

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 12, 2025

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 8, 2025 Meeting Minutes
- 5) Old Business:
 - a. 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. 19770 W Bluemound Road, Karen Dodge (applicant), Lemberg Electric, Wimmer Brothers Realty, Inc. (owner).
- 7) Communication and Announcements.
- 8) Adjourn.

Posted this 6th day of November, 2025
Rebekah Leto
Town Planner

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



TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: November 12, 2025

RE: Diesel Barbershop's request for a new illuminated wall sign at 20400 W. Bluemound Road, Suite 300, Poplar Creek Town Center.

APPLICANT: Karen Dodge, Municipal Resolutions

OWNER: Wimmer Brothers Realty

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.

Diesel Barbershop is a franchise barbershop that is currently building out a suite in Poplar Creek Town Center. Since this is a new tenant build out, there is no existing signage. The applicant is proposing an illuminated wall sign that expands across the front of the tenant space. The "diesel" letters and scissor icon are internally lit white acrylic channel letters with black trim on a black raceway. The "barbershop" portion is black letters with a white background. Per the code, backgrounds must be opaque or a color other than white. It should be noted that there is also a street lamp and can lights outside that downcast onto the sidewalk.

The tenant space is 27 ft. 6 in. wide. Per the code, the allowable sign display area is 22 sq. ft. The maximum height of the proposed channel letters is 33 inches. The sign is proposed to expand 20 ft. 9 in. across the 23 ft. awning. There are windows behind the awning that will sit behind the letters, rather than a solid wall surface. The table below shows the proposed and permitted sign area.

	Wall Sign
Existing	n/a
Proposed	56.07 sq. ft.
Max. Permitted	22 sq. ft.
Complies with Code?	Waiver required

There is one other tenant space that has received approved within the Poplar Creek development (Fidelity). Fidelity has white illuminated channel letters with a colored logo that sits on top of the awning and referred to as a canopy sign. The sign size is 23 sq. ft., with 24" letters and expands 10.5 ft. wide.

Wimmer Brothers Realty is also preparing a Master Sign Plan to submit for ARC, Plan Commission and Town Board approval. The applicant did receive notice from Mr. Wimmer that the sign complies with their design guidelines. Mr. Wimmer and the applicant were both made aware that illuminated white backgrounds were not permitted.

Recommendation:

I recommend denial of the wall sign, as proposed. The sign expands over almost the entire length of the awning, which does not allow for depth variability. In addition the sign is over twice the allowable size permitted by the code. The illuminated white cabinet style background is also not in line with the code requirements. This sign does not appear to be consistent with the other tenant space that has been approved in the same building/development. For continuity, I recommend the plans be revised to reduce the size of the sign and remove the white illuminated cabinet-style background.



PROJECT DESCRIPTION: Diesel Barbershop c/o Bo Maness - Channel Letters HEIGHT: 33"
DATE PROOF CREATED: 10.06.25 DRAFT #: 5 QTY: 1 WIDTH: 249"

Please ZOOM IN to see details if needed.

*COLOR NOTES

Colors printed on paper, vinyl, fabric, or other substrates may appear different than colors displayed on a monitor. Therefore, it is essential that the correct colors be defined by using Pantone® or an alternate color matching system. We will match defined colors as closely as possible, however because we print digitally in CMYK, the 100% reproduction of defined colors is NOT possible.

