

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
NOVEMBER 12, 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 Supervisors John Charlier, Steve Kohlmann; and Committee members, Richard Diercksmeier, Alan Lee, and Matt Paris; 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. Kohlmann to approve the agenda as presented.

Seconded by Mr. Charlier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Mr. Kohlmann to approve the minutes of the October 8, 2025 minutes as presented.

Seconded by Mr. Paris.

Motion carried unanimously.

5) OLD BUSINESS

None.

6) NEW BUSINESS

- a. Review and possible action on a proposed wall sign for “Diesel Barbershop” at 20400 W. Bluemound Road, Suite 300 at Poplar Creek Town Center. Karen Dodge (applicant), Wimmer Brothers Realty, Inc. (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Planner Leto noted how the proposed sign was over twice as large as the Code would allow and pointed out that the development’s exterior lighting, which includes recessed lighting under the awning and a streetlight, paired with the proposed illuminated sign would be very bright. The Committee discussed the following points:

- The streetlight [for the development property] were much brighter than anticipated. The proposed sign would be competing for the light.
- Generally, the Town avoids white backlit letters and prefers off-white or colored. However, previous renderings of the development showed white letters. Some members noted they were generally okay with the white letters because of this and that the hotel and Fidelity were approved with white letters. It was noted that the hotel letters were 50 ft. in the air and this sign will be at street level. Planner Leto pointed out that there were signs under the drop-off awning for the hotel that would be at the same level as the proposed sign. The committee requested that Planner Leto bring forward the sign sizes that were approved for the hotel at the next meeting.
- The “barbershop” sign may cause the most issue because there was an illuminated white cabinet background. It was noted that the applicant consider switching to a blackout vinyl background.

- The size of the proposed sign was too large. Committee comments included that the sign looks cramped along the frontage; that they may be okay with a version reduced to 75-80% of what was being proposed; they like the size of the Fidelity sign as it relates to the tenant frontage; the sign size should follow the code. It was discussed whether the “barbershop” portion could be underneath “diesel” so that it would not be so long. However, it was noted that the sign would still need to shrink considerably.

The applicant inquired if they could put up a temporary sign. Planner Leto stated that the Code allows a temporary sign for 30 days. Mr. Kohlmann pointed out that if the business was not open, a temporary sign would not be needed outside of a “coming soon” sign. The applicant asked for feedback for a redesign. Chairman Pearson stated that the Town has historically tried to stay clear of the white letters. Planner Leto told the committee that Wimmer was proposing a Master Sign Plan for the December meeting. The committee discussed how this sign should fit within whatever Master Sign Plan is approved for the Development. Planner Leto noted the Master Sign Plan would also need to be approved by the Plan Commission and Town Board.

Motion by Mr. Pearson to table the wall sign for Diesel Barbershop, located at 20400 W. Bluemound Road, Suite 300, to allow the petitioner to submit a revised sign plan based on the comments herein and to allow for the proposed Master Sign Plan for Poplar Creek Town Center to be presented to the Town.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

Planner Leto relayed there were several items on the December agenda, including the aforementioned Wimmer project. The committee asked the status of past sign approvals, including Galleria West and Master Zs.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:35 pm.

Seconded by Mr. Charlier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner