

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
May 14, 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, Richard Diercksmeier, Alan Lee, and Matt Paris.

2) MEETING NOTICES

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

3) APPROVAL OF AGENDA

Motion by Charlier to approve the agenda.

Seconded by Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Paris to approve the minutes of the April 9, 2025 minutes as presented.

Seconded by Kohlmann.

Motion carried. Pearson abstained.

5) OLD BUSINESS

a. None.

6) NEW BUSINESS

- a. Adrian Mois (Nova Signs), representing Brookfield Animal Hospital, is requesting approval for two wall mounted signs, monument sign tenant panels, and permanent window signage, located at 18000 W. Bluemound Road

Hembrook presented the item. The committee members discussed the blue background on the tenant panel sign and were in agreement that the sign should match the other tenant panel background colors. Members discussed the proposed window signage. Overall, the committee members were fine with window signage but did not think that all windows should be covered. The applicant stated that his client preferred to all have all windows signs and that the decals would cover 25% of the windows, which matches the requirement that temporary window signs have. After further discussion, the committee members generally agreed that the proposed walls signs were ready to approve, the tenant panel background color should change to match other panel signs, and window signs can be approved but only half of the window signs are allowed.

Motion by Paris to approve the two wall mounted signs for Brookfield Animal Hospital, located at 18000 W. Bluemound Road as presented.

Seconded by Kohlmann.

Further discussion: None.

Motion carried unanimously.

Motion by Paris to approve the monument sign tenant panels, subject to the background color changing to match the other brown signs and review and approval by Town Planner for Brookfield Animal Hospital, located at 18000 W. Bluemound Road.

Seconded by Charlier.

Further discussion: None.

Motion carried unanimously.

Motion by Lee to approve permanent window signage for Brookfield Animal Hospital, located at 18000 W. Bluemound Road as presented.

No second. Motion failed.

Motion by Kohlmann to approve permanent window signage as presented but limit to 9 total window signs for Brookfield Animal Hospital, located at 18000 W. Bluemound Road as presented.

Seconded by Charlier.

Further discussion: None.

Motion carried unanimously.

- b. Dan Schaefer (Sign Works), representing Thrivent, is requesting approval for replacing an existing monument sign with a new monument sign with tenant panel signs, located at 20935 Swenson Drive.

Hembrook presented the item. The applicant stated that the sign will match the sign on the adjacent property that was approved last year. Committee members asked about the address numerals and if they would be covered by snow. The applicant stated that the other sign did not have this problem and there is a large sign showing the address near the sign.

Motion by Charlier to approve replacing an existing monument sign with a new monument sign with tenant panel signs for Thrivent, located at 20935 Swenson Drive as presented.

Seconded by Lee.

Further discussion: None.

Motion carried unanimously.

- c. Dan Anheuser (Bazaar Home Decorating) is requesting approval for installation of two new wall mounted signs, located at 21950 Watertown Road.

Hembrook presented the item and mentioned that west elevation sign would not directly face a right-of-way. Ben Prochnow from Innovative Signs also provided additional information on the proposed signage. Ben mentioned the client wanted to provide a sign presence from Watertown Road and Kwik Trip. Generally, the committee was supportive of allowing both signs but Chairman Pearson mentioned that he did not want to set a precedence for allowing signs that did not directly face a right-of-way.

Motion by Kohlmann to approve two new wall mounted signs for Bazaar Home Decorating and allow the western sign as an exception to the typical code requirement, located at 21950 Watertown Road as presented.

Seconded by Lee.

Further Discussion: None.

Motion carried 5-1, with Chairman Pearson opposed.

- d. Dan Salkin (Signs & Lines by Stretch), representing Bombshell Theater, is requesting approval for installation of a wall mounted sign and monument sign tenant panels, located at 19700 West Bluemound Road.

Hembrook presented the item and mentioned that the signs were already installed and he reached out to the tenant to inform him he did not receive any permits. Double permit fees apply.

Motion by Charlier to approve a wall mounted sign and monument sign tenant panels for Bombshell Theater, located at 19700 West Bluemound Road as presented.

Seconded by Diercksmeier.

Further Discussion: None.

Motion carried unanimously.

- e. Ryan Janssen (Avery & Birch) is requesting final approval of a new building consisting of a one-story salon suite facility, located at 21055 Crossroads Circle.

Hembrook presented the item. Chairman Pearson asked about lighting fixture cut sheets and asked about glare. The committee discussed approving the plans subject to final review by Dean Pearson for lighting and approval by Town Engineer. Kohlmann also mentioned that he likes the architectural style but would want to make sure no wall signs are added to the building.

Motion by Kohlmann to recommend final approval of a new building consisting of a one-story salon suite facility, located at 21055 Crossroads Circle as presented subject to the lighting plan and fixture sheets being reviewed by Chairman Pearson and approved by Town Engineer.

Seconded by Charlier.

Further Discussion: Kohlmann noted that signage will still need to be approved at a later date.

Motion carried unanimously.

- f. Jim Taylor (Oscar's Frozen Custard) is requesting preliminary and final approval for a new drive-thru on the property located at 21165 Highway 18 and adjacent property to the east.

Hembrook presented the item. The applicant mentioned that they are moving one light pole to make room for parking spaces but the lighting will not change otherwise. Monument sign will remain as well. Overall, the committee members thought the proposed architectural renderings look great and they are excited for the new building.

Motion by Diercksmeier to recommend preliminary and final approval for a new drive-thru on the property located at 21165 Highway 18 and adjacent property to the east as presented, pending Town Engineer approval and with stipulation that no signage is approved at this meeting.

Seconded by Kohlmann.

Further discussion: Chairman Pearson mentioned that the Committee should consider allowing the proposed cone signs as "architectural elements" so that the square footage is not added with other wall signage. Committee members agreed that the cone signs without logo should count as an architectural element.

Motion carried unanimously.

- g. Luke Sebald (Keller Inc), representing Bancroft Engineering, is requesting preliminary and final approval for an addition to an existing manufacturing building, located at 21550 Doral Road.

Hembrook presented the item. The Committee was generally supportive of the plans.

Motion by Diercksmeier to recommend preliminary and final approval for an addition to an existing manufacturing building for Bancroft Engineering, located at 21550 Doral Road as presented, subject to Town Engineer's approval.

Seconded by Charlier.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS

Hembrook announced that the Town will have a new Town Planner starting in July. The June meeting will be the last ARC meeting he will attend and he thanked the Committee members for their work in this committee.

8) ADJOURN

Motion by Charlier to adjourn at 7:01 pm.

Seconded by Diercksmeier.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner

BH/lr