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, November 11, 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. October 14, 2026 Meeting Minutes
5. Old Business: None.
6. New Business:
   a. Review and possible action on a request for a new wall sign for Lang, located at 17800 W. Bluemound Road, Innovative Signs (applicant) TFW Group LLC (owner).
   b. Review and possible action on a request for a new wall sign for Berkshire Hathaway HS Metro Realty, located at 21075 Swenson Drive, Suite 200. Signarama (applicant); Storyville Holdings LLC (owner)
   c. Review and possible action on an after-the-fact request for a freestanding sign for Buck Remodeling, located at W220 N1500 N. Springdale Road. Brandon Scheunemann (applicant); TDR Springdale (owner)
7. Communications and Announcements.
   a. Next meeting date: December 9, 2026
8. Adjourn.

Posted this November 5, 2026
Rebekah Leto
Town Planner

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meetings to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request such services contact the clerk's office at the above.

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
OCTOBER 14, 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 6:12 p.m. with the following people present: Town Supervisors John Charlier, Steve Kohlmann; and Town Planner Rebekah Leto. Committee member Alan Lee was absent and excused.

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 2-0, with Chairman Pearson abstaining. .

4) APPROVAL OF MINUTES

a. Motion by Mr. Charlier to approve the September 9, 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 a new wall sign and tenant panel for Well Infused, located at 21675 E. Moreland Blvd. Silver Leaf signs (applicant) Sisian, LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Leto noted prior to the meeting, she and the applicant had discussed the narrow font on the monument sign and the lack of dimensions shown. In addition, the rendering shows a white lit background; however, the applicant noted it would be opaque and it was shown that way due to their software. Chairman Pearson asked the proposed font size on the monument sign. The applicant thought it would be 15". Discussed ensued between the Committee members on if it would be legible, with the applicant noting that this was their brand font. The Committee recognized that the sign would not be very legible and discussed removing the logo.

Motion by Mr. Kohlmann to approve a new wall sign and tenant panel for Well Infused, located at 21675 E. Moreland Blvd. as presented.

Seconded by Mr. Charlier.

Further Discussion: None.
Motion carried 2-1, with Chairman Pearson voting against the motion. .

b. Review and possible action on a request for a new wall sign and tenant panel for Land and Sea, located at 21675 E. Moreland Blvd. Land and Sea, LLC (applicant) Sisian, LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report, noting the tenant panel was on the same monument sign as the last item on the agenda. The building frontage was taken to the edge of the glass atrium entrance and therefore the proposed wall sign was in conformance. Planner Leto noted this was different from what was shown on the sign rendering. She also noted the tenants worked with her to ensure their sign met the code despite the sign company encouraging a bigger sign.

Motion by Mr. Charlier to approve a new wall sign and tenant panel for Land and Sea, located at 21675 E. Moreland Blvd as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

c. Preliminary and Final approval for an expansion to Arhaus at the Corners of Brookfield, located at 20120 Union St. Brookfield Corners LLC (applicant); IM Property Investments, LLC (owner).

Planner Leto gave an overview of the request in accordance with the staff report. Mr. Gould, IM Properties, noted that 50% of the patio space in between the two buildings was dedicated for Arhaus to display their outside furniture. Discussed occurred on what will happen to the speckled brick and it was clarified that it will be stained black, subject to Arhaus approval. The space below Arhaus is currently vacant and the applicants noted that it would remain symmetrical on Bluemound Road no matter what happens to that lower level space. The Committee discussed having two signs on W. Bluemound Road frontage and generally agreed it was appropriate given the scale. The applicant clarified that the DDCM for The Corners only applied to interior signage. Staff, the applicant and Committee discussed the interior lighting of the glass atrium. Planner Leto noted that her recommendation was for the tenant to be required to dim the chandeliers at night.

Motion by Mr. Pearson to approve the two signs on the W. Bluemound Road elevation as shown on the plans prepared by Rinka+ dated 10/5/2026.

Seconded by Mr. Charlier.
Further discussion: None.
Motion carried unanimously.

Motion by Mr. Charlier for preliminary and final approval for an expansion to Arhaus at the Corners of Brookfield, located at 20120 Union St. as presented, subject to the lights being dimmed in the atrium when the store is closed.

Seconded Chairman Pearson.

Further discussion: The applicant stated that those the lighting fixtures were for sale and that they would be swapped out regularly. Concerns over glare to drivers and new residents of Poplar Creek were discussed. Ultimately, because the chandeliers were pieces for sale, the Committee determined they may be difficult to regular and should likely not cause an issue. In addition, the applicant noted the large electronic message board sign was located in front of the atrium already, so light was already present.

Mr. Charlier amended his motion to remove the condition that the lights be dimmed. Chairman Pearson seconded the friendly made to the motion.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

a. Next meeting date: November 11, 2026
b. Update on past approvals

Planner Leto noted she had been notified by the owners of Callister's Christmas that they will not be moving their sign, as approved by the ARC at the 9//9/26 meeting.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:58 pm.

Seconded by Mr. Charlier.

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: November 11, 2026

RE: Wall sign for **Lang**, located at 17780 W. Bluemound Road (Tax Key BKFT1120.995.002

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.

The Lang Store is proposing a wall sign at its new location in the eastern building of the shopping complex at 17800 W. Bluemound Road. No tenant panel is proposed. The sign will consist of black, perforated vinyl channel letters mounted on a raceway. The raceway color has not yet been specified in the plans. The sign will be internally illuminated, and a nighttime rendering has been provided for review.

The sign dimensions are as follows:

Sign	Proposed	Max. Permitted	Illumination	Waiver required?
Wall	7.8’ w x 2’ h (15.6 SF)	20 SF per 25’ of frontage	LED face-lit channel letters	No

The proposed wall sign complies with the maximum sign size for the tenant frontage, as provided by the applicant and does not require any waivers.

Recommendation:

I recommend **approval** of the wall sign for Lang, located at 17780 W. Bluemound Road, as presented.

Front Elevation

20 AMP - 120 or 277 VAC

Eletrical needed

INNOVATIVE SIGNS

www.Innovative-Signs.com



3D RENDERING



Customer	
LANG Seasonal Outlet	
Date	Project Manager
10/06/2026	Chad S.
Order #	Designer
EST - 17553	Brian H.
Trim Cap	Acrylic Faces
Black	White
Return	Mounting
5” Deep, Black	■ Raceway 5.5” ☐ Flush Mounted

Specifications

(A) - Face Lit Channel Letters, Perforated Vinyl (V-1)

(B) - Raceway mounted; color (P-1)

Paint - Finish

(P-1) TBD

Vinyl

(V-1) 3M 3635-222 Black perforated vinyl

Substrate

(S-1) White acrylic

Scroll Down For Next Page

Day - Night

www.Innovative-Signs.com





TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE
STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: November 11, 2026

RE: Wall sign for **Berkshire Hathaway**, located at 21075 Swenson Drive, Suite 200, BKFT 1129.999.005

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.

Berkshire Hathaway has taken occupancy of a space within a multi-tenant building located at 21075 Swenson Drive. The proposed wall sign is a cabinet sign with a plum color background and white lettering. The sign will be illuminated as shown on the enclosed plans.

The sign dimensions are as follows:

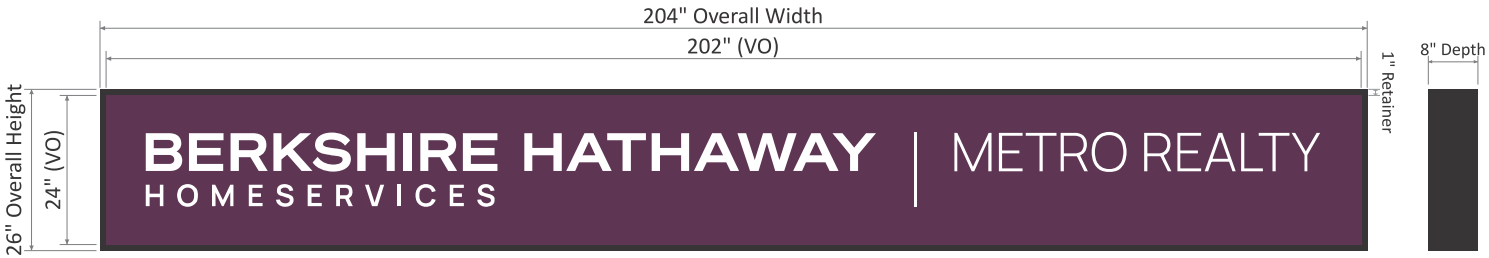
Sign	Proposed	Max. Permitted	Illumination	Waiver required?
Wall	17’ w x 26” h (36.8 SF)	46.72 SF per 58.4’ of frontage	Cabinet back lit	No

The proposed wall sign complies with the maximum sign size for the tenant frontage, as provided by the applicant. The cabinet illumination is a plum color, which complies with the code. No waivers are required.

Recommendation:

I recommend **approval** of the wall sign for Berkshire Hathaway, located at 21075 Swenson Drive, Suite 200, as presented.

1 Cloud Cabinet Sign





Sign Placement



Existing to be Removed



Simulated Illumination

Interior Signage: Produce and Install (1) Cloud Cabinet Sign

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Menomonee Falls: 262-251-4300
Appleton: 920-739-7446
Pewaukee: 262-691-9994

Client:	Berkshire Hathaway
Address:	xxx
City:	xxx
Date:	10/06/2026
Sales Rep:	Jodi Van Zile
Designer:	Ryan Wienandt
File Name:	64643_CabinetSign
Version:	2

General Sign Specifications

Vinyl:	3M IJ180CV3
Lamination:	3M 8520 Matte
Faces:	.177 White Polycarb
Sides:	Single Sided
Sq Ft:	38
Quantity:	1

Color Specifications

	PMS 7659 C
	PMS xxx
	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

xxx

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 Initial Proofing
May Not Reflect Final Pricing For Project.

TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE
STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: November 11, 2026

RE: Freestanding sign for **Buck remodeling**, located at 1500 N. Springdale Road (also known as W220 N1500 N. Springdale Rd). BKFT1083.996.

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.

Buck Remodeling took over a manufacturing-zoned property on Springdale Road in the summer of 2025 for their construction operations. At that time, town staff and the operator discussed signage, with the expectation that a wall sign would be installed. However, after reviewing the applicable sign requirements, the operator elected not to move forward with the proposed wall sign.

The previous business had a freestanding sign located 1 foot from the edge of the road right of way, per the applicants submitted site plan. The current operator has utilized the existing sign posts and installed a new sign face with prefinished black LP trim. In October, the Town sent a letter notifying the property owner that a sign permit and Architectural Review Committee approval were required.

The existing sign dimensions are as follows:

Sign	Proposed dimensions	Sign area	Max. Permitted	Illumination	Waiver required?
Wall	8’ 1.5” w x 4’-1” h (panel) 10’ h with posts	33.18 sq. ft.	70 sq. ft.	None	No

Only one freestanding sign exists, which is in conformance with the code. The sign appears to meet the height requirements utilizing a geometric shape from the road right of way to the top of the building. Address numerals are not present on the sign, as required by code. The existing sign location does not

meet the minimum 5 foot setback requirement from the edge of the road right of way, making the sign legal nonconforming.

The Ordinance allows signs that lawfully existed as of September 2, 2008, but do not conform to the provisions of the chapter, to continue as legal nonconforming signs under Section 17.09. A 2007 Google Street View image shows the existing sign in place under a previous business name (Russ's Shredded Bark and Top Soil). However, the Ordinance also prohibits the refacing of nonconforming signs, except when there is a change in business name under the same ownership or a change in ownership of an existing business. The property was sold in 2024 to a new owner, and Buck Remodeling is operating a new business at the site. Therefore, the replacement of the existing sign face does not qualify for an exception under the nonconforming sign provisions and is not permitted.

