

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
SEPTEMBER 9, 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 approve the agenda.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

- a. Motion by Mr. Kohlmann to approve the August 12, 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 a new wall sign and tenant panel for Raw Glow Med Spa located at 21755 Longview Drive. Signarama (applicant) Grani LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report, noting that the proposed sign had a white illuminated background. The applicant provided a new rendering with a black background to match the tenant panel. The Committee noted they like the updated look and prefer the new sign to the existing. The applicant noted the sign change was occurring because of the name change.

Motion by Mr. Charlier to approve a new wall sign and tenant panel for Raw Glow Med Spa located at 21755 Longview Drive, as presented at the meeting, dated 9/8/2026.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

- b. Review and possible action on a request for wall signs for Callister's Christmas located at 19355 W. Bluemound Road (Master Z's). Bluemound W. 19355 (owner), Rob Kahler (applicant).

Planner Leto gave an overview of the proposal in accordance with the staff report. The applicant clarified that customers will come into the main entrance for both stores and the other two doors are emergency exits. He also noted that the property owner may lease the property at 19233 W. Bluemound Road but it is currently for sale. The applicant noted that they would be willing to cover the Master Z's sign at the prior location, given that no businesses are operating from that property anymore. The Committee discussed covering the signs versus removing the panels from the pylon signs. The applicant clarified that the supplementary blue sign was left over from the original Laacke and Joy business that they just left up. The Committee and applicant discussed the installation of the Master Z sign and whether it was appropriate to have the applicant remove the sign entirely.

Motion by Mr. Charlier to approve the relocation of the wall signs for Callister's Christmas located to 19355 W. Bluemound Road as presented, subject to covering the Master Z sign on the monument sign at 19233 W. Bluemound Road, and removing or covering the blue plastic supplementary sign.

Seconded by Mr. Kohlmann.

Further Discussion: Chairman Pearson noted he was not going to vote for the motion because he feels the signs should be removed. Discussion regarding whether the owner of Master Z's was also the property owner, which the applicant responded yes, he was co-owner of Master Z's. Discussion on how the Master Z sign was constructed, including how it was illuminated ensued.

Motion failed, 4-0 .

Motion by Mr. Charlier to approve the relocation of the wall signs for Callister's Christmas located to 19355 W. Bluemound Road as presented, subject to:

1. The removal of the Master Z's sign and the blue plastic supplementary sign on the monument (pylon) sign at 19233 W. Bluemound Road, within 60 days from the meeting date, and
2. The Town Building Inspector reviews the monument sign after the removal of the panels to ensure no electronic code issues are present.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

- a. Next meeting date: October 14, 2026

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:29 pm.

Seconded by Mr. Lee.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner