

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
FEBRUARY 11, 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 absent.

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. Kohlmann to approve the minutes of the January 14, 2026 minutes as presented.

Seconded by Mr. Lee.

Motion carried unanimously.

5) OLD BUSINESS

- a. Review and possible action on a new wall 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 revised proposal in accordance with the staff report, explaining the change to the smaller cabinet centered over the grid. A waiver is still required for 2 sq. ft. over the allotted amount.

Motion by Mr. Lee to approve a new wall sign for Richard Bennett Tailors, located at 18900 W. Bluemound Road as presented, on plans with a revision date of 1/26/2026, including a waiver from the maximum sign size allowed.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

6) NEW BUSINESS

- a. Review and possible action on two replacement monument signs for the office building, including new tenant panels, at 20800 Swenson Drive. Sign Effectz Inc. (applicant); JTM MKE LLC (owner).

Planner Leto noted for the record that a revised agenda was posted with the correct address of this correction 20800 Swenson, rather than the 20700 that was noted in the staff report. Planner Leto gave an overview of the proposal in accordance with the staff report, noting that two waivers were required. One for two freestanding signs on a single parcel, which is the current existing condition, and one for no address numerals on the monument sign. Planner Leto's recommendation was to require the address numerals on the south sign in accordance with Code. Mr. Paris noted that the address was clearly on the face of the building and the proposed sign was near the entry of the building. Other Committee members agreed.

Motion by Mr. Paris moved to approve two replacement monument signs for the office building located at 20800 Swenson Drive, including waivers for number of freestanding signs on a single parcel and the requirement to include address numerals on signs, on plans dated 7/21/2025.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion carried unanimously.

- b. Review and possible action on a replacement wall sign at 17800 W. Bluemound Road, Unit E for Hot Yoga Milwaukee (tenant); Innovative Signs (applicant); TFW Group LLC (owner).**

Planner Leto gave an overview of the proposal in accordance with the staff report, noting that this was a replacement wall sign.

Motion by Mr. Kohlmann to approve the wall sign for Hot Yoga Milwaukee, located at 17800 W. Bluemound Road as presented.

Seconded by Mr. Paris.

Further Discussion: None.

Motion carried unanimously.

- c. Review and possible action on a wall sign and tenant panel at 18000 W. Bluemound Road, Suite J for Pet Care Essentials Plus (tenant; Biha Abdallah (applicant); Harvard Square Baseline, LLC (owner).**

Planner Leto gave an overview of the proposal in accordance with the staff report. There was no further discussion.

Motion by Mr. Paris to approve the wall sign and tenant panel for Pet Care Essentials Plus, located at 18000 W. Bluemound Road Suite J as presented on plans dated 12/16/2025.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

- d. Review and possible action on directional signage at 19050 W. Bluemound Road for Mister Car Wash (tenant); Midwest Sign & Lighting, Inc. (applicant); CWP West LLC (owner).**

Planner Leto gave an overview of the proposal in accordance with the staff report. General discussion over what signs existed occurred. The applicant stated he thought the owners put up temporary signs to help with wayfinding until they could get final plans to the ARC.

Motion by Mr. Charlier to approve directional signage for Mister Car Wash, located at 19050 W. Bluemound Road as presented, on plans with a revision date of 12/5/2025.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

- e. Review and possible action on a request for Preliminary and Final approval for a proposed addition to Eble Ice Arena located at 19400 W. Bluemound Road. Briohn Building Corporation (applicant); Waukesha County (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. The applicant noted that they will have a fire exit door on the front façade that will be softened with landscaping. Mr. Kohlmann noted that landscaping review is in the prevue of this Committee. Planner Leto concurred and said the landscaping plan was being worked on at the time of submittal and the Committee could only grant Preliminary Approval if they would like to see the full picture. The applicant stated that the plan was complete and showed a copy of it from his phone. Mr. Paris noted that given the property was owned by Waukesha County, he trusted that they would make the landscaping look nice.

Motion by Mr. Paris to recommend Preliminary and Final Approval for a proposed addition to Eble Ice Arena, located at 19400 W. Bluemound Road as presented, with the Plan Commission approving the proposed landscaping.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion carried unanimously.

- f. Review and possible action on a Master Sign Program for Poplar Creek Town Center, located on the NE corner of Barker Road and W. Bluemound Road. David Wimmer and Mitch Wimmer (applicant); Poplar Creek Hospitality LLC and The Town Center at Poplar Creek LLC.

Planner Leto, the Committee and the applicants discussed the Master Sign Program (MSP) by building, as outlined in the staff report. The general comments of the office building included that Table 1C, which was for a maximum buildout of the building, would have too many signs (a maximum of nine wall signs). Mr. Paris noted he did not like that they were stacked vertically rather than horizontally across the building. David Wimmer noted that this is a company's chance to show their physical presence in a space and is important to the success of Poplar Creek Town Center. He also noted that the artist renderings submitted to the Town at the start of the development included signs in the locations being proposed. Nick Wimmer commented that the signs transition to the canopy as you go east to get more visibility as the grades change. The sign placement was intentional. The Committee noted that they were not looking at signage at that point. Chairman Pearson noted that typically MSP's are done by allowing 80% of the building's frontage to be the maximum square footage of signs across all units. The applicants responded they were looking for more consistency than that. Mr. Kohlmann noted that he understands companies want the advertising but for wayfinding, technology is used more than signs. Planner Leto noted that the Committee did not have to approve as presented and identified that the issue seemed to be when there was more than three tenants in the office building (600 N. Barker). A consensus was made where anything more than three tenants required that the applicant being forth a proposal to the Town of Brookfield for approval.

Motion by Mr. Charlier to approve the portion of the Master Sign Program for Poplar Creek Town Center as it relates to 600 N. Barker Road (Office Building), subject to Table 1C being removed and anything over three tenant signs proposed on the building requires approval from the Architectural Review Committee, and subject to Plan Commission and Town Board approval.

Seconded by Mr. Lee.

Further Discussion: none.

Motion carried unanimously.

Planner Leto, the Committee and applicants then discussed 20400 W. Bluemound Road (Retail Building). Mr. Paris asked if the applicants plan was anywhere close to meeting the 80% maximum sign size requirements. Planner Leto responded that that information was not given to her to evaluate. It was clarified that all signs were to be white, internally lit channel letters, however cabinet signs were permitted on a case-by-case basis with landlord approval. A specific provision is noted in Table 7A and 7B regarding cabinet sign requirements, limiting them to 50% of the overall sign size. Mr. Kohlmann asked if this was being used in practice at other locations. David Wimmer replied no, but they used The Corners as a guide. Mr. Charlier asked if logos could be used, in which David Wimmer referred to Page 1 and stated no. Substantial discussion around a new tenant, Diesel Barbershop, ensued, where at previous meeting the Committee tabled the proposed sign stating it was too big. It was determined that the sign, as proposed, would have been approved by the Landlord in compliance with the MPS. Nick Wimmer noted that these three suites (100-300) were the largest signs and the remaining signs were considerably smaller. He reminded the Committee the scale of this building and noted the proposed sign sizes are appropriate. Mr. Charlier noted that the signs on the renderings appear to be way too large for the building. Mitch Wimmer noted that the guidelines are actually smaller than what is being shown on the renderings. Planner Leto noted that the renderings are not a representation of the sign plan and had asked the applicant to remove it from the plan. However they felt the original renderings were important to keep in.

Motion by Mr. Paris to approve the portion of the Master Sign Program for Poplar Creek Town Center as it relates to 20400 W. Bluemound Road, the retail building connected to the Marriott Center, subject to Plan Commission and Town Board approval, with a specific note to the applicants to provide up to date renderings showing the sign plan in practice.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion carried unanimously.

Planner Leto, the Committee and applicants then discussed 20200 W. Bluemound Road (Retail Building under construction). Mr. Paris asked about the materials of the corner of the building. Nick Wimmer noted that all four corners are anchored by floor to ceiling windows, so that is why the signs are on the face of the canopy.

Motion by Mr. Paris to approve the portion of the Master Sign Program for Poplar Creek Town Center as it relates to 20200 W. Bluemound Road, the retail building under construction, subject to Plan Commission and Town Board approval.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

Planner Leto brought up the remaining details of the MPS that were not covered under each individual building. This includes general guidelines, window signage, permanent signage, lighting, installation, and more. Planner Leto noted that she would recommend the Committee allow temporary signage be approved by the developer, rather than each tenant getting a permit for a temporary sign from the town. Mr. Paris inquired about illuminated window signage. David Wimmer noted that it was not applicable.

Motion by Mr. Charlier to the remaining portions (items 1-9) of the Master Sign Program for Poplar Creek Town Center subject to Plan Commission and Town Board approval.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

Mr. Kohlmann asked the Committee if they would like to take into consideration LED holiday lights on residential homes. The Town does not have an ordinance regulating these types of lights currently. The concern was that the aggregate of lights on homes in a single neighborhood might make the town look more like Vegas than a quiet, Brookfield subdivision. The directive was for Planner Leto to speak to Attorney Van Kleunen about forming a committee to research this issue.

Chairman Pearson noted that Bullwinkles is no longer turning down their accent lights, as required.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 8:37 pm.

Seconded by Mr. Charlier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner