

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
JANUARY 14, 2026

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, Steve Kohlmann; and Committee members Alan Lee and Matt Paris; and Town Planner Rebekah Leto. Richard Diercksmeier was excused.

2) MEETING NOTICES

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

3) APPROVAL OF AGENDA

Planner Leto noted that the applicant for item 6c Poplar Creek Town Center Master Sign Program asked to be removed from the agenda.

Motion by Mr. Lee to approve the agenda, with item 6c removed as requested.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Mr. Kohlmann to approve the minutes of the December 10, 2025 minutes as presented.

Seconded by Mr. Charlier.

Motion carried unanimously.

5) OLD BUSINESS

None.

6) NEW BUSINESS

- a. Review and possible action on a new wall and tenant panel on an existing multi-tenant monument sign at 18900 W. Bluemound Road. Richard Bennett Tailors (tenant), Bauer Sign and Lighting (applicant), LMR II Galleria West LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Leto discussed how the proposed cabinet is the same size as the existing black grid and the purpose is to hide the grid. The proposed sign size, as measured by the code, is more than twice what is permitted by the Code. Planner Leto noted that the proposed illuminated letters meet the maximum size requirements. Leto shows the Google Street View from 2018 that shows a prior tenant's sign that had both a wall sign over the large triangle over the main entrance and a sign on the grid. The applicant stated that the landlord is not willing to remove the grid from the building. The LEDs are only under the white letters. The reason for the black cabinet is so that it is aesthetically pleasing. They looked at doing aluminum panels but it was not a clean look. Mr. Kohlmann pointed out that the reason for the grid is because there are two peaks and a business wanted to put a sign up in between the peaks and that was the option and questioned why the tenant would not want a bigger sign over the large peak than utilizing the grid. The applicant responded that the tenant did not want

channel letters on a raceway and wanted a clean look with the cabinet. Mr. Lee stated that the proposal was not symmetrical, which did not seem visually pleasing. The applicant again noted that the tenant wanted it on a cabinet over the grid and not on the wall over the big triangle. He also noted that he was not aware of which entrance the tenant planned to use. Mr. Paris discussed how the sign itself was not an issue but the location. He pointed out that if this sign were approved as presented and the vacant space next door put a sign up over their entrance, there would no longer be symmetry along the building façade. Mr. Paris expressed his opinion was for it to be on the triangle (wall). Chairman Pearson, Mr. Lee and Mr. Kohlmann concurred.

Motion by Mr. Paris to deny a new wall sign for Richard Bennett Tailors, located at 18900 W. Bluemound Road as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

Motion by Mr. Charlier to approve the tenant panel on an existing multi-tenant monument sign for Richard Bennett Tailors, located at 18900 W. Bluemound Road, as presented.

Seconded by Mr. Paris.

Further Discussion: None.

Motion carried unanimously.

b. Review and possible action on multiple signs for the Sand Trap at 17780 W. Bluemound Road, Suite 8, Jordan Jackson (tenant/applicant), TFW Group LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Planner Leto noted that the applicant submitted for a wall sign, a tenant panel on the monument sign near Bluemound Road and a tenant space on a monument sign on the north end of the property. The renderings for the monument sign on the north end of the property are for a future sign. Discussion between the applicant, Planner and the Committee about the future of this sign and the applicant's ability to place a sign on the existing sign should the property owner decide not to modify this sign, ensued.

Motion by Mr. Charlier to approve the wall sign and the tenant panel on the multi-tenant monument sign on W. Bluemound Road for The Sand Trap, located at 17780 W. Bluemound Road Suite 8, as presented.

Seconded by Mr. Paris.

Further Discussion:

Mr. Kohlmann asked Planner Leto if the sign parameters were met for the wall sign. Planner Leto stated that the wall sign met the code requirements.

Motion carried unanimously.

Motion by Mr. Charlier to allow red lettering stating "The Sand Trap" on the current monument sign, consistent with the existing tenant panels, located on the north side of the property, at 17780 W. Bluemound Road Suite 8, until a new monument sign is approved.

Further Discussion:

Mr. Kohlmann asked if they can be making a motion on this sign if this is not on the agenda. Planner Leto noted that the agenda stated “multiple signs” at this address and the committee can proceed.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

Planner Leto noted that the Master Sign Program for Poplar Creek was being revisited by the applicant and that Diesel Barbershop would be a part of that.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:38 pm.

Seconded by Mr. Charlier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner