

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
OCTOBER 8, 2025

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 6:03 p.m. with the following people present: Town Supervisor Steve Kohlmann; and Committee members, Richard Diercksmeier, Alan Lee, and Matt Paris; and Town Planner Rebekah Leto. Town Supervisors John Charlier attended virtually.

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. Diercksmeier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Mr. Kohlmann to approve the minutes of the September 10, 2025 minutes as presented.

Seconded by Mr. Lee.

Motion carried unanimously.

5) OLD BUSINESS

None.

6) NEW BUSINESS

- a. Review and possible action on a replacement wall sign and monument sign for “Shoe Station at Rogan’s” at 19770 W. Bluemound Road, Marielena Torres, Lemberg Electric (applicant), Boschi Investments (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Chairman Pearson was concerned about the glare from the wall sign given that the letters were white and the sign was so large. The Committee discussed how the monument sign plans called out a white light with a 60% diffuser but the wall sign did not specify. The applicant was unsure what the light color or strength was for this sign. Planner Leto read the provision in the ordinance that specified the maximum footcandles permitted for illuminated signs. Planner Leto confirmed that she could review the revised plans that verified this requirement was being met. The Committee found this acceptable as they liked the sign design but were just concerned about the illumination. With discussion moving to the freestanding sign, Chairman Pearson noted that the existing sign is difficult to read and the new sign may be difficult to read, as well, given the size of the text. The other Committee members were generally not opposed to the sign, as presented.

Motion by Mr. Paris to approve the wall sign as presented with the condition that it complies with the Town Lighting Ordinance, for “Shoe Station at Rogan’s”, located at 19770 W. Bluemound Road, as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

Motion by Mr. Paris to approve a replacement monument sign for “Shoe Station at Rogan’s”, located at 19770 W. Bluemound Road as presented.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

- b. Review and possible action on a modification to the existing pylon sign at 19601 W. Bluemound Road. Chad Schultz, Innovative Signs (applicant), 19601 Bluemound LLC (Barbara Dugan) (owner).

Mr. Paris recused himself from the discussion due to the possibility of a tenant conflict. Planner Leto gave an overview of the proposal in accordance with the staff report. She expressed the background would be black at night and show white during the day.

Motion by Mr. Diercksmeier to recommend approval of a modification to the existing pylon sign for 19601 Bluemound LLC, located at 19601 W. Bluemound Road as presented.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion passed unanimously.

- c. Review and possible action on a new tenant panel on a pylon sign for Inner Haven Wellness at 19601 W. Bluemound Road. Chad Schultz, Innovative Signs (applicant) 19601 Bluemound LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Leto noted that the thin text of the logo did not allow for letter illumination, which is why there was a white background. Mr. Kohlmann stated that a white background was not permitted by the Code and Planner Leto stated that the ARC has the ability to flex that in certain instances where they feel it's necessary. Chairman Pearson asked the applicant if a perforated screen could be placed behind the sign or if they could add an additional diffuser to it. The applicant said that could be an option. Mr. Kohlmann asked if the business operated at night. Ms. Dugan stated she believed their clinic hours ended by 6:30pm. Mr. Paris stated he did not like the white background. Mr. Kohlmann identified that you need to look at the sign as a whole given the number of tenant spaces and if each were lit as proposed with this sign, it would be too much. Mr. Charlier and Mr. Lee agreed. Mr. Kohlmann asked how the other two tenant signs were illuminated and no one could answer with certainty. Ms. Dugan noted they received ARC approval previously. Mr. Kohlmann stated that if the signs were approved with a white lit background, he'd like to see the minutes to understand how the committee came to that conclusion.

Motion by Chairman Pearson to table the request for a new tenant panel on a pylon sign for Inner Haven Wellness, located at 19601 W. Bluemound Road Wellness, pending additional information from the sign company be presented, as discussed.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS: None.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 7:37 pm.

Seconded by Mr. Diercksmeier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner