

**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, June 11, 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. May 14, 2025 Meeting Minutes
- 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.
- 7) Communication and Announcements.
- 8) Adjourn.

*Posted this 5th day of June, 2025*  
*Bryce Hembrook*  
*Town Planner*

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 Paris 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



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for All of Us®

## TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Architectural Review Committee

FROM: Bryce Hembrook, AICP  
Town Planner

REPORT DATE: June 5, 2025  
ACC MEETING DATE: June 11, 2025

RE: ARC Staff Report – June 2025 Agenda Items

### **Fidelity Investments – Sign Review**

**Applicant: Charley Schalliol (Site Enhancement Services) – Representing Fidelity Investments**

**Location: 20333 Poplar Creek Parkway**

**Request: Approval of four wall/building mounted signs and two monument signs.**

- Fidelity Investments will be occupying the office space at the new Poplar Creek Town Center. During project approval, it was expected that multiple office tenants would occupy the building but now there will be a sole tenant in the space.
- Applicant is proposing six total signs on the site and are shown on the site plan as Sign A thru Sign F.
- Wall Signs
  - Sign A (Large sign facing Barker Road)
    - Proposing a 118.36 square foot LED internally illuminated individual channel letter sign to be located above the roofline facing Barker Road.
    - The sign will include the gold and white logo with white letters with the company name.
    - The most similar sign type listed in the sign code is wall sign, although the sign is not proposed to be located along the wall.
    - The code (§ 17.08(5)(b)1) states that wall signs “shall not extend above the parapet wall or the top of the roof of the building which supports it.”
      - This proposed sign would not meet the requirement but the Committee may decide to approve as an exception.
  - Sign B (Smaller sign facing Barker Road)
    - The sign will be an approximately 23.78 square feet LED internally illuminated individual channel letter sign and is proposed to face Barker Road.
    - The proposed sign appears to be located above a canopy near an entrance.
    - The sign is proposed to appear the same as sign A but on a smaller scale.
  - Sign C (Smaller sign facing east parking lot)
    - The sign will be an approximately 23.78 square feet LED internally illuminated individual channel letter sign and is proposed to face the east parking lot. This sign is the same as sign b.

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 501 Maple Avenue, Delafield, WI 53018-9351  
SEH is 100% employee-owned | [sehinc.com](http://sehinc.com) | 262.646.6855 | 888.908.8166 fax

- Sign D (Blade Sign)
  - Proposing a 45 square foot blade sign that would be affixed to the north wall facing Crosstown Avenue.
  - The sign is proposed to be internally illuminated with a dark green background and the company's logo and name.
  - The sign will extend 3'4" from the wall, which exceeds the typical requirement which states that wall signs "shall not project more than 12 inches from the wall which supports it."
    - Most wall signs are parallel to the building and expected to be within a foot of the building. Blade signs, however, are intended to project further from the building and this allows for a double sided sign.
  - The ARC may grant exceptions to this requirement.
- Allowable Size:
  - Facing Barker Road: 96' of tenant frontage area.
    - Allowed = 76.8 square feet.
    - Sign A is proposed to be larger than the typical sign area allowance. Sign B would meet the requirement.
  - Facing Crosstown Avenue (private road): 60 feet of tenant frontage area.
    - Allowed = 48 square feet
    - Sign D meets requirement
  - Facing east parking lot: 96 feet of tenant frontage area.
    - Does not technically face public right-of-way but faces parking area.
    - If typical calculation is considered, the allowable sign area is 76.8 square feet.
  - As usual, the ARC may grant exceptions if they wish.
- Number of wall signs
  - The applicant is proposing four "wall" signs on three sides of the building. Two are proposed to face Barker Road, one is proposed to face Crosstown Avenue, and the fourth is proposed to face the parking lot to the east.
  - The code states that there is a "maximum of two-wall mounted per building, subject to the area limits described above, on buildings principally used as offices."
  - This request exceeds the typical limit but an exception may be granted by the ARC.
- In regards to wall signage for the office building in the master sign plan, there was only one proposed on-building signs intended for office uses and this was for the east parking lot area. Along Barker Road, three retail signs were proposed along the first floor but no proposed building signs for office uses were proposed. The initial plan expected there to be multiple office tenants but Fidelity will be occupying the entire office space.
- In the master sign plan, it mentions the following regarding office signage:
  - Office space tenants shall be provided space on an internally lit Lexon ground-mounted sign in front of the office building on the Barker Road frontage, north parking ramp entry off Crosstown, and east office building wall facing the office parking deck.
  - In the event, a business tenant leases 50% of an office floor they shall have the option to install backlit cut letters of their business name on the exterior of the office building west elevation.
    - Fidelity would be considered under this, but no proposed signage or additional details were provided.
- Freestanding Signs
  - Sign E (located along Barker Road and customer parking area)
    - Proposing a monument sign structure that is 56 square feet and 8'4" in height.
    - Sign will be internally illuminated.
    - The sign display area is 15.31 square feet and includes a dark green background with the company logo and name.

- There are no address numerals provided on this sign, which is typically required for a freestanding sign.
- The proposed setback is not provided in the plans. Applicant should confirm whether the sign meets the 5' setback. If not, the ARC may grant an exception.
- Sign F (Located along Crosstown and near parking area)
  - Proposing a monument sign structure that is 31.58 square feet and 5 feet in height.
  - Sign will be internally illuminated.
  - The sign display area is 14 square feet and includes a dark green background with the company logo and name.
  - There are no address numerals provided on this sign, which is typically required for a freestanding sign.
  - The proposed setback is not provided in the plans; however, the proposed setback will easily meet the requirement.
- The approved Master Sign Plan shows two monument signs intended for office tenants at the proposed locations. The original plan was to have multi-tenant signage but there is no longer a need for multi-tenant signage. These signs did not include an address numeral in the master sign plan either. Generally, the two monument signs match the proposed signs in the master sign plan.

**Staff Recommendation**

The proposed wall/building signage is not aligned with the approved master sign plan and should be reviewed by the Plan Commission and Town Board. The ARC should provide their recommendation prior to sending this to the Plan Commission.



INVESTOR CENTER | PROPOSED SIGNAGE

**Milwaukee**

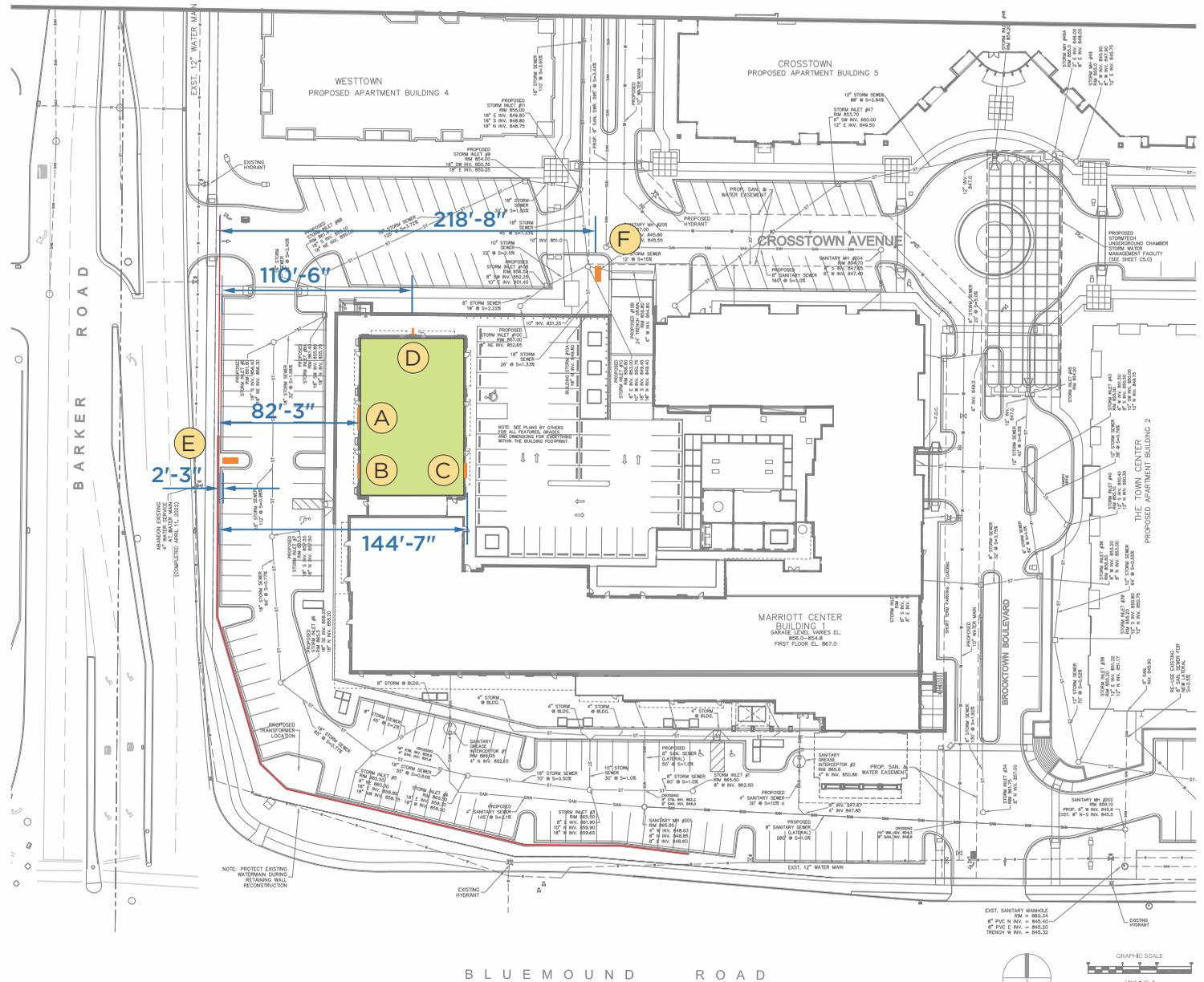
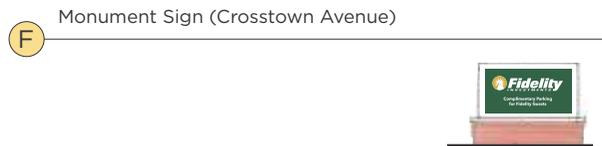
20333 Poplar Creek Parkway  
Brookfield, WI 53045

December 5, 2024



6001 Nimitz Pkwy  
South Bend, IN 46628

phone 888.276.7107  
fax 574.237.6166



BLUEMOUND ROAD

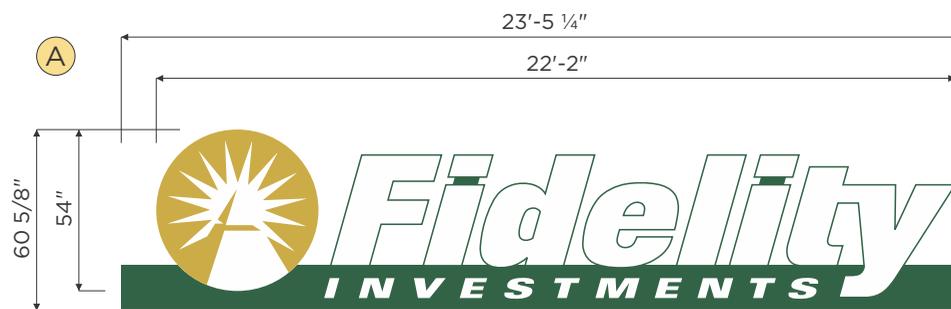




North Barker Road



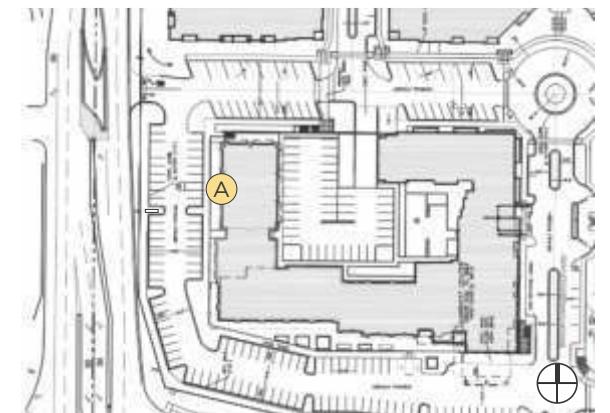
Night time illumination

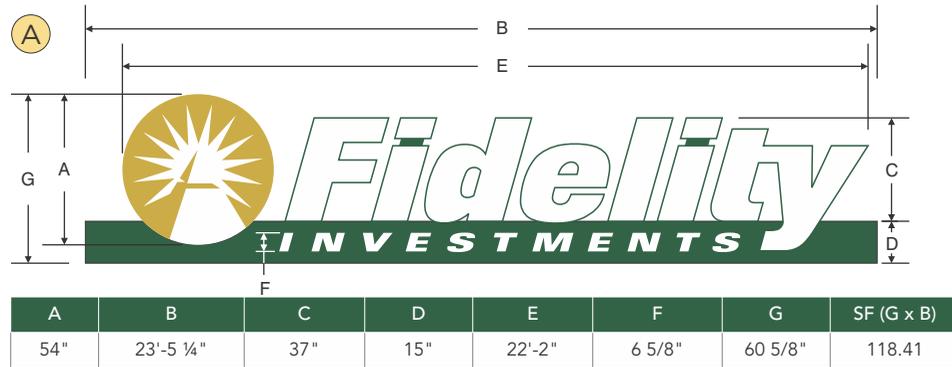


**54" Logo Set - Type B**

Utilized Square Footage: 118.41

Scale: 3/16" = 1'

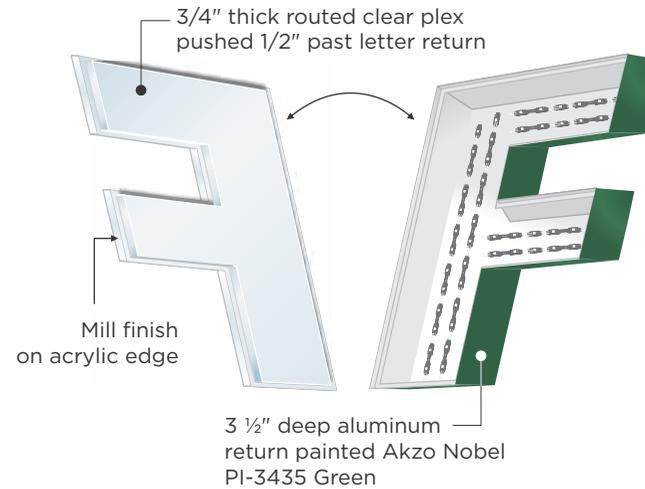




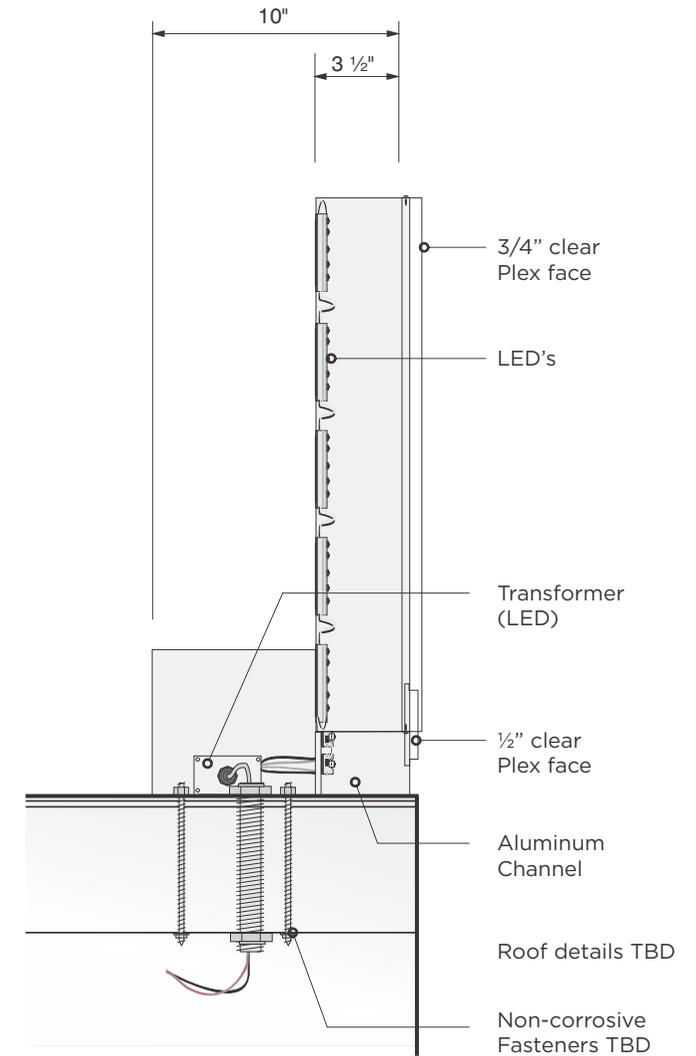
Note: LED patterns shown in letters and logo are for representational purposes only. Exact LED arrays to be per GE's recommendation and to provide even illumination across faces without visible hot spots or shadows.

Sign is intended to be installed in accordance with the requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.

Sign components to be in strict compliance with all UL standards.



ASSEMBLED LETTER



Section Detail

ASSEMBLED LOGO

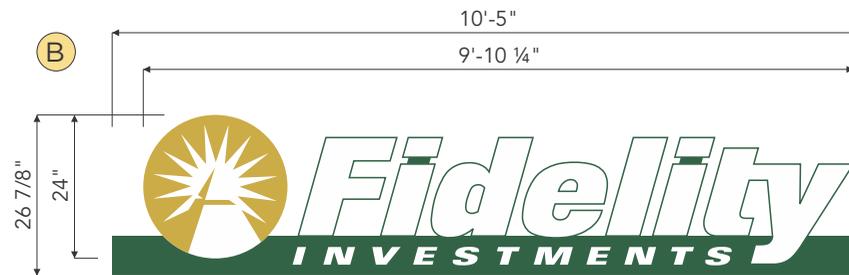




North Barker Road



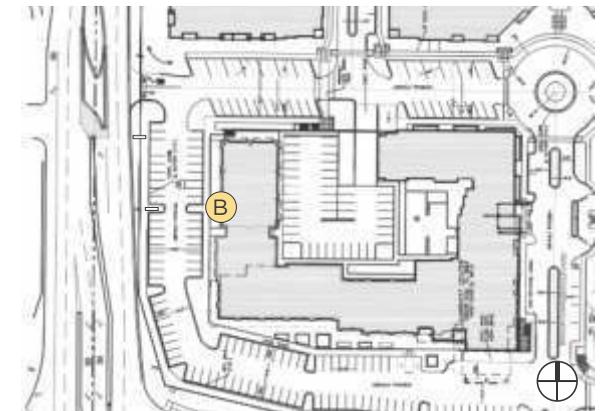
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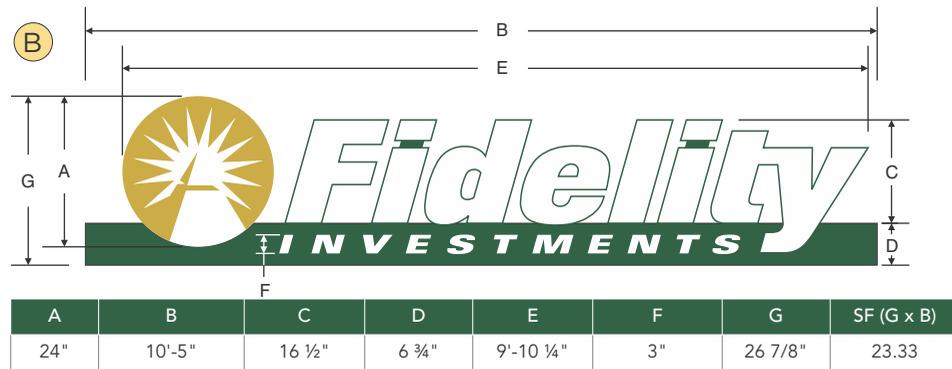


**24" Logo Set - Type B**

Utilized Square Footage: 23.33

Scale: 3/8" = 1'

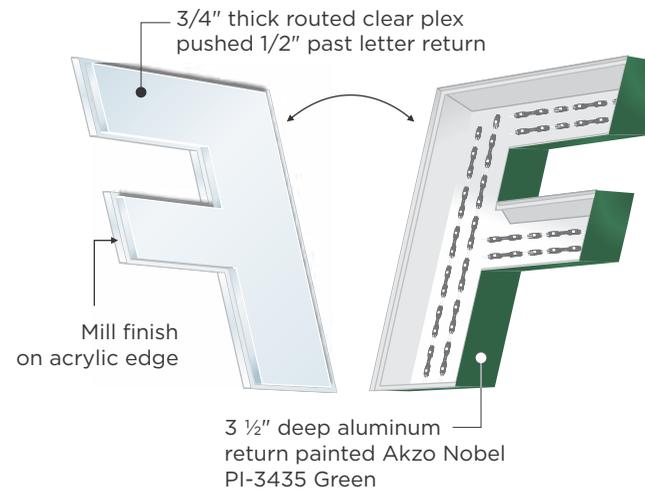




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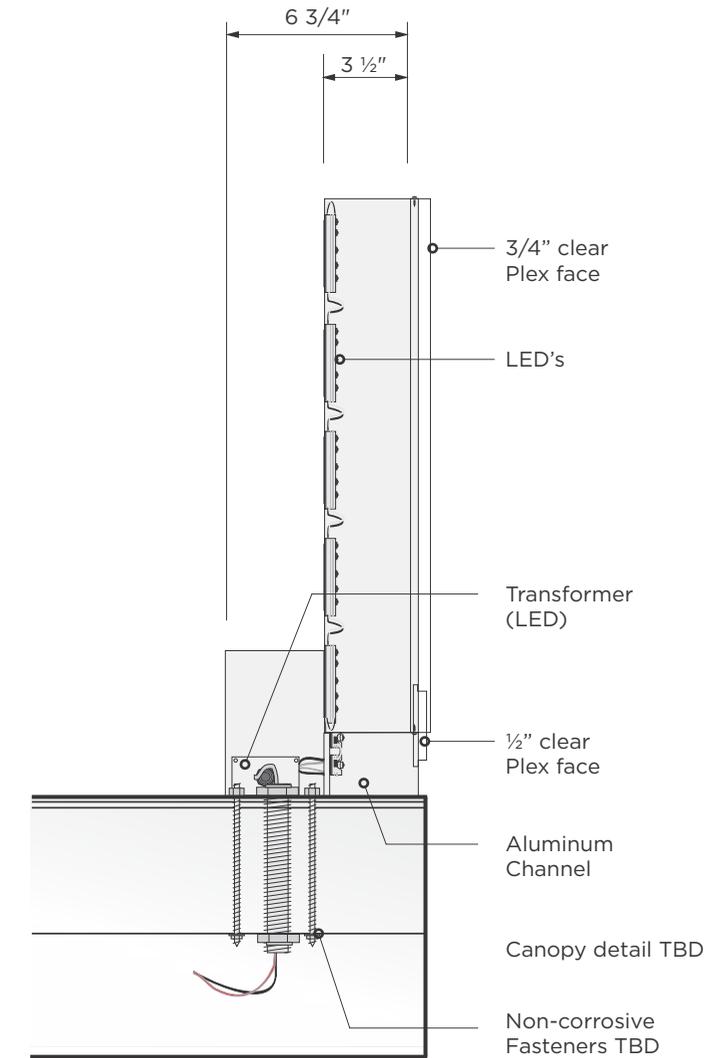
Sign components to be in strict compliance with all UL standards.



ASSEMBLED LETTER



ASSEMBLED LOGO



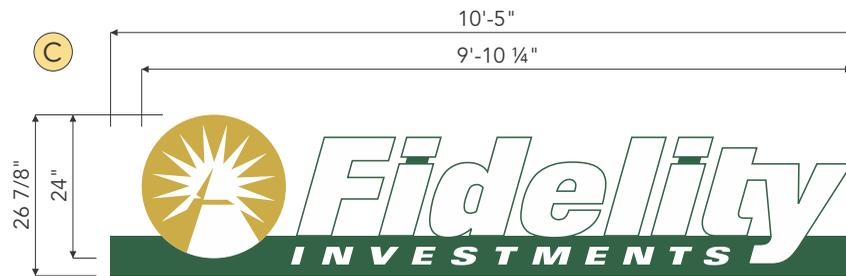
Section Detail



East Parking Lot



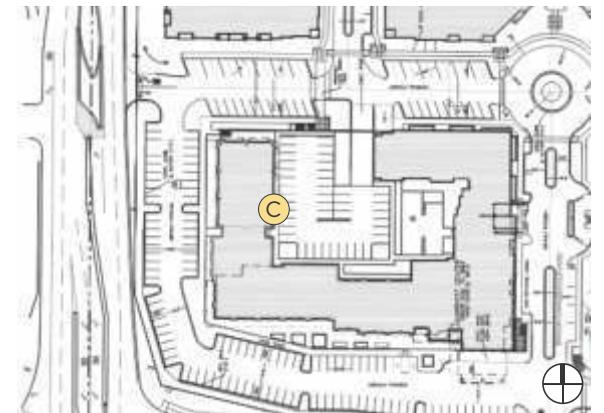
Night time illumination

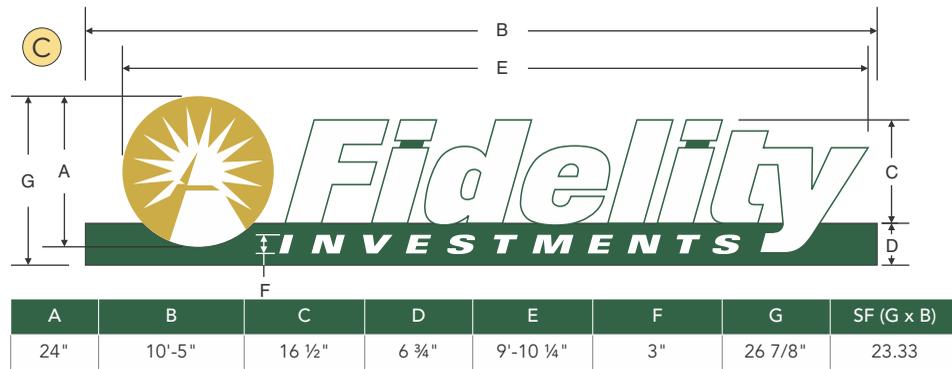


**24" Logo Set - Type B**

Utilized Square Footage: 23.33

Scale: 3/8" = 1'

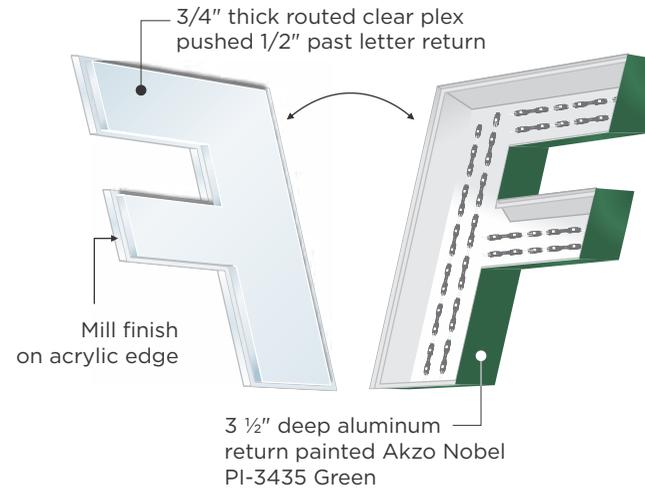




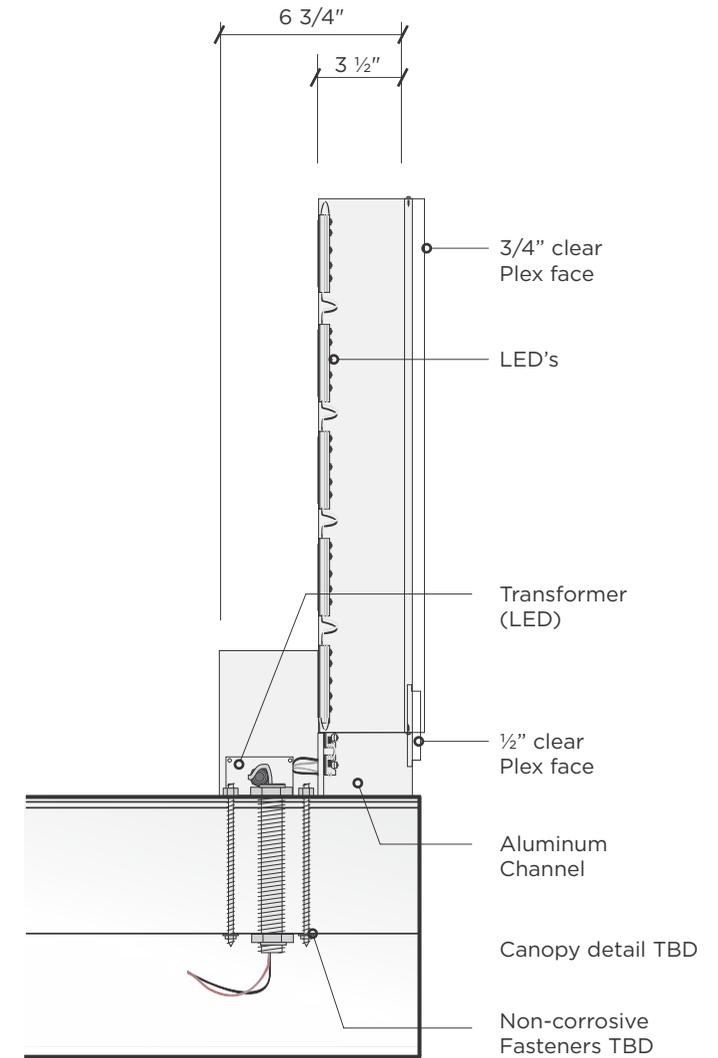
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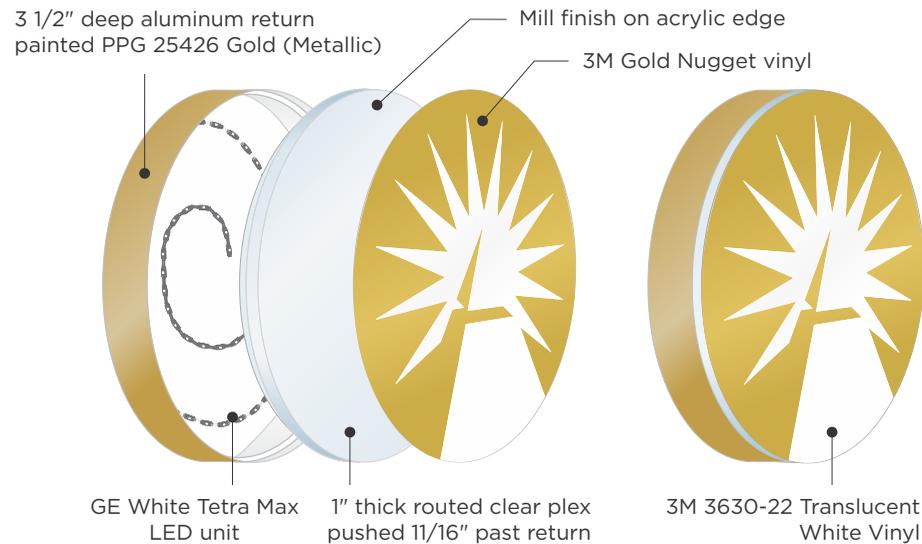


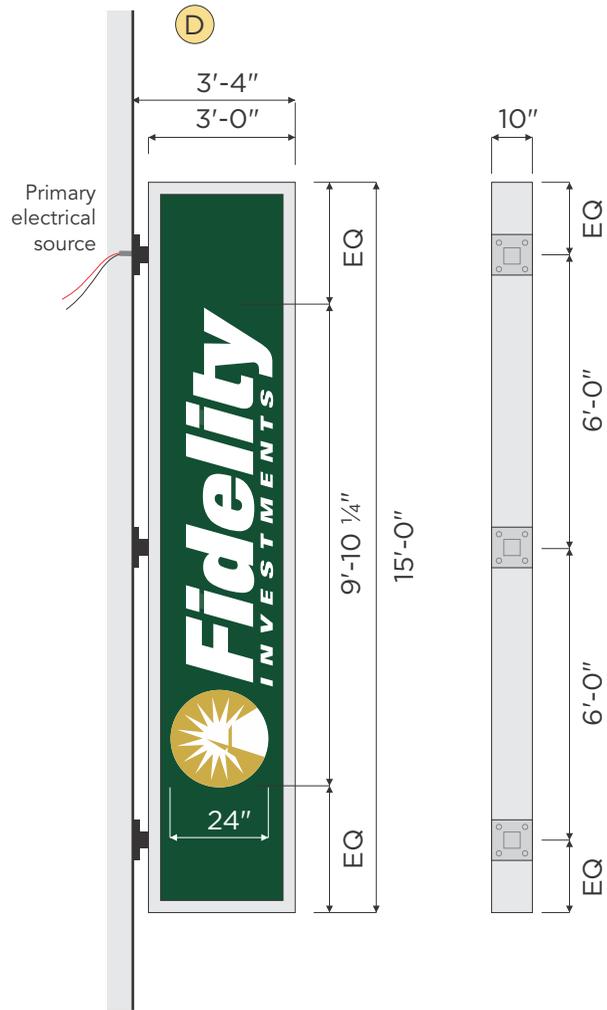
ASSEMBLED LETTER



Section Detail

ASSEMBLED LOGO





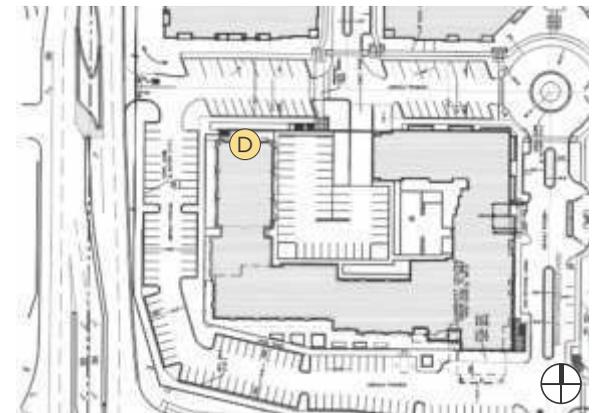
Custom Blade Sign  
Utilized Square Footage: 45



Crosstown Avenue



Night time illumination



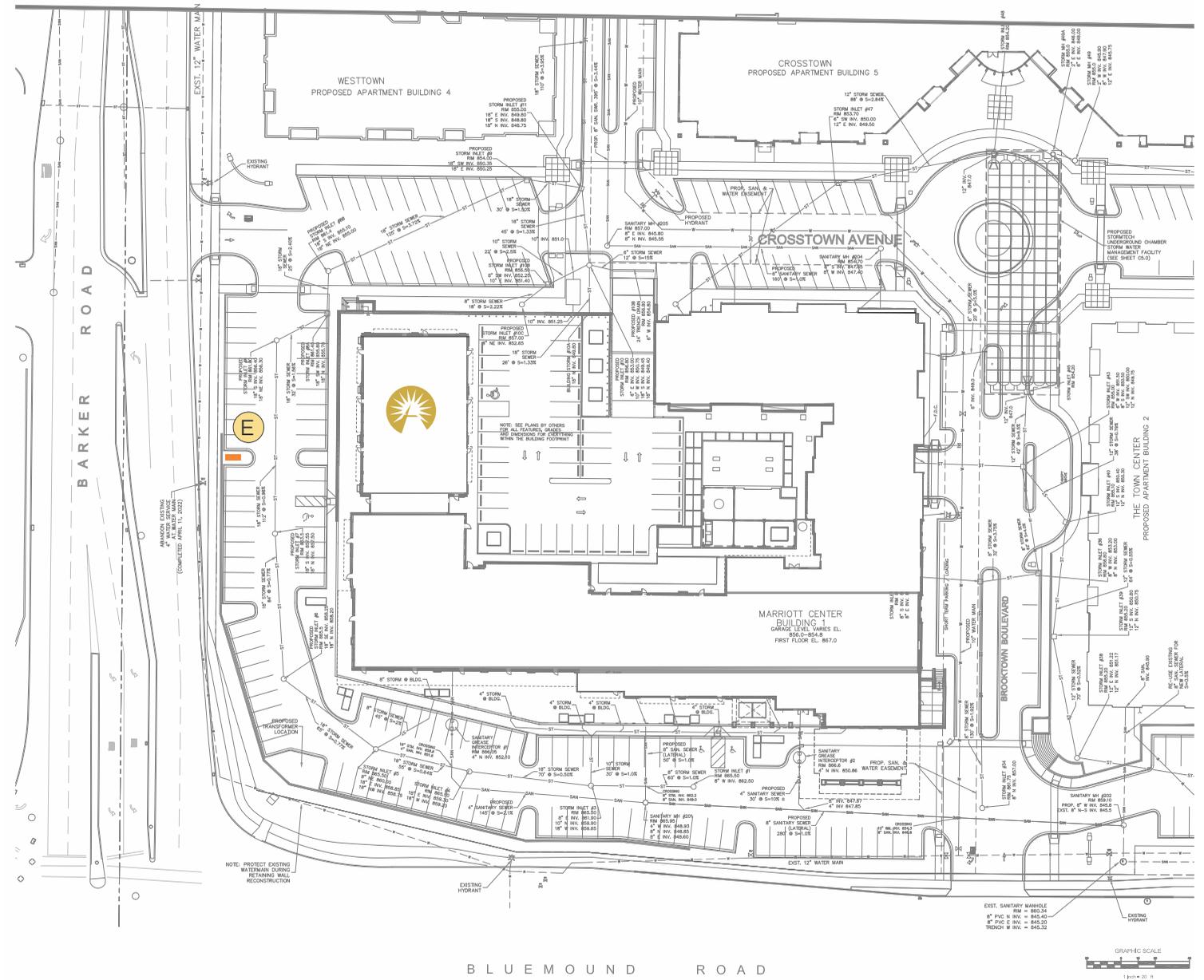


Custom Monument

Utilized Square Footage: 15.11sq.ft.

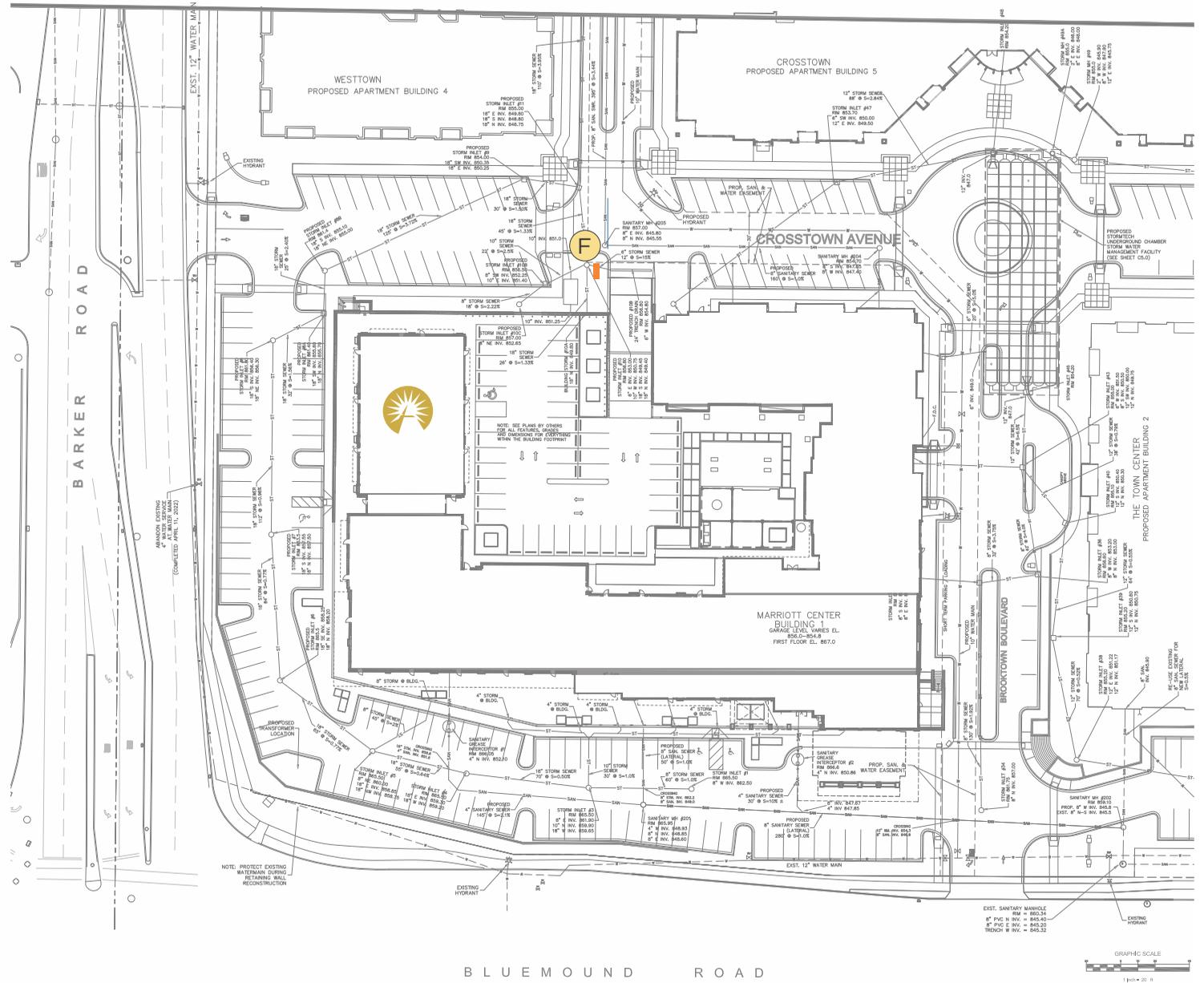


Monument visibility requirements

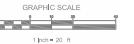




**Parking Lot Directional**  
Utilized Square Footage: 14 sq.ft.



BLUEMOUND ROAD



E

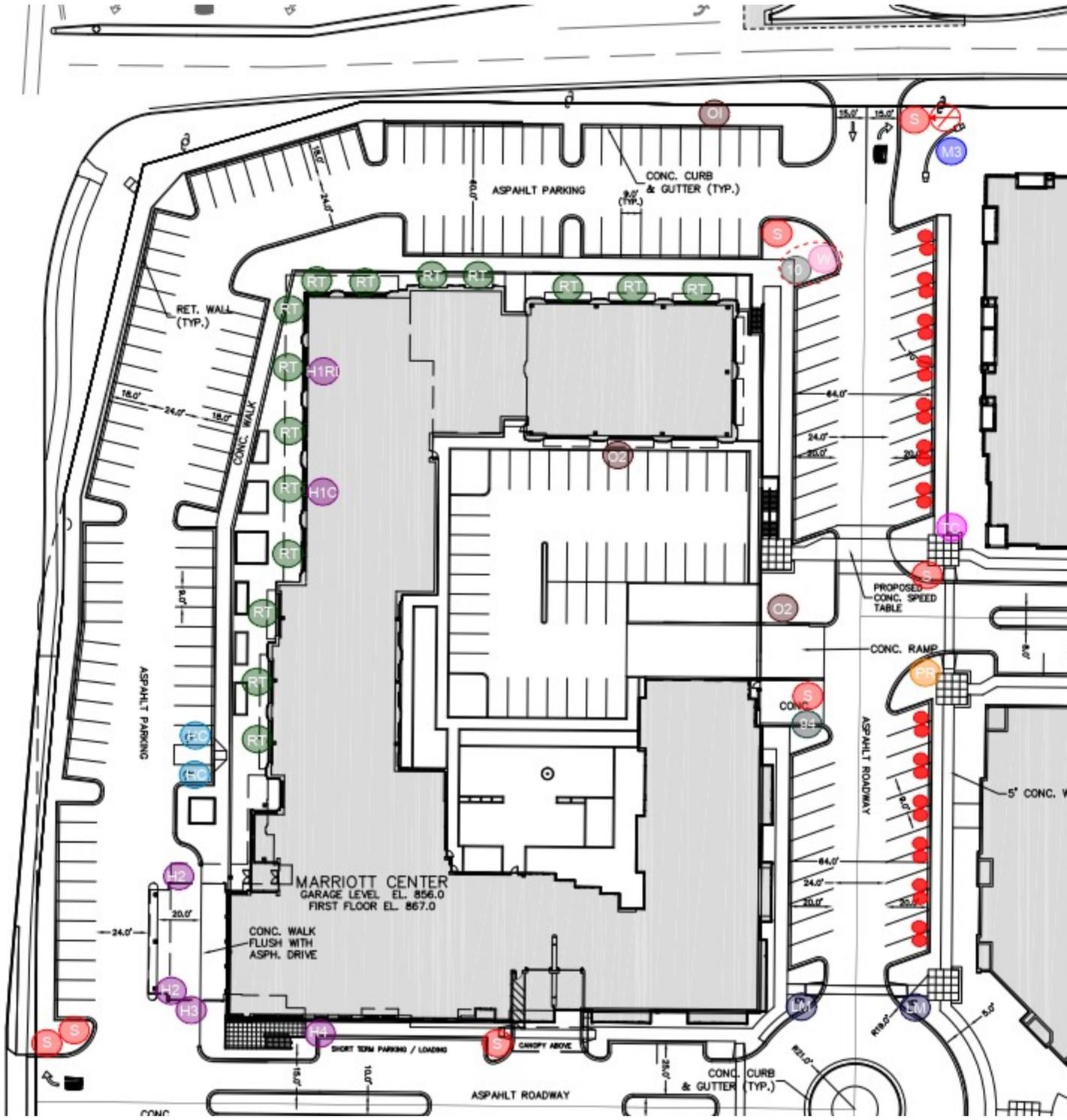


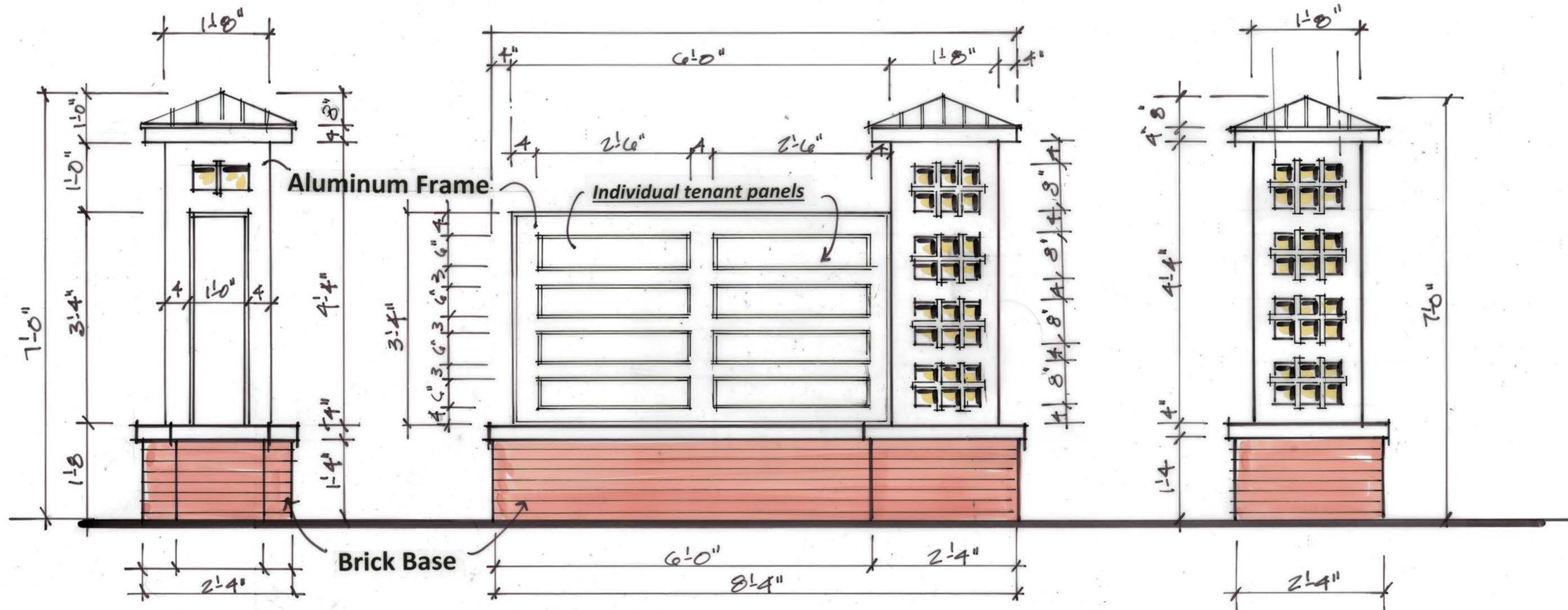
**Custom Monument**  
Night Time Illumination

F

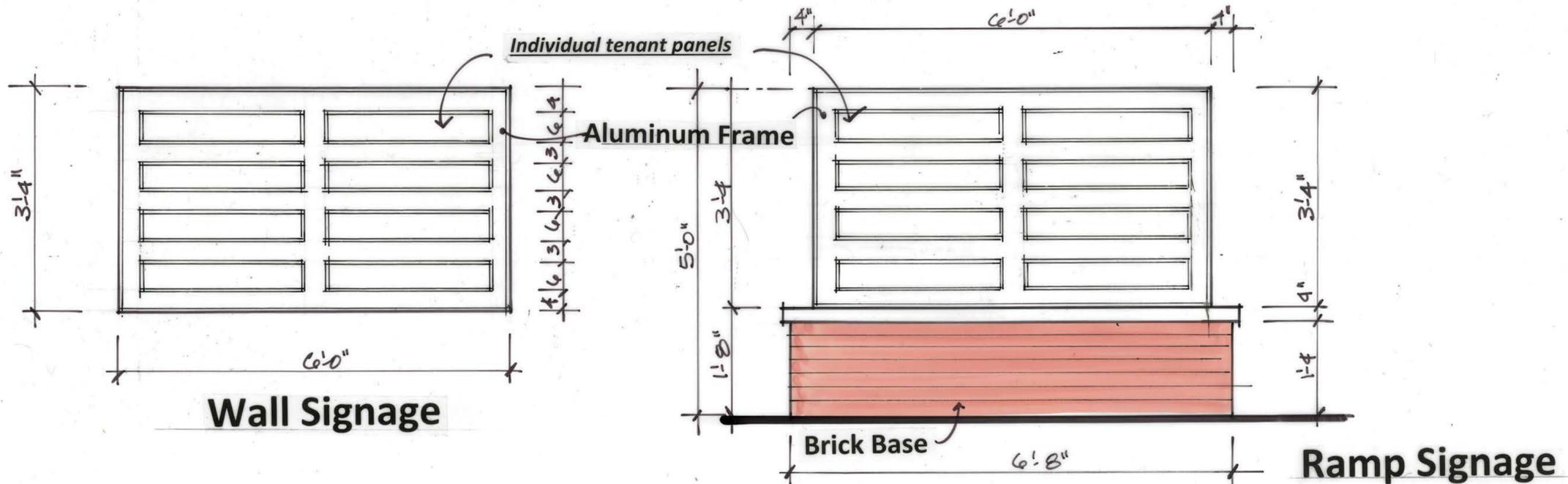


**Parking Lot Directional**  
Night Time Illumination





**Barker Road Office signage**



**Office Signage**

3/4" = 1'-0"



RT