

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
JUNE 11, 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 (via Zoom) and Steve Kohlmann; and Committee members, Richard Diercksmeier, and Matt Paris. Committee member Alan Lee was absent.

2) MEETING NOTICES

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

3) APPROVAL OF AGENDA

Motion by Kohlmann to approve the agenda as presented.

Seconded by Paris.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Paris noted that on Page 2, regarding Brookfield Animal Hospital's window signs, he did not make the motion to approve window signage as presented, and believes that Lee made the motion. Hembrook noted that the correction will be made.

Motion by Kohlmann to approve the minutes of the May 14, 2025 minutes with the correction as noted above.

Seconded by Paris.

Motion carried unanimously.

5) OLD BUSINESS

a. None.

6) NEW BUSINESS

a. Charley Schalliol (Site Enhancement Services), representing Fidelity Investments, is requesting approval for four wall/building mounted signs and two monument sign tenant panels, located at 20333 Poplar Creek Parkway.

Hembrook presented the item and provided details from the staff report. There are a total of six signs being proposed as follows:

- Sign A – 118.36 square foot LED internally illuminated individual channel letter sign located above the roofline facing Barker Road. The sign will include the gold and white logo with white letters with the company name;
- Sign B- 23.78 square foot LED internally illuminated individual channel letter sign facing Barker Road. The sign is the same as Sign A, but on a smaller scale;
- Sign C – 23.78 square foot LED internally illuminated individual channel letter sign facing the east parking lot. The sign is the same as Sign B;
- Sign D- 45 square foot blade sign that would be affixed to the north wall facing Crosstown Avenue. The sign is internally illuminated with a dark green background and the company's logo and name, and will extend 3'4" from the wall;
- Sign E- 56 square foot freestanding sign, and 8'4" in height, to be internally illuminated. Sign display area is 15.31 square feet and includes a dark green background with the company logo and name. Location is along Barker Road and customer parking area.
- Sign F- 31.58 square feet and 5 feet in height, to be internally illuminated. Sign display area is 14 square feet and includes a dark green background with the company logo and name. Location is along Crosstown and near parking area.

Hembrook explained that since the plan deviates from the master sign plan for the development (due to the fact that multiple tenants were anticipated for this building and now there is just one); Architectural Review Committee (ARC) can forward to Plan Commission and/or Town Board, especially for the roof sign and the blade sign. ARC can also approve as presented. The ARC was generally not in favor of Sign A. There were differing opinions regarding address numerals on the monument sign, with Pearson stating that since it is an ongoing requirement, why not require numerals in this case. Pearson also stated that Sign A does not meet the ordinance. He further commented on Café Hollander, which has a roof sign. The reason for that is that it is the look of their architecture, and existing in other areas already. Pearson is opposed to Sign A, and the blade sign as well because there is a monument sign at the entrance of the parking area. David Wimmer was present and stated the blade sign (Sign D) serves as a way-finding sign to the parking ramp from Barker Road. Mr. Wimmer addressed the concerns with Sign A as follows: this may be the only feasible location for a main identification sign on this elevation of the building, and Fidelity, as a single user of this building is very fortunate for the development. Wimmer expected to have as many as three individual office tenants on each floor. Fidelity is establishing their location here in consolidating two locations to the Town of Brookfield. Charley Schalliol added that there is a lot of client traffic that come to Fidelity locations, and this is a Midwest flagship. He added that the building architecture was not designed for a single tenant. There is not a large soffit at the top for signage. For the blade sign (Sign D) Schalliol stated that if that were to be flat on the wall the sign would shine into the residential area directly across from the building elevation. The blade sign also draws clients to the building when entering from the east by the jewelry store off Bluemound Road. Only the letters and the logo will be illuminated. Business closes at 5:30pm, so they have no reason to illuminate sign all night. He further stated that they are open to controls on illumination. Schalliol also explained the reasoning behind the rest of the signage. Kohlmann asked if there was any plan to ask for approval for any type of advertisements in the windows. Schalliol responded no. Hembrook pointed out that hours of operation are allowable by the door. Kohlmann stated that if Sign A passes tonight, it should also go to Plan Commission and Town Board for approval. Different options for lowering the sign, and other blade sign options were discussed.

Motion by Kohlmann to approve all signs as presented, with the exception of Sign A, and for Sign E, adding address numerals, for Fidelity Investments, located at 20333 Poplar Creek Parkway.

Seconded by Paris.

Further discussion:

Pearson asked for clarification on the east side parking ramp, and whether that is a surface lot or underground. Mr. Schalliol confirmed it is a ramp that leads to a surface lot, not underground. Sign F (monument) is parallel to the ramp, and can be seen from both directions.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS

None.

8) ADJOURN

Motion by Kohlmann to adjourn at 7:02 pm.

Seconded by Diercksmeier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner

RL/lr