

TOWN OF BROOKFIELD  
ARCHITECTURAL REVIEW COMMITTEE MINUTES  
March 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 6:00 p.m. with the following people present: Town Planner Bryce Hembrook; Town Supervisors John Charlier and Steve Kohlmann; and Committee members, Alan Lee, and Matt Paris. Richard Diercksmeier was absent and excused. Attorney James Hammes was also in attendance for the Town of Brookfield.

2) MEETING NOTICES

Planner Hembrook reported that the meeting was noticed in accordance with Open Meeting Law.

3) APPROVAL OF AGENDA

Planner Hembrook reported that the applicant for item 6)b requested the request be tabled until next month due to a scheduling conflict.

Motion by Kohlmann to approve the agenda, with Item 6)b dropped.

Seconded by Charlier.

*Motion carried unanimously.*

4) APPROVAL OF MINUTES

Motion by Kohlmann to approve the minutes of the February 20, 2025 minutes as presented.

Seconded by Charlier.

*Motion carried unanimously.*

5) OLD BUSINESS

a. Rob Kahler Jr., representing Callister's Christmas and Master Z's, requesting approval for an amended request for wall sign face change on freestanding sign, located at 19233 West Bluemound Road.

Hembrook reviewed the applicant's request as outlined in the staff report included in tonight's packet. Pearson noticed that address numerals are not on the sign. Kahler indicated that the numerals could be wherever the Architectural Review Committee (ARC) would like them to be. Pearson suggest that since there are two addresses, both should be on the sign (19233 – 19255). Kohlmann opined that he would like to see something more permanent where the slide in letter sign is on the pylon sign, which Pearson and Paris voiced agreement on. Kahler asked whether the address numbers have to be on the sign, or can they be on the building. Kohlmann responded that normally the address is on the sign. Paris stated he does not think it is necessary for address numerals to be on the sign. Pearson pointed out that it is part of the ordinance. The letterbox (Callister's Christmas) above the customer entrance will be removed.

Motion by Charlier to approve an amended request for wall sign face change on freestanding sign for Callister's Christmas and Master Z's, located at 19233 West Bluemound Road, with the addition of the address added to both sides of the Callister's Christmas sign.

Seconded by Kohlmann.

Further discussion:

It was clarified by Attorney Hammes that if either part of the business ceases to operate that the portion of the sign representing that business must be removed.

Charlier amended his motion to reflect Attorney Hammes's clarification. Kohlmann agreed to the amended motion.

*Motion carried 4-1, with Paris dissenting.*

## 6) NEW BUSINESS

- a. Lori Dominiak (FASTSIGNS of Waukesha), representing HF Massage, requesting approval for a wall sign, located at 19555 West Bluemound Road, Suite 6.

Hembrook presented the sign as follows: proposed sign is 28.3 square feet, and near the entrance. The sign is green letters with black trim, and is internally illuminated at night. The tenant space is 29 feet, which allows for 23.2 square feet. This request would require an exception granted by the ARC. Paris does not think the sign is too large. The location of the sign and reasoning behind the location were discussed.

Motion by Paris to approve a wall sign for HF Massage, located at 19555 West Bluemound Road, Suite 6 as presented.

Seconded by Lee.

Further discussion:

None.

*Motion carried unanimously.*

- b. Lisa Burck (Innovative Signs) representing Innovative Signs, requesting review and approval for a permanent freestanding monument sign, located at 21700 Doral Road.

*This item was removed from the agenda as indicated in Item 3.*

- c. Ken Krahe (MSI General, Inc.), representing Silgan Containers, requesting review and approval for two wall signs, one monument sign reface, and additional internal signage, located at 21027 Crossroads Circle.

Hembrook reviewed the proposed signage as outlined in the staff report, and noted that the address numerals on the monument sign are 3" font height, and code requires 8". Landscaping at the bottom of the monument sign will be redone.

Motion by Charlier to approve two wall signs, one monument sign reface, and internal signage as presented for Silgan Containers, located at 21027 Crossroads Circle.

Seconded by Paris.

Further Discussion:

Pearson inquired whether there were any concerns with numeral size as noted above, and there were none.

*Motion Carried unanimously.*

- d. Ken Krahe (MSI General, Inc.), representing Silgan Containers, requesting review and approval for exterior lighting plan amendment to install LED lights in the parking lot, located at 21027 Crossroads Circle.

Hembrook stated the proposal is to replace existing light fixtures with new LED lights. Town Engineer comments are as follows: the proposed fixtures appear to be full cutoff, meeting Town ordinance; the lighting meets town ordinance, but the average light level (5.05fc) seems high. Typical parking lot light levels range from .5fc to 3fc. The photometric plan should be updated to include the light level at the property line. No point on the property line shall exceed .2 foot-candles (fc). Krahe stated that the proper adjustments would be made. The lights are not on all night. If there is a glare issue, shields should be added.

Motion by Paris to approve an exterior lighting plan amendment to install LED lights in the parking lot of Silgan Containers, located at 21027 Crossroads Circle with the stipulation that if the ARC committee deems the lights provide too much glare, they can request shields be added.

Seconded by Kohlmann.

Further Discussion:

Additional glare concerns were discussed.

*Motion carried unanimously.*

- e. Dave Salkin (Signs and Lines by Stretch), representing Kerns Carpet, requesting approval of pylon sign face change and awning sign, located at 19655 West Bluemound Road.

Hembrook reviewed the proposal as outlined in the staff report. The pylon sign is just under 98 square feet which exceeds the typical requirement, but the sign is legally non-conforming and therefore face changes are acceptable as long as the sign structure is not modified. The sign will be internally illuminated with dark blue for the background and white lettering. The sign is double sided. The awning sign proposed is approximately 55 square feet, which exceeds the allowance of 52 square feet. The ARC may grant an exception. The awning is proposed to be navy blue and the sign portion is white lettering. Address numerals can be incorporated onto the pylon sign. Patty Kerns inquired if the address numerals could replace the “open” sign, and the ARC was in agreement with the suggestion. Numeral size was discussed as being 5”. The existing light fixture that illuminates the awning, building and drive area is being replaced. It was clarified that the fixture is not part of the sign; therefore, it is not considered a sign modification.

Motion by Lee to approve a pylon sign face change and awning sign for Kerns Carpet, located at 19655 West Bluemound Road, with the addition of the 5” address numerals replacing the “open” sign, and review by Hembrook. Paris suggested amending the motion to address numerals being 5” and above. Lee amended his motion to say no less than 5”, no larger than 8”.

Seconded by Kohlmann.

Further Discussion:

None.

*Motion carried unanimously.*

- f. Patty Kerns (Kerns Carpet), representing Kerns Carpet, requesting approval of replacing an awning, and exterior painting, located at 19655 West Bluemound Road.

Hembrook reviewed the proposal. Down lighting fixtures are proposed to be added. Ms. Kerns described them as follows: within the awing there will be 3 4” LED with a 2” trim. The lights will be recessed under the “Carpet One” section of the awning. Brick will not be painted; the focus is on the trim. Soffit and fascia will be painted to color match the awning. Rear metal siding, garage door and trim to be painted taupe. Address numbers on the building will be replaced with black numbers of similar size.

Motion by Charlier to approve replacing an awning, and exterior painting as well as under awning light fixtures for Kerns Carpet, located at 19655 West Bluemound Road.

Seconded by Lee.

Further discussion:

None.

*Motion carried unanimously.*

7) COMMUNICATION AND ANNOUNCEMENTS

None.

8) ADJOURN

Motion by Kohlmann to adjourn at 6:50 pm.

Seconded by Charlier.

*Motion carried unanimously.*

Respectfully submitted,  
Bryce Hembrook, Town Planner

BH/lr