-mounted sign for the American Society of Gene and Cell Therapy, including any required waivers, located at 20700 Swenson Drive as presented.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

c. Review and possible action on a request for signage at 325 N. Brookfield Road for Studio 6 Extended Stay. Bauer Sign & Lighting (applicant). BRE/HV Properties, LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Mr. Charlier observed that the existing signs had already been removed.

Motion by Charlier to approve signage for Studio 6 Extended Stay, located at 325 N. Brookfield Road as presented.

Seconded by Lee.

Further Discussion: None.

Motion carried unanimously.

d. Review and possible action on a request to install wall signage and a tenant panel at Soap and Suds (tenant) located at 18000 W. Bluemound Road. Bauer Signs & Lighting (applicant). Harvard Square Baceline LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Planner Leto showed a sign of the temporary sign that was installed, noting the banner sign area was the same size as the proposed sign, which was significantly larger than the Code allowed. Chairman Pearson asked if there was a Master Sign Plan for Harvard Square and Planner Leto was not sure, but if so, it was likely outdated at this point. The Committee generally agreed there likely was not one. The Committee discussed how the proposed sign area looks proportional with the signs that are installed on the building. Mr. Charlier noted that if the sign met the Code, it might look too small and Mr. Lee agreed. Planner Leto noted how that was a lot of discrepancy between the tenant panel sizes amongst the permit applicants over the years and even the building frontage of this tenant space. The applicant agreed to submit the final tenant panel once they can get up to measure it.

Motion by Charlier to approve wall signage and a tenant panel at Soap and Suds, located at 18000 W. Bluemound Road as presented.

Seconded by Lee

Further Discussion: None.

Motion carried unanimously.

- e. Review and possible action on a request for Final 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. The architect gave some additional updates to the project, including that they were no longer proposing EV surface stalls, but would be placing some within the parking garage structure and would meet all Fire Department requirements. Planner Leto also noted a correction to the staff report that there were no rooftop mechanicals being proposed. Mr. Kohlmann asked if the ARC gets to review traffic circulation, which Planner Leto noted yes. He recommended an additional stop sign at the N. Lord St. and S. Union St. intersection. Planner Leto noted that one was added in the location being suggested since the Preliminary submittal. Chairman Pearson commented that the Plan Commission would generally look at the landscaping being proposed.

Motion by Mr. Kohlmann to recommend Final approval for a mixed-use development known as The West End, located west of The Corners of Brookfield as presented, with the following conditions:

1. Prior to the issuance of a Building Permit, documentation that the Wisconsin Department of Transportation has reviewed and approved a Traffic Impact Analysis. Financial assurance in a form acceptable to the Town Attorney shall be submitted to ensure any required improvements are constructed as required by the DOT or Waukesha County.
2. The parking study should be updated to include, at a minimum, additional information relative to the existing use of the underground parking garage and the source of the 1.2 spaces /unit residential ratio versus the required 2 spaces/unit residential ratio.
3. Prior to the issuance of a Building Permit, all comments of the Town Planner, Town Engineer, Sanitary District, Fire Department and Town Attorney, if applicant, shall be complied with and shown on the final plans.
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. *Note: a CSM has been submitted and will be on the June Plan Commission agenda.*
5. Prior to the issuance of a Building permit, a revised Landscaping Plan shall be submitted that includes add additional native species as recommended by the Town Engineer that is sufficient to the Town Engineer and Planner. Financial assurance may be collected in a form acceptable to the Town Attorney to ensure all required landscaping is implemented and maintained for a period of time approved by the Town Board.
6. The Landscaping plan, inclusive of the landscaping in the parking lot, perimeter, and green roof, shall be revised to include the amount of green space and landscaping areas being proposed to ensure compliance with Section 17.02(6)(a)(19).

7. Documentation shall be provided by the applicant that the Town Fire Department has reviewed and approved the plans for the proposed Electronic Vehicle surface stalls relative to the requirements of Ordinance 2026-01.
8. Renderings of the development signage shall be submitted for consideration of the ARC, Plan Commission and Town Board.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion carried unanimously.

f. Discussion and recommendation to Town Board on proposed modifications to Section 17.08 (Signage).

Planner Leto gave an overview of the proposed changes to the Code. The committee agreed that such a sign should not face a residential area and noted that these types of signs still need to meet the current code requirements for electronic message boards.

Motion by Charlier to recommend to Town Board approval of proposed modifications to Section 17.08 (Signage) as presented.

Seconded by Mr. Lee.

Further Discussion: none.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

- a. Next meeting date: June 10, 2026

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:53 pm.

Seconded by Mr. Charlier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner