

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, March 13, 2024

Architectural Review Committee

6:00 p.m

AGENDA

- 1) Call to Order.
- 2) Meeting Notices.
- 3) Approval of Agenda.
- 4) Approval of Minutes.
 - a. February 14, 2024 Meeting Minutes
- 5) Old Business:
 - a. None.
- 6) New Business:
 - a. Scott Boese (Bauer Sign & Lighting), representing Strive Integrative Health, is requesting approval for a wall mounted sign, located at 19555 West Bluemound Road, Suite 14.
 - b. Max Grossman (Last Mile Investments), representing Galleria West, is requesting approval for permanent signage for a multi-tenant monument sign, located at 18900 West Bluemound Road.
 - c. J'Kayla Hodges (Sign Effectz), representing Residence Inn & Courtyard, is requesting approval for 9 permanent wall signs, located at 20300 West Bluemound Road.
- 7) Communication and Announcements.
- 8) Adjourn.

Posted this 7th day of March, 2024
Bryce Hembrook
Town Planner

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
FEBRUARY 14, 2024

The regular meeting of the Architectural Review Committee was held in the Erich Gnant 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: Acting Town Planners Brian Depies and Zach Hochevar, Town Supervisors Steve Kohlmann, and John Charlier; Committee members Richard Diercksmeier, and Matt Paris. Alan Lee absent and excused.

2) MEETING NOTICES.

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

3) APPROVAL OF AGENDA.

Motion by Kohlmann to approve the agenda. Seconded by Charlier.

Motion carried unanimously.

4) APPROVAL OF MINUTES.

Motion by Kohlmann to approve the minutes of the January 10, 2024 minutes as presented.

Seconded by Diercksmeier.

Motion carried with Charlier abstaining (not present at January meeting).

5) Old Business:

- a. None.

6) New Business:

- a. Aaron Penazek (Signs and Lines By Stretch) representing Glow Doctor, is requesting approval for a wall mounted sign located at 19035 West Bluemound Road, Suite 11.

Acting Planner Depies presented a rundown of the sign application, noting that the overall size does not meet the Town's code. Supervisor Kohlmann notes the sign is too big. Member Paris noted he would like a more detailed size clarification, since there appears to be a lot of "open space" around the lettering. Member Paris also notes the lettering appears "thin" and could be persuaded to approve the sign as is since it looks appropriate for the space. Member Diercksmeier agrees with member Paris. Supervisor Charlier says the "skinny" font makes it seem smaller than the overall size presented by acting planner Depies, that the sign looks decent, and likes it. Supervisor Kohlmann is convinced by the committee's discussion and agrees he like the sign as presented.

Motion by Paris to approve a wall mounted sign for Glow Doctor, located at 19035 West Bluemound Road, Suite 11.

Seconded by Charlier.

Motion carried unanimously.

- b. Raymond Mandarino (All Signs Skokie, Inc.) representing Hyderabad House, is requesting approval for a wall mounted sign and replacing a monument sign insert located at 19035 West Bluemound Road, Suite 13-15.

Acting Planner Depies presented a rundown of the sign application, noting that the overall size for the wall-mounted sign does not meet the Town's code and that the monument sign does meet the Town's code. Chairman Pearson asked how the sign's size was calculated and how much the size was over the Town's requirement. Acting Planner Hochevar answered that the size was calculated for the lettered area and logo area separately, and Acting Planner Depies answered the size was about 20 square feet larger than code allows. Chairman Pearson asked if a representative was present so they could speak about the logo's necessary in the sign. Taking it out could be a good compromise between the applicant and the committee. The owner of the restaurant was present and answered that logo is part of the restaurant chain's standard signage.

Member Diercksmeier notes he has no issue with the logo. Member Paris asked how the previous tenant's sign looked in the space compared to the proposed sign in relation to size. Member Diercksmeier returned to the logo question and noted it is important to the franchise, like the Golden Arches are to McDonald's. Supervisor Charlier notes the logo is on both the monument sign and the wall sign, and asks the committee if keeping it just on the monument sign would be a fair compromise. Supervisor Kohlmann is good with the wall sign as presented, noting the size is not out of place for the three suites in the building the restaurant will occupy. Member Paris brought up the additional roof above where the sign will be installed, and the committee discusses how this helps reduce how large the sign will "feel" above the space. Supervisor Kohlmann also points out what the space would look like if there were three individual tenants with their own signs and that would "feel" much larger than what the applicant is presenting. Chairman Pearson notes this sign would be proportionally consistent with other spaces of different size. Supervisor Kohlmann also notes the proposed sign is similar to, and even possibly slightly smaller than, the previous tenant's sign.

Motion by Kohlmann to approve a wall mounted sign for Hyderabad House, located at 19035 West Bluemound Road, Suite 13-15.

Seconded by Diercksmeier.

Motion carried unanimously.

Motion by Kohlmann to approve a monument sign insert replacement for Hyderabad House, located at 19035 West Bluemound Road, Suite 13-15.

Seconded by Paris.

Motion carried unanimously.

- c. Scott Kuehn (Optimum Signs), representing Grieve Law, is requesting approval to replace two existing monument signs located at 225 & 245 Regency Court.

Acting Planner Depies presented a rundown of the sign application, noting that the existing signs did not meet the Town's setback, background color, development name being on the sign, and letter height requirements. Chairman Pearson starts the discussion noting the abundance of existing signs in the area. Chairman Pearson also asks the sign representative to clarify if the sign is illuminated, which it is. He also notes he prefers the sign not have a white background. The sign representative notes the background is actually cream, and Chairman Pearson responds he doesn't like that background color either. Member Paris agrees he doesn't like the white/cream background but does like the look of the sign and would approve it with a different background color. Chairman Pearson discusses with the sign representative how the sign and panels/sign could be designed differently. Supervisor Kohlmann agreed with Member Paris that he liked the overall look of the sign and dislikes the white/cream color background. He also notes the new design is an improvement over the existing sign. The conversation finished as Member Paris worked on how to word the specific motion.

Motion by Matt Paris to conditionally approve the replacement of two existing monument signs for Grieve Law, located at 225 & 245 Regency Court, subject to a resubmittal of the sign renderings with a darker, specifically not white or cream, background color. The committee is allowing the Town Planner to approve the resubmittal without the committee's input, but the Planner may send the application back to the committee at his discretion.

Seconded by Diercksmeier.

Supervisor Charlier noted that the "darker" background color requirement is a good idea.

Motion carried unanimously.

- d. Ryan Janssen, representing Avery & Birch, for a recommendation for Final Approval of a new building consisting of a three-story salon suite facility, located at 21055 Crossroads Circle.

Acting Planner Depies presented a rundown of the site and architectural plans, including updates from the previous design. Member Paris asked if the updated engineering report was available at the time of the packet, Acting Planner Hochevar noted they were not. Member Paris also noted he liked the revised dumpster location away from the stormwater facility, allowing it to be a possible future amenity. Client representative Paul Jenswold had a copy of the engineering report and offered it to the committee for review. He also notes the report has no lighting comments. Supervisor Kohlmann and Member Diercksmeier note they don't like the architectural style. Supervisor Kohlmann also references Avery & Birch's Greenfield site, noting he feels it has more "character". Supervisor Kohlmann transitioned into future sign discussion, asking if the plan was for each tenant to have an exterior sign. Paul Jenswold responded that the only exterior signage would be for Avery & Birch, which they would apply for in the future. Tenant signage would be internal. Member Paris reiterated he doesn't like the architectural style as presented, but that he is only one voice in the community. Without a specific code, he does not want to deny a style that does fit in the Town, even though he doesn't like it. He also noted the Town doesn't have any one specific "style", that his opinion isn't necessarily wholly representative of the Town residents, and that this building style is a step up from the other existing buildings in the area. Member Paris transitioned into the engineering report's comments about parking, noting 89 spaces might be "tight" if the building is fully occupied. Paul Jenswold noted that if handicap parking stalls are counted in the total spaces, they meet the Town's code and asked for clarification. Acting Planner Depies noted he will look into it. Supervisor Charlier agreed with Member Paris' comments and asks if the site designer included turning exhibits. Paul Jenswold pointed to the turning exhibits they included in the submittal and noted they followed the WB-40 that the Fire Department representative asked for at the previous Planning Commission meeting. Acting Planner Depies followed up on the parking question and cited specific references to the Town's code.

Motion by Charlier to recommend Final Approval of a new building consisting of a three-story salon suite facility for Avery & Birch, located at 21055 Crossroads Circle.

Seconded by Diercksmeier.

Motion carried 4-1, with Kohlmann dissenting.

6) COMMUNICATION AND ANNOUNCEMENTS.

None.

7) ADJOURN.

Motion by Kohlmann to adjourn at 7:00 pm.

Seconded by Diercksmeier

Motion carried unanimously.

Respectfully submitted,
Zach Hochevar, Acting Town Planner



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TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Architectural Review Committee

FROM: Bryce Hembrook, AICP
Town Planner

REPORT DATE: March 7, 2024

ACC MEETING DATE: March 13, 2024

RE: ARC Staff Report – March Agenda Items

Strive Integrative Health – Sign Review

Applicant: Scott Boese (Bauer Sign & Lighting), representing Strive Integrative Health

Location: 19555 West Bluemound Road, Suite 14

Request: Approval of Permanent Signage

- Requesting to add an internally illuminated wall mounted white channel sign above their entrance.
- Proposed sign is approximately 23.98 square feet in size, which meets the 24 square feet allowed by the Town's code (occupant has 30 lineal feet of storefront). The Bluemound Plaza master sign plan also shows that this tenant space has 24 square feet of allowable signage.
- Proposed sign appears to meet all sign code requirements.
- Proposed sign appears proportional to existing adjacent signs.

Galleria West – Sign Review

Applicant: Max Grossman (Last Mile Investments), Representing Galleria West

Location: 18900 West Bluemound Road

Request: Approval of Permanent Signage

- The applicant received signage approval from the Committee on November 8, 2023 for a large multi-tenant monument sign and a freestanding directional sign.
- Originally, the large monument sign was proposed to be located to the southwest of the Galleria West arch sign between the access drive and the MLG Capital parking lot.
 - The approved sign was proposed to be 20' in height and 10' wide, and the Committee approved a height and sign display area exception for this sign.
 - Proposed sign showed 14 tenant spaces with several larger tenant panels towards the top.
 - This new proposed sign shows 19 tenant panel signs with smaller tenant panels.
 - The Town Board has expressed concerns with the number of proposed tenant panels and the small size of the panels.

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- One of the requirements for approval was that the sign will need to be located on the subject property and meet the 5' setback requirement, or receive a variance.
 - The Town of Brookfield is currently going through a right-of-way vacation process for a portion of the Bluemound Frontage Road and this vacation would result in Galleria West and Kopp's property gaining additional land and the new southern property line for Galleria West will be located to the south of the frontage road. This new property line will allow for a sign to meet the 5' setback to be met and be located on the subject property.
- There are some other changes to the sign such as the base, the address numerals, and the Galleria West panel.
- The other directional freestanding sign is not proposed to be changed at this time.
- If the Committee decides to recommend approval, staff recommends to approve with 14 tenant panels as originally approved.

Residence Inn & Courtyard– Sign Review

Applicant: J'Kayla Hodges (Sign Effectz), Representing Residence Inn & Courtyard

Location: 20300 West Bluemound Road

Request: Approval of Permanent Signage

- Proposing to add 9 wall signs to advertise the Residence Inn and Courtyard for the new development at the Poplar Creek Town Center.
- The Poplar Creek Town Center mixed-use development was reviewed and approved in early 2022. During this review process, the developer submitted a conceptual signage package that included proposed signage for the two proposed hotels.
 - All of the proposed signage for this request were included in the conceptual signage package.
- Four signs are proposed along the south elevation towards the top of the building, four signs are proposed on the west and east elevation above the guest loading/unloading entrance, and one sign is proposed on the east elevation above the guest parking garage doors.
- Proposed sign area:
 - Signs 1 & 3 – Residence Inn by Marriott – 46.75 sf
 - Signs 2 & 4 – Courtyard by Marriott – 57.85 sf
 - Signs 5 & 7 – Residence Inn by Marriott – 12.15 sf
 - Signs 6 & 8 – Courtyard by Marriott – 15.1 sf
 - Sign 9 – Hotel Guest Parking – 16.21 sf
- Proposed signs will be internally illuminated white channel letter signs.
- Staff recommends to approve these signs since they conform to the approved conceptual signage plan for the Poplar Creek Town Center development.



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File	Strive Integrative Health
Location	
Client	
Sales rep	Scott Boese
Date	cb 12/12/23
Revision	cb 12/13/23



****artwork is rough trace of jpeg;
actual measurements may
vary slightly****

☒ ART PROVIDED IS **NOT** PRODUCTION READY, CLIENT TO PROVIDE VECTOR ARTWORK
OR CAN BE CLOSELY RE-CREATED BY BAUER SIGN GRAPHIC ARTIST (MAY INCUR
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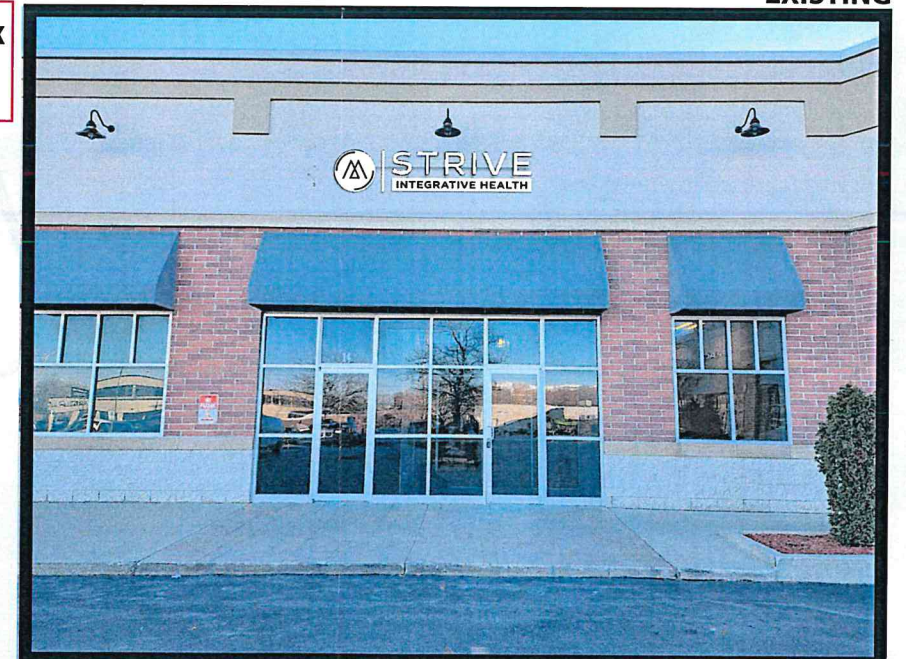
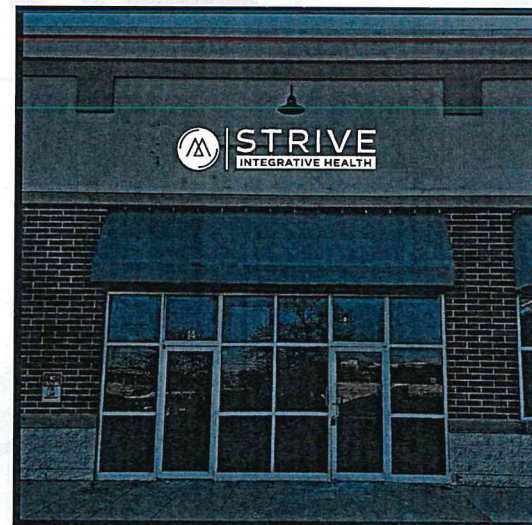
SPECIFICATIONS

**FABRICATE AND INSTALL ONE SET OF INTERNALLY ILLUMINATED,
RACEWAY MOUNTED CHANNEL LETTERS WITH MODULES.**

- **FACES** TO BE #7328 WHITE ACRYLIC, MODULES DECORATED WITH 3M BLACK VINYL OVERLAYS
- **RETURNS** TO BE .040 x 3" - BLACK
- **BACKS** TO BE .040 ALUMINUM
- **TRIMCAPS** TO BE 1" BLACK
- **ILLUMINATED** WITH WHITE LEDs
- **POWERED** WITH APPROPRIATE LOAD POWER SUPPLIES
- **RACEWAY** TO BE 5" x 3.5" EXTRUSION, PTM SW9109 NATURAL LINEN



EXISTING



PROPOSED

Printed artwork colors are not always representative of final product colors. Please refer to specifications for call out or salesman for samples.

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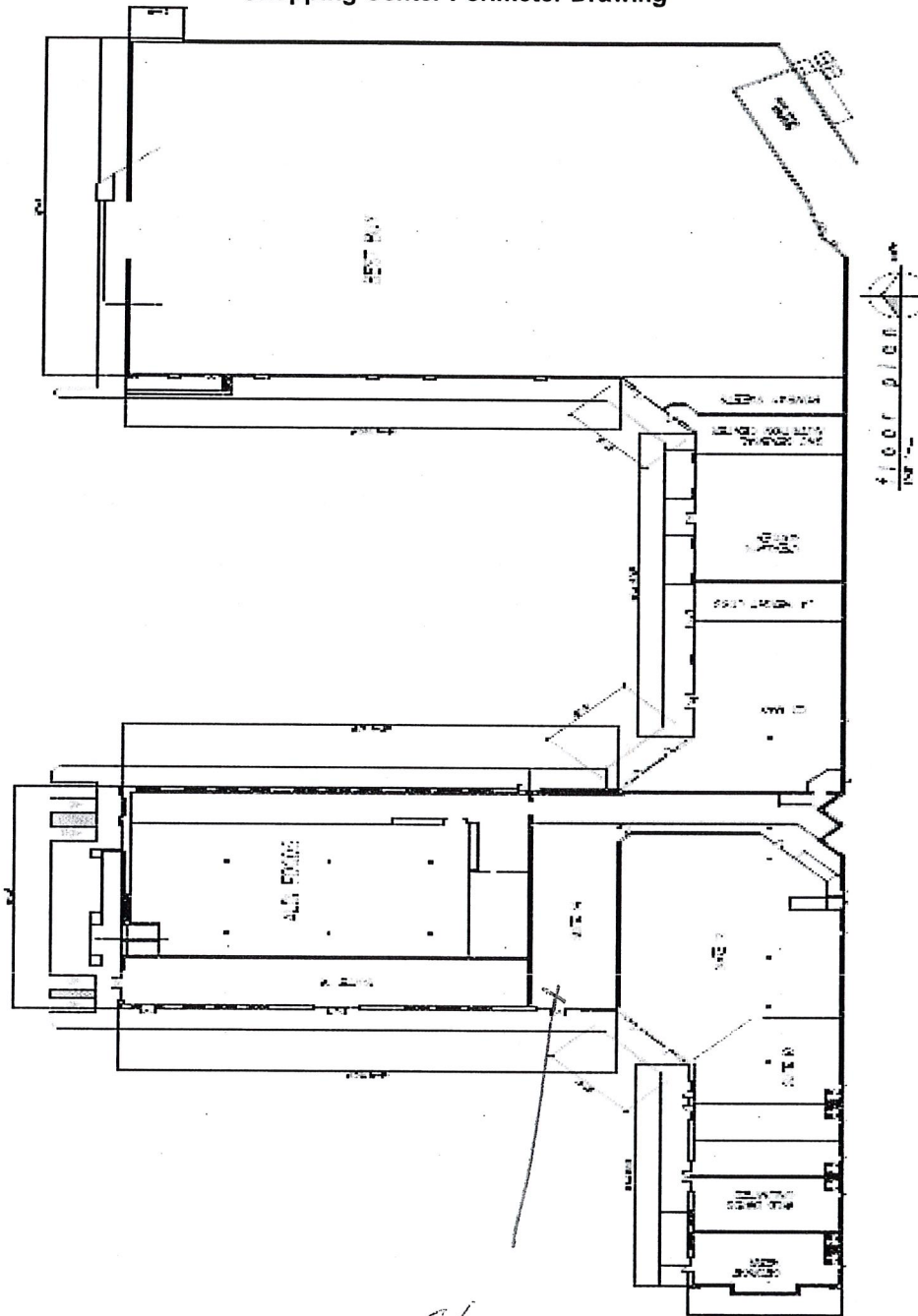
FINAL ELECTRICAL
CONNECTION IS CLIENT'S
RESPONSIBILITY

our products are certified by:
Underwriters Laboratories, Inc.

This sign shall be manufactured in accordance with
the Article 600 of the National Electrical Code and/or
the applicable local codes. This includes proper
grounding and bonding of the sign. Sign shall bear
correct UL Labels.

Scale: 1/2" - 1'

EXHIBIT "I"
Shopping Center Perimeter Drawing



*Strive
Integrative
Health
Suite 14*

EXHIBIT "J"
Building Exterior wall sign calculations & Tenant Summary

Building Perimeter Lineal Calculations (Tenant Storefronts)		
Building Elevation Directional Facing	Lineal Footage	Allowable wall sign area
North Bluemound Rd.	684	547
West Janacek Rd.	299	239
Sub-Total ft/2	983	786
East Inner (ALDI)	195	0
East Ally (Best Buy)	22	0
West Inner (Best Buy)	195	0
Sub-Total ft/2	412	0
Total ft/2 all Storefront	1395	786

Tenant Building Façade Wall Sign Calculations

Suite #	Tenant Name	Tenant Storefront Lineal Footage	Allowable Wall sign area ft/2	Existing Wall sign area ft/2	Actual/Proposed Wall sign area Dimension
4	George Webbs	95	76	60	4'x 15'
6	Wild Birds	30	24	42	3'x14'
8	Subway	20	16	30	2'x15'
12	Dollar Tree	60	48	40	2'x20'
14	Vacant	30	24	40	
16	Floor Tech	193	154	100	
					1.5'x20'
120	ALDI	94	75	53	3.5'x6.5'
22	CD MAX	122	98	90	6'x15'
30	Vacant	20	16	0	
	Stephan's				
32	Soccer	21	17	9	1.5'x6'
34	GNC	21.5	17	9	1.5'x6'
36	Star	21.5	17	14	1.5'x9'
					8'x15'
					4'x4'
50	Best Buy	187	150	176	2'x20'
Total ft/2		915	732	662	

Note: Vacant Suite but proposed.

Proposed Sign



Last Mile Investments - Galleria West Brookfield / Exterior Signage Concepts

18900 W Bluemound Rd, Brookfield, WI 53045

Drawing Package Title: Galleria West Signage Concepts 1 (8)

Date: 2-19-24



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Site Map



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Client: Last Mile Investments - Galleria West Brookfield

Location: 18900 W Bluemound Rd.

City: Brookfield, WI 53045

Sales Representative: Brian Pritzkow

Project Manager: TBD

Designer: Eric Bailey

Scale: NTS

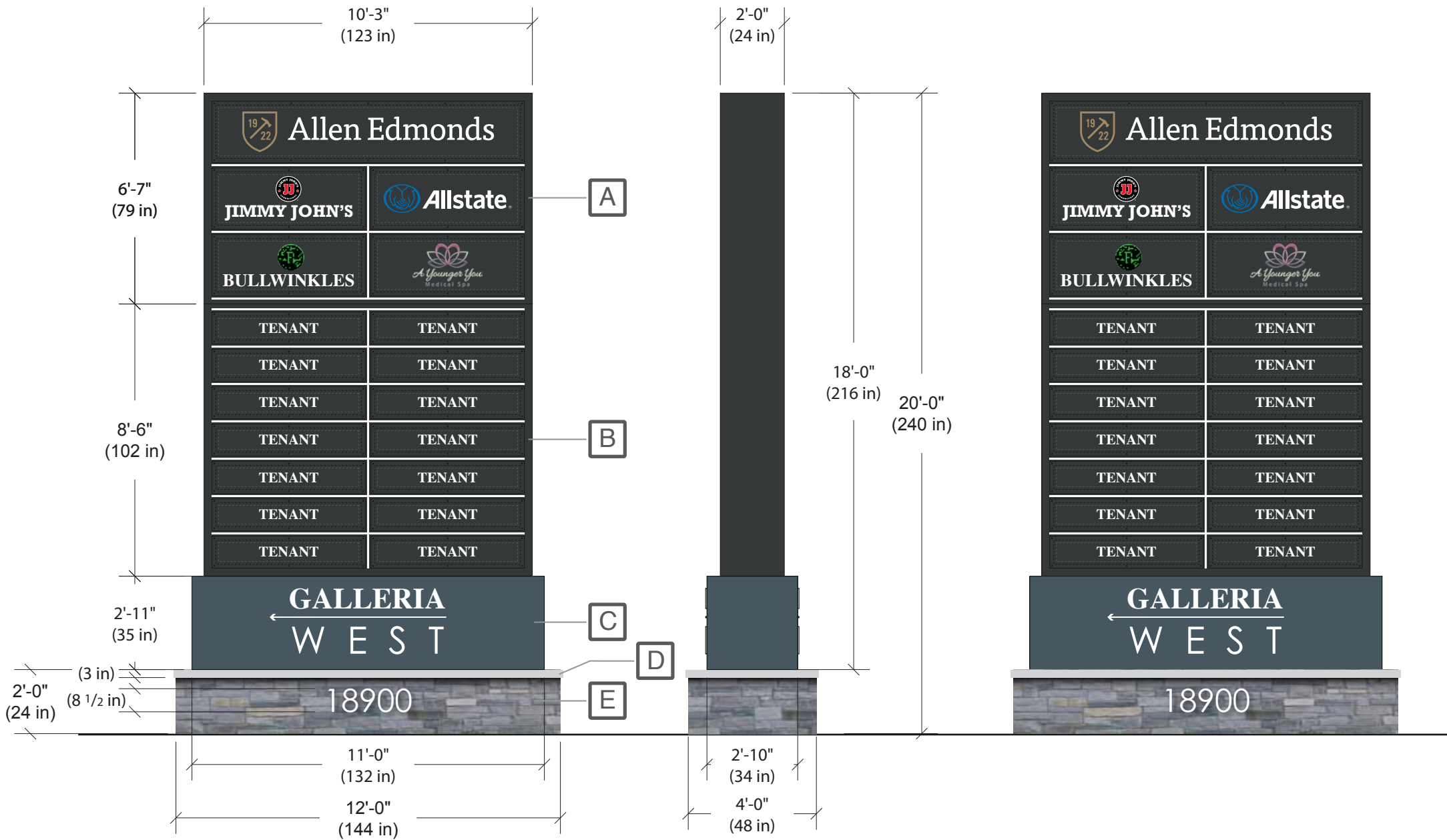
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GalleriaWest_MAP(1)_v02_r00_D

Date:
2-14-24

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CONCEPTUAL DRAWING

Sign A Pylon Sign Specifications

One (1) Pylon Sign / Double Sided / Illuminated

(A) Main Tenant Sign Cabinet:
24” deep fabricated aluminum sign cabinet with routed 1/8” aluminum tenant panels, backed with white polycarbonate. Internal white LED illumination (standard white). Photocell for Automatic On & Off Lighting Control.

Tenant Panels: Countersunk fasteners of face.

Divider Lines: First surface vinyl graphics on body of sign cabinet, non-illuminated.

Note: Fabricate with Separate Cabinets to be Future Ready for EMC Unit to Replace Main Tenant Cabinet.

(B) Secondary Tenant Sign Cabinet:
24” deep fabricated aluminum sign cabinet with routed 1/8” aluminum tenant panels, backed with white polycarbonate. Internal white LED illumination (standard white). Photocell for Automatic On & Off Lighting Control.

Tenant Panels: Countersunk fasteners of face.

Divider Lines: First surface vinyl graphics on body of sign cabinet, non-illuminated.

(C) Title Cabinet:
34” deep fabricated aluminum sign cabinet with routed 1/8” aluminum face and 1” thick clear acrylic push trough lettering and arrows (pushes through face approximately 3/4”). Internal white LED illumination (standard white).

(D) Cap:
Fabricated aluminum cap for Masonry Base. Painted finish TBD.

(E) Masonry Base
Halqist: Manchester - Blend (matched to existing). Inside to be filled solid with grout to the top.

(F) Footing & Post:
Post: 8” x 8” x 1/4” wall, square steel center post. Sign to saddle mount center post / *FABRICATE WITH 8.5” SADDLE.*

Footing: 12’-6”W x 6’H x 4’-6”D concrete footing with rebar (see Foundation Details Sheet).

Colors
TBD



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Client: Last Mile Investments - Galleria West Brookfield

Location: 18900 W Bluemound Rd.

City: Brookfield, WI 53045

Sales Representative: Brian Pritzkow

Project Manager: TBD

Designer: Eric Bailey

Scale: 1/4”=1’

Paper Size: 11x17

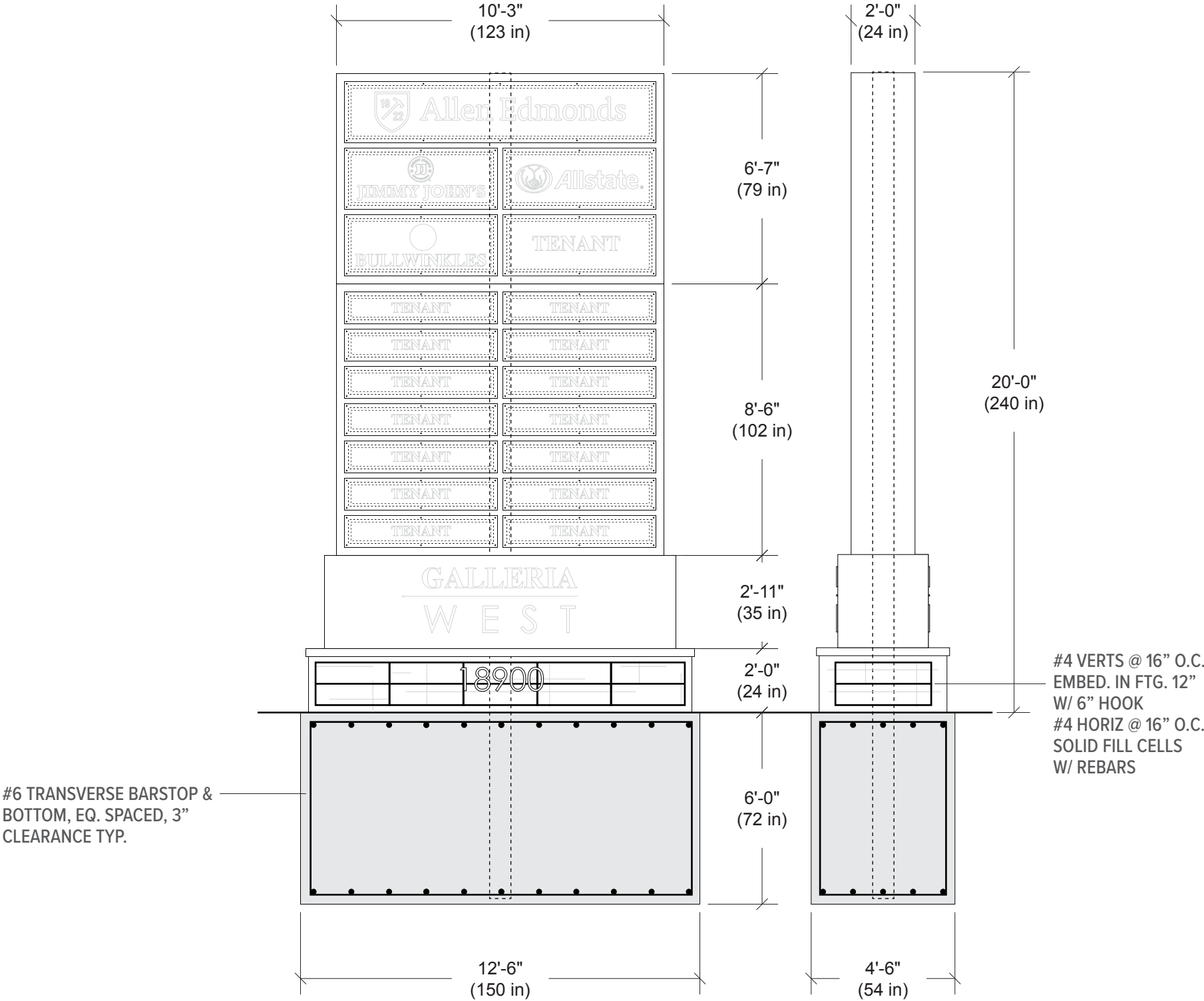
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GalleriaWest_PYL_v01_r01_D

Date:
2-19-24

Sign A Pylon Sign Foundation Details

Footing & Post:
Post: 8" x 8" x 1/4" wall, square steel center post. Sign to saddle mount center post / *FABRICATE WITH 8.5" SADDLE.*
Footing: 12'-6"W x 6'H x 4'-6"D concrete footing with rebar.



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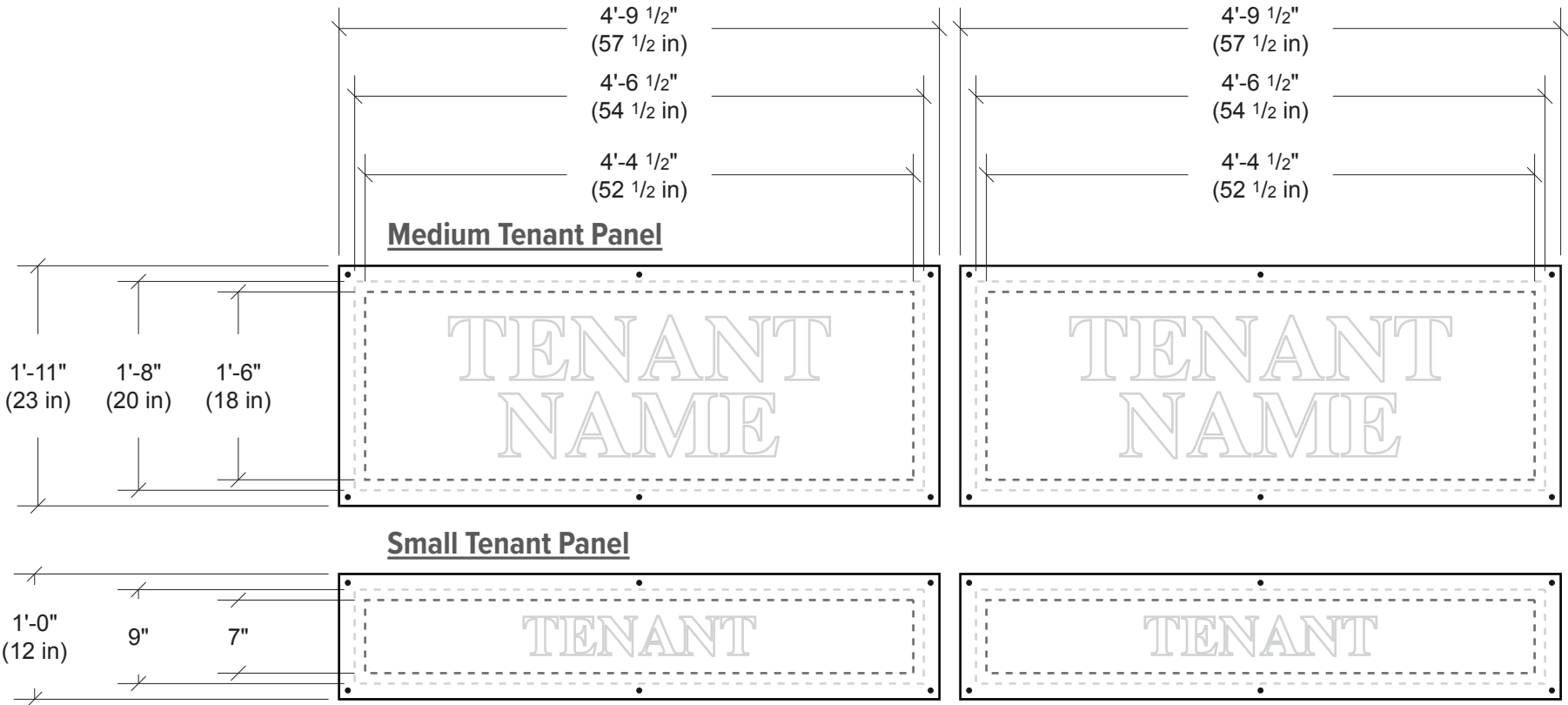
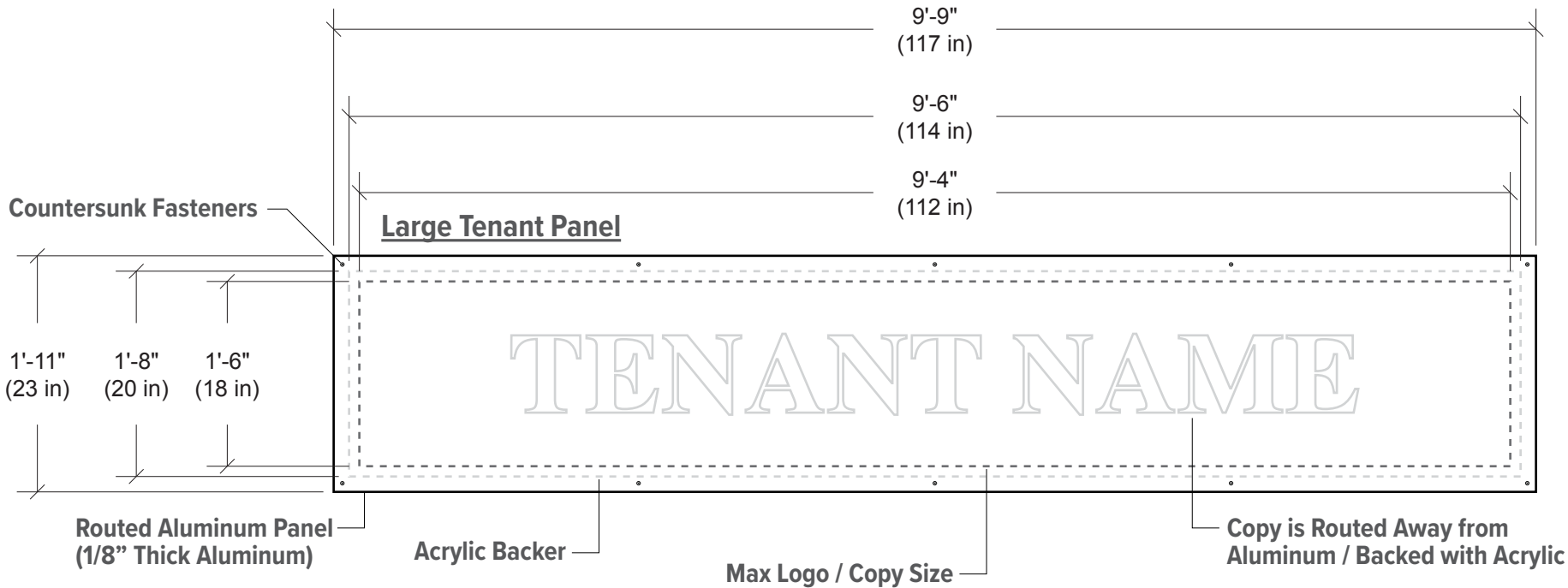
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Date:
2-13-24

Sign A Pylon Tenant Panel Details



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Designer: Eric Bailey

Scale: 1/4"=1'

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Date:
2-13-24

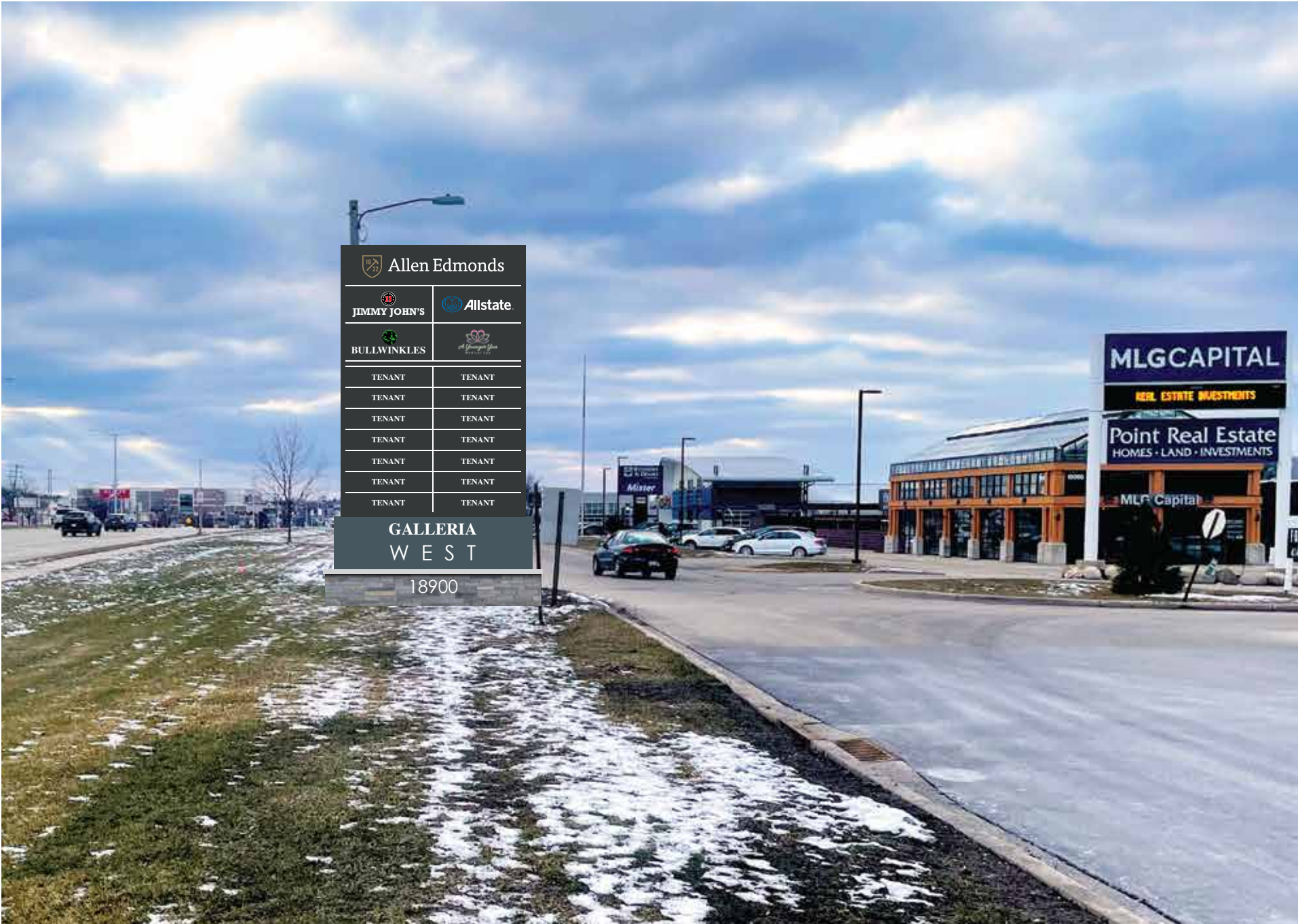
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*Approximate Placement Location

**Placement contingent upon successful Vacation of ROW

CONCEPTUAL DRAWING	
Sign A	Pylon Sign Placement (2)



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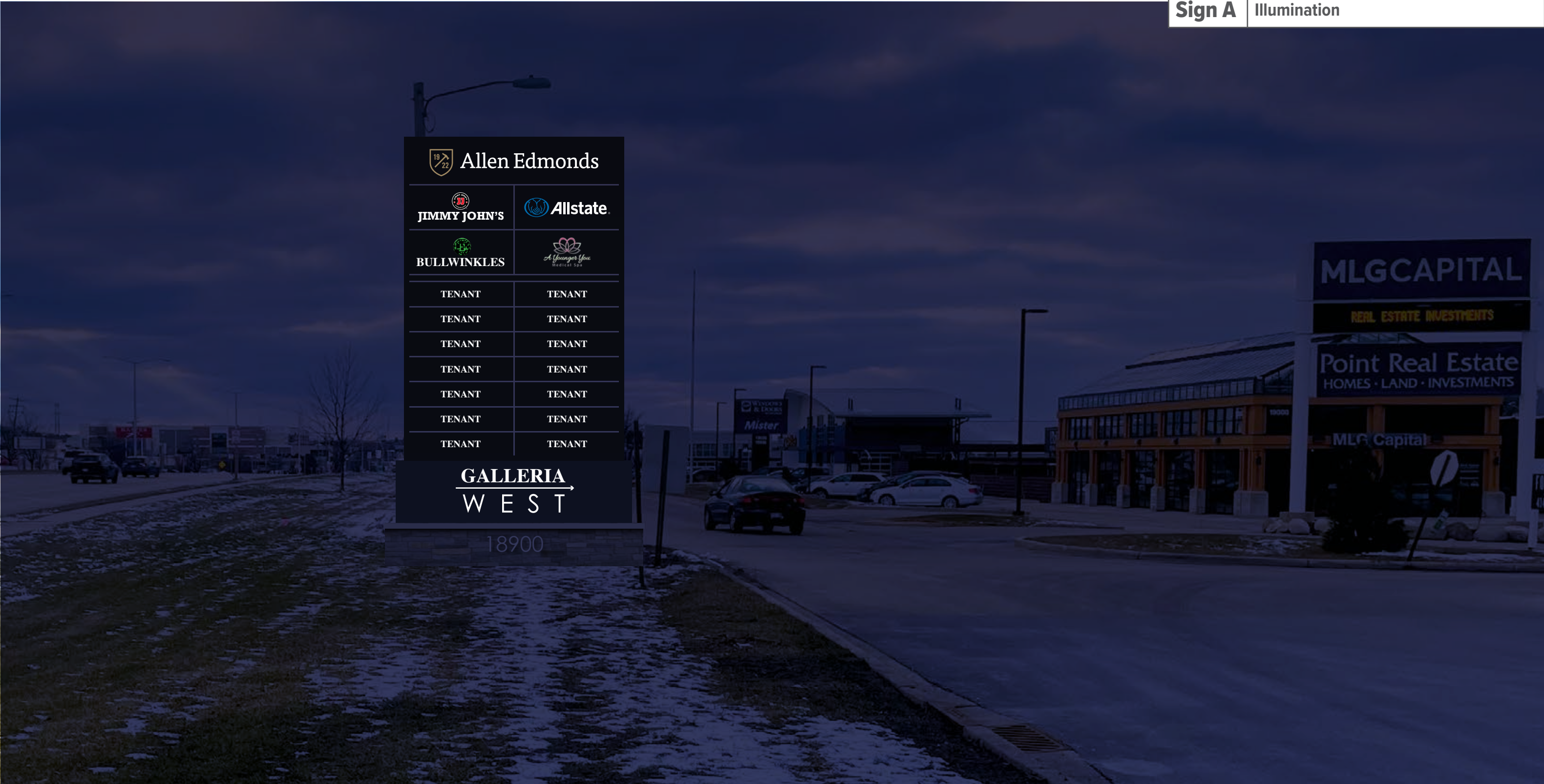
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Project Manager: TBD

Designer: Eric Bailey

Scale: NTS

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GalleriaWest_ESC(2)_v04_r00_D

Date:

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APPROVED SIGN FROM NOVEMBER 2023



Last Mile Investments - Galleria West Brookfield / Exterior Signage Concepts

18900 W Bluemound Rd, Brookfield, WI 53045

Drawing Package Title: Galleria West Signage Concepts 1 (4)

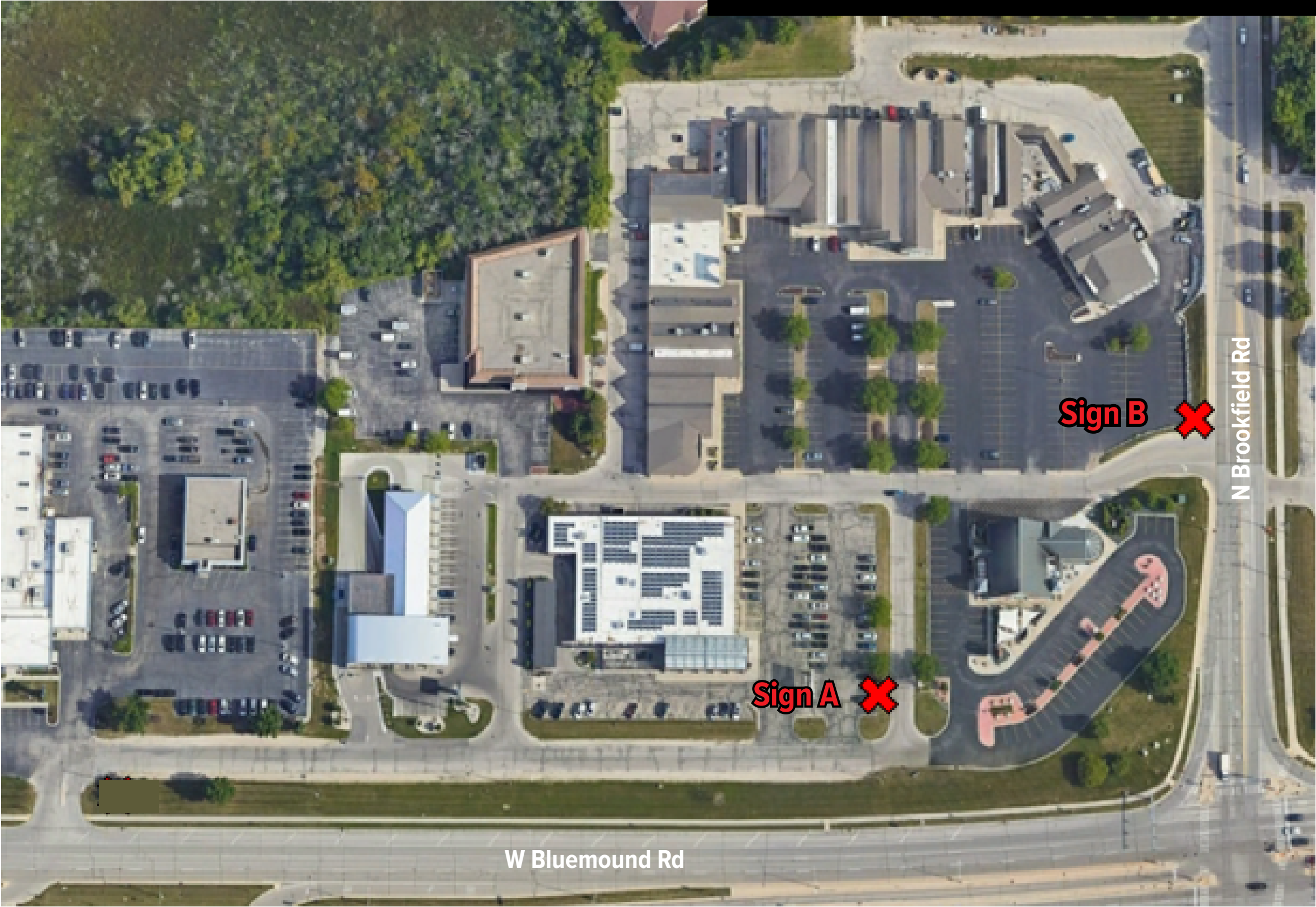
Date: 10-30-23



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Last Mile Investments - Galleria West Brookfield / Exterior Signage Concepts



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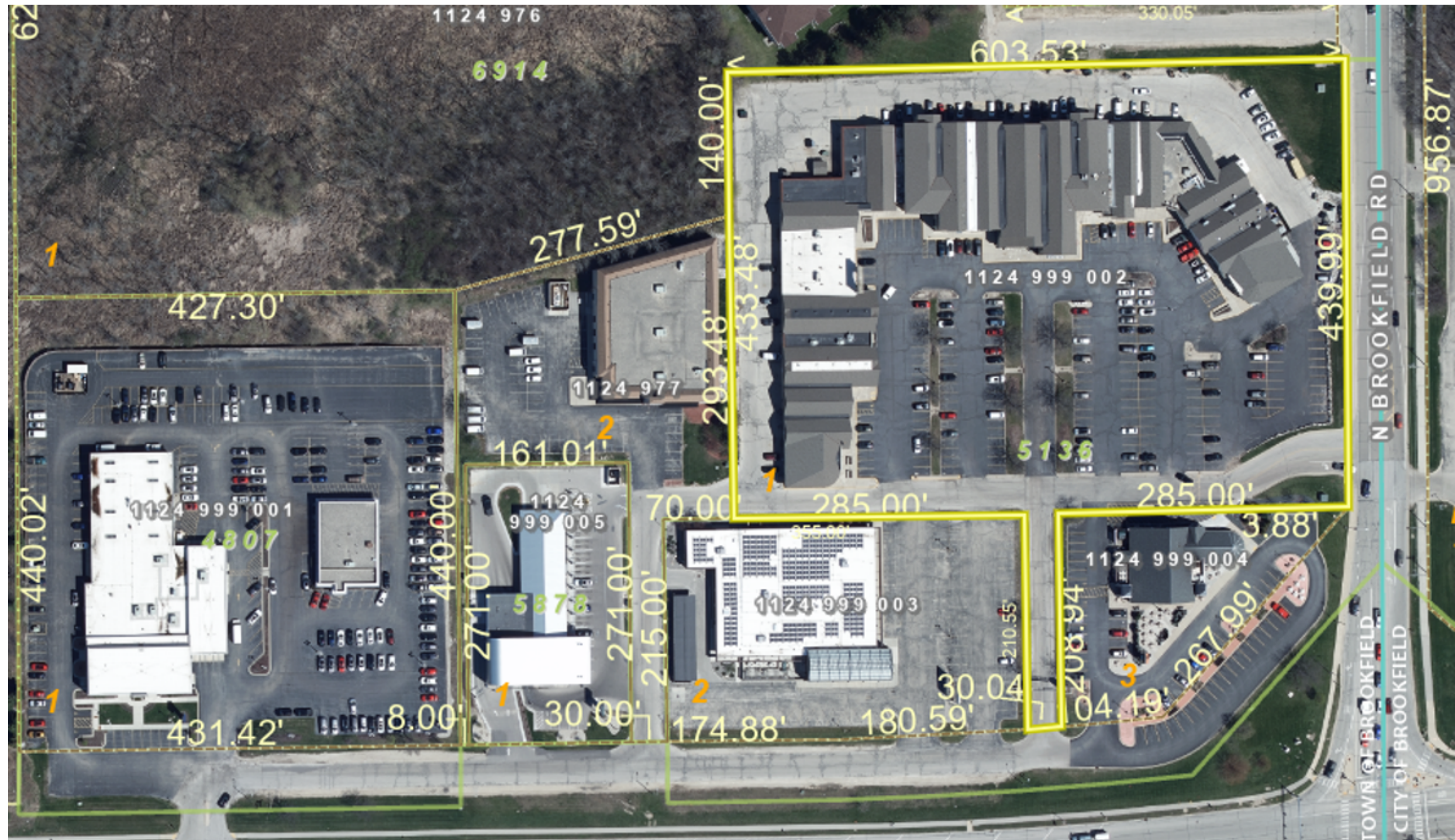
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GalleriaWest_MAP(1)_v01_r01_D

