

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, October 8, 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. September 10, 2025 Meeting Minutes
- 5) Old Business:
 - a. None.
- 6) New Business:
 - a. Review and possible action on a replacement wall sign and monument sign for "Shoe Station at Rogan's" at 19770 W Bluemound Road, Marielena Torres, Lemberg Electric (applicant), Boschi Investments (owner).
 - b. Review and possible action on a modification to the existing pylon sign at 19601 W. Bluemound Road. Chad Schultz, Innovative Signs (applicant), 19601 Bluemound LLC (Barbara Dugan) (owner).
 - c. Review and possible action on a new tenant panel on a pylon sign for Inner Haven Wellness at 19601 W. Bluemound Road. Chad Schultz, Innovative Signs (applicant), 19601 Bluemound LLC (owner).
- 7) Communication and Announcements.
- 8) Adjourn.

Posted this 2nd day of October, 2025

*Rebekah Leto
Town Planner*

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
SEPTEMBER 10, 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 Supervisors John Charlier and Steve Kohlmann; and Committee members, Richard Diercksmeier, Alan Lee, and Matt Paris; and Town Planner Rebekah Leto.

2) MEETING NOTICES

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

3) APPROVAL OF AGENDA

Motion by Mr. Charlier to approve the agenda as presented.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Chairman Pearson called out to change the motion on item 6)b. to state the motion passed 3-2, rather than 3-2-1.

Motion by Mr. Kohlmann to approve the minutes of the August 13, 2025 minutes with the identified change.

Seconded by Mr. Charlier.

Motion carried unanimously.

5) NEW BUSINESS

- a. Review and possible action on a replacement monument sign, window sign at 20900 Swenson Dr., Suite 900, Barry-Wehmiller (tenant) Lori Dominiak, Fast Signs (applicant), Decade Company Income Properties (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. The applicant stated it was a double-sided sign.

Motion by Mr. Charlier to approve a replacement monument sign at 20900 Swenson Dr., Suite 900 for Barry-Wehmiller, as presented.

Seconded by Mr. Paris.

Further Discussion:

None.

Motion carried unanimously.

Motion by Mr. Charlier to approve the window signage at 20900 Swenson Dr., Suite 900 for Barry-Wehmiller, as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.
None.

Motion carried unanimously.

- b. Review and possible action on two wall signs at 17780 W. Bluemound Road, Potbelly (tenant), Elevate Sign Group Ltd (applicant), TFW Group LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Mr. Charlier stated the proposed sign would fill the space better since it is larger on the south side.

Motion by Mr. Kohlmann to recommend approval of two wall signs for Potbelly, located at 17780 W. Bluemound Road as presented.

Seconded by Mr. Paris.

Further Discussion:
None.

Motion passed unanimously.

- c. Review and possible action on a replacement pylon sign at 20700 Swenson Drive, Sign Effectz (applicant), JTM MKE LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. The Committee commented that they liked having the tenant names on the sign, the color scheme and thought it was an overall improvement from the existing sign. Mr. Paris questioned the height of the sign. Planner Leto explained the height requirements identified in the Ordinance and how it was configured using a geometric shape between the road elevation and the building elevation. The building is so tall; it was not likely to exceed any height requirement. Mr. Kohlmann noted that it was not out of place with the scale of the building.

Motion by Mr. Charlier to approve a replacement pylon sign at 20700 Swenson Drive as presented.

Seconded by Mr. Kohlmann.

Further Discussion:
None.

Motion carried unanimously.

6) Old Business:

- a. Review and possible action on a final site plan review for KHS Group at 880 Bahcall Court. Erik Madisen, Madisen Maher Architects, (applicant), KHS USA Inc. (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Chairman Pearson asked if there was a photometric plan. Leto confirmed and showed it on the screen. Mr. Charlier asked if the proposed fence was going to replace the chain link fence around the property. The owner stated he they submitted pictures showing how nature has overtaken the chain link fence and would prefer to leave it that way as to not disrupt the screening. The Committee agreed that made sense.

Motion by Mr. Paris to recommend approval of a final site plan for KHS Group, located at 880 Bahcall Court as presented.

Seconded by Mr. Lee.

Motion carried unanimously.

- b. Review and possible action on final site plan review for MLG Capital at 19000 W. Bluemound Road. Eric Nesseth, Stephen Perry Smith Architects (applicant), 19000 HQ LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Leto confirmed the town Engineer saw no issues with the lighting plan.

Motion by Mr. Kohlmann to recommend approval of a final site plan for MLG Capital at 19000 W. Bluemound Road as presented.

Seconded by Mr. Charlier.

Further discussion:
None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS

None.

8) ADJOURN

Motion by Mr. Charlier to adjourn at 6:29 pm.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner



TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: October 8, 2025

RE: Shoe Station at Rogan's request for a replacement wall sign and changing the face of the monument sign at 19770 W. Bluemound Road.

APPLICANT: Lemberg Electric

OWNER: Boschi Investments

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

Rogan's Shoes integrated with the Shoe Station banner in 2024 and is therefore requesting updated signage. The business is located on a standalone parcel with a single tenant. Existing signage includes a monument sign near W. Bluemound Road and a wall sign on the front (south) of the building over the entrance. The proposed signage includes changing the face of the existing monument sign and installing new letterset on the building over the entrance. The monument sign has a red background with white translucent vinyl letters and will be internally illuminated. The wall sign uses face-lit, white acrylic channel letters on raceway.

The existing and proposed signage square footage is as follows:

	Wall Sign	Monument Sign
Existing	33.2 sq. ft.	15.7 sq. ft.
Proposed	94.8 sq. ft.	15.7 sq. ft.
Max. Permitted	96 sq. ft.	70 sq. ft. / side

The proposed signage complies with the code.

Recommendation:

At the discretion of the ARC.

Stratus

onestratus.com
888.503.1569

LOCATION NUMBER:

6052

SITE ADDRESS:

19800 W BLUEMOUND RD
BROOKFIELD, WI 53045

[View in Google Maps](#)

SIGN CODE:

0.8 square feet of signage for each linear foot of building frontage, with a maximum area for any one sign not to exceed 100 square feet.

LANDLORD APPROVAL

NAME

SIGNATURE

DATE

SHOE STATION

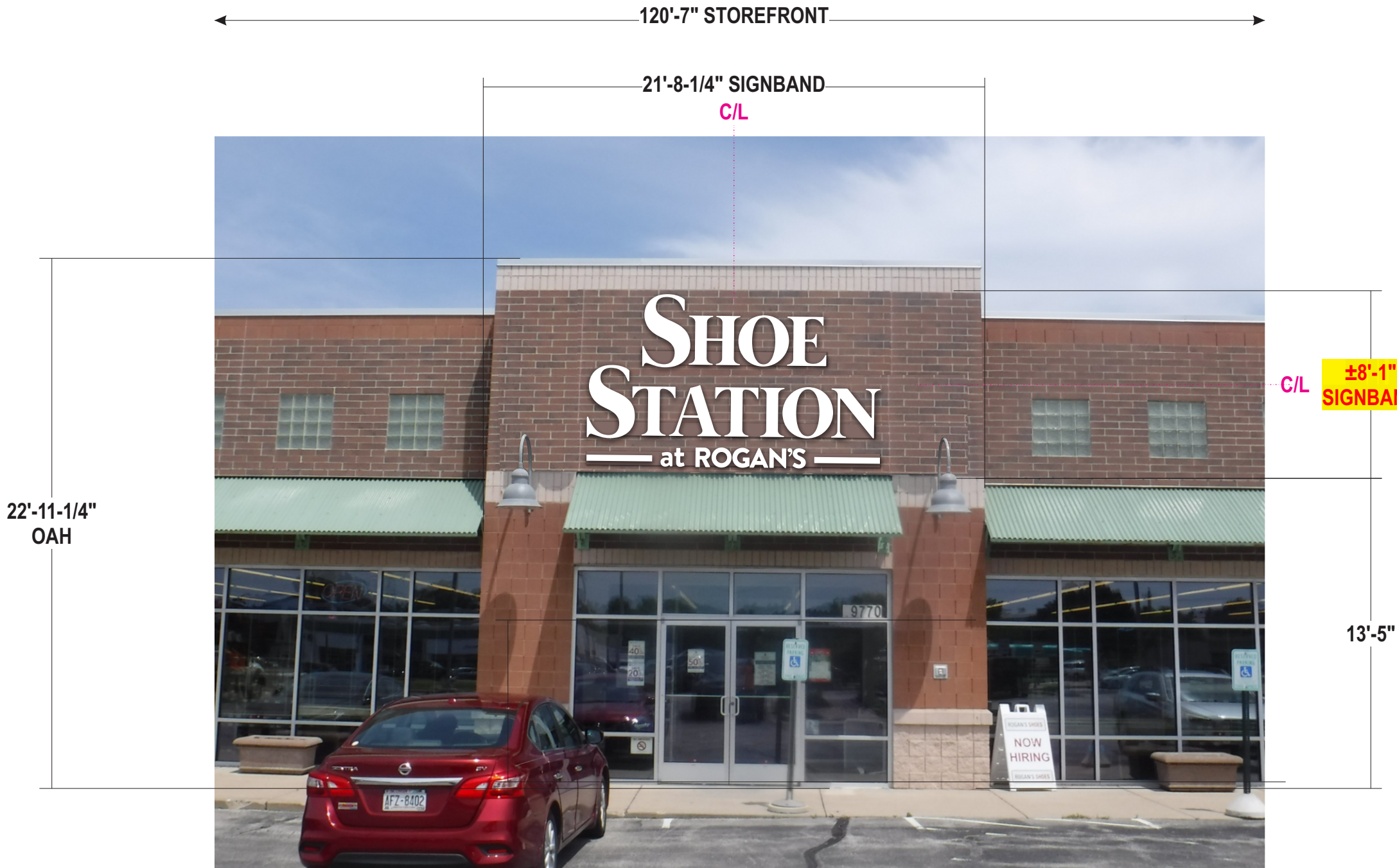
E01

PROPOSED STOREFRONT ELEVATION

Scale:3/16"=1'-0"



Existing ±1'-9-1/4" x 18'-9" sign to be removed
& replaced with new sign;
wall to be patch & repaired as required



ALLOWABLE SIGN SF:	96
EXISTING SIGN SF:	33.2
PROPOSED SIGN SF:	94.8

Stratus

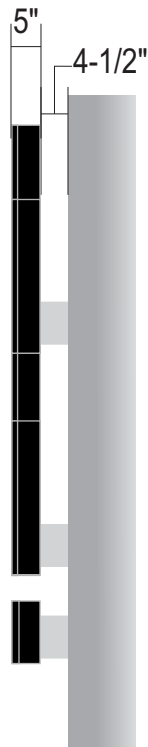
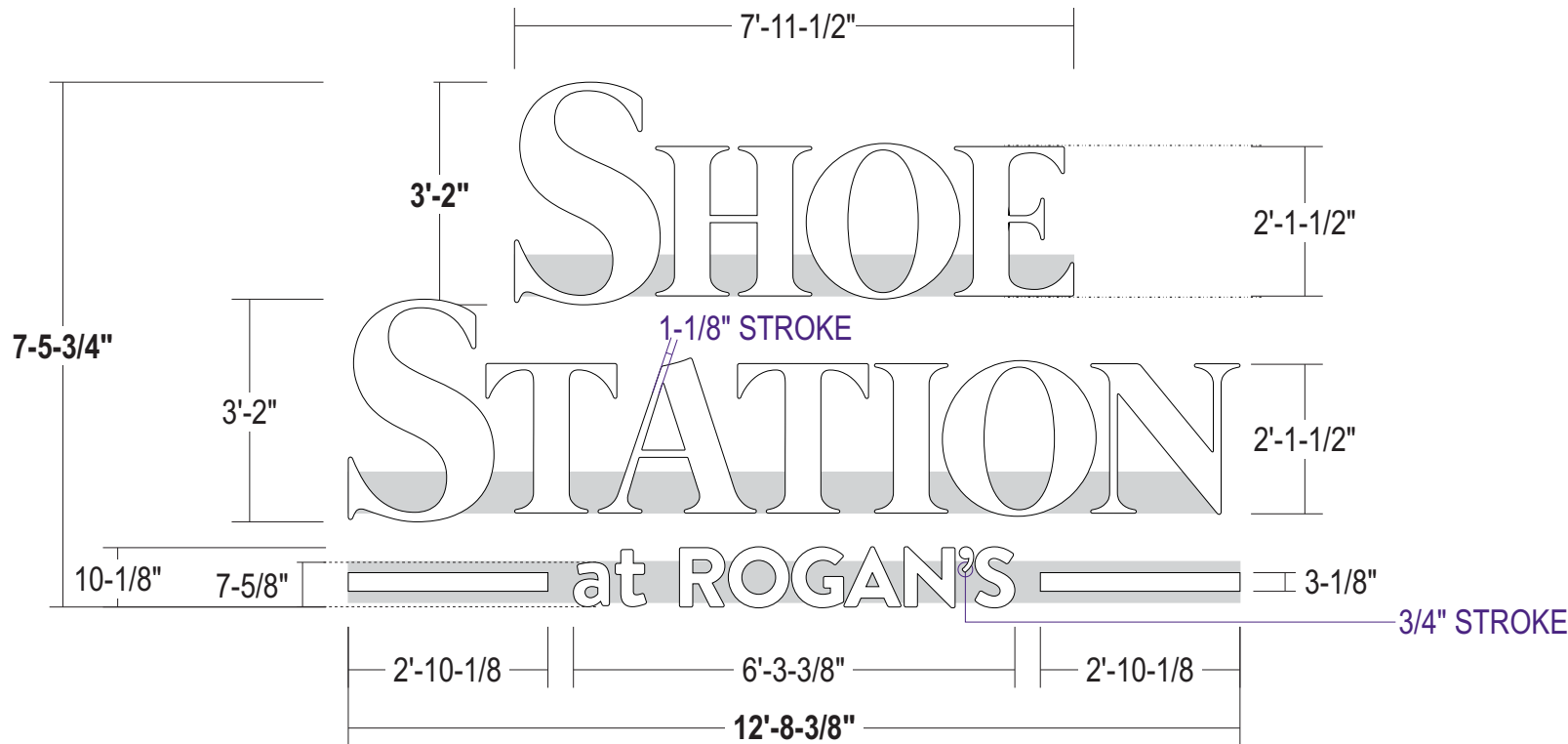
onestratus.com

8959 Tyler Boulevard
Mentor, Ohio 44060
888.503.1569

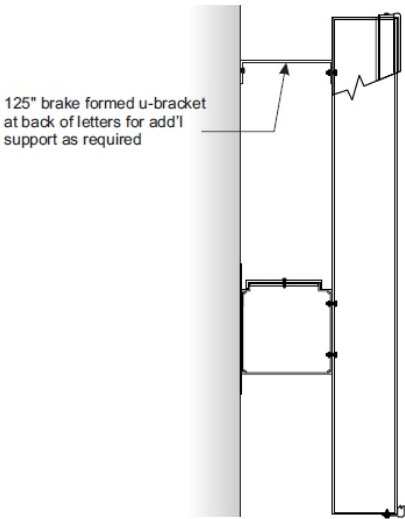
CLIENT: SHOE STATION	ORDER NUMBER: 1242597	PROJECT NUMBER: 85072
ADDRESS: 19800 W BLUEMOUND RD BROOKFIELD, WI 53045	SITE NUMBER: 6052	PROJECT MANAGER: KRISTIN MCCROAN
PAGE NO.: 2	ELECTRONIC FILE NAME: G:\ACCOUNTS\ISHOE CARNIVAL\SHOE STATION\2025\WI\6052_Brookfield R1	

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	542959	07/21/25 Z-SA					
Rev 1	544469	07/28/25 Z-RE	Updated artwork				

PRINTS ARE THE EXCLUSIVE PROPERTY OF STRATUS. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF STRATUS.



- FACES: 3/16" #7328 white acrylic faces
- TRIMCAP: SHOE STATION, Rogan's & Lines: 1" standard black jewelite trimcap
at: 1" standard black jewelite trimcap
- RETURNS: 5" deep .040 aluminum returns pre-finished black
- BACKS: .063 aluminum backs - insides painted white
- ILLUM.: White (or equivalant) LEDs as required by manufacturer;
Power supplies housed within raceway
- RACEWAY: 7" x 4-1/2" deep Eastern metal cxtuded low profile aluminum
raceway or approved equivalent to house all electrical components;
Painted to match signband - ADDITIONAL BRACING MAY BE REQUIRED
FROM LETTER BACK TO RACEWAY FOR INCREASED SUPPORT
- WALL MAT.: Signband wall material is Brick
- INSTALL: Raceway to be thru bolted flush to wall surface using all thread into approved blocking;
12" standard length of min. 3/8" threaded rod will be supplied unless otherwise noted
- QUANTITY: (1) ONE LETTERSET REQUIRED FOR FRONT ELEVATION



COLOR PALETTE

#7328 White Acrylic

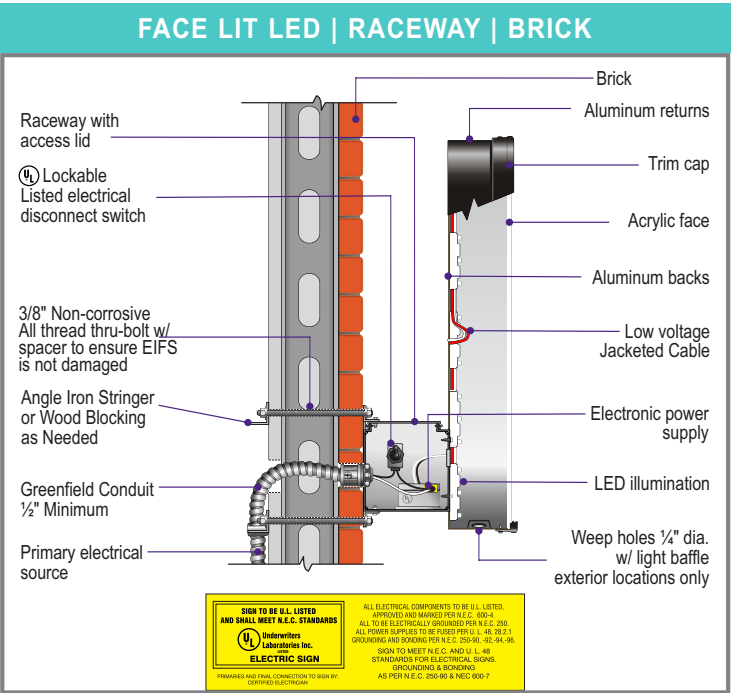
Jewelite Black
Pre-finished Black

RACEWAY:
SW 6088 Nuthatch

Paint finish to be satin unless otherwise specified

ALL SIGNS TO COMPLY WITH UL 48 AND WILL BE MARKED AS SUCH WITH APPROPRIATE LABORATORY LABELS.
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

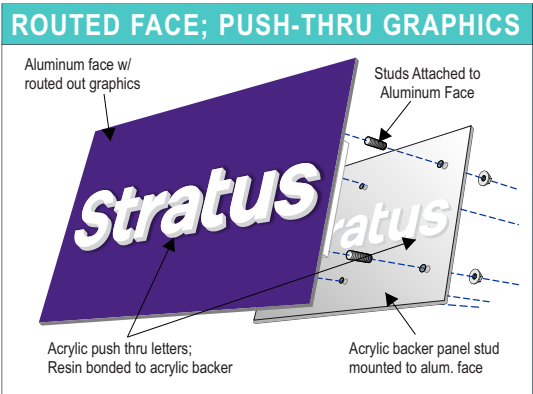
THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6(A) (1) OF THE NATIONAL ELECTRIC CODE.





Existing faces to be removed & replaced with new as shown

- CABINET:** Existing 1'-2" deep cabinet w/ 1-1/2" retainers
- FACES:** .125 aluminum faces with routed out graphics; Painted to match color shown
- GRAPHICS:** Routed from alum. face with 3/8" clear push thru acrylic graphics; Surface applied White trans. vinyls overlay & second surface diffuser
- ATTACH.:** To Be Verified
- QUANTITY:** (2) TWO FACES REQUIRED



SIMULATED NIGHT VIEW



PROPOSED SIGNAGE



COLOR PALETTE

- PMS 1797 Red
3M 3630-33 Red
- 3M 3630-20 White vinyl
- White
3M 3635-70
White Diffuser 60%

Paint finish to be satin unless otherwise specified

Stratus

onestratus.com

8959 Tyler Boulevard
Mentor, Ohio 44060

888.503.1569

CLIENT:

SHOE STATION

ADDRESS:

19800 W BLUEMOUND RD
BROOKFIELD, WI 53045

PAGE NO.:

4

ORDER NUMBER:

1242597

SITE NUMBER:

6052

ELECTRONIC FILE NAME:

G:\ACCOUNTS\ISHOE CARNIVAL\SHOE STATION\2025\WI\6052_Brookfield R1

PROJECT NUMBER:

85072

PROJECT MANAGER:

KRISTIN MCCROAN

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	542959	07/21/25 Z-SA					
Rev 1	544469	07/28/25 Z-RE					



TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: October 8, 2025

RE: 19601 Bluemound LLC's request for a modification to the existing pylon sign at 19601 W. Bluemound Road.

APPLICANT: Innovative Signs

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

The subject property contains a multi-tenant commercial building. Currently, the building has a bank as its anchor tenant (cibm Bank) and Little Steps Pediatric Therapy. One additional medical type use is pending occupancy.

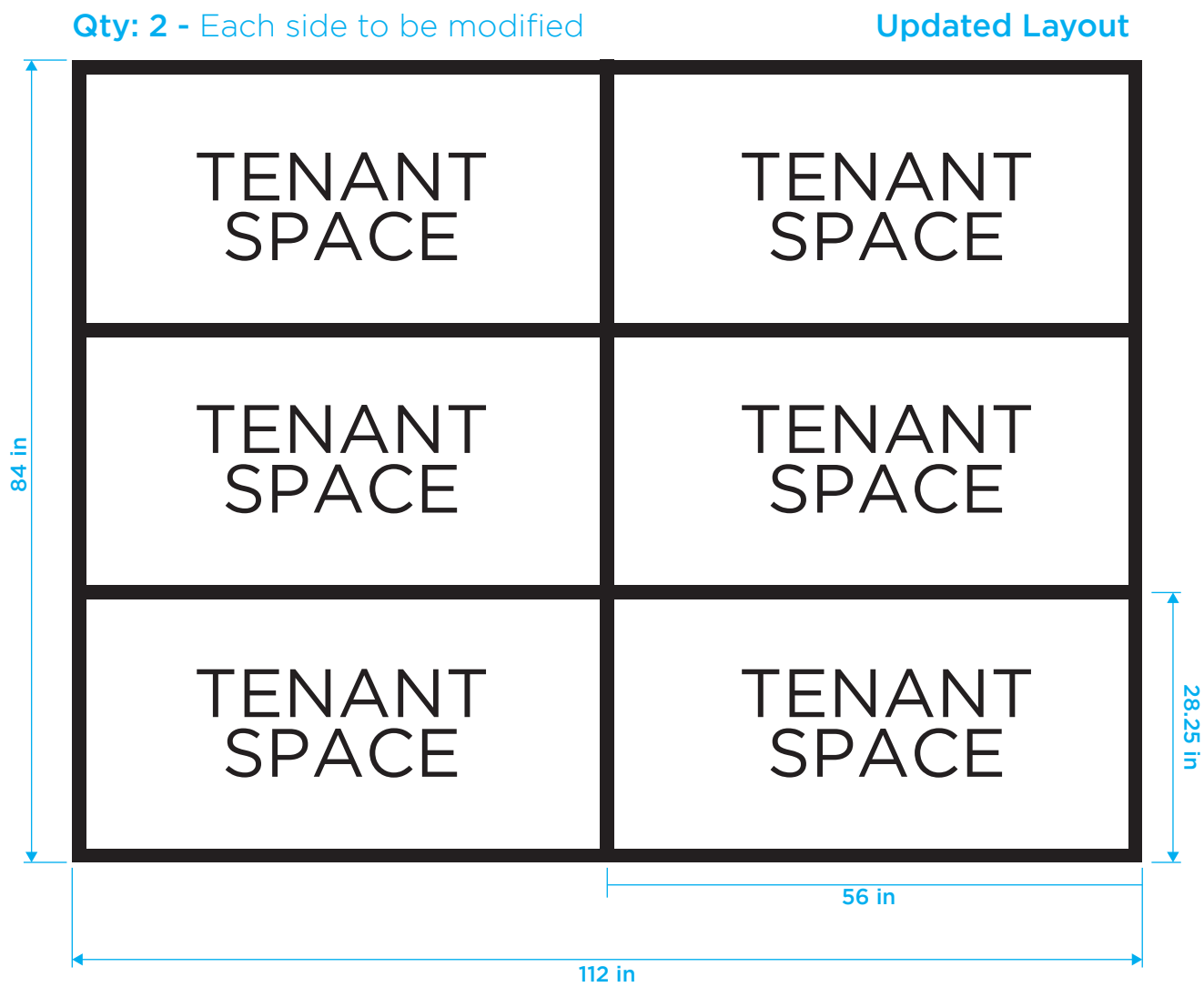
The face of the building as viewed from W. Bluemound Road includes two wall signs. There is also an existing double-sided pylon sign that is located approximately 52 ft. from the north property line and approximately 100 ft. from the paved portion of Bluemound Road. The pylon sign has three cabinet spaces. Currently, the bank and pediatric therapy office utilize the smaller bottom cabinets and are both internally illuminated. The large cabinet space is being utilized for real estate advertising and is approximately 65 sq. ft. (7 ft. tall x 9.3 ft. wide).

The applicant is proposing to modify the large cabinet space for additional tenant signs. The sign would divide the large cabinet into six tenant spaces, each space approximately 11 sq. ft. The entire pylon sign would have eight tenant spaces. The owner indicated this would help reduce the number of wall sign requests.

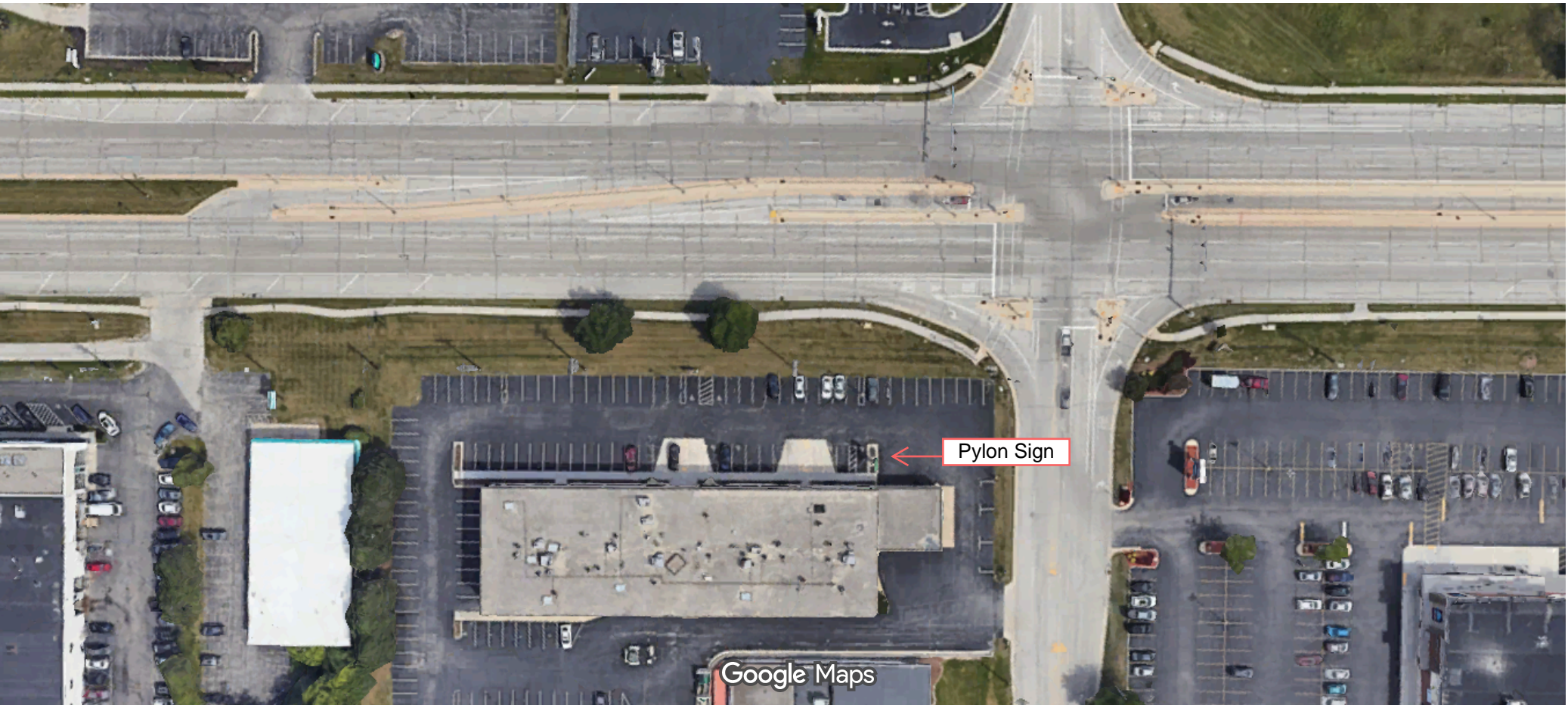
The large cabinet would be internally illuminated. The applicant has indicated that each panel would have a block-out vinyl that would not allow light to pass through. There would be no words on the panels if there were a vacancy; the space would appear black.

Recommendation:

At the discretion of the ARC.



Customer	
19601 Bluemound LLC	
Date	Project Manager
08/21/2025	Chad S.
Order #	Designer
ISI - 15813	Brian H.
Materials & Specifics	
Update to Existing Monument	
- Adding:	
(1) Vertical Divider Per side	
(2) Horizontal Divider bar's per side	
(6) 7328 White acrylic faces per side	
Colors	
<div>Black</div> <div>7328 White acrylic</div>	
Revisions	
<div><input type="checkbox"/> Revision 1:</div> <div><input type="checkbox"/> Revision 2:</div> <div><input type="checkbox"/> Revision 3:</div> <div><input type="checkbox"/> Revision 4:</div>	





TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: October 8, 2025

RE: Inner Haven Wellness request for a new sign within a proposed divided frame on an existing pylon sign (pending approval) at 19601 W. Bluemound Road.

APPLICANT: Innovative Signs

OWNER: 19601 Bluemound LLC

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

The subject property contains a multi-tenant commercial building. The proposed use is a nutrition and dietary therapy office specializing in eating disorder treatment. The request is contingent upon the Architectural Review Committee's approval of requested changes to the existing pylon sign at 19601 W. Bluemound Road.

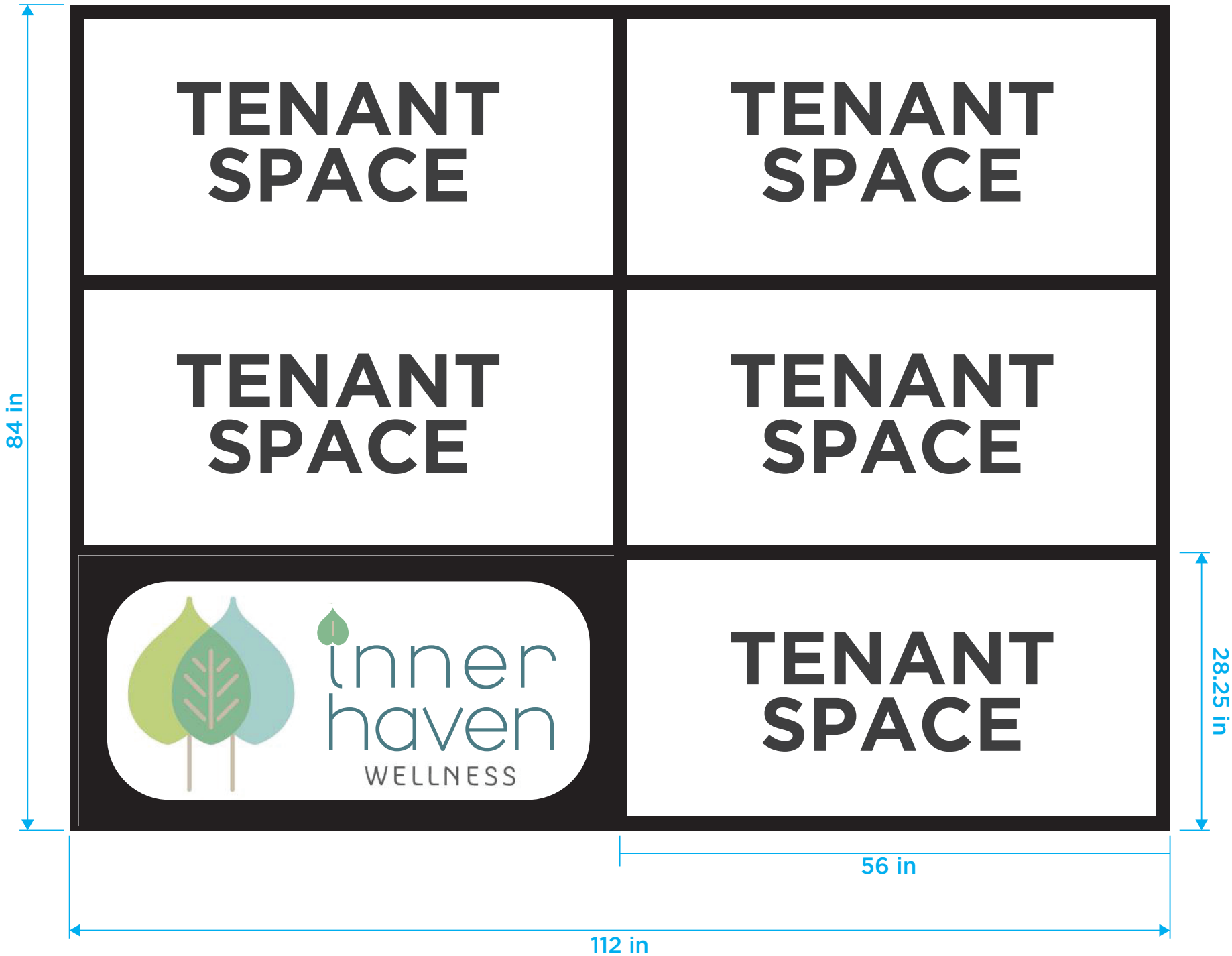
The proposed tenant sign is approximately 11 sq. ft. of the 65 sq. ft. upper cabinet on the existing pylon sign. The sign will be internally illuminated. The font of the tenant's logo is so thin that the letters themselves would not be visible if illuminated. Therefore, the proposal is to encapsulate the logo in a translucent bubble, with a block-out vinyl surround. No wall signage is proposed with this request.

Recommendation:

At the discretion of the ARC.

Qty: 2 - Each side to be modified

Updated Layout



Customer	
19601 Bluemound LLC	
Date	Project Manager
9/16/2025	Chad S.
Order #	Designer
ISI - 15884	Ashlee K.
Materials & Specifics	
Update to Existing Monument	
- Adding:	
(1) Vertical Divider Per side painted black	
(2) Horizontal Divider bar's per side painted black	
(6) 7328 White acrylic faces per side with 3M Blockout Vinyl	
- Translucent Digital Print logos with lamination	
Colors	
■ 3M Blockout vinyl	
□ 7328 White acrylic	
■ Full Color CMYK	
Revisions	
<input type="checkbox"/> Revision 1:	
<input type="checkbox"/> Revision 2:	
<input type="checkbox"/> Revision 3:	
<input type="checkbox"/> Revision 4:	