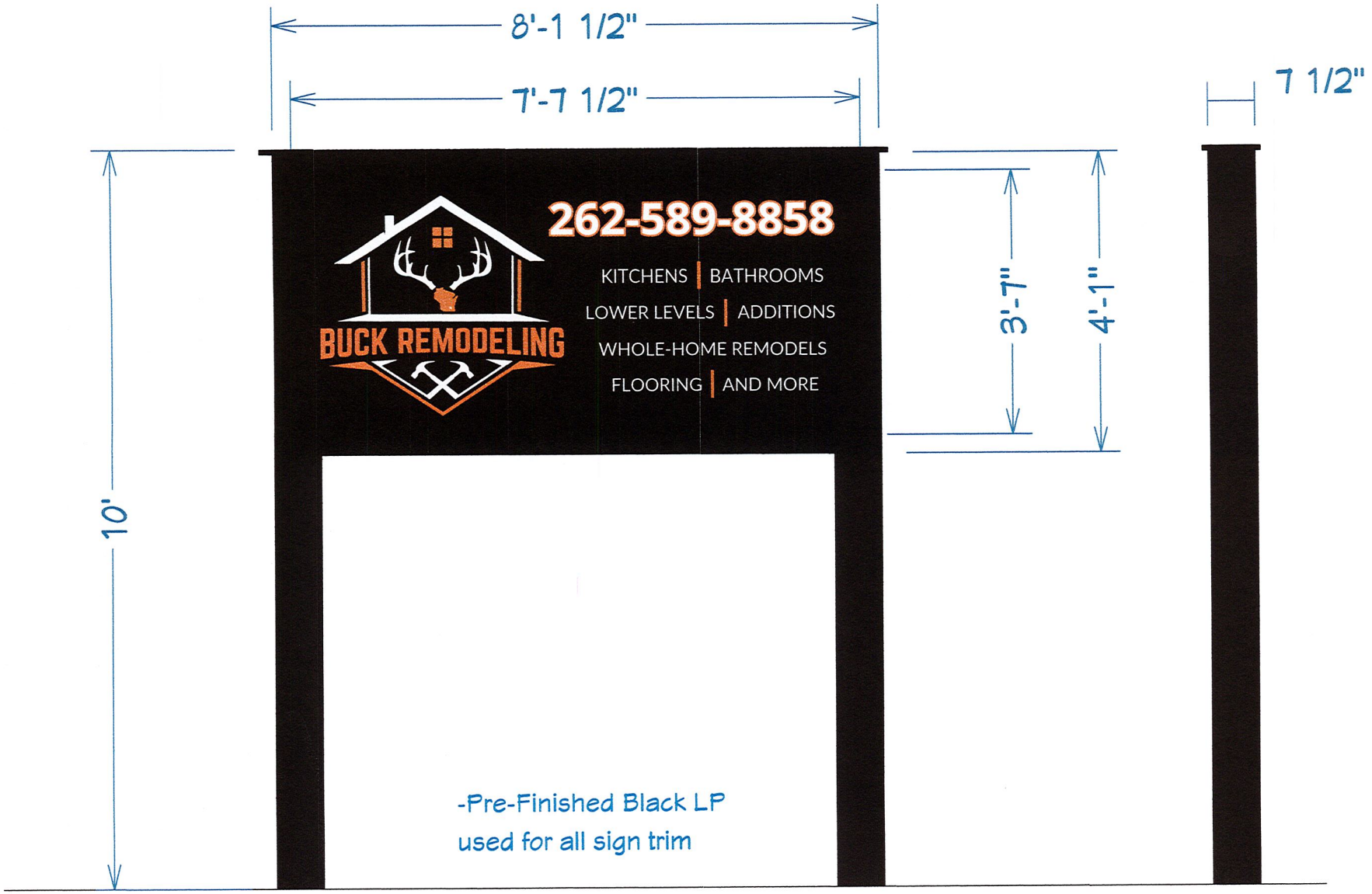
The owner of Buck Remodeling, Mr. Brandon Scheunemann, and I discussed the sign and applicable ordinance requirements. Relocating the sign to a conforming location (approximately 4 feet east, toward the building) would likely require the removal of existing parking in front of the building.

Mr. Scheunemann has also submitted information to initiate the development review process for a new storage building on the property. We discussed that, if the proposed development is approved, the existing signage will need to be brought into conformance with the Ordinance as part of the site improvements.

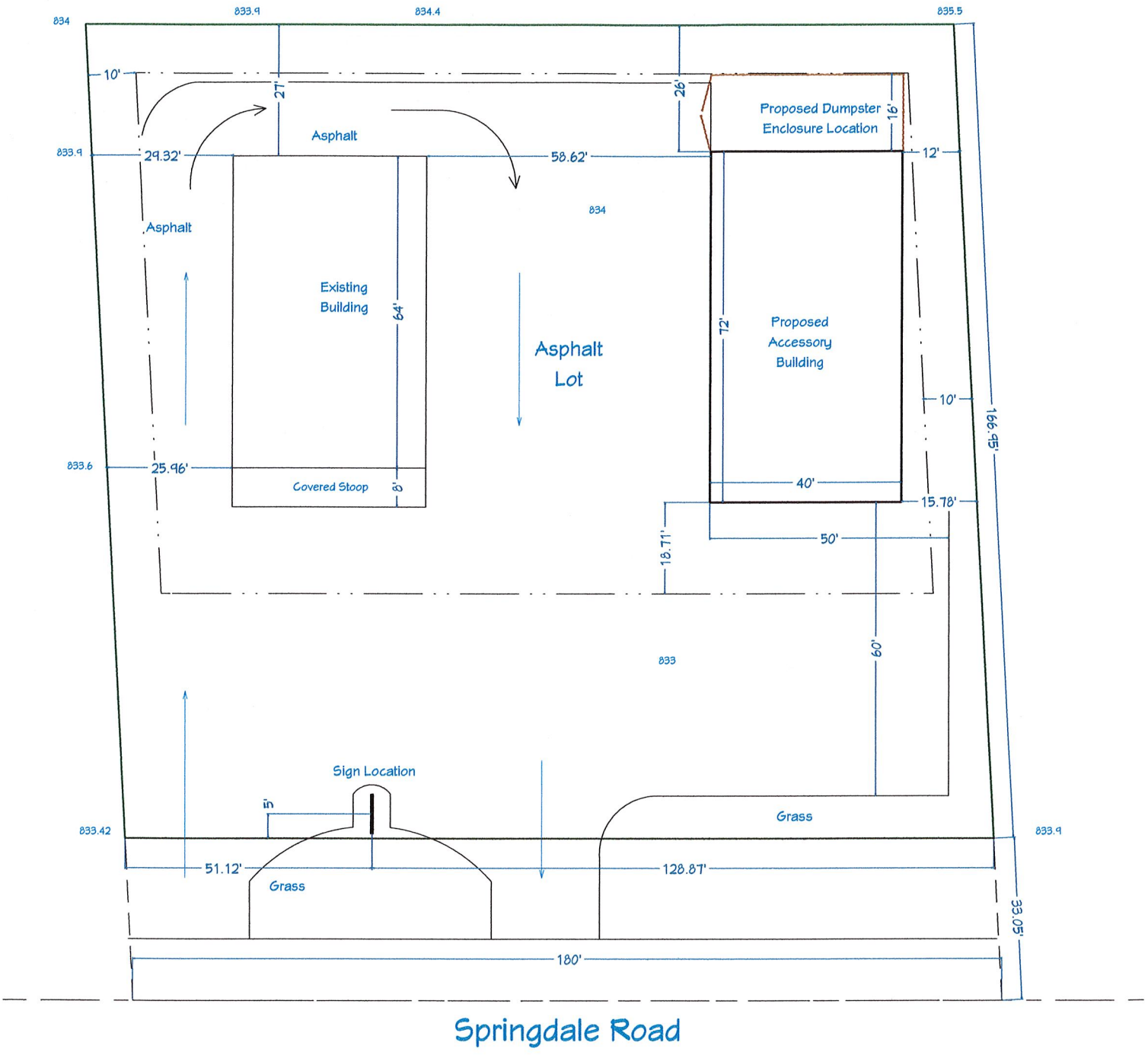
The existing sign does not appear to obstruct driver visibility or interfere with access to the property. Given the anticipated site improvements and the likelihood that the property's layout will change, it seems reasonable to allow the sign to remain temporarily while the owner finalizes the site design and incorporates compliant signage into the overall development plans.

Recommendation:

Based on the above analysis, I recommend **approval** of the re-faced nonconforming sign for Buck Remodeling at 1500 N. Springdale Road, to remain temporarily, subject to the nonconforming sign being removed or relocated to a conforming location by November 11, 2027. If the sign is reused, address numerals must be added.


8'-1 1/2"
7'-7 1/2"
7 1/2"
10'
3'-7"
4'-1"
262-589-8858
BUCK REMODELING
KITCHENS | BATHROOMS
LOWER LEVELS | ADDITIONS
WHOLE-HOME REMODELS
FLOORING | AND MORE
-Pre-Finished Black LP
used for all sign trim

Scale: 1/2" = 1'


834
833.9
834.4
835.5
10'
27'
26'
Proposed Dumpster Enclosure Location
16'
833.9
29.32'
Asphalt
58.62'
12'
Asphalt
834
Existing Building
64'
Asphalt Lot
72'
Proposed Accessory Building
10'
196.95'
833.6
25.96'
Covered Stoop
8'
40'
15.78'
18.71'
50'
60'
833
Sign Location
5'
833.42
Grass
833.9
51.12'
128.87'
Grass
33.05'
180'
Springdale Road

Scale: 1"=30'