Date:
10-30-23

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Last Mile Investments - Galleria West Brookfield / Exterior Signage Concepts



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Scale: NTS

Paper Size: 11x17

Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status
GalleriaWest_MAP(2)_v01_r00_D

Date:
08-31-23

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Last Mile Investments - Galleria West Brookfield / Exterior Signage Concepts

Sign A

**Allen Edmonds**

**JIMMY JOHN'S**

**BULLWINKLES**

**Allstate**

*A Younger You*
Medical Spa

**TheExerciseCoach**

TENANT

TENANT

TENANT

TENANT

TENANT

TENANT

GALLERIA

← W E S T

18900



SIGNS

4085 North 128th Street
Brookfield, WI 53005
p. 262-781-1500
www.LembergElectric.com

Client: Last Mile Investments - Galleria West Brookfield

Location: 18900 W Bluemound Rd.

City: Brookfield, WI 53045

Sales Representative: Brian Pritzkow

Project Manager: TBD

Designer: Eric Bailey

Scale: NTS

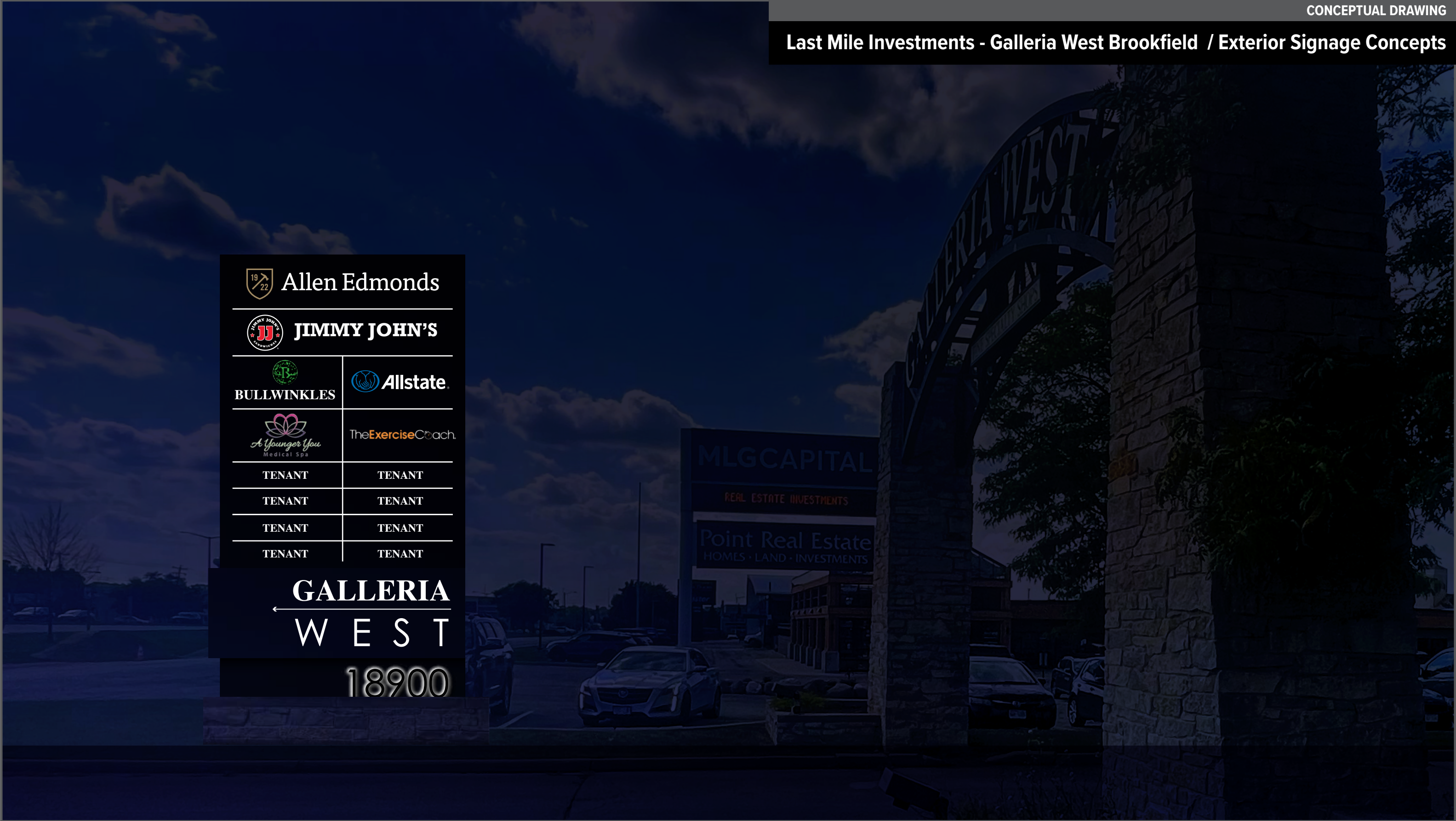
Paper Size: 11x17

Signature / Date:

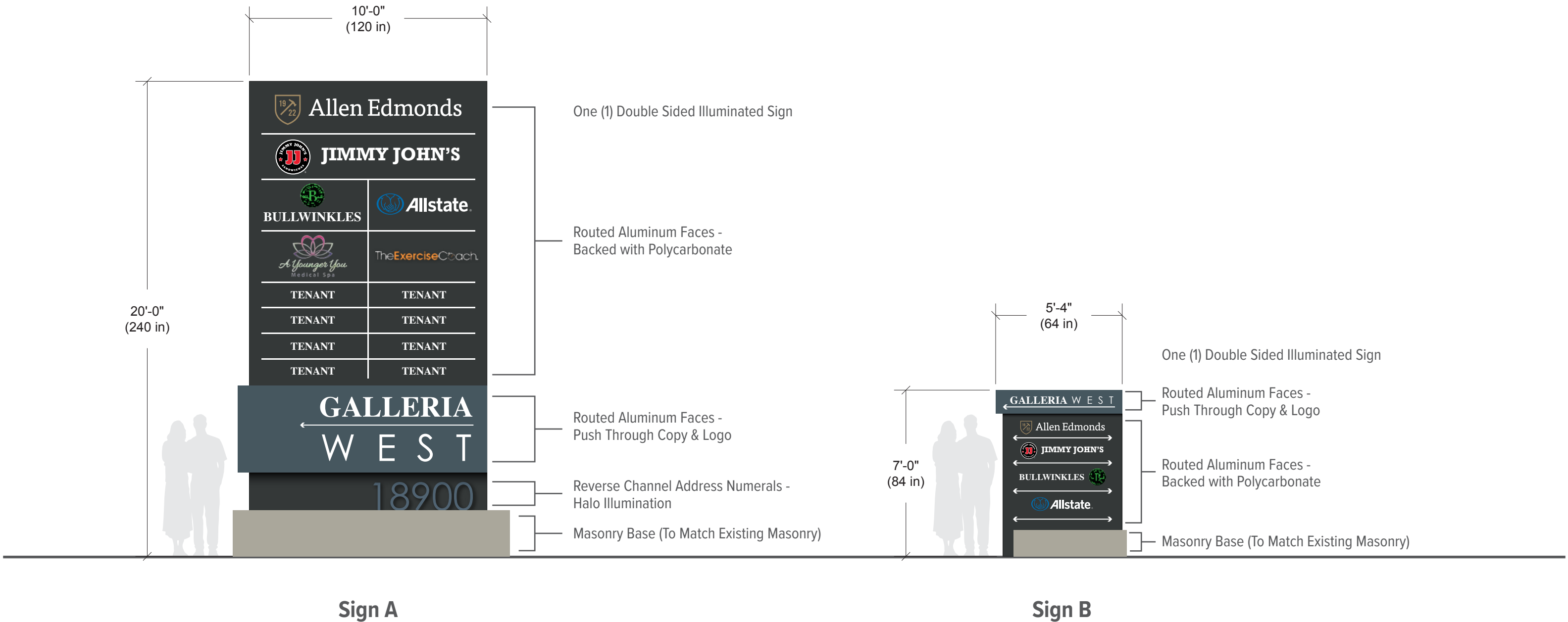
Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status
GalleriaWest_ESC(2)_v02_r02_D

Date:
10-30-23

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Last Mile Investments - Galleria West Brookfield / Exterior Signage Concepts



SIGNS

4085 North 128th Street
Brookfield, WI 53005
p. 262-781-1500
www.LembergElectric.com

Client: Last Mile Investments - Galleria West Brookfield

Location: 18900 W Bluemound Rd.

City: Brookfield, WI 53045

Sales Representative: Brian Pritzkow

Project Manager: TBD

Designer: Eric Bailey

Scale: 1/4"=1'

Paper Size: 11x17

Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status
GalleriaWest_ESC(SF)_v01_r03_D

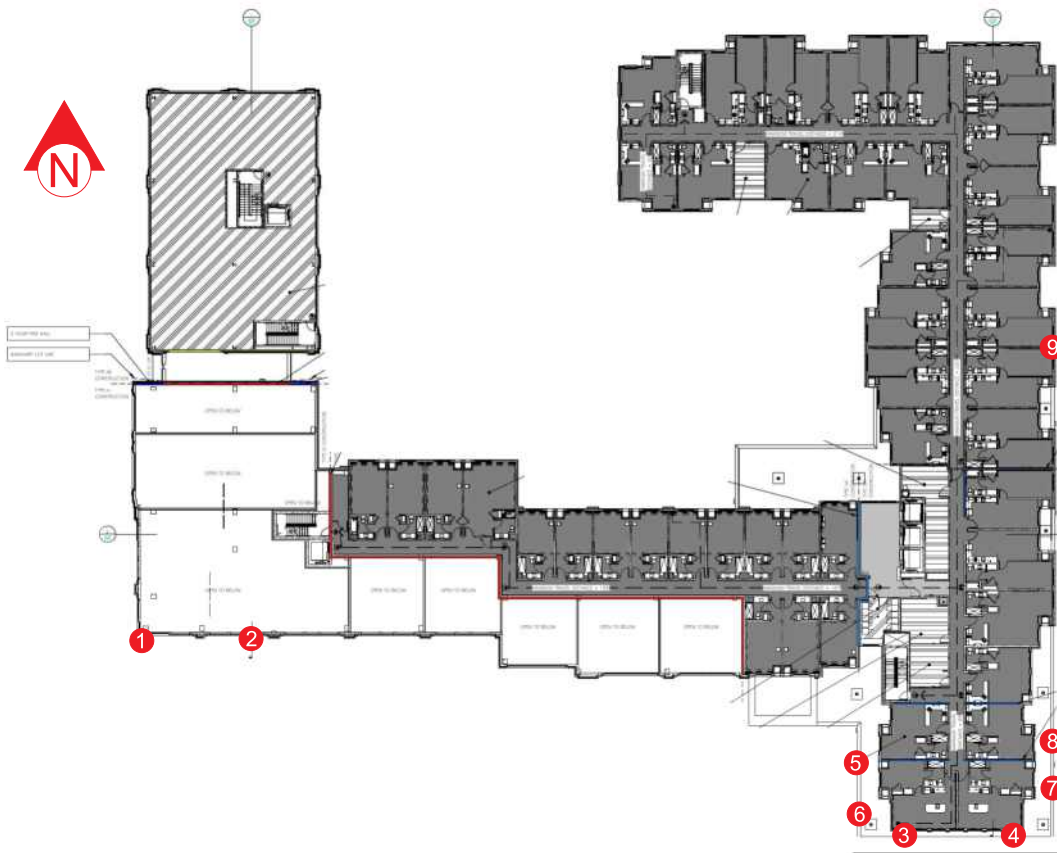
Date:
10-30-23

INN CODE:

RESIDENCE INN/COURTYARD
20300 W BLUEMOUND RD
BROOKFIELD, WI 53045

PROPOSED SIGNS:

- ① 24" RESIDENCE INN CHANNEL LETTER SET
- ② 24" COURTYARD CHANNEL LETTER SET
- ③ 24" RESIDENCE INN CHANNEL LETTER SET
- ④ 24" COURTYARD CHANNEL LETTER SET
- ⑤ 12" RESIDENCE INN PIN MOUNT LETTER SET
- ⑥ 12" COURTYARD PIN MOUNT LETTER SET
- ⑦ 12" RESIDENCE INN PIN MOUNT LETTER SET
- ⑧ 12" COURTYARD PIN MOUNT LETTER SET
- ⑨ 12" HOTEL GUEST PARKING PIN MOUNT LETTER SET



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

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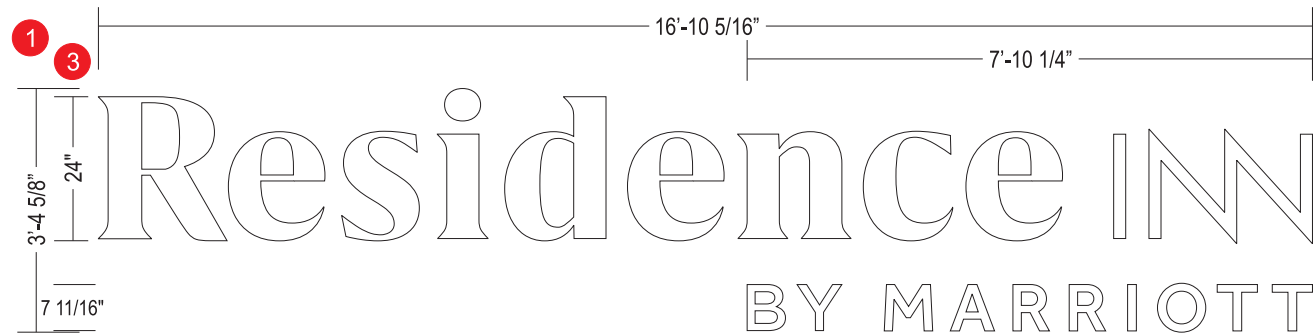
Customer Approval (Please Initial):

Approval Date:

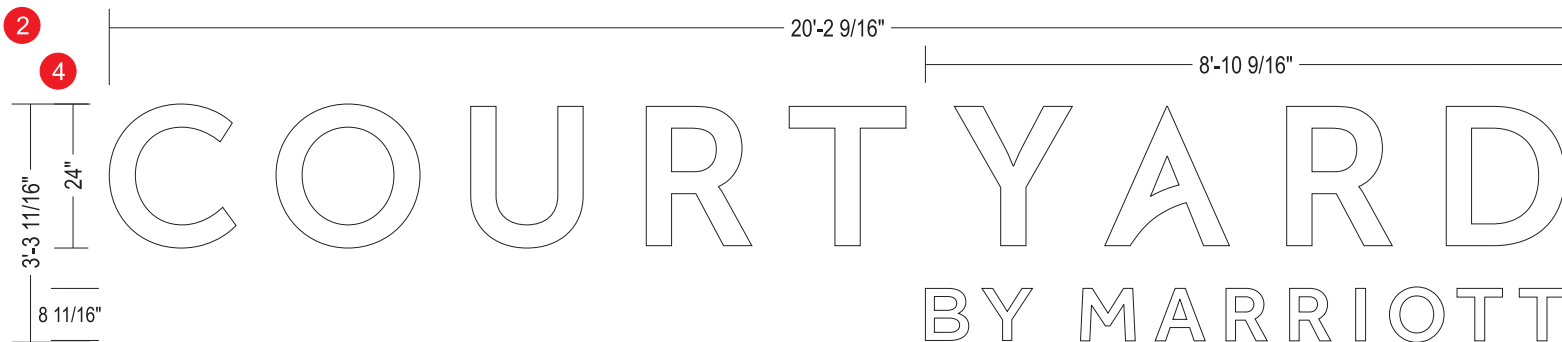
SOUTH ELEVATION

SCALE: 1:500 = 1'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



GRAPHIC DETAIL
SCALE: 3/8" = 1'-0"



GRAPHIC DETAIL
SCALE: 3/8" = 1'-0"



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Customer Approval (Please Initial):

Approval Date:

WEST ELEVATION

SCALE: 1/32" = 1'-0"

NON-ILLUMINATED LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



5

8'-5 3/16"

3'-11 1/8"

1'-8 5/16"

12"

3 13/16"

Residence INN

BY MARRIOTT

GRAPHIC DETAIL
SCALE: 1/2" = 1'-0"

6

10'-1 5/16"

3'-10 15/16"

1'-7 5/16"

12"

3 13/16"

COURTYARD

BY MARRIOTT

GRAPHIC DETAIL
SCALE: 1/2" = 1'-0"



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Approval Date:

EAST ELEVATION

SCALE: 1/32" = 1'-0"

NON-ILLUMINATED LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



7
8'-5 3/16" 3'-11 1/8"
1'-8 5/16" 12"
3 13/16" Residence INN
BY MARRIOTT

GRAPHIC DETAIL
SCALE: 1/2" = 1'-0"

8
10'-1 5/16" 3'-10 15/16"
1'-7 5/16" 12"
3 13/16" COURTYARD
BY MARRIOTT

GRAPHIC DETAIL
SCALE: 1/2" = 1'-0"

9
15'-8 11/16"
1'-0 7/16" 12"
HOTEL GUEST PARKING

GRAPHIC DETAIL
SCALE: 1/2" = 1'-0"

persona
SIGNS | LIGHTING | IMAGE

Persona Signs, LLC
700 21st Street Southwest
PO Box 210
Watertown, SD 57201-0210
1.800.843.9888 • www.personasigns.com

Customer:
RESIDENCE INN/COURTYARD
Location:
BROOKFIELD, WI
File Name:
438971 - R1 - BROOKFIELD, WI

Project No.:
438971
Request No.:
51310
Prepared By:
AHD
Date:
11/27/23
Revision:
1



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