TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
DECEMBER 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, 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

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

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Mr. Paris to approve the minutes of the November 12, 2025 minutes as presented.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

5) OLD BUSINESS
a. 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).

Planner Leto gave an overview of the revised proposal in accordance with the staff report.

Motion by Mr. Paris to approve the revised cabinet sign on the existing pylon located at 19601 W. Bluemound Road, as proposed on the modified plans dated 11/18/2025, as presented.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion carried unanimously.

6) NEW BUSINESS

a. Review and possible action on a new wall sign for Vivo Infusions (tenant) at 18900 W. Bluemound Road. Grant Signs (applicant), Last Mile Investments (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. The applicant said they may be working with the property owner to also put a sign on the multi-tenant monument sign in the future.

Motion by Mr. Kohlmann to approve a new wall sign for Vivo Infusions at 18900 W. Bluemound Road as presented on plans dated 10/3/2025.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

b. Review and possible action on Oscar's Frozen Custard for new wall signs, architectural details, and site signage at 21165 Hwy 18 (E. Moreland Blvd). Innovative Signs and The Howard Company (applicants), Jim Taylor (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Both building signs and site signage are included with the proposal. The building signs included two walls signs and three ice cream cones. The Committee confirmed that the ice cream cones were considered architectural details without the "Oscars" name and did not need to conform to the square footage requirements. The committee stated that the cones appeared to be the appropriate size. Planner Leto described how the wall signs and cones were to be illuminated and that they met the code requirements.

Motion by Mr. Charlier to approve two (2) wall signs and three (3) ice cream cones on the building as shown on the plans dated 11/18/2025 at 21165 Hwy 18.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

Planner Leto discussed the site signage being proposed. Most of the signs pertain to the drive-thru and traffic safety. Part of the sign package included an "enter" and "exit" wayfinding sign. The "Enter" wayfinding sign also included a digital changeable copy sign to display the Flavor of the Day. An additional changeable copy sign on the south elevation displaying the Flavor of the Day was also proposed. Planner Leto described how the Enter sign would be consider a second freestanding and a second changeable copy sign, of which the Code only allows one. Planner Leto relayed a discussion with the Town Attorney, who advised the Committee that approving a second freestanding sign such as this could set a precedent for other double frontage lots. The applicant (Susie Taylor) noted how they are unique in that they are on two busy roads and discussed how the Flavor of the Day is what makes you come back later. She discussed how drivers on Swenson could not see the freestanding sign on Moreland Blvd. Ms. Taylor also relayed how the entrance sign was the most important sign and they would remove the request for the digital wall sign. Planner Leto pointed out that the digital wall sign did not conform to the Code requirements for many reasons as outlined in the report and her report recommended denial of said sign. Planner Leto also discussed how the proposed location of the Enter sign did not meet the required setback and offset and was located within the watermain easement. Leto also noted that she did not believe the ARC had the authority to grant a waiver from the locational requirements of the ordinance and that a variance would be required. Mr. Paris stated how he did not like the digital wall sign on the building, but he did not have an issue with the Enter digital sign, so long as it did not change more than every 24 hours and the background of the signs were not white. He understood the argument of being on two busy streets and needing the visibility. Mr. Kohlmann indicated that the advice of the Attorney was to deny the second freestanding sign so as to not set precedent and he agreed that approving this sign might do that. Mr. Lee did not think it would set a precedent and agreed the two highly travelled roads may require two signs. Mr. Paris also indicated that he was more accepting of the Enter sign because of its small size.

Motion by Mr. Lee to approve the site signage and freestanding "Enter" sign with a digital changeable copy at 21165 Hwy 18, subject to the following conditions and for the following reasons:

The second freestanding changeable copy sign on Swenson Drive is reasonable due to the double frontage on the property and the fact that drivers cannot see the existing changeable copy sign on Moreland Blvd that displays the Flavor of the Day. In addition, the size of the sign is small and the Flavor of the Day will remain static.

Conditions:

1. *The sign shall meet a 5 ft. setback from the road right of way and a 5 ft. offset from the property line. A revised site plans showing the location meets these requirements and Condition No. 2 below shall be provided.*
2. *The Sanitary District Superintendent shall review and approve the final location of the sign to ensure it does not impact the water main. Documentation shall be provided by the petitioner that indicates the Sanitary District has approved the sign location.*
3. *A Conditional Use Permit shall be obtained by the Town Board and a variance granted by the Board of Appeals, if required, prior to the issuance of a sign permit.*
4. *The cabinet color on both the "Enter" and the "Flavor of the Day" shall be off-white or opaque or any color other than white.*
5. *The sign shall remain static and shall not blink or flash.*
6. *The sign shall be no larger than what was presented on the plans* (2.5' wide x 3.33' tall).

Seconded by Mr. Paris.

Further Discussion: Mr. Kohlmann relayed he was concerned that anyone on a busy street could ask for a second sign and felt this was setting precedent. Planner Leto stated for the record that the petitioner withdrew the digital wall sign on the south elevation from the proposal.

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

7) COMMUNICATION AND ANNOUNCEMENTS:

Supervisor Kohlmann noted to Planner Leto that the dumpster enclosure at Shake Shack is failing and thanked the Committee and Planner for their hard work this year.

8) ADJOURN

Motion by Mr. Charlier to adjourn at 6:44 pm.

Seconded by Mr. Lee.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner