

TOWN OF BROOKFIELD  
ARCHITECTURAL REVIEW COMMITTEE MINUTES  
JULY 9, 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 Leto; Town Supervisors John Charlier and Steve Kohlmann; and Committee members, Richard Diercksmeier, and Alan Lee. Committee member Matt Paris was absent.

2) MEETING NOTICES

Planner Leto 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 Charlier.

*Motion carried unanimously.*

4) APPROVAL OF MINUTES

Motion by Kohlmann to approve the minutes of the June 11, 2025 minutes as presented.

Seconded by Charlier.

*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 on a commercial building, located at 20333 Poplar Creek Parkway.

Leto presented the item and provided details from the staff report. Leto clarified that only one sign (Sign A) was on the agenda for action. Mr. Schalliol explained the difference between the previously proposed roof sign and the newly designed sign. He noted that the square footage of the newly designed sign has been reduced from 118.41 sq. ft. to 84.38 sq. ft. and would be on the west elevation between the second and third floors of the building instead of on the roof. The illumination is only within the letters and the green helps the sign pop. Chairman Pearson noted that this proposal includes a lot of signage and questioned if it was necessary to have this sign. Mr. Schalliol explained that Barker Road is higher and slopes down, which along with a fence and a parking lot, makes it more challenging to see the sign that is above the door from further away. Mr. Schalliol clarified that the window dressings were construction coverings and would be removed.

Sign E (monument sign) was reviewed to show the address numerals (600) [at 600 N. Barker Rd] on the revised sign based on the condition of the approval from the June 11, 2025 meeting. Mr. Schalliol clarified the address of the property is 600 Barker Road and not 20300 Poplar Creek Parkway.

Sign F was reviewed to clarify the location of the monument sign, which is to be located west of the ramp.

Motion by Charlier to approve the wall mounted sign and the updated monument sign at 600 N. Barker Road, as presented.

Seconded by Kohlmann.

*Motion carried unanimously.*

- b. Lisa Burck, (Innovative Signs- Petitioner), representing Master Spas and KH Holdings, is requesting approval for up to six (6) wall mounted signs on a multi-tenant commercial building.

Leto presented the item and provided details from the staff report. Chairman Pearson inquired whether this property has a Master Sign Plan. The representative of the petitioner indicated he did not think so. Chairman Pearson explained a Master Sign Plan and requested that one be completed for this commercial building so that it is clear how much square footage each unit would receive. He also noted that the 15 sq. ft. white cabinet signs were very large for such small logos and there was too much white space. The petitioner indicated that could be changed to opaque vinyl or block cut vinyl. The petitioner clarified that he believes the intention was for the cabinet signs to be illuminated overnight. There was some confusion over which elevation was north and south.

Discussion occurred between the petitioner and the Committee on whether the sign for Unit B should be centered between the width of the interior unit space or if it should be over a window so that every other window would have a sign center over that window, making it symmetrical for the building but not each individual unit. The petitioner showed the Committee a different elevation that was submitted into the record as Exhibit A, showing the signs presented over every other window.

Diercksmeier made a motion to accept the signs as presented, subject to the sign for Unit B being centered over the interior wall space. There was no second.

Lee made a motion to approve the sign as submitted with the modification that signs be placed as shown on Exhibit A as shown elevation presented on Exhibit A.

Seconded by Kohlmann.

*Motion carried 4-0, with Diercksmeier abstaining.*

Kohlmann made a motion to table the cabinet signs located on the opposite (presumed north) elevation located at 21795 Doral Road until the next scheduled ARC meeting.

Seconded by Charlier.

*Motion carried unanimously.*

- c. Paul Butler (Bauer Sign and Lighting), representing Raymond James, is requesting approval for one wall mounted sign with channel letters on a multi-tenant commercial building, located at 20800 Swenson Drive.

Leto presented the item and provided details from the staff report, highlighting that there are no other wall signs on that side of the commercial building and that it was proposed to be illuminated. The Code states that illuminated signs should not face residential neighborhoods. Leto noted a residential neighborhood exists to the south, approximately 500 ft. away. Mr. Butler clarified that Raymond James had a significant portion of the top floor (estimated 40%) and they have no signage on the building. They received ownership approval for the sign.

The Committee discussed whether it would be setting a precedent to allow an illuminated sign facing a residential neighborhood. Leto noted that each individual proposal should be reviewed on its own merit based on the surrounding circumstances. The Committee noted there was good vegetative coverage between the building and the residential neighborhood, over 500 ft. of parking lot that includes pole parking lot lighting. Lee asked the petitioner if it was possible to add a timer on the light. The petitioner responded they could add a timer to the light to turn it off at a certain time.

Lee made a motion to approve the sign as presented at 20800 Swenson Drive subject to a timer being installed to turn off the illumination no later than 8:30 pm daily.

Charlier seconded.

*Motion carried 4-1, with Kohlmann voting against the motion.*

7) COMMUNICATION AND ANNOUNCEMENTS

None.

8) ADJOURN

Motion by Kohlmann to adjourn at 6:46 pm.

Seconded by Charlier.

*Motion carried unanimously.*

Respectfully submitted,  
Rebekah Leto, Town Planner