

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
AUGUST 12, 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 member 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. Charlier to move item 6f after item 6b.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

a. Motion by Mr. Charlier to approve the May 13, 2026 minutes as presented.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

b. Motion by Mr. Kohlmann to approve the June 10, 2026 minutes as presented.

Seconded by Mr. Lee.

Motion carried unanimously.

5) OLD BUSINESS

None.

6) NEW BUSINESS

a. Review and possible action on a request for an electronic changeable copy sign for St. John's Lutheran Church located at 20275 Davidson Road. Brian Zach on behalf of St. Johns (owner), Lemberg Electric (applicant).

Planner Leto gave an overview of the proposal in accordance with the staff report. The Committee discussed the options for address numerals on the sign, commenting that it may be confusing because it is on Barker Road but the address is Davidson Road. Mr. Charlier and Chairman Pearson liked the option of the numerals along with the road name, while Mr. Lee liked it with only the numerals, since that is how all other signs in the town are. Mr. Kohlmann did not feel the numerals were necessary in this case. The Committee asked about the lighting of the sign, discussing the LED screen background and whether it would be white or colored and the "St. John's" lettering, which would also be illuminated. Chairman Pearson confirmed the high side of the sign would be oriented toward the building.

Motion by Chairman Pearson to approve a request to install an electronic changeable copy sign for St John's Lutheran Church, including the address numerals and road name (Option B), located at 20275 Davidson Road as otherwise presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried 3-1, with Mr. Lee voting against the motion. .

- b. Review and possible action on a request for wall signs for Landro Real Estate located at 601/611 N. Barker Road. Princess Properties 601 LLC (owner), Karen Dodge (applicant).

Planner Leto gave an overview of the proposal in accordance with the staff report. Chairman Pearson noted there was a law firm sign on the building after Planner Leto questioned if there were any other signs there given the vacancy rate.

Motion by Mr. Charlier to approve wall signs for Landro Real Estate located at 601/611 N Barker Road as presented.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

- c. Review and possible action on a request for a wall sign for CD One Price Cleaners, located at 19035 W. Bluemound Road. Brooktown Plaza, LLC (owner), First Ad Signs (applicant).

Planner Leto gave an overview of the proposal as outlined in the staff report and noted that the sign had already been installed. The Committee had concerns over the white background of the hanger logo. Discussion on how far back the building was ensued, including the size of the sign and how much impact the hanger logo may have on drivers. The applicant noted there is an LED behind the hanger and they could change it to be dimmable if it is too bright.

Motion by Mr. Kohlmann to approve a wall sign for CD One Price Cleaners, located at 19035 W. Bluemound Road as presented, subject to if the logo with the white background being too bright at night per the ARC, it shall be revised (dimmed) to their satisfaction.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

- d. Review and possible action on a request for a Site Plan/Plan of Operation to construct a dog park at Brookfield Highlands Apartments, located at 20880 George Hunt Circle. Brookfield Highlands Apartments Limited Partnership I (owner) Alex Siehoff (applicant).

Planner Leto gave an overview of the proposal. Committee liked the concept and was in favor of the proposal.

Motion by Mr. Charlier to recommend approval for a Site Plan/Plan of Operation to construct a dog park at Brookfield Highlands Apartments, located at 20880 George Hunt Circle as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

- e. Preliminary and Final Approval for Johnson Financial Group to construct a financial institution at 17740 W. Bluemound Road. Bluemound Enterprises Limited Partnership (owner) Eric Ohlfs (applicant).

Planner Leto gave an overview of the proposal. Discussion about the lighting ensued, with Mr. Kohlmann relaying the condo owners have previously been vocal about lighting and noise from the property. The applicant noted that the parking lights are zero cut off lights and has zero foot candles on the north property line.

Motion by Mr. Kohlmann to recommend Preliminary and Final approval of the building and site plans for Johnson Financial Group to construct a financial institution at 17740 W. Bluemound Road as presented, subject to the ARC Chairman reviewing the proposed lighting plans and cut sheets and making a recommendation to the Plan Commission, if needed.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion carried Unanimously.

The ARC then discussed the sign package, which was submitted with the overall development plans. Planner Leto went through each proposed sign and whether it met the code requirements. Mr. Kohlmann asked if the “banking and financial” was allowed per the Code. Planner Leto reviewed the code and noted there did not appear to be anything prohibiting the additional words.

Motion by Mr. Charlier to recommend approval of the sign package for Johnson Financial Group, including the sign size waiver for the east elevation, at 17740 W. Bluemound Road as presented, subject to the address numerals being increased to 8” in accordance with Code.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried Unanimously.

- f. Preliminary and Final Approval for Restoration Hardware located in The West End, 20351 W. Bluemound Road. Newfield Holdings, LLC, Robert Gould (applicant); IM Property Investments (USA) LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. The Committee asked about how the pick up for the dumpsters would work. Mr. Gould, owner, commented that the refuse will be picked up by The Corners/West End maintenance staff, the same as they do for every other operation and it will not be a normal type garbage truck. Mr. Kohlmann asked how the furniture was actually going to get in the building. Mr. Gould noted that they change their showcase about once every six months and no one leaves with furniture from the store. They have a backdoor that they will enter through. The Committee noted it is a very elegant building and liked the landscaping.

Motion by Mr. Charlier to recommend Preliminary and Final approval for Restoration Hardware located in The West End, 20351 W. Bluemound Road as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

a. Update on Master Sign Plan for Galleria West.

Planner Leto noted she met with the owners of the Galleria West, who did not realize there was a Master Sign Program for the development. We discussed how it would be difficult to enforce at this point and moving forward, each tenant will utilize their own frontage to determine sign size.

b. Next meeting date: September 9, 2026.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 7:21 pm.

Seconded by Mr. Lee.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner