

**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

**Tuesday, August 27, 2024**

### **PUBLIC HEARING**

**7:00 p.m**

- 1) Confirmation of meeting notice.
- 2) Public Hearing to receive comment on a request by Katelynn Zingsheim – Ryzing Fitness, for approval of a conditional use permit for a fitness center in the M-1 Limited Manufacturing District, located at 21975 Doral Road.
- 3) Adjourn.

### **PLAN COMMISSION**

### **IMMEDIATELY FOLLOWING**

### **AGENDA**

- 1) Call to Order.
- 2) Meeting Notices.
- 3) Approval of Agenda.
- 4) Approval of Minutes.
  - a. July 23, 2024 meeting
- 5) Citizen Comments: Three-minute limit.
- 6) Old Business:
  - a. None.
- 7) New Business:
  - a. Ken Krahe - MSI General Corp, representing Silgan Containers, for review and recommendation of preliminary and final approval for a boiler room and warehouse/mechanical room addition for the property located at 21027 Crossroads Circle.
  - b. Katelynn Zingsheim – Ryzing Fitness, for approval of a conditional use permit for a fitness center in the M-1 Limited Manufacturing District, located at 21975 Doral Road.
  - c. Adrian Deasey, representing Octane Coffee, is requesting review and recommendation of conceptual approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road.
- 8) Communication and Announcements.
- 9) Adjourn.

*Posted this 22nd day of August, 2024*

*Bryce Hembrook  
Town Planner*

TOWN OF BROOKFIELD  
PLAN COMMISSION MINUTES  
July 23, 2024

**The regular meeting of the Plan Commission was held in the Erich Gnant Room of the Town Hall, 645 N Janacek Road, Brookfield, WI.**

1) CALL TO ORDER.

Chairman Keith Henderson called the meeting to order at 7:00 p.m. with the following people present: Town Supervisor Ryan Stanelle; Plan Commission members William Neville, Kevin Riordan; and Town Planner Bryce Hembrook. Plan Commission members Len Smeltzer and Jeremy Watson were absent.

2) MEETING NOTICES.

Planner Hembrook confirmed the meeting was noticed in accordance with Open Meeting Law.

3) APPROVAL OF AGENDA

Motion by Stanelle to approve the agenda.

Seconded by Riordan.

*Motion Passed Unanimously.*

4) APPROVAL OF MINUTES.

a. Motion by Stanelle to approve the May 28, 2024 Plan Commission Minutes as presented.

Seconded by Neville.

*Motion Passed 3-0-1, with Riordan voting present.*

5) CITIZEN COMMENTS; Three-minute limit.

None.

6) OLD BUSINESS:

a. None.

7) NEW BUSINESS:

a. Ken Krahe – MSI General Corp, representing Silgan Containers, for review and recommendation of conceptual approval for a boiler room and warehouse/mechanical room addition for the property located at 21027 Crossroads Circle.

Planner Hembrook described the project as follows:

- The applicant is proposing two addition areas: a 23' x 16' (368 square feet) boiler room addition, and a 35' x 117' (4,095 square feet) warehouse and mechanical room addition. The proposed additions will be to the existing 128,632 square foot 2-story building on site.
- Proposed Size = 4,463 square feet – it is unclear if both areas are 1 or 2 story additions.
- Zoning District = B-2 Limited General Business District.
- Lot Size = 8.5 acres.
- Proposed Use (for addition area) = HVAC expansion, warehousing, and mechanical expansion.
- Use for rest of building: Office and light warehousing.
- Proposed setbacks:
  - Street = 50'
  - Side and rear = 15'
  - All building setbacks will meet code requirements.
- Maximum building height:
  - Principal = 45'
  - Accessory = 15'
  - Addition heights meet code requirements, assuming they match the current building height.

- Sum total of floor area:
  - Existing = 34.7%
  - Proposed = 37.1%
  - Required = The sum total of the floor area of the principal building and all accessory buildings shall be not less than 6,000 square feet or 15% of the lot area, whichever is less. Also, the sum total of the floor area of the principal building and all accessory buildings shall not exceed 50% of the lot area
  - Requirement is met
- Parking
  - There are 350 existing parking stalls
  - Code requirement:
    - Office : 1 space per 250 sf of space
      - 304 required
    - Warehousing: 1 space per employee, plus one space per 5,000sf of gross floor area.
  - The application did not specify number of employees, so there is not enough information to determine if the parking requirement is met at this time, but can be addressed during preliminary and final review.
- Lighting and landscaping are not required for conceptual approval.

The proposal was sent to the Development Review team for comment, and neither the Fire Department or Town Engineer had any concerns at this point. There will be no stormwater requirements for this project because of the size. For conceptual approval, Plan Commission will consider the proposed land use and its compatibility with adjacent land uses. The Plan Commission should consider ingress and egress, off-street parking, and internal traffic patterns. Chairman Henderson asked about the dumpster outside, and Mr. Krahe (applicant) responded that it is from the current occupant moving out. Henderson stressed to be sure a dumpster enclosure is shown, unless keeping it inside of the building. Henderson would like the large tree at the northwest corner kept. Noise control for the boiler room was addressed, with Krahe reporting that it will be masonry with brick to match, with a focus on sound control. Stanelle commented that the tree line on the west portion of the parcel should remain intact. Krahe inquired about the possibility of combining preliminary and final approvals. Henderson responded that the proposal would have to have all final renderings and information, including signage. Henderson mentioned looking at stop signs on the property, one is completely faded.

Motion by Stanelle to **recommend** to the Town Board conceptual approval for a boiler room and warehouse/mechanical room addition for the property located at 21027 Crossroads Circle as presented.

Seconded by Riordan.

Further Discussion:  
None.

*Motion passed unanimously.*

- b. Katelynn Zingsheim – Ryzing Fitness, for recommendation to set a public hearing date to consider a conditional use permit for a fitness center in the M-1 Limited Manufacturing District, located at 21975 Doral Road.

The subject property is located in the M-1 Limited Manufacturing District and commercial recreational use (fitness centers) are permitted by conditional use in this district. Prior to the applicant's occupancy, there was a fitness center occupying a portion of the building and this fitness center later expanded. Staff originally thought the original fitness center received proper approvals but upon reviewing the property files, it appears that a conditional use permit was not approved. Staff originally informed the applicant that the use was fine since it was existing but reached out to the applicant to inform them that a conditional use permit was not approved. The applicant immediately submitted an application to attempt correct this matter.

The property is located in the M-1 Limited Manufacturing District, is intended to provide for manufacturing, industrial and related uses of a limited nature and size, which on the basis of actual physical and operational characteristics would not be detrimental to the surrounding area or to the Town as a whole by reason of smoke, noise, dust, odor, traffic, physical appearance or other similar factors. However, commercial recreational facilities may be appropriate in the district depending on the specific property. There is a gymnastics center across the street that is technically considered the same use.

Motion by Stanelle to **recommend** the Town Board set a date for a public hearing to consider a conditional use permit for a fitness center in the M-1 Limited Manufacturing District, located at 21975 Doral Road.

Seconded by Neville.

*Motion passed unanimously.*

- c. Corroboration of interpretation regarding allowing pickleball courts, or other similar sport courts, on non-residential properties.

Planner Hembrook inquired whether the Plan Commission would consider this a site plan change, and therefore want to review the proposal; or if there should be a text amendment for sport courts (on-site company amenities). In comparing this item to the WAC (Wisconsin Athletic Club), the WAC is already considered recreational. This inquiry is for office buildings or other commercial properties not considered recreational. This type of use is not listed in accessory uses for commercial properties. The consensus of the Plan Commission was to review a site plan, on a case-by-case basis.

- d. Discuss setting a public hearing date for a Zoning Code Amendment to address sport courts and on-site company amenities on non-residential properties.

Due to the discussion in the previous item c., this item is canceled.

8) COMMUNICATION AND ANNOUNCEMENTS.

None.

9) ADJOURN.

Motion by Neville to adjourn at 7:32pm.

Seconded by Stanelle.

*Motion Passed Unanimously.*

Respectfully submitted,

Bryce Hembrook – Town Planner





Building a Better World  
for All of Us®

## TOWN OF BROOKFIELD PLAN COMMISSION ZONING REPORT

TO: Plan Commission

FROM: Bryce Hembrook, AICP  
Town Planner

REPORT DATE: August 22, 2024  
PC MEETING DATE: August 27, 2024

RE: **Silgan Containers Building Addition – Conceptual Approval  
21027 Crossroads Circle BKFT1129999047**

SEH No. 171421, TASK 63

**Applicant:** Ken Krahe – MSI General Corp, representing Silgan Containers

**Application Type:** Preliminary and Final Conceptual Approval

### Request

Applicant is requesting preliminary and final approval of the addition of a boiler room and warehouse/mechanical room to the existing building located 21027 Crossroads Circle.

### Summary of Request

- The applicant is proposing two addition areas: a 23' x 16' (368 square feet) boiler room addition, and a 35' x 117' (4,095 square feet) warehouse and mechanical room addition. The proposed additions will be to the existing 128,632 square foot 2-story building on site.
- Proposed Size = 4,463 square feet – it is unclear if both areas are 1 or 2 story additions.
- Zoning District = B-2 Limited General Business District
- Lot size = 8.5 acres.
- Proposed Use (for addition area)= HVAC expansion, Warehousing, and mechanical expansion.
- Use of rest of building: Office and light warehousing.
- Proposed setbacks:
  - Street = 50'
  - Side and rear = 15'
  - All building setbacks will meet code requirements.
- Maximum Building Height:
  - Principal = 45'
  - Accessory = 15'
  - Addition heights meet code requirements, assuming they match the current building height.
- Sum total of floor area:
  - Existing = 34.7%
  - Proposed = 37.1%

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 501 Maple Avenue, Delafield, WI 53018-9351  
SEH is 100% employee-owned | [sehinc.com](http://sehinc.com) | 262.646.6855 | 888.908.8166 fax

- Required = The sum total of the floor area of the principal building and all accessory buildings shall be not less than 6,000 square feet or 15% of the lot area, whichever is less. Also, the sum total of the floor area of the principal building and all accessory buildings shall not exceed 50% of the lot area.
- Requirement is met.
- Parking
  - There are 350 existing parking stalls.
  - Code requirement:
    - Office: 1 space per 250sf of space.
      - 304 required.
    - Warehousing: 1 space per employee, plus one space per 5,000sf of gross floor area.
  - The application did not specify number of employees, but there appears to be adequate parking.
- Lighting
  - Not provided.
- Landscaping
  - Not provided.
- Signage
  - Proposed signage plan is included.

The development review team is currently reviewing and feedback may be provided at the time of the meeting.

### **Preliminary Review**

The purpose of preliminary project review shall be to determine that proposed structures are properly located and to review the project plans. The project plans, in the maximum scale of one inch equals 40 feet, for any multifamily residential, commercial, industrial, park, or institutional development shall include a plat of survey prepared by a registered land surveyor showing the location, boundaries, dimensions, elevations, existing and proposed grades to the Town of Brookfield datum; and uses and sizes of the following: subject site; existing and proposed structures; existing and proposed easements, streets, and other public ways; off-street parking, loading areas, driveways, ingress and egress plans; landscaping and open space utilization plans; existing highway access restrictions; and existing and proposed street, side, and rear yards. In addition, the plat of survey shall show the location, elevation, existing grades, and use of any abutting lands and their structures within 100 feet of the subject site. Preliminary approval recommended by the Architectural Review Committee and granted by the Plan Commission shall expire within six months unless final project plans are presented to the Plan Commission.

### **Final Review**

The purpose of final project review shall be to determine that this chapter and other Town ordinances have been fully complied with, and to authorize the issuance of a building permit, subject to the developer receiving approval of the Wisconsin Department of Safety and Professional Services (SPS) of the building plans, if required, including architectural details and lighting plan. The Plan Commission may require appropriate sureties to guarantee the completion of grading, landscaping, and construction and paving of parking and loading areas within an approved time schedule. Final approval granted by the Town Board shall expire within 12 months unless necessary building permits have been applied for and issued.

























DESIGNBUILD

MSI GENERAL CORPORATION  
W215 E. WISCONSIN AVE.  
NASHOTAH, WI 53058  
262.367.3661 | MSGENERAL.COM

SINGLE SOURCE RESPONSIBILITY  
DESIGNING EXCELLENCE. BUILDING TRUST™

MILESTONE ISSUE DATES

PRELIMINARY SET:

BUDGET SET:

LOCAL DESIGN REVIEW SET:

PROPOSAL SET:

PERMIT SET:

CONSTRUCTION SET:

RECORD DRAWING SET:

REVISIONS:

LEADERS

ENGINEERS

CONTRACTORS

ARCHITECTS

# ALTA/NSPS LAND TITLE SURVEY

CLIENT  
Silgan Containers Manufacturing Corporation  
SITE ADDRESS  
21027 Crossroads Circle, Town of Brookfield, Waukesha County, Wisconsin

LEGEND

- INDICATES FOUND 1" IRON PIPE
- INDICATES SET 1" IRON PIPE
- SANITARY MANHOLE
- SANITARY CLEANOUT OR VENT
- SEPTIC TANK ACCESS COVER
- M.I.S. MANHOLE
- UNKNOWN MANHOLE
- STORM MANHOLE
- INLET (ROUND)
- INLET (SQUARE)
- CURB INLET
- STORM SEWER END SECTION
- GAS VALVE
- GAS METER
- WATER VALVE
- HYDRANT
- WATER MANHOLE
- WATER SERVICE CURB STOP
- WELL HEAD
- STAND PIPE
- WALL INDICATOR VALVE
- POST INDICATOR VALVE
- LIGHT POLE
- SPOT/YARD LIGHT
- UTILITY POLE
- GUY POLE
- GUY WIRE
- ELECTRIC MANHOLE
- ELECTRIC PEDESTAL
- ELECTRIC METER
- TELEPHONE MANHOLE
- TELEPHONE PEDESTAL
- CABLE PEDESTAL
- CONTROL BOX
- FIBER OPTIC PEDESTAL/SIGN
- TRAFFIC LIGHT
- COMMUNICATION MANHOLE
- BOLLARD
- SOIL BORING/MONITORING WELL
- WATER SURFACE
- WETLANDS FLAG
- MARSH
- FLAGPOLE
- PARKING METER
- SIGN
- MAILBOX
- RAILROAD CROSSING SIGNAL
- HANDICAP SPACE
- CONIFEROUS TREE
- DECIDUOUS TREE
- SANITARY SEWER
- STORM SEWER
- WATERLINE
- MARKED GAS MAIN
- MARKED ELECTRIC OVERHEAD WIRES
- MARKED TELEPHONE
- MARKED CABLE TV LINE
- MARKED FIBER OPTIC
- BURIED ELECTRIC SERVICE
- BOARD FENCE
- CHAIN LINK FENCE
- WIRE FENCE

CURVE DATA

CURVE	ARC	RADIUS	CH.	BEARING	CHORD	DELTA
C1	282.00'	250.00'	S57°29'54"E	267.79'	64°46'57"	
C2	156.00'	150.00'	N71°13'12"E	154.26'	29°47'48"	

### TABLE "A" ITEMS

- According to the flood insurance rate map of the County of Waukesha, Community Panel No. 55133C0218H, effective date of October 19, 2023 this site falls in Zone X (Areas determined to be outside the 0.2% annual chance floodplain).
- The Land Area of the subject property is 371,260 square feet or 8.5230 acres.
- A zoning report has not been provided.
- There are 335 regular parking spaces, 8 motorcycle spaces and 10 handicap spaces marked on this site.
- There was no observable evidence of division or party walls at the time of survey.
- No plans or reports provided by client.
- Evidence of underground utilities existing on or serving the surveyed property as determined by markings requested by the surveyor pursuant to a Diggers Hotline One-call center utility locate. Ticket Number 2023500496 and 20235005015. However, lacking excavation, the exact location of underground features cannot be accurately, completely, and reliably depicted. Client understands only utility lines with imbedded electric tracer wires or utilities made of materials capable of electric connectivity can be marked at the surface and located. Depth of utilities may prohibit their location even with electric connectivity.
- There is no visible evidence of earth moving, building construction or building additions within recent months.
- There are no changes in street right of way lines either completed or proposed, and available from the controlling jurisdiction. Observable evidence of recent street or sidewalk construction or repairs if any, is shown.
- No off-site easements benefiting the subject property.

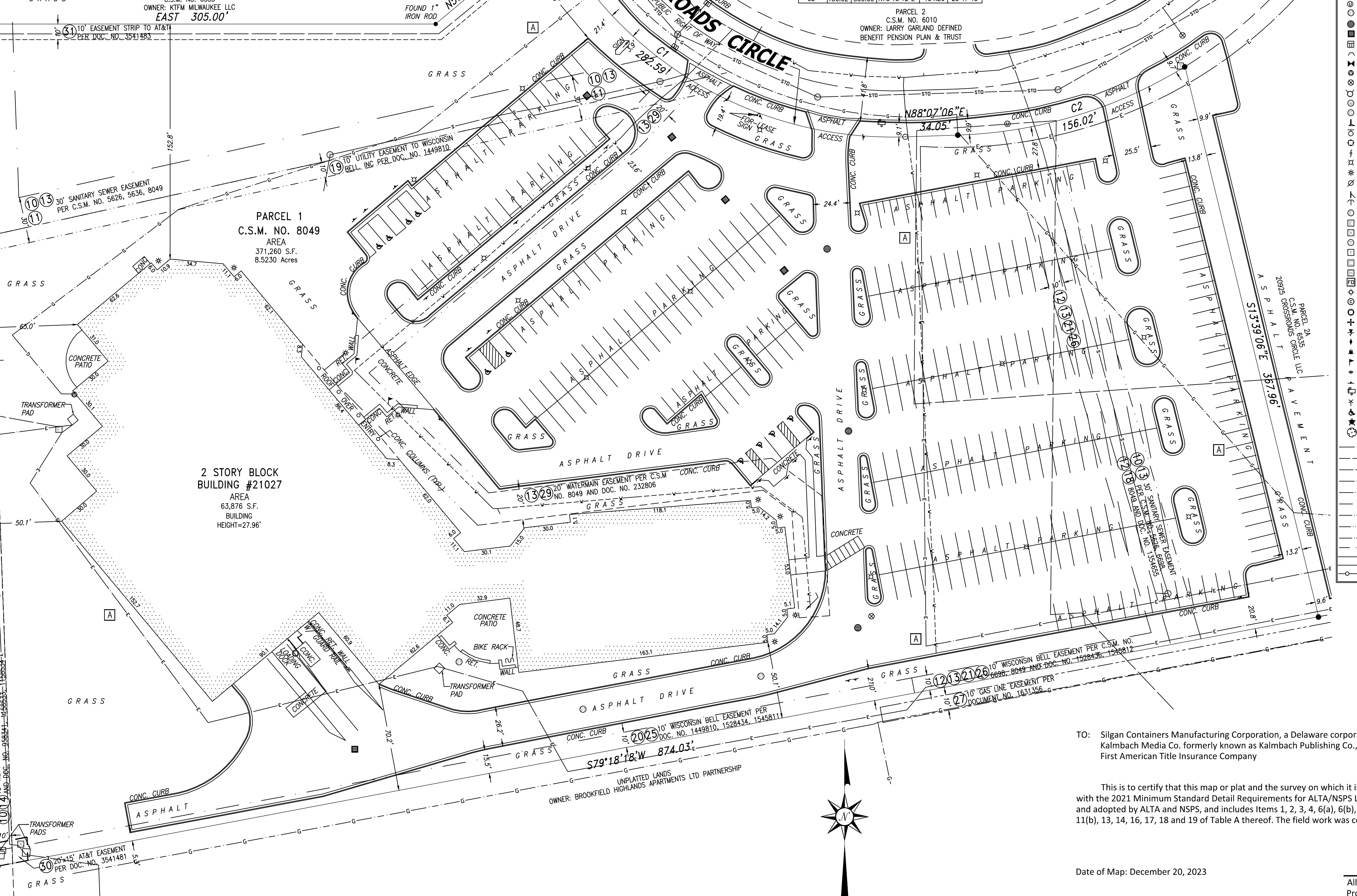
### LEGAL DESCRIPTION

PARCEL 1 OF CERTIFIED SURVEY MAP NO. 8049 RECORDED IN THE OFFICE OF THE REGISTER OF DEEDS FOR WAUKESHA COUNTY, WISCONSIN ON JUNE 21, 1996, IN VOLUME 70 OF CERTIFIED SURVEY MAPS, PAGES 4-6, AS DOCUMENT NO. 2135464, SAID CERTIFIED SURVEY MAP BEING ALL OF PARCEL 28 OF CERTIFIED SURVEY MAP NO. 6698 AND ALL OF PARCEL 2 OF CERTIFIED SURVEY MAP NO. 6536, BEING A PART OF THE NORTHWEST 1/4 AND SOUTHWEST 1/4 OF THE NORTHEAST 1/4 OF SECTION 31, TOWNSHIP 7 NORTH, RANGE 20 EAST, IN THE TOWN OF BROOKFIELD, WAUKESHA COUNTY, WISCONSIN.

**BASIS OF BEARINGS**  
Bearings are referenced to the Wisconsin State Plane Coordinate System (South Zone), in which the West line of the NE 1/4 bears S02°06'31"E.

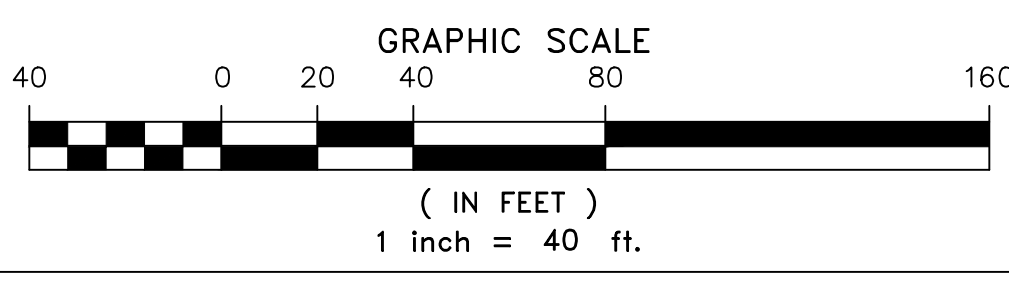
**TITLE COMMITMENT**  
This survey was prepared based on First American Title Insurance Company Commitment No. NCS-1200290-MAD, last revised on February 8, 2024, effective date of January 16, 2024 which lists the following easements and/or restrictions from schedule B-II:

- 2, 3 & 9 visible evidence shown, if any.
- 4, 5, 6, 7, 8, 32 & 33 not survey related.
- 22, 23 & 24 have been intentionally deleted.
- Easements, dedications, reservations, provisions, relinquishments, rectals, certificates, and any other matters as provided for or delineated on Certified Survey Map No. 6536 recorded September 30, 1991 in Volume 45 of Certified Survey Maps, Pages 330-335 as Document No. 1501660 referenced in the legal description contained herein. Reference is hereby made to said plat for particulars. Affects property by location, shown.
- Easements, dedications, reservations, provisions, relinquishments, rectals, certificates, and any other matters as provided for or delineated on Certified Survey Map No. 1672724 referenced in the legal description contained herein. Reference is hereby made to said plat for particulars. Affects property by location, shown.
- Easements, dedications, reservations, provisions, relinquishments, rectals, certificates, and any other matters as provided for or delineated on Certified Survey Map No. 6698 recorded March 20, 1992 in Volume 56 of Certified Survey Maps, Pages 41-45 as Document No. 1715516 referenced in the legal description contained herein. Reference is hereby made to said plat for particulars. Affects property by location, shown.
- Easements, dedications, reservations, provisions, relinquishments, rectals, certificates, and any other matters as provided for or delineated on Certified Survey Map No. 8049 recorded June 21, 1996, in Volume 70 of Certified Survey Maps, Pages 4-6, as Document No. 2135464 referenced in the legal description contained herein. Reference is hereby made to said plat for particulars. Affects property by location, shown.
- Utility Easement to Wisconsin Electric Power Company, dated May 11, 1976, recorded/filed July 12, 1976 in Reel 187, Image 471 as Document No. 958341. Affects property by location, shown.
- Conveyance of Rights in Land by Public Utility granted to the State of Wisconsin recorded June 01, 1981 in Reel 454, Image 564 as Document No. 1158533. Does not affect property by location.
- Conveyance of Rights in Land by Public Utility granted to the State of Wisconsin recorded June 01, 1981 in Reel 454, Image 565 as Document No. 1158534. Does not affect property by location.
- Findings and Order of the Town Board of the Town of Brookfield Adding Territory to and Enlarging Boundaries of Westbrook Sanitary District Number One of the Town of Brookfield, Waukesha County Wisconsin recorded May 08, 1985 in Reel 671, Image 66 as Document No. 1295266. Affects property by location, blank in nature.
- Sewer Easement to Town of Brookfield, a municipal corporation, dated June 17, 1986, recorded/filed June 27, 1986 in Reel 775, Image 27 as Document No. 1354655. Affects property by location, shown.
- Utility Easement to Wisconsin Bell, Inc., its successors and/or assigns, dated September 10, 1987, recorded/filed September 29, 1987 in Reel 942, Image 364 as Document No. 1449810. Affects property by location, shown.
- Utility Easement to Wisconsin Bell, Inc., its successors and/or assigns, dated March 27, 1989, recorded/filed March 30, 1989 in Reel 1095, Image 584, as Document No. 1528434. Affects property by location, shown.
- Utility Easement to Wisconsin Bell, Inc., its successors and/or assigns, dated March 27, 1989, recorded/filed March 30, 1989 in Reel 1095, Image 587, as Document No. 1528435. Affects property by location, shown.
- Utility Easement to Wisconsin Bell, Inc., its successors and/or assigns, dated March 27, 1989, recorded/filed July 19, 1989 in Reel 1124, Image 335 as Document No. 1545811. Affects property by location, shown.
- Utility Easement to Wisconsin Bell, Inc., its successors and/or assigns, dated March 27, 1989, recorded/filed July 19, 1989 in Reel 1124, Image 338 as Document No. 1545812. Affects property by location, shown.
- Gas Line Easement to Wisconsin Natural Gas Company, dated January 18, 1991, recorded/filed January 24, 1991 in Reel 1271, Image 762 as Document No. 1631356. Does not affect property by location, shown.
- Development Agreement upon the terms, conditions and provisions contained therein: Dated: July 30, 1996 Parties: Kalmbach Publishing Co. and Sanitary District Number 4 - Town of Brookfield Recorded: August 06, 1996 in Reel 2285, Image 216 Instrument No.: 2147085 Affects property by location, blank type.
- Easement for water main granted to Sanitary District Number 4 - Town of Brookfield by Easement recorded in May 27, 1998 in Reel 2665, Image 561 as Document No. 2322806. Affects property by location, shown.
- Utility Easement to Wisconsin Bell, Inc., d/b/a AT&T - Wisconsin, a Wisconsin Corporation, dated September 14, 2007, recorded/filed January 25, 2008 as Document No. 3541481. Affects property by location, shown.
- Utility Easement to Wisconsin Bell, Inc., d/b/a AT&T - Wisconsin, a Wisconsin Corporation, dated November 30, 2007, recorded/filed January 25, 2008 as Document No. 3541483. Affects property by location, shown.
- Any facts, rights, interest or claims that may exist or arise by reason of the following matters disclosed by an ALTA/NSPS survey made by Daniel E. Bednar, on behalf of Chaput Land Surveys on December 20, 2023, designated S348:
  - Utility lines cross Land without benefit of apparent easement
  - Electric lines serving the Land run through the land of others without apparent benefit of easement
  - Telephone lines serving the Land run through the land of others without apparent benefit of easement
  - Gas line serving the Land runs through the land of others without apparent benefit of easement
  - 63 parking spaces within setback lines
  - Sign within setback
  - Parking lot partially over utility easement, sanitary sewer easements, and water main easement
  - Asphalt drive and loading dock within setback
  - Storm manholes without apparent easement
 Affects property by location.



ENCROACHMENT TABLE

ENCROACHMENT	DESCRIPTION
A	UTILITY LINES CROSS SITE W/O BENEFIT OF EASEMENT



TO: Silgan Containers Manufacturing Corporation, a Delaware corporation  
Kalmbach Media Co. formerly known as Kalmbach Publishing Co., a Wisconsin Corporation  
First American Title Insurance Company

This is to certify that this map or plat and the survey on which it is based were made in accordance with the 2021 Minimum Standard Detail Requirements for ALTA/NSPS Land Title Surveys, jointly established and adopted by ALTA and NSPS, and includes Items 1, 2, 3, 4, 6(a), 6(b), 7(a), 7(b)(1), 7(c), 8, 9, 10, 11(a), 11(b), 13, 14, 16, 17, 18 and 19 of Table A thereof. The field work was completed on December 13, 2023.

Date of Map: December 20, 2023

Allen J. Schneider  
Professional Land Surveyor  
Registration Number S-2194

Date	Revision description	ts
02/13/2024	Changes to title commitment & signature	ts

**CHAPUT**  
LAND SURVEYS

234 W. Florida Street  
Milwaukee, WI 53204

414-234-8068  
www.chaputlandsurveys.com

DRAFTED BY: gs  
Drawing No. 5348.00

NOTE: SURVEY COMPLETED BY CHAPUT LAND SURVEYS. THE ENGINEER MAKES NO WARRANTY OR REPRESENTATION WITH REFERENCE TO THE ACCURACY AND COMPLETENESS OF THE EXISTING CONDITIONS INDICATED OR NOT INDICATED ON THE ENGINEERING PLANS PROVIDED.

SILGAN CROSSROADS  
REMODEL

REMODEL & NEW ADDITION(S)

21027 CROSSROADS CIRCLE

WAUKESHA, WISCONSIN 53186

ALL WORK TO BE COMPLETED AS SHOWN, AND IN ACCORDANCE WITH THE LATEST EDITION OF THE MSI GENERAL MASTER SPECIFICATION

PROJECT	DATE	LANGUAGE
AMH	DJS	XXX
NEW	HARWOOD	XXX

SHEET TITLE  
EXISTING SURVEY

SHEET NUMBER:

C1.40

PROJECT NUMBER:

P13439

P13439

COPYRIGHT © 2023 MSI GENERAL CORPORATION. ALL RIGHTS RESERVED. CREATED ON: 1-10-2024 10:00-242-891



IN ACCORDANCE WITH WISCONSIN STATUTE 180.075, DAMAGE TO TRANSMISSION FACILITIES, EXCAVATOR SHALL BE SOLELY RESPONSIBLE TO REPAIR OR REPLACE ANY DAMAGED OR DESTROYED "ONE CALL SYSTEM" NOT LESS THAN THREE WORKING DAYS PRIOR TO COMMENCEMENT OF ANY EXCAVATION REQUIRED TO PERFORM WORK CONTAINED IN THESE DRAWINGS, AND FURTHER, THIS STATUTE RELATIVE TO EXCAVATOR'S WORK.













DESIGNBUILD

MSI GENERAL CORPORATION  
W215 E. WISCONSIN AVE.  
NASHOTAH, WI 53058  
262.367.3661 | MSIGENERAL.COM

SINGLE SOURCE RESPONSIBILITY  
DESIGNING EXCELLENCE. BUILDING TRUST™

MILESTONE ISSUE DATES

PRELIMINARY SET: 6/14/2024

BUDGET SET: 7/11/2024

LOCAL DESIGN REVIEW SET:

PROPOSAL SET:

PERMIT SET:

CONSTRUCTION SET:

RECORD DRAWING SET:

REVISIONS:

ADD-A ADDENDUM - A XXXXXXXX





DESIGNBUILD

MSI GENERAL CORPORATION  
W215 E. WISCONSIN AVE.  
NASHOTAH, WI 53058  
262.367.3661 | MSIGENERAL.COM

SINGLE SOURCE RESPONSIBILITY  
DESIGNING EXCELLENCE. BUILDING TRUST™

MILESTONE ISSUE DATES

PRELIMINARY SET: 6/14/2024

BUDGET SET: 7/11/2024

LOCAL DESIGN REVIEW SET:

PROPOSAL SET:

PERMIT SET:

CONSTRUCTION SET:

RECORD DRAWING SET:

REVISIONS:

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

NO. DESCRIPTION

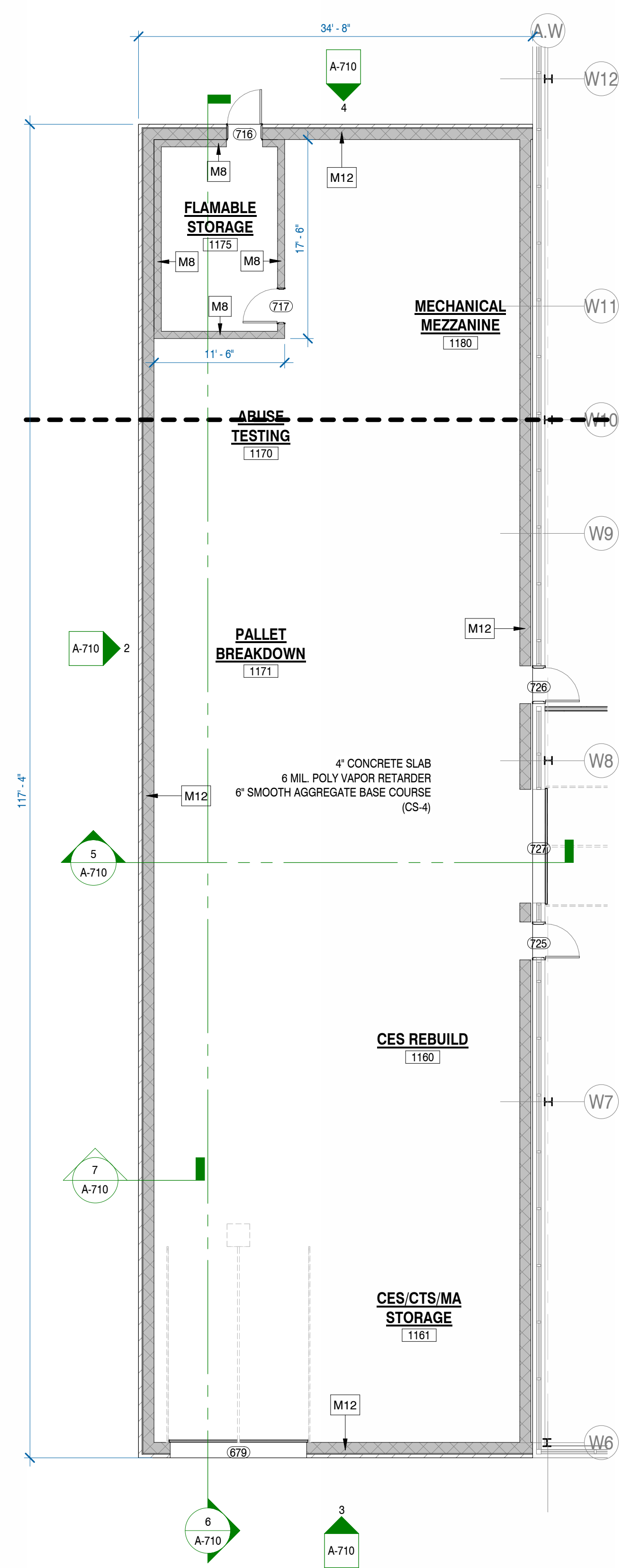
NO. DESCRIPTION

NO. DESCRIPTION

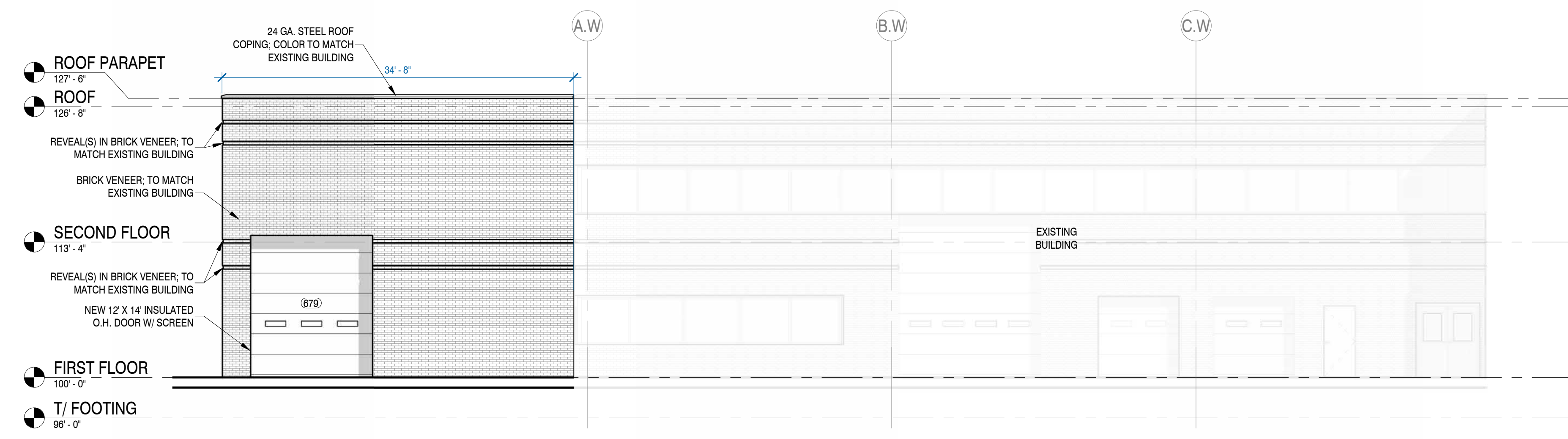
- GENERAL NOTES - FLOOR PLAN(S)**
- MOISTURE RESISTANT GWS AT ALL LOCATIONS EXPOSED TO MOISTURE (BATHROOMS, JANITOR/PLUMBING ROOMS, KITCHENS, ETC. AND EXTERIOR WINDOW AND DOOR HEAD AND JAMB RETURNS)
  - ALL WALL AREAS DESIGNATED TO RECEIVE TILE WALL SHALL HAVE CEMENT BOARD BACKER INSTALLED, EXCEPT AT TILE BASE AREAS WHICH CAN BE INSTALLED TO GYPSUM BOARD. VERIFY RESPONSIBILITY WITH SCOPE OF WORK.
  - APPLIANCES, FURNITURE, AND EQUIPMENT BY OWNER, SHOWN FOR REFERENCE ONLY. (UNLESS OTHERWISE NOTED)
  - ALL WALLS NOT LABELED WITH A WALL TYPE, SHOULD FOLLOW THE TYPICAL TYPE THAT IS CALLED OUT ON PLANS.
  - PROVIDE BLOCKING IN WALLS WHERE CABINETS, TOILET ACCESSORIES, GRAB BARS, WALL MOUNTED TV'S, ETC. ARE SHOWN ON PLANS.
  - REFER TO SHEET A-601 FOR DOOR AND WINDOW SCHEDULES.
  - REFER TO SHEET I-601 FOR ROOM, DOOR AND WINDOW FINISHES.

- SHEET NOTES - FLOOR PLAN(S)**
- NOTE: THESE NOTES APPLY ONLY TO THIS SHEET
- | NO. | DESCRIPTION |
|-----|-------------|
|     |             |

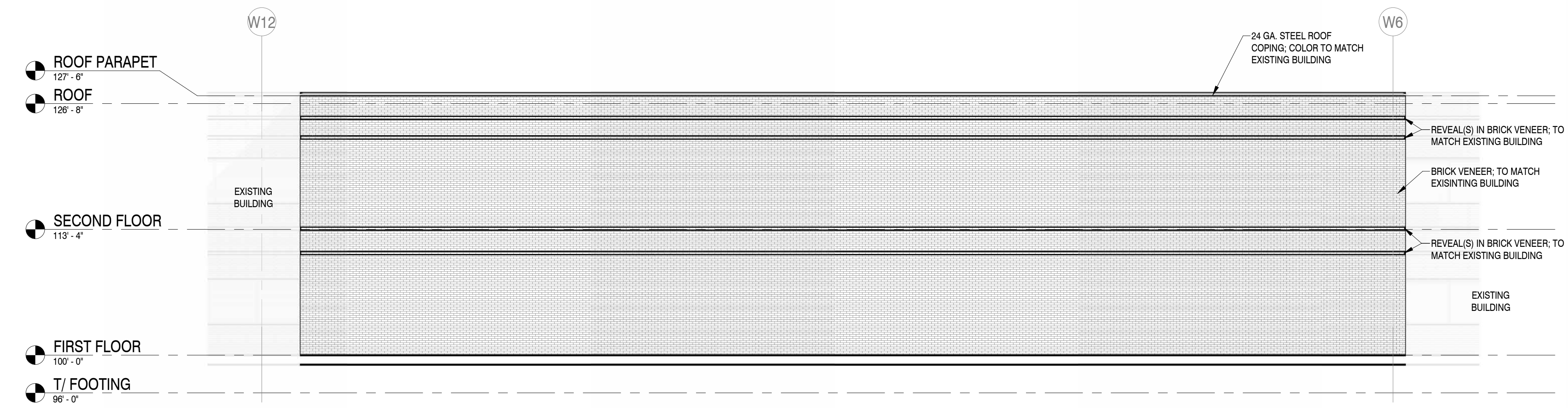
- SHEET NOTES - EXT. ELEVATIONS**
- NOTE: THESE NOTES APPLY ONLY TO THIS SHEET
- | NO. | DESCRIPTION |
|-----|-------------|
|     |             |



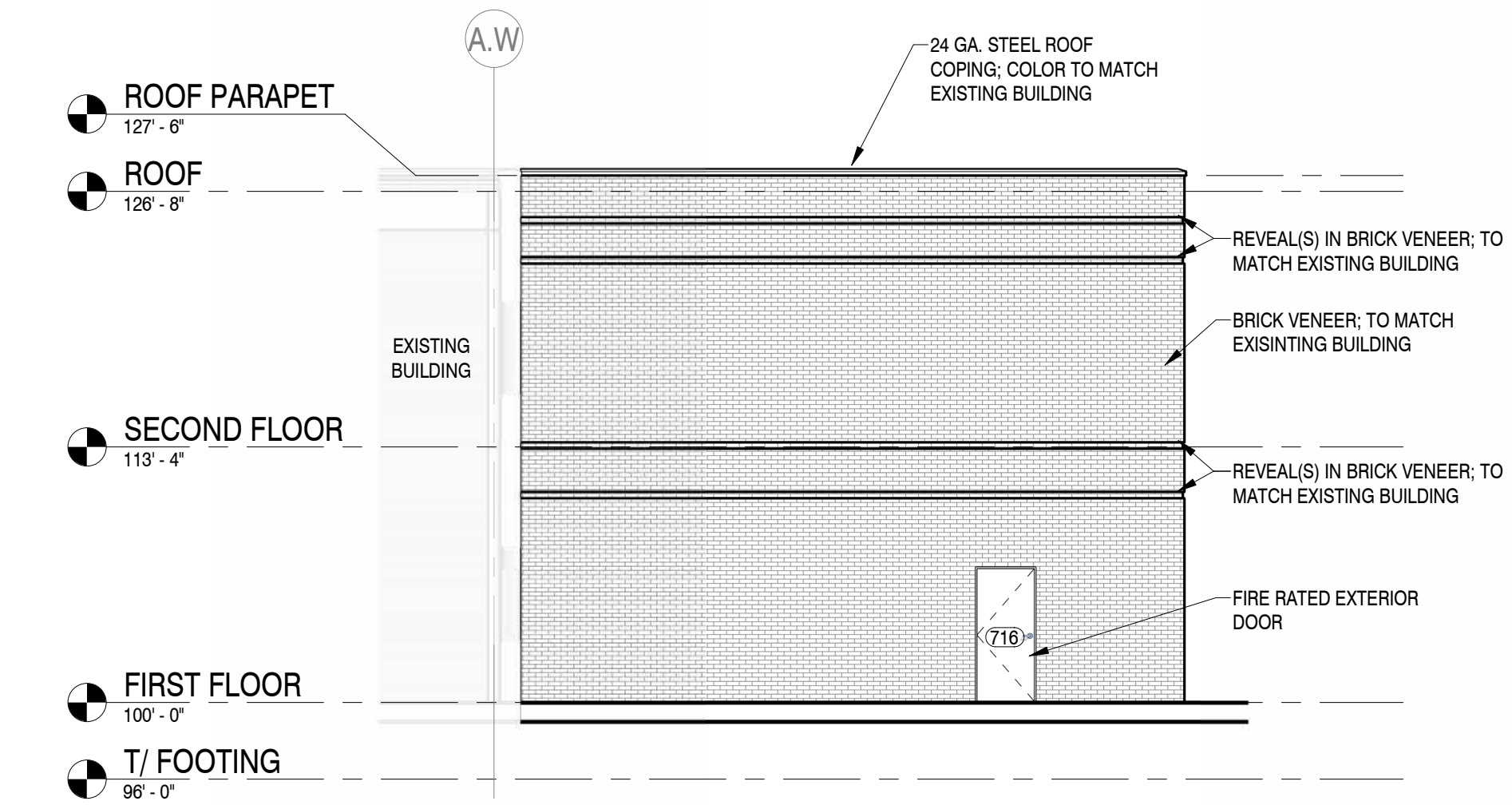
1 FIRST FLOOR PLAN WAREHOUSE ADDITION  
1/8" = 1'-0"



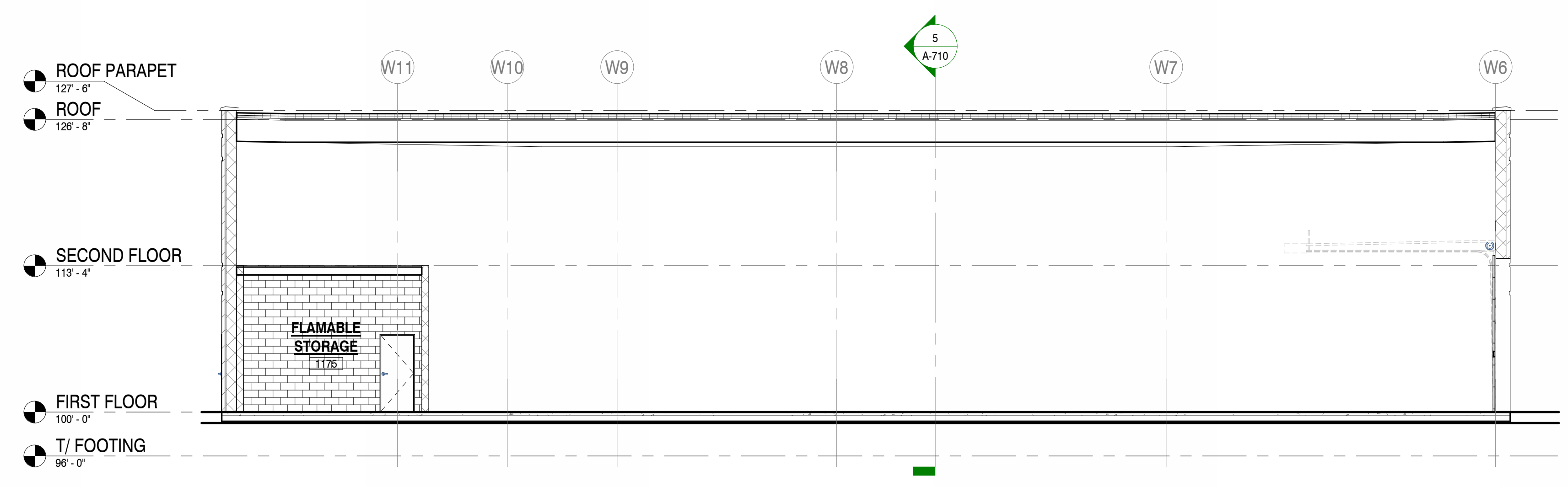
3 WAREHOUSE ADDITION - EAST ELEVATION  
1/8" = 1'-0"



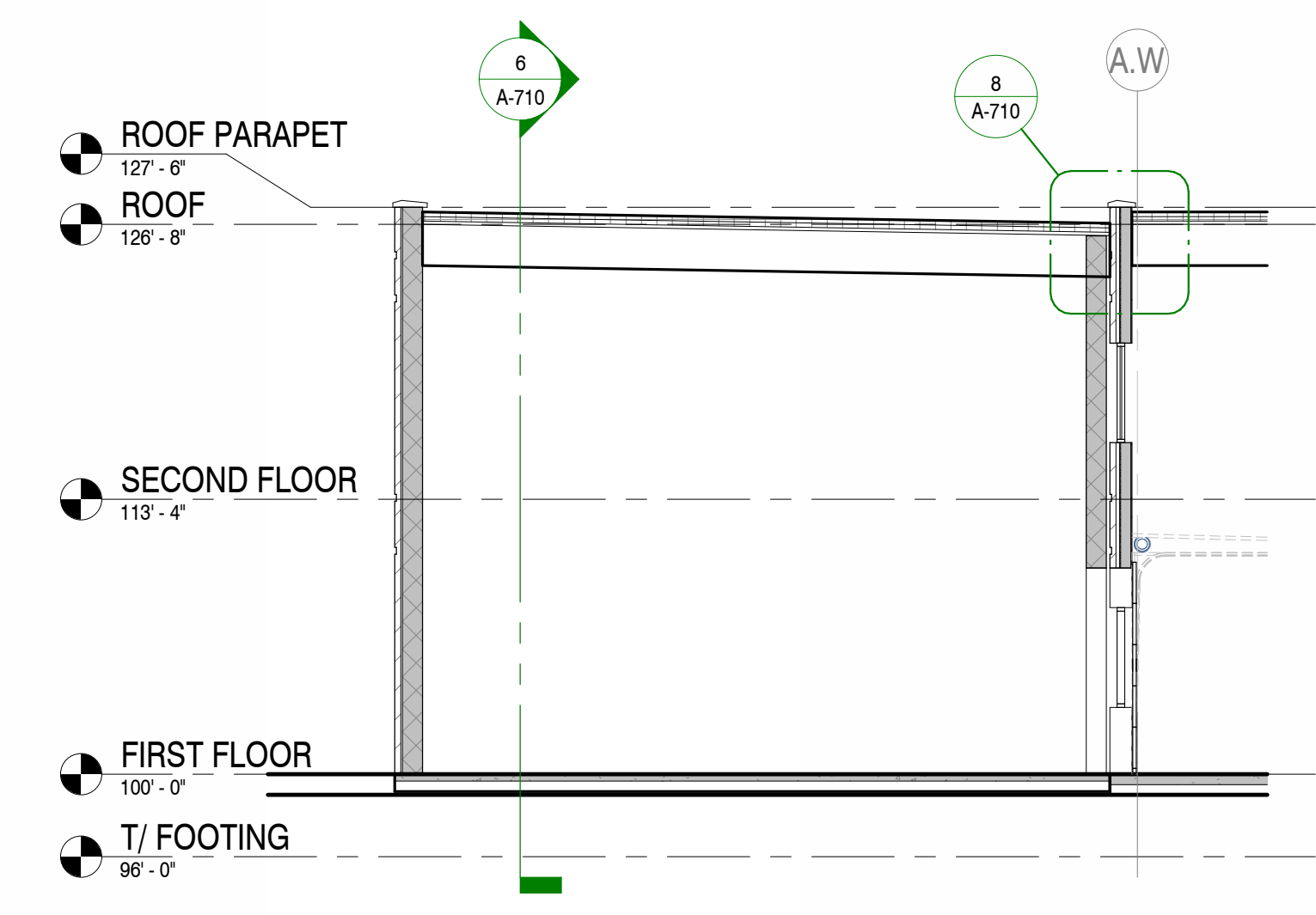
2 WAREHOUSE ADDITION - WEST ELEVATION  
1/8" = 1'-0"



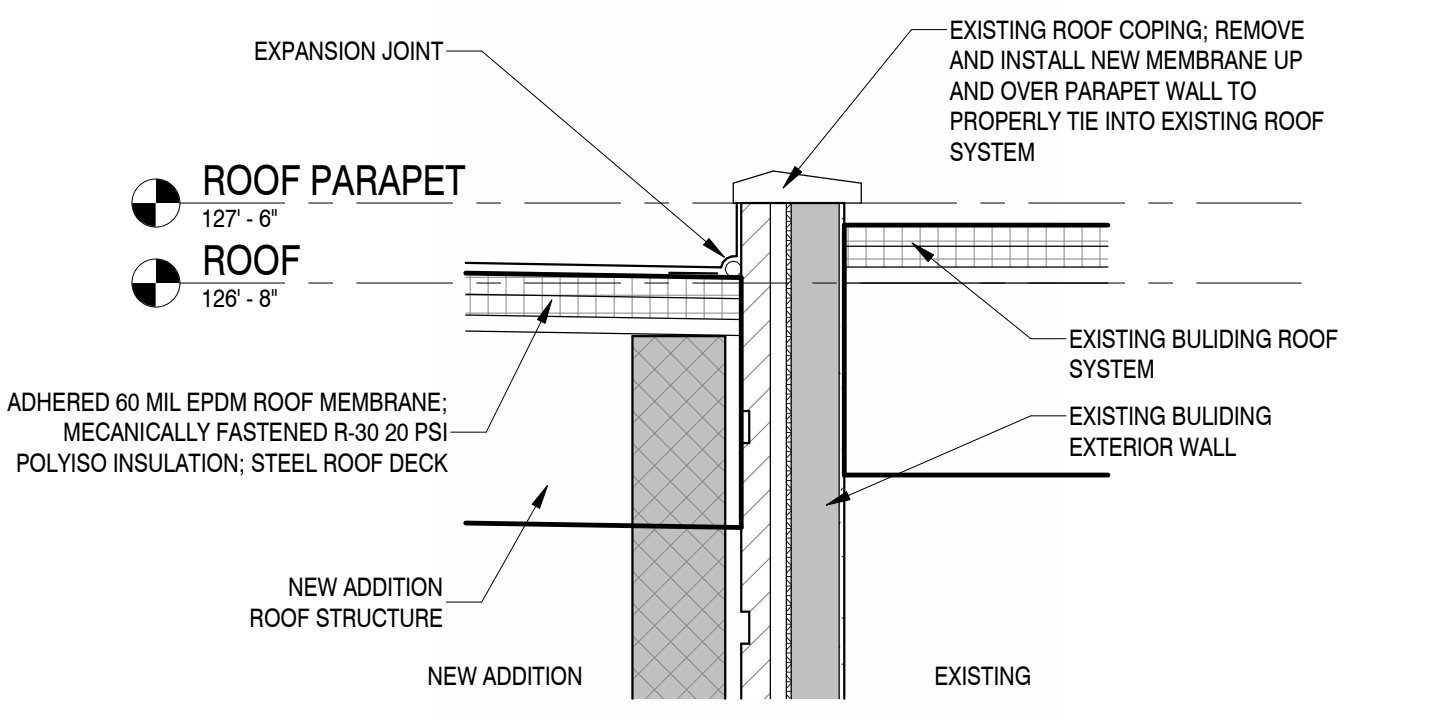
4 WAREHOUSE ADDITION - NORTH ELEVATION  
1/8" = 1'-0"



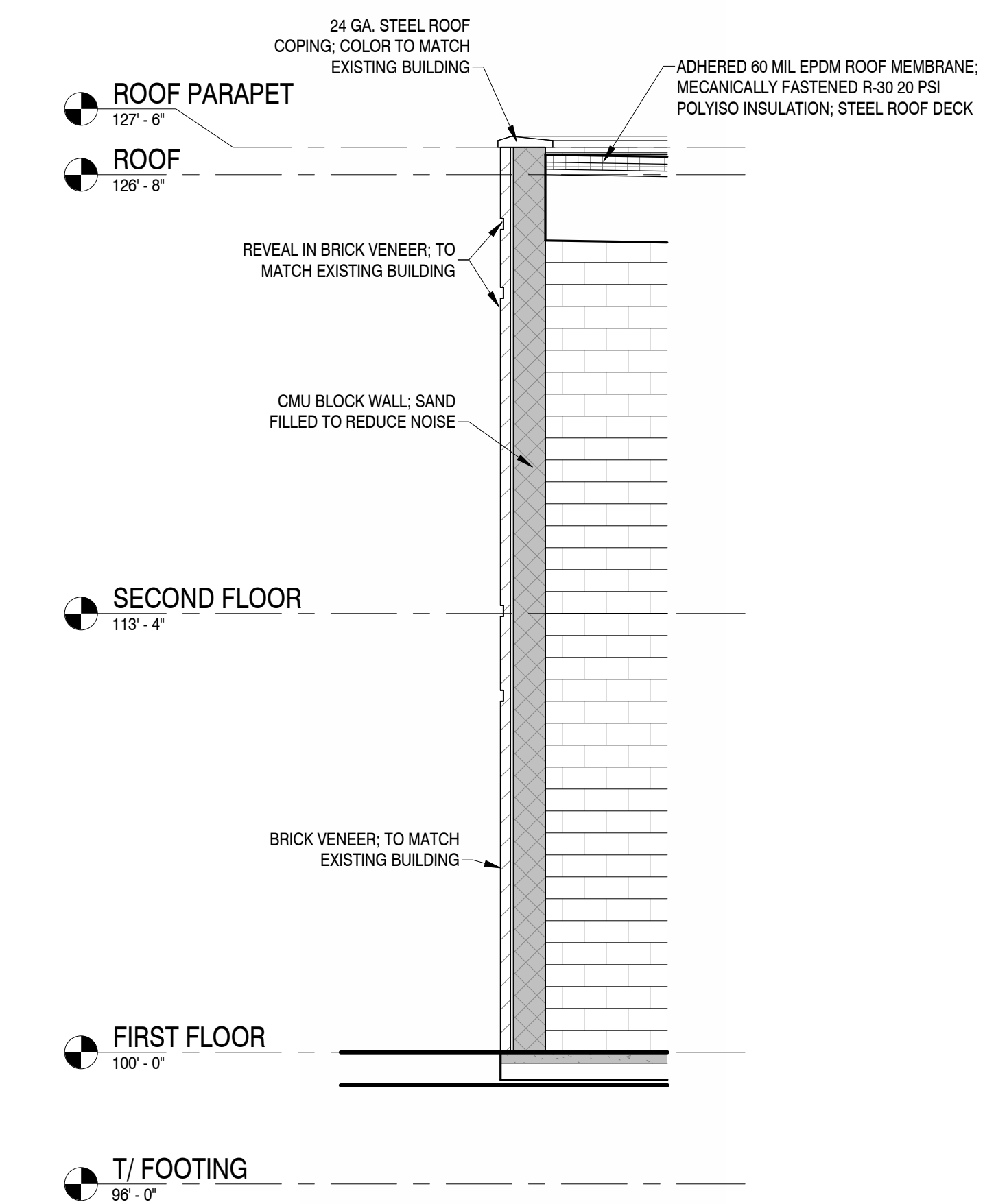
6 WAREHOUSE ADDITION BUILDING SECTION 2  
1/8" = 1'-0"



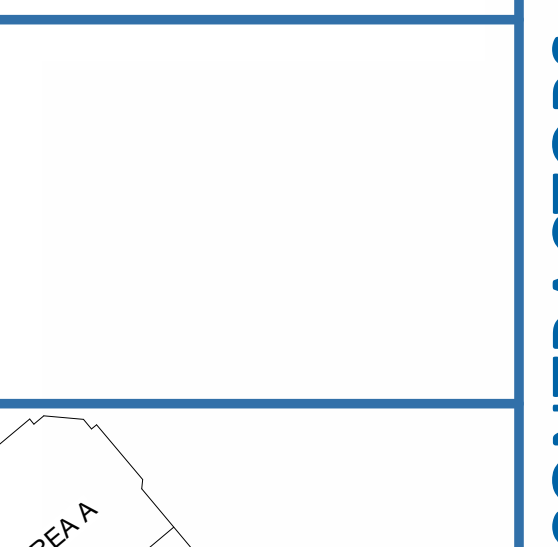
5 WAREHOUSE ADDITION BUILDING SECTION 1  
1/8" = 1'-0"



8 WAREHOUSE ADDITION TO EXISTING DETAIL  
1/2" = 1'-0"



7 TYP. WAREHOUSE ADDITION WALL SECTION  
1/4" = 1'-0"



PROJECT NAME:  
**SILGAN CROSSROADS  
REMODEL**

PROJECT DESCRIPTION:  
REMODEL & NEW ADDITION(S)

ADDRESS ADDRESS:  
21027 CROSSROADS CIRCLE

CITY/STATE/ZIP:  
WAUKESHA, WISCONSIN 53186

ALL WORK TO BE COMPLETED AS SHOWN, AND  
IN ACCORDANCE WITH THE LATEST EDITION OF  
THE MSI GENERAL MASTER SPECIFICATION

PROJECT ARCHITECT: AMH

STRUCTURAL ENGINEER: DJS

LANDSCAPE DESIGNER: XXX

DESIGN ARCHITECT: NWY

CIVIL ENGINEER: HARWOOD

REVIEWER BY: XXX

SHEET TITLE:  
WAREHOUSE ADDITION

SHEET NUMBER:  
**A-710**

PROJECT NUMBER:  
**P13439**

PROJECT NUMBER: P13439

COPYRIGHT © 2023 MSI GENERAL CORPORATION. ALL RIGHTS RESERVED. CREATED ON: 8/22/2024 3:37:11 PM

LEADERS

ENGINEERS

CONTRACTORS

ARCHITECTS











Building a Better World  
for All of Us®

## TOWN OF BROOKFIELD PLAN COMMISSION ZONING REPORT

TO: Plan Commission

FROM: Bryce Hembrook, AICP  
Town Planner

REPORT DATE: August 22, 2024  
PC MEETING DATE: August 27, 2024

RE: **Ryzing Fitness – Conditional Use Permit  
21975 Doral Rd, BKFT1126001**

**Applicant:** Katelynn Zingsheim (Ryzing Fitness)

**Application Type:** Conditional Use Permit

### **Request**

Conditional Use Permit request to allow a fitness center in the M-1 Limited Manufacturing District, located at 21975 Doral Rd.

### **Background**

The subject property is located in the M-1 Limited Manufacturing District and commercial recreational use (fitness centers) are permitted by conditional use in this district. Prior to the applicant's occupancy, there was a fitness center occupying a portion of the building and this fitness center later expanded. Staff originally thought the original fitness center received proper approvals but upon reviewing the property files, it appears that a conditional use permit was not approved. Staff originally informed the applicant that the use was fine since it was existing but reached out to the applicant to inform them that a conditional use permit was not approved. The applicant immediately submitted a conditional use application to correct this matter.

The property is located in the M-1 Limited Manufacturing District, is intended to provide for manufacturing, industrial and related uses of a limited nature and size, which on the basis of actual physical and operational characteristics would not be detrimental to the surrounding area or to the Town as a whole by reason of smoke, noise, dust, odor, traffic, physical appearance or other similar factors. However, commercial recreational facilities may be appropriate in the district depending on the specific property. There is a gymnastics center across the street that is technically considered the same use. The business seeks to operate large group classes 7 days per week with set schedules. Small group and private classes will also be offered during business hours, with varying schedules. They will also offer "open gym" during business hours for their members. The business will have 10-12 employees. The business does specify they will not be open "24/7", but no specific hours are given.

### **Recommendation**

Recommend approval of the Conditional Use Permit.

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 501 Maple Avenue, Delafield, WI 53018-9351  
SEH is 100% employee-owned | [sehinc.com](http://sehinc.com) | 262.646.6855 | 888.908.8166 fax





**Legend**

- Municipal Boundary\_2K
- Parcel\_Dimension\_2K
- Note\_Text\_2K
- Lots\_2K
- Lot
- Unit
- General Common Element
- Outlot
- SimultaneousConveyance
- Assessor Plat
- CSM
- Condominium
- Subdivision
- Cartoline\_2K
- EA-Easement\_Line
- PL-DA
- PL-Extended\_Tie\_line
- PL-Meander\_Line
- PL-Note
- PL-Tie
- PL-Tie\_Line
- <all other values>
- Railroad\_2K

0 90.01 Feet

The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

**Notes:**

Printed: 8/22/2024







## Ryzing Fitness

### Executive Summary:

Ryzing Fitness LLC is a health and fitness facility located in Waukesha Wisconsin. The company is owned and managed by Katelynn and Ryan Zingsheim. At Ryzing Fitness, our mission is to empower individuals to achieve their health and wellness goals through personalized fitness programs, expert coaching, and a supportive community environment. We are dedicated to fostering a culture of inclusivity, motivation, and continuous improvement, striving to inspire and enable our members to lead happier, healthier lives. Additionally, we are committed to cultivating an environment that promotes career personal trainers, providing ongoing professional development opportunities and mentorship programs. Our aim is to ensure our trainers are equipped with the knowledge, skills, and passion necessary to deliver exceptional service and support, fostering long-term success for both our trainers and our members. We offer a variety of memberships at our facility in order to serve anyone who walks through our doors. Our services include large group classes, small group training, 1 on 1 private training, open gym, aqua endurance, nutrition coaching, mindset coaching and physical therapy. Even though we have a large variety of services, we are still considered a small box gym. In being so, this provides value to our community of members because it provides a close and friendly atmosphere where everyone, including our team, knows each member by name. We provide individualized programs while also fostering an environment to build lasting relationships. Many of our members have been part of the Body by Design/Ryzing Fitness community for over a decade! My wife Katelynn and I own and operate the gym. We have a team of 10 trainers that help us run all of the programs that we offer. We are located in a high traffic area just off of I-94 and Bluemound Road. We have great street visibility and a convenient location.

### Business Description:

Ryzing Fitness is a health and fitness facility that offers a vast variety of services. Our services include: large group classes, small group training, 1 on 1 private training, open gym, aqua endurance, nutrition coaching, mindset coaching and physical therapy.

Large group classes take place multiple times a day, 7 days a week. They are a fun and effective way to work out in a group that challenges all aspects of your fitness. Each class is 45 minutes. The coaches guide members through a warm-up, detailed instruction, workout, and cool down. We have a set class schedule so that members can keep a consistent plan for attending our classes. We are always looking to add to our class times and types of classes. Our plan is to implement a mobility/yoga class, core class, and pilates class. We have and will



continue to survey our members to see what classes they enjoy and would like to see more of. This has led us to our implementation of the classes listed above.

Small group training is a more private version of our large group classes. These typically take place between 2 to 5 members. Small group training is similar in style to our 1 on 1 private training, however in being with other people, it still provides that aspect of community and accountability. Small group training is offered in 30, 45, or 60 minute sessions. Small group training has provided the ability for family members and friends to work out together while still having a coach to provide more detailed programming. Our plan is to steer more of our training into small group training as it is a buffer between large group training and 1 on 1 private training. Our members can receive all the detail and attention of a private session while still working out with others. This is also attractive to our members as it serves as a cheaper option for each individual while simultaneously providing more revenue for our business.

Individual private training is our primary focus at Ryzing Fitness. Our private training is offered in 30, 45, or 60 minute sessions. We have found that our members see the most success in achieving their goals by working privately with a coach. The coach provides specific programs to meet the members needs, individualized nutrition planning, and provides an extra layer of accountability by being accessible around the clock via in person, phone, or email. Private training 1:1 is the staple of what we offer at the gym, and we are always striving to improve the experience by providing continued education for our trainers, hiring new coaches, and surveying members to see where we can improve.

Our open gym is a great addition to our space. This allows members to continue their workouts before or after a session and come in on their own time. The addition of the open gym offers our members a space that is not crowded, has more equipment variety, and more access to availability. Our facility is not 24/7, but our open gym allows the most flexibility in terms of time available for our members to workout. Many of our 1:1 trainers provide "homework" to their clients. The open gym is a great place to get that homework completed.

Nutrition coaching is a newer service that we offer at Ryzing Fitness. Many of our coaches have understood the importance that nutrition plays to overall health and performance for a long time. We now have 4 coaches that have obtained a certification in nutrition. Our nutrition coaching program is offered as a 45 minute sit down with one of our coaches. We discuss goals, habits, strengths, areas of improvement, and nutritional guidance that are specific to each member. We understand that nutrition is not one size fits all and needs to be individualized. At Ryzing Fitness we offer a well rounded approach to nutrition that is sustainable and enjoyable. Our plan is to provide continued education for our coaches to gain their nutrition certification and to expand on ones they already have. We also plan to provide seminars to our members where we bring in certified dieticians to talk in more depth about the nuances of nutrition.

Mindset coaching is similar to our nutrition program. We have a couple of coaches who have multiple certifications in the behavior and mindset background. Mindset coaching is offered as a 45 minute sit down with one of the coaches to discuss goals, habits, strengths,



areas of improvement, and guidance in improving mental health and performance. At Ryzing Fitness we understand that while exercise and nutrition are the more common focal points, behavior and mindset play a larger role in achieving overall health and performance. We plan to further tap into this aspect of our coaching, as we believe mental health is becoming a more demanded topic in the fitness industry.

This summer we are adding a golf strength and mobility program. The strength and mobility program will be offered as a group class option that will consist of 5 60 minute sessions. There will also be the option to continue training as a private option. Private lessons will be offered as 60 minute sessions to work with a coach to improve their golf game. Many of our members are avid golfers. In talking with them, we have discovered that many struggle with their game through mobility, strength, cardiovascular, and mental issues. Our group program and/or private sessions can help our members overcome these issues and improve their game and overall experience while golfing. We also know that living in Wisconsin, golfing year round is not an option due to weather. Our golf program allows members the opportunity to enjoy the sport year round.

We are working towards adding an athlete group training program to Ryzing Fitness. Currently there are some athletes who work privately with our coaches, or utilize our open gym. We believe that creating a program where athletes train together in small groups can help develop their skills and relationships more. Our athlete program will be offered as a 60 minute group workout. Athletes will also have the ability to book private sessions with a coach to get more individualized attention. Many of our members have children in youth, club, high school, college, or semi professional sports. We have come to find that many of the athletes do not have a fitness program outside of their sports season. Our plan with our athlete program is to develop strength, speed, agility, movement knowledge, and injury prevention to our athletes. We intend this program to be a step towards improving our community engagement by attending sporting events, hosting workouts, and developing relationships with athletes, coaches, clubs, and schools. We are anticipating launching this program towards the end of 2024.

We have recently launched a corporate training program at Ryzing Fitness. Our corporate training program is offered as a volume discount to the company based on how many employees would participate. As many of our current members work in the corporate world, we are aware of the strains that it can have on the body and mind. We believe that offering discounts for companies to provide their employees with can help companies foster better relationships with their employees, as well as provide them with the opportunity to become healthier and happier individuals.

### History of business

Ryzing Fitness was formerly known as Body by Design. Body By Design was founded on May 1st, 2012 by Joey Huber. Body By Design's first location was on the corner of Bluemound and Calhoun in Brookfield, WI. It was a very small operation at first, less than 2000 sq ft in the basement of a church. There was no staff and only 9 members to start with.

Joey quickly filled his days full of clients and within two months he had 25 clients and not a spare hour in the day. At that point Body By Design hired its first employees, Justin Plesnik and Jake Huebner, who are still with the company today.



After that, the process continued, filling up trainers, and hiring new ones. This was done until there were 6 full-time trainers and the studio was packed needing to service 150 members.

In July 2013 Body By Design formed as an LLC and moved into its current location on the corner of Springdale and Doral Road in Brookfield next to the Marcus Majestic Theater.

Body By Design continued to scale and expand each year adding more and more members and staff to fulfill its services. There were 6 expansions total, one in 2013, 2015, 2017, 2018, 2020, and 2022. Each expansion (about 2,000 sq ft at a time) helped Body By Design grow from the 1,800 sq ft basement of a church studio, to one of the largest micro-gyms in the state at 16,000 sq ft.

Body By Design scaled from 9 members in 2012 to over 275 members by 2023. These are premium (high-ticket) service memberships with an average membership of \$300/mo and an average lifetime value of over \$1,800 per member .

Body By Design has done 7.1 million in revenue since opening its doors in 2012 and has expanded its services rendered from only private personal training to now include large group training, semi-private training, aquatic training, open gym, nutrition, accountability coaching, and more.

#### Market Analysis:

The fitness industry is continually evolving, driven by shifts in consumer preferences, technological advancements, and societal trends. We have seen the fitness industry primarily focusing on small or large group training, private training and online training. At Ryzing fitness we have been able to quickly adapt to what the industry is demanding. This is why we offer a wide variety of programs and are always continuing to add or remove based on the needs of our members.

Our target market at Ryzing Fitness is broad. We are a facility that prides ourselves in the inclusivity of anyone that is looking to better their health, fitness, performance, or relationships. As we operate in Waukesha County, our target market is to those who live in the surrounding areas. We offer a large variety of services and have a diverse team to accommodate anyone that comes through our doors. Our members range in age from 10 to 80. We have members of all fitness levels.

Our main competitors at Ryzing Fitness are Lifetime, The Wisconsin Athletic Club (WAC), and Anytime Fitness. Our strength against our competitors is the fact that we are a small box gym, and they are all massive franchises. This gives us the ability to foster a larger sense of community to our members, as well as providing exceptional services. Our diverse team of coaches offers us a more well rounded and expansive approach to training. We do not enforce strict guidelines to training style, in order to serve the client in front of us. Another strength is that being a smaller gym, in comparison, we are not overcrowded at any given time. This is nice for our members and coaches because there is not a need to wait or "fight" over equipment or space. Big box gyms have state of the art equipment, but at Ryzing Fitness we know that new equipment doesn't equal better results. We focus on the fundamentals of lifting



instead of the fancy new equipment or large scale sizes. Our size allows us to foster a tight knit community that the big box gyms can't provide.

Only about 10% of Americans have a gym membership. I believe that is because we make it so complicated and confusing with who has the best programs or facilities, who is the best or cheapest, or having a dogmatic approach to fitness. I believe the market is extensive and there is more than enough to go around. So our best opportunity is to work together towards the greater goal of helping everyone, versus fighting over who is bigger and better, further deterring people from joining. We will be participating in many of the events that our local big box gyms offer. This is a great way for us to get involved in our local fitness community.

#### Member Breakdown:

**Age:** Ryzing Fitness offers services for ages ranging from 10 to 80. We encourage all ages to start working out. Whether it's developing good movement patterns early on, building strength and posture during your adult life, and being able to move and not be in constant pain later in life. Ryzing Fitness can provide training for all ages.

**Gender:** Ryzing Fitness offers services to all genders. Our primary audience is women aged 38-50. We are always looking to expand our member base, and we pride ourselves on being inclusive. Everyone deserves to be healthy and happy, and Ryzing Fitness can provide that.

**Income:** Ryzing Fitness offers a variety of services for any income. We understand that not everyone can afford private training, so we offer cheaper options such as group classes or open gym. For those who have the resources, we provide top notch service through our private training sessions.

**Occupation:** Ryzing Fitness offers services that cater to many professions. We have members of all career types from surgeons to stay at home moms. We understand that no one profession needs health and fitness attention more than the other, so we provide programs to fit all.

**Lifestyle:** Ryzing Fitness offers services to all lifestyles, from busy professionals to those with limited mobility. We provide extensive in person or at home programs, 30 to 60 minute workouts, or quick 5 to 10 minute bodyweight workouts that you can do anywhere.

**Personality:** Ryzing Fitness offers services to all sorts of personalities from super competitive to just for fun. We offer gym challenges, workshops, charity events, or community enrichment events such as a cookout.



Usage: The services provided at Ryzing Fitness offer the ability to use our facility at almost any time of day. We run early, midday, and evening group classes, we offer private training based on time preference, and an open gym that is accessible from 4 in the morning until 10 at night.

Benefits sought: Our members come to us for a multitude of reasons. The primary reason our members join is for fat loss and muscle gain. We excel in that area, however, we also offer programs of performance, maintenance, athleticism, stress relief, sleep habits, mindset and behavior habits, and many more.

Location: Ryzing Fitness is conveniently located off of I-94 and Bluemound Road. We are in the heart of Waukesha County and are easily accessible. There are a plethora of activities to do surrounding our gym, such as shopping, movie theater, go karting, mini golf, trampoline/adventure park, spas, golf courses, and many more.

#### Additional Information:

Ryzing Fitness's unique selling proposition is that we offer a wide variety of services and programs. Ryzing fitness is truly a one stop shop for all of your health and fitness needs. Two areas that set us apart from our competitors are aqua endurance and our golf program. Aqua endurance is truly a one of a kind experience and cannot be replicated elsewhere. While there are many gyms that have pools, it is not the same as our aqua endurance program. There are also many gyms and facilities that have golf programs or simulators, but that is their primary focus. At Ryzing Fitness we provide you with those services, but also provide many more that can help you beyond your golf game.

Ryzing Fitness offers its members a personalized experience to fit their needs and goals while meeting like minded individuals. The community of members we have is why the fitness industry is so amazing. No matter what your goals are, weight loss, muscle gain, performance, golf, sleep, mindset, or overall health our team and members are there to support you and keep you going. At Ryzing Fitness we regularly assess the effectiveness of each of our programs through client feedback, surveys, and data analysis. Based on our results we are ready to adapt to meet the needs of our members.

#### What we are doing differently:

We plan to cut monthly costs such as car payments, salaries, and profit sharing. Body by Design had four different managerial roles until Ryan stepped in as sole manager in January 2024. These four roles totaled \$80,000 of salaries per year and were also eligible for monthly profit sharing. Many of these roles overlapped in duties which led to disagreements of how things should operate. This led to tension and a stalemate in productivity towards running the gym. At Ryzing Fitness, Ryan and Katelynn will be the sole managers/operators. This allows us to eliminate the salaries and profit sharing as well as fast track marketing and sales efforts. The



revenue decrease in 2023 can be attributed to the stalemate of having too many competing management positions. The differing opinions led to an inconsistent sales and marketing strategy that was confusing to both members and prospective members. In 2023 Body by Design focused its marketing efforts on "6 week challenges". These challenges were designed to bring people seeking quick results and weight loss into the gym. This strategy was not only expensive, but it was ineffective. The members who signed up for the challenges did not end up staying. Ryzing Fitness will not be marketing towards quick short term programs.

The focus of Body by Design the past year has been a large expansion and adding Aqua Endurance. The addition was the last of 9 expansions over the 12 years Body by Design has operated at this location. An additional 7,000 square feet were added. This led to expenses of remodeling, buying more equipment, buying a pool, painting, cleaning, added rent, and all of the utilities. While adding these were great additions for our existing members, they did not attract new customers as much as anticipated. There were no strategic marketing efforts made to bring in new members to the new space. Ryzing Fitness is focused on filling that space with revenue generating activities.

Ryzing Fitness is a large space, at almost 16,000 square feet. While under ownership as Body by Design, there were many rooms/open space that was not being utilized, therefore, not generating revenue. We plan to fill the "wasted space" with things such as, mobility yoga/pilates classes, golf training, and trainer sales room. In filling these spaces we are making sure that we are making the most of the square footage we have and that it's generating revenue for Ryzing Fitness.

We plan to increase prices for new members to more closely match market expectations. The open gym will go from \$36/month to \$54/month, and group classes will go from \$76/month to \$99/month.

Ryzing Fitness plans to make use of the 1,200 square feet of unused space by adding a golf training program. Conservative projections estimate \$98,000 in additional yearly revenue. The cost to implement this program is very low as Ryan is already certified to teach the classes.

We have opened up job positions and are looking to hire 2 to 3 more full time trainers. Our goal is to hire trainers who have different backgrounds such as yoga or pilates that can add to our services at the gym. In hiring full time trainers, this ensures our ability to provide members with a trainer who is available to accommodate their schedule.



## About Us

Ryzing Fitness was founded in 2024 by Katelynn and Ryan Zingsheim.

While Ryan has been a prominent member in the fitness industry for years, I, Katelynn, have not. I often joke that "I married into the gym life". I was always on the outskirts of the sports and fitness world. I played sports in highschool, but just for fun. I worked out, when it was convenient. I played intramural sports, when there were friends or drinks involved. In college, at UW Madison, I majored in Nutritional Sciences. I shared classes with the Kinesiology majors, studied the importance of exercise, and listened to them debate the most effective styles of movement. If you had asked me if I considered fitness a crucial part of my life I might have said yes, but I also might have shrugged and said "eh". After college I took a business development role with a company that manufactured ambulances. That job led me to my current job of implementing ecommerce platforms for companies in the OEM sector. I love my job, even if it is a far stretch from the direction I anticipated my career going. Somewhere along the way, I started to miss the fitness world. I googled "gyms near me" and found Body by Design (BBD). It was close, affordable and the google reviews were decent. I signed up for a one week trial and my life changed forever. On my first day at BBD I met Ryan. Long story short, I extended my membership after the week was up, fell in love with exercise and fitness and married Ryan in 2022.

Ryan's entrance into the exercise and fitness community started long before mine. He was an avid athlete in highschool, and refereeing soccer was his first job. After that, he went to Edgewood college and UW Milwaukee for a marketing degree. Throughout college he was dedicated to his personal fitness. After college he got certified as a trainer and started training at Anytime Fitness. Shortly after he interviewed at BBD, where his best friend and roommate worked, his personal training career and lifelong passion began. Ryan started training at BBD in 2018, teaching over 25 classes a week and building his client base. Since he began he has received more than five certifications, even traveling to California to participate in a career development program. Ryan loves working out, but that isn't what makes him the trainer he is today. He is more than a workout partner to his clients. He is a cheerleader, a teacher, a coach and a friend to everyone in the gym. If you asked him, he would tell you his greatest professional achievement is the impact he has made on his clients quality of life, happiness and confidence. He believes that mobility, strength and endurance are more than just physical descriptors. He is a mentor and leader to his colleagues. He has been the manager at BBD since 2023. He has always dreamed of owning his own gym where he could instill his values and culture in the fitness space.

A challenge Ryan, and many trainers in the industry, face is that personal training is seen as a "side hustle" or second job. Our vision for Ryzing Fitness is to be a place that fosters career personal trainers. We focus on professional development, business development and





continued education. All of our employees are encouraged to develop their niche and style. We support them with marketing, education, guidance and any equipment or supplies they need. This mindset has allowed us to create a team of exceptionally unique and talented trainers.

In parallel to fostering an environment for career trainers we are also dedicated to creating a sanctuary for our members. We live by the motto, "Working out should be fun." and "Strong looks good on everyone". This isn't a gym focused on weight loss, restriction or "never quitting no matter what". This is a space to become the strongest, healthiest and happiest version of yourself, no matter what that looks like. Fitness can truly change a person's life from the inside out. It is an honor to both of us to be able to see, facilitate, and participate in our members' lives in that way.

## Meet our Team

At Ryzing Fitness our team is what makes us special. We might be biased, but we think we have the best fitness team out there! Professional development is one of our core values and our team reflects that value. All of our trainers are certified, and most have multiple certifications. Each one of our team members has their own style. Because everyone came to Ryzing Fitness from a different fitness avenue, we have a huge pool of background and professional knowledge to share amongst ourselves. We meet regularly to share knowledge and train each other. Many of our trainers are thought leaders in their space. They speak publicly, publish their work, develop new equipment, have patents pending and train others in the fitness space. Some of them have even been featured on TV shows and the local news!

**Adam Ameen:** Adam has been a personal trainer at Body by Design for over five years. His style of training consists of weightlifting, cardio and functional movement. He likes to keep workouts fresh and new for clients. He trains clients of all ages, but his passion is young athletes. He teaches many of our weekly bootcamp classes and is a leader in that space.

**Andy Wasik:** Andy has been a personal trainer and team lead at Body by Design for over six years. His passion for training stems from a lifelong participation in sports and weight training, as well as being a physical training leader in the US Air Force for 3+ years. His approach to training is to keep things simple, but dominate the fundamentals. He has also recently published a nutrition handbook. His handbook has sold more than 100 copies and counting!

**Justin Plesnik:** Justin has been with the team since 2012! His style has evolved a lot over the years but at its core has always been an emphasis on fun and effective workouts. He often incorporates weapons such as the bo staff, mace and lightsabers into his training sessions. Justin has created and developed our AquaEndurance training program. He has a patent pending on the technology he has created for the AquaEndurance program. AquaEndurance allows individuals who might have joint or mobility issues the ability to weight train without pain. This is a life changing program for many of our members. Justin also works very closely with the Paralyzed Veterans Association-Wisconsin Chapter. He has created numerous programs and training regimens for our veterans. He has over 15 certifications ranging from nutrition, personal training, behavior change, movement and sleep. He is truly an expert in the field.

**Kat Musni:** Kat has been with the team since 2016. She is the embodiment of "workouts should be fun!" here at Ryzing Fitness. Besides teaching classes and personal training in the gym, she has a YouTube channel with over 500 videos. People tune in to her workouts from all over the



world! She has a large social media following with close to 15,000 followers. She speaks online and in person on mental health, eating disorders and the fitness space. She was a featured contestant on the show Frogger in 2022! She recently became a signed athlete with Baltimore UFX and will be competing this summer.

**Trevor Kaucic:** Trevor is certified as a personal trainer, mindfulness and meditation coach, and life coach. He started his own company Best Self. Best Self has now grown into being able to help people through the Best Self Studio in Hartland, 'The Best Self Blueprint' podcast on YouTube, organizing a variety of charity events each year, and working with coaches in all scopes of practice to bring knowledge & insight to the Best Self community. At the gym Trevor teaches bootcamps, has 1:1 clients for training, and runs many of our charity events. This summer he is starting a summer race team at Ryzing Fitness. Members will participate in various local race events, such as the Tough Mudder, together as a Ryzing Fitness team!

**Jake Huebner:** Jake has been with the gym for close to 10 years. He does sales meetings with new clients and trains 1:1. His training style is foundational lifting. He likes to go at a slow pace with an emphasis on progressive overload.

**Teri Nitschke:** Teri has been in the fitness world for over 40 years. She has experience with triathlons, running, lifting, and long distance biking. She has worked with veterans for much of her career. To know her is to love her! Teri is an amazing, positive and encouraging coach. She teaches classes and works 1:1 with clients at Ryzing Fitness.

**Tyler Johnson:** Tyler started his coaching career with Crossfit. He brings elements of his Crossfit past to his coaching at Ryzing Fitness. We love his unique blend of training styles. He is a fast paced, upbeat and dedicated coach. He hosts workshops for members outside of our standard bootcamp classes. Most recently he has been running a training program for a Memorial Day Murph event we are hosting at the gym. Tyler has coordinated with the PVA-Wisconsin Chapter for the event and we are looking forward to hosting the event alongside them! Outside of the fitness world, Tyler is a talented artist and painter.

**Omar Ranola:** Omar is newer to the Ryzing Fitness team. He has experience with gym management, group classes and 1:1 training. He is a master at creating unique and engaging group classes! We are looking forward to seeing his career and style development here at Ryzing Fitness.

**Emily Bentley:** Emily is also newer to the team. She is a novice trainer who is working towards creating her style. We are so lucky to have her enthusiasm and dedication to helping members find happiness through fitness.



Building a Better World  
for All of Us®

## TOWN OF BROOKFIELD PLAN COMMISSION ZONING REPORT

TO: Plan Commission

FROM: Bryce Hembrook, AICP  
Town Planner

REPORT DATE: September 22, 2024  
PC MEETING DATE: September 27, 2024

RE: **Octane Coffee – Conceptual Approval**  
**19555 West Bluemound Road BKFT1124996004**

**Applicant:** Adrian Deasey, Octane Coffee

**Application Type:** Conceptual Approval

### **Request**

Applicant is requesting conceptual approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road.

### **Summary of Request**

- The applicant is proposing to add a small drive-thru coffee shop on the northwest side of the property.
- The building will be portable and can be relocated in the future.
- If this project moves forward, the applicant will need to go through the conditional use permit and variance processes.
- This item was submitted shortly before packets were sent out and more information will be provided at the meeting.

The development review team is currently reviewing and feedback may be provided at the time of the meeting.

### **Conceptual Approval**

The purpose of conceptual project review shall be to determine the best use of a building site. The Plan Commission will consider the proposed land use and its compatibility with adjacent land uses. The Plan Commission should consider ingress and egress, off-street parking, and internal traffic patterns.

Engineers | Architects | Planners | Scientists

**Short Elliott Hendrickson Inc.**, 501 Maple Avenue, Delafield, WI 53018-9351  
SEH is 100% employee-owned | [sehinc.com](http://sehinc.com) | 262.646.6855 | 888.908.8166 fax



- Legend**
- Municipal Boundary\_2K
  - Parcel\_Dimension\_2K
  - Note\_Text\_2K
  - Lots\_2K
    - Lot
    - Unit
    - General Common Element
    - Outlot
  - SimultaneousConveyance
    - Assessor Plat
    - CSM
    - Condominium
    - Subdivision
  - Cartoline\_2K
    - EA-Easement\_Line
    - PL-DA
    - PL-Extended\_Tie\_line
    - PL-Meander\_Line
    - PL-Note
    - PL-Tie
    - PL-Tie\_Line
    - <all other values>
  - Railroad\_2K

0 118.68 Feet

The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

**Notes:**

Printed: 8/22/2024



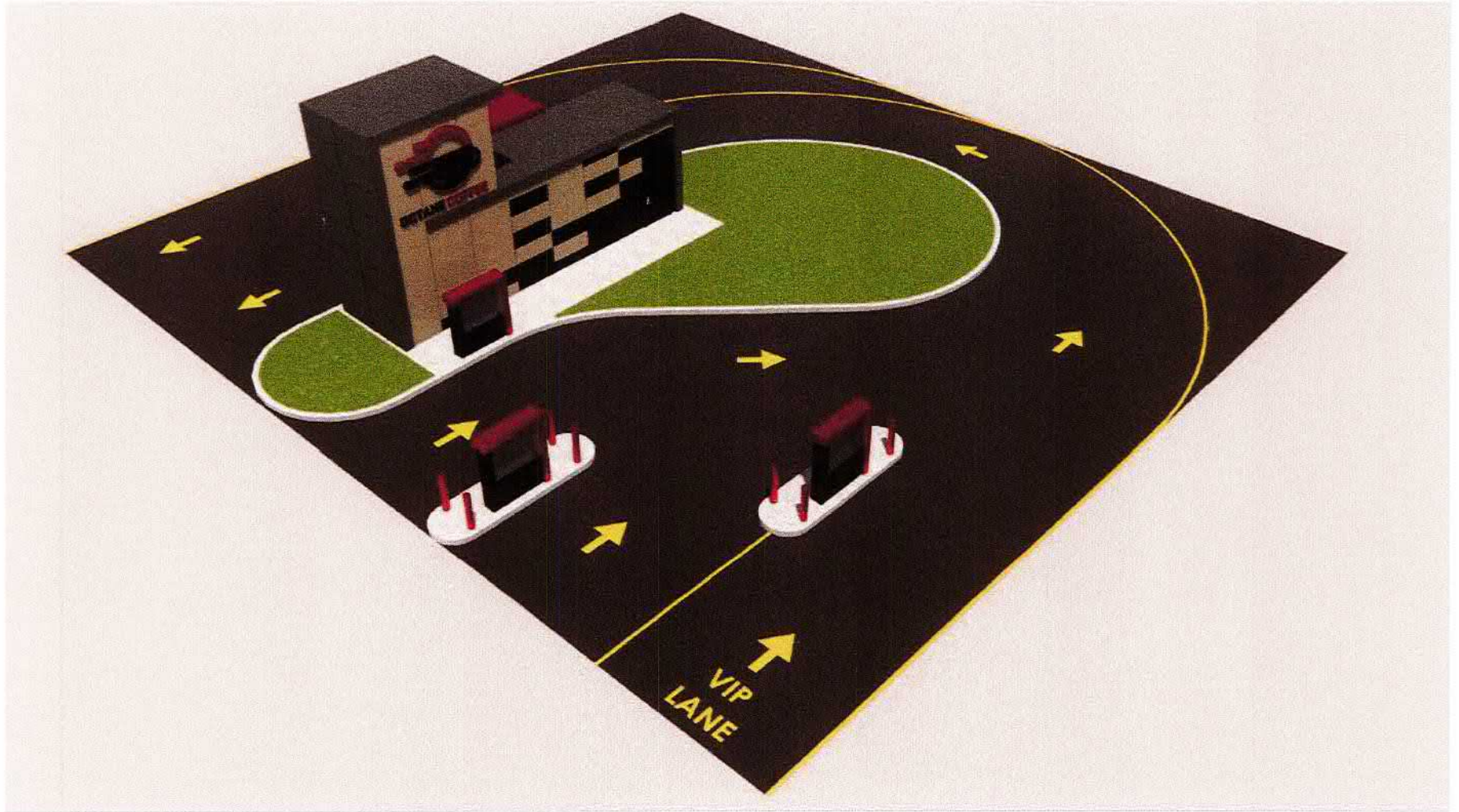


Potential Octane Coffee Sites in Town of Brookfield











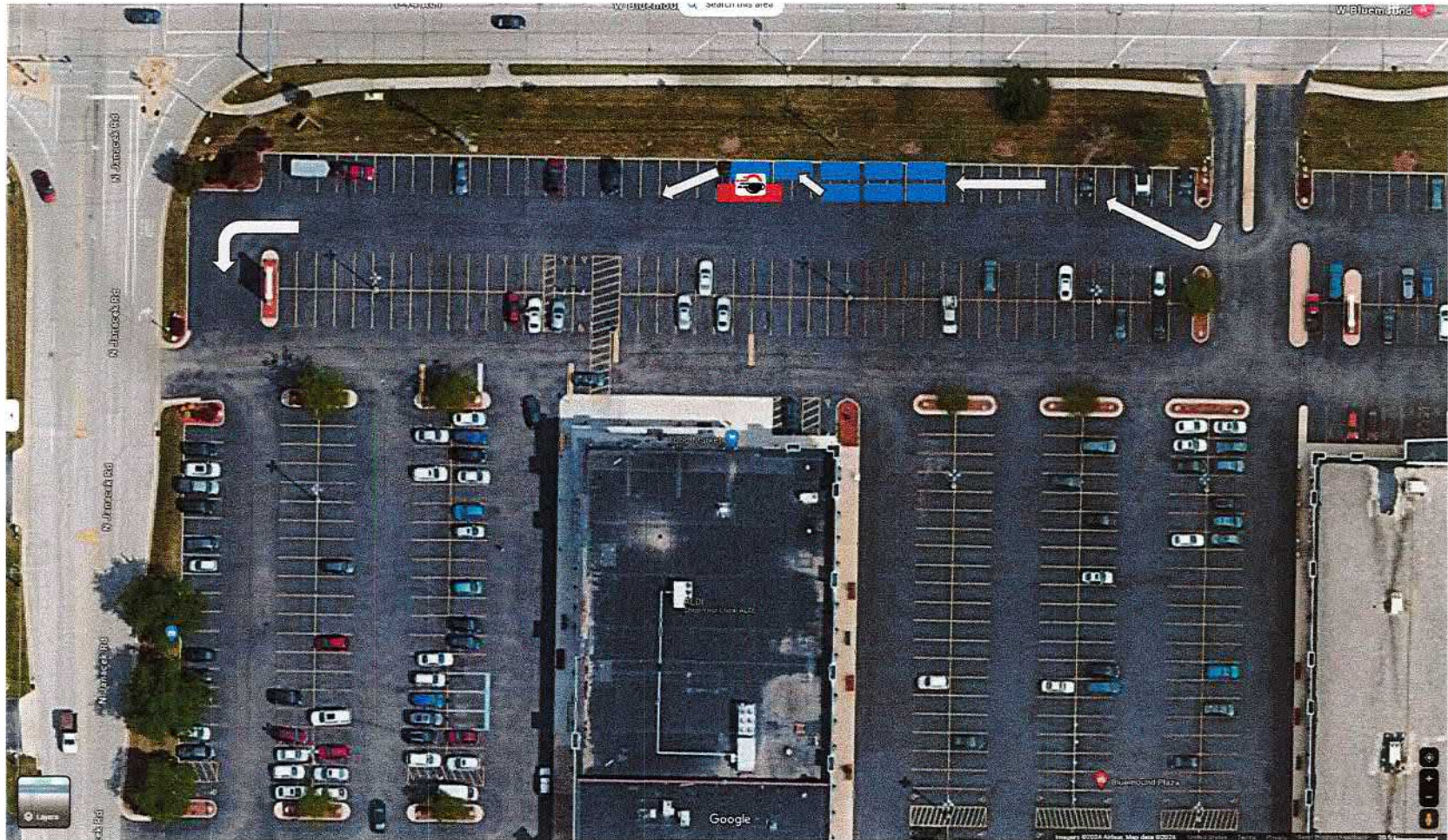


Octane Coffee is a fully automated coffee drive-thru concept designed, built, and managed right here in the Waukesha area. We serve premium Coffee, Tea, Juice, and Frozen Drinks as well as grab-and-go Food and Bakery Items to the busy driving commuter.

All orders are fulfilled by robotic automation housed within the small footprint building (no human employees inside). We have regular customers picking up their orders in 10 SECONDS OR LESS at our launch location in Waukesha that has been in operation for almost 18 months. We love to support local contractors, suppliers, and companies! We proudly brew Stone Creek Coffee at our locations.

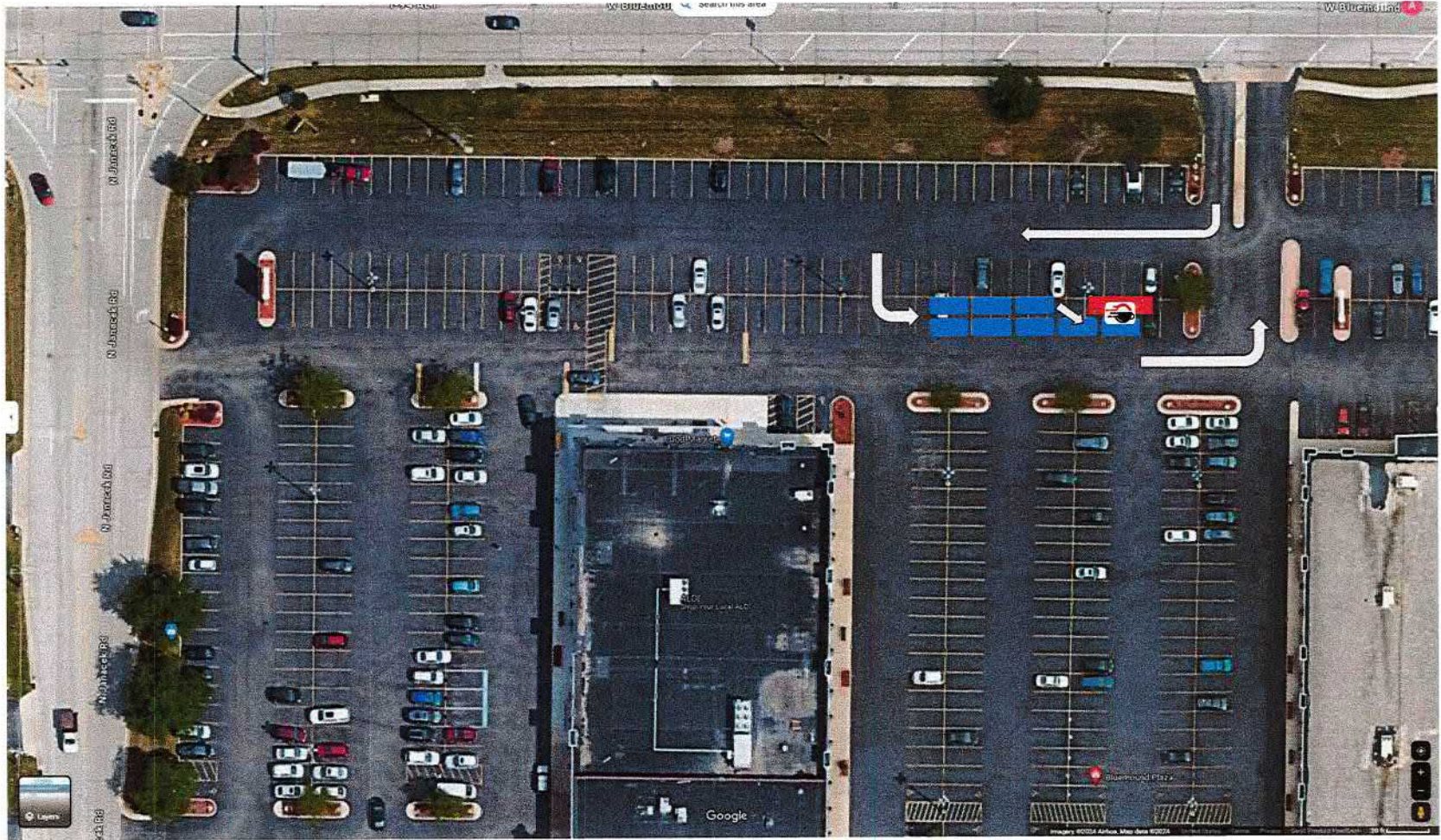


# Bluemound Plaza - Concept #1 (PREFERRED CONCEPT)





# Bluemound Plaza - Concept #2





# Bluemound Plaza - Concept #3