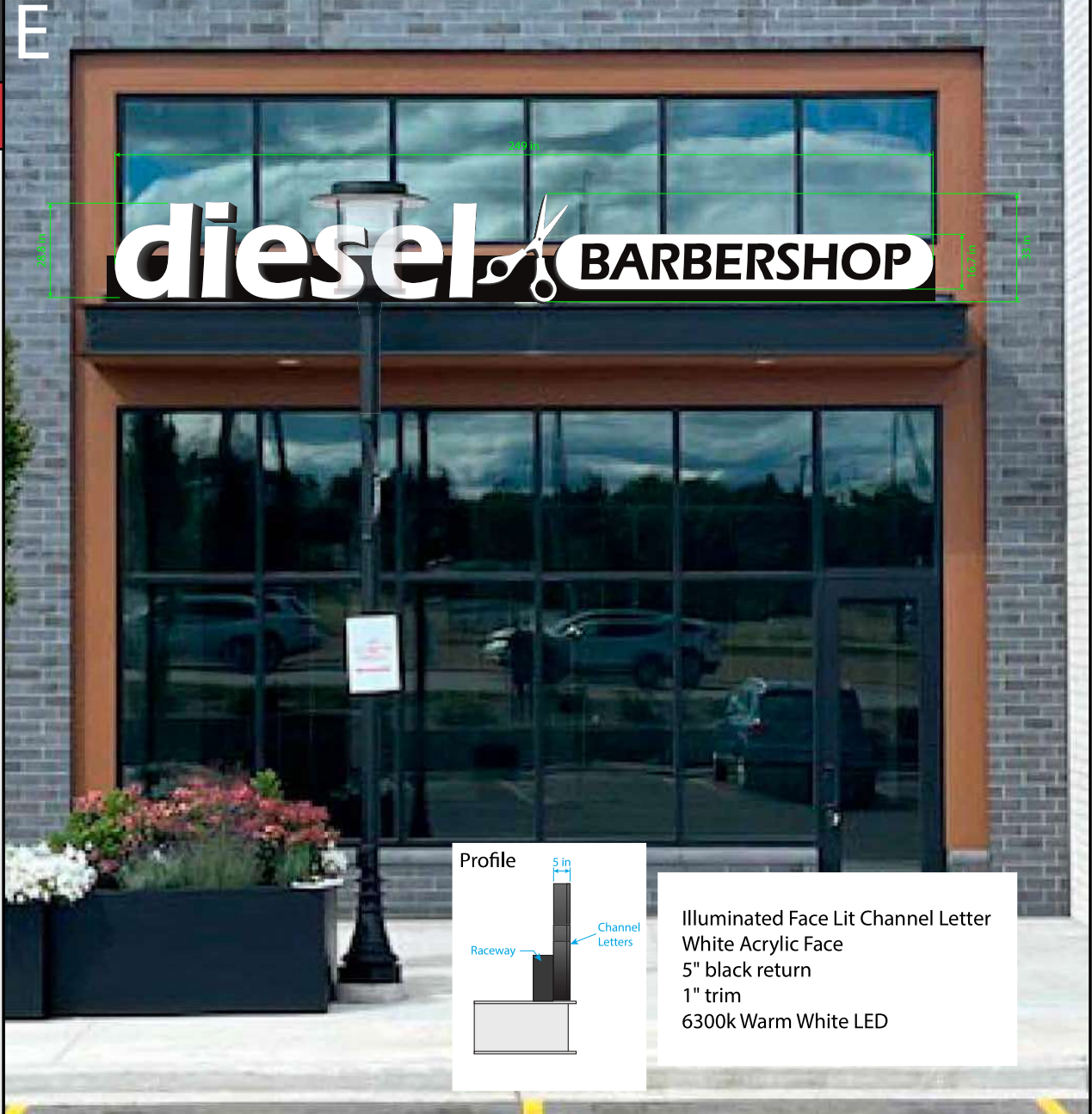
DEFINED COLORS

	Pantone # _____
	Pantone # _____
	Pantone # _____
	Pantone # _____
	Pantone # _____

CAREFULLY CHECK THE FOLLOWING:

- ☐ Spelling & Grammar
- ☐ Info and Details
- ☐ Color Selection
- ☐ Measurements
- ☐ Artwork Layout

Initial: _____



Please contact us immediately if corrections or changes are necessary. If the proof is correct, print the proof, sign and date, and return by fax. Once we receive your signed approval, we will authorize the order for production. No responsibility will be taken for mistakes found after approval.

*If color accuracy is a concern please see COLOR NOTES and request color matching. To see the exact color used, please request press proofs. Additional charges may apply for press proofs and/or color matching.

By signing below, I confirm I have reviewed this proof carefully, found it to be correct, and approve this project.

Purchasing Representative _____

Signature _____

Date _____



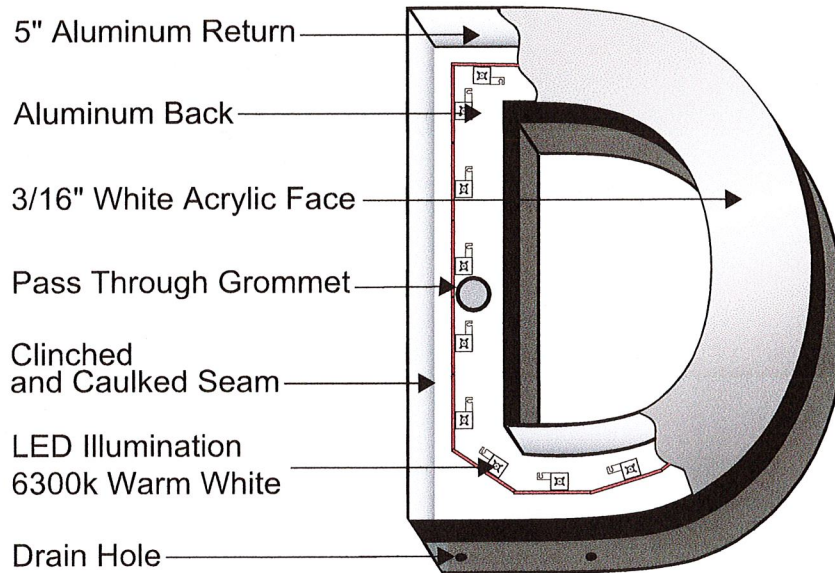
The artwork provided is for demonstration purposes and is the intellectual property of Cold Fire Signs and may not be reproduced without written permission.



diesel ✂ **BARBERSHOP**



FRONT VIEW



SIDE VIEW

