

Town of Brookfield
645 N. Janacek Road
Brookfield, WI 53045
(P) 262-796-3788
(F) 262-796-0339



MEETING NOTICE

Meeting will be held at the
Town of Brookfield Municipal Building, Eric Gnant Room
645 N. Janacek Road, Brookfield, WI

Wednesday, September 9, 2026

Architectural Review Committee

6:00 p.m.

AGENDA

1. Call to Order.
2. Meeting Notices.
3. Approval of Agenda.
4. Approval of Minutes
 - a. August 12, 2026 Meeting Minutes
5. Old Business: None.
6. New Business:
 - a. Review and possible action on a request for a new wall sign and tenant panel for Raw Glow Med Spa located at 21755 Longview Drive. Signarama (applicant) Grani LLC (owner).
 - b. Review and possible action on a request for wall signs for Callisters Christmas located at 19355 W. Bluemound Road (Master Z's). Bluemound W. 19355 LLC (owner), Rob Kahler (applicant).
7. Communications and Announcements.
 - a. Next meeting date: October 14, 2026
8. Adjourn.

Posted this 2nd day of September, 2026

Rebekah Leto

Town Planner

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



TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: September 9, 2026

RE: Wall sign and tenant panel for **Raw Glow Med Spa**, located at 21755 Longview Drive

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

Raw Glow and Studios is located in a multi-tenant building on Longview Drive and is updating their name and signage to Raw Glow Med Spa. The wall sign is a cabinet sign with black and orange acrylic letters. The back of the cabinet is proposed to be white illuminated. The tenant panel is also illuminated but the background is black with white letters.

The proposed overall sign information is as follows:

Sign	Proposed	Max. Permitted	Illumination	Waiver required?
Wall	8' w x 2.5' h (20 SF)	20 SF for 25' linear ft. of frontage	White cabinet	Yes, white cabinet
Tenant Panel	68" w x 24.5" h	n/a	Yes	no

The proposed cabinet is under the maximums size allowed per the ordinance. However, the cabinet face does not comply with the ordinance requirements. The tenant panel complies and matches the new logo on the building.

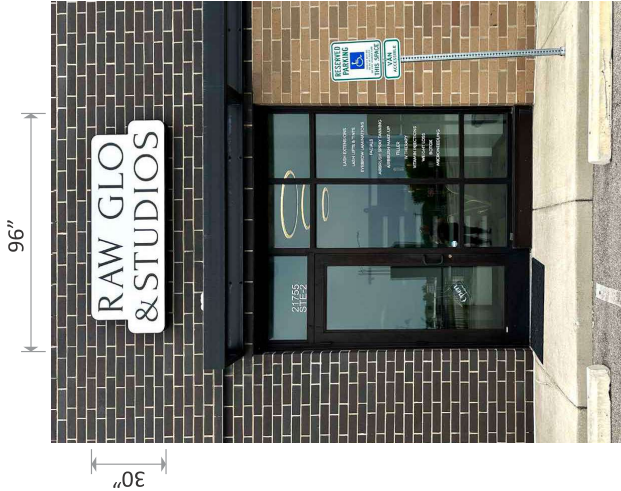
Recommendation:

I recommend approval of the wall sign and the tenant panel for Raw Glow Med Spa at 21755 Longview Dr., subject to the wall cabinet being changed to an opaque background or a color other than white.

Application - Fond du Lac - Menominee Falls - Peninsula			
Fond du Lac: 920-921-7181		Menominee Falls: 262-261-4300	
Appleton: 920-739-7446		Pewaukee: 262-691-9894	
Client:		Raw Glo Med Spa	
Address:		xxx	
City:		xxx	
Date:		08/10/2026	
Sales Rep:		Monica S.	
Designer:		Ryan W.	
File Name:		63037_FaceReplacements	
Version:		1	
General Sign Specifications			
Face Color:		White	
Trim Caps:		Black	
Returns:		Black	
Raceway:		xxx	
Backer:		Single Sided	
Sq Ft:			
Color Specifications			
		C:12.5 M:45.5 Y:75.5 K:0	
		Black	
		PMS xxx	
		PMS xxx	
		PMS xxx	
		PMS xxx	
Additional Information			
		Vector Artwork Needed From Client	
		Installation Included	
		Tech Survey Required	
		Color Verification Needed	
Mounting Provisions			
Additional Sign Specifications			
Color Disclaimer: The Ink Colors Shown In This Rendering May Not Match The Actual Paint, Final Print Or Vinyl Colors That Will Be Used.			
Conceptual Drawing		Page 1	
Quote Attached To Initial Proposal May Not Reflect Final Pricing For Project.			



Cabinet and Face



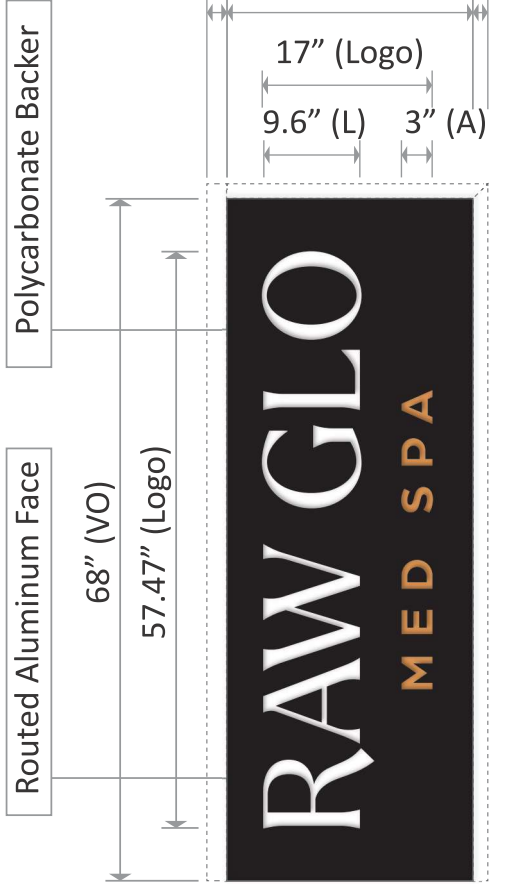
Existing



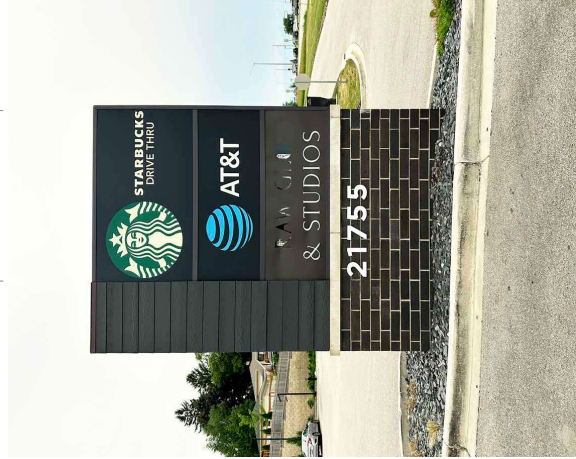
Sign Placement



Illuminate View

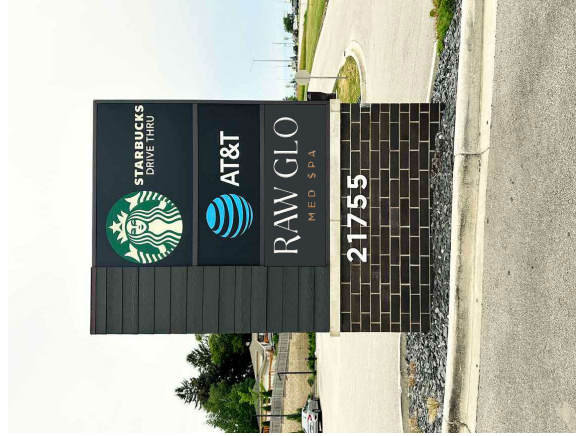


68" (VO)



24.5" (VO)

Existing



Sign Placement



Illuminate View

Application: Fond du Lac - Menominee Falls - Remuslee	
Signarama	
Fond du Lac: 920-921-7181	Menominee Falls: 262-251-4300
Appleton: 920-739-7446	Pewaukee: 262-691-9894
Client: Raw Glo Med Spa	
Address: XXX	
City: XXX	
Date: 08/10/2026	
Sales Rep: Monica S.	
Designer: Ryan W.	
File Name: 63037_FaceReplacements	
Version: 1	
General Sign Specifications	
Faces: Routed Aluminum (Painted)	
Backer: Polycarbonate	
Vinyl/Lam: 3M Trans/3M 8520 Matte	
Sides: 2 (1 of Each)	
Illuminated: Yes	
Sq Ft: X	
Color Specifications	
C:12.5 M:45.5 Y:75.5 K:0	
Matte Black	
PMS XXX	
PMS XXX	
PMS XXX	
PMS XXX	
Additional Information	
Vector Artwork Needed From Client	
Installation Included	
Tech Survey Required	
Color Verification Needed	
Mounting Provisions	
Additional Sign Specifications	
XXX	
Color Disclaimer: The Ink Colors Shown in This Rendering May Not Match The Actual Paint, Final Print Or Vinyl Colors That Will Be Used.	
Conceptual Drawing Quote Attached To Illustration May Not Reflect Final Pricing For Project.	
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TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: September 9, 2026

RE: Wall sign for Callister's Christmas, located at 19355 W. Bluemound Road

APPLICANT: Rob Kahler, Master Z's/Callister's Christmas

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

Callister's Christmas was previously located at 19233 W. Bluemound Road. In 2025, the ARC approved a new tenant panel on the pylon sign at this location for Callister's Christmas, subject to the wall sign being removed and conditioned upon if either Master Z's or Callister's Christmas cease to operate from that location, the panels be removed. The applicant never followed through with removing or installing the signs, and the permit expired.

The applicant has applied for an Occupancy Permit to move Callister's Christmas into the Master Z's building located at 19355 W. Bluemound Road, as the property located at 19233 W. Bluemound Road is for sale. Callister's Christmas is a year-round business. The existing blue wall (cabinet) sign is also proposed to be relocated to the Master Z's building, above the blue extended overhang above the entrance. There are currently Adirondack chairs sitting here. The Master Z's building contains one wall sign with channel set letters on the peak above the entrance, approved in 2022. The wall frontage also contains a channel letter wall sign that states "HOT TUBS," approved in 2024.

The proposed overall sign information is as follows:

Sign	Proposed	Max. Permitted	Illumination	Waiver required?
Wall sign (Callisters Christmas)	15.3' w x 2.4' h (36.32 SF)	172.8 SF for 216' linear ft. of frontage	Internally lit	No
Existing Master Z channel sign	25.5 SF (per application)	n/a	Yes	n/a

Hot Tubs	14 ft. 9 in x 2 ft. (29.5 SF)		Yes	
Total	91.32 SF	178.8 SF		No

Recommendation:

I recommend approval of the wall sign relocation for Callister's Christmas at 19355 W. Bluemound Road, as presented.

The use of the building is once again multi-tenant, with no freestanding sign. It is reasonable for a year-round business to have a sign. The total sign square footage is still significantly less than what could be applied for. However, it is my opinion no further wall signage be approved.