

**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, October 9, 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. September 11, 2024 Meeting Minutes
- 5) Old Business:
  - a. None.
- 6) New Business:
  - a. Dakota Gruber (LMR II – Galleria West LLC), representing Galleria West, is requesting approval for exterior alterations for repainting the building, located at 18900 West Bluemound Road (BKFT1124999006).
  - b. Adrian Deasey, representing Octane Coffee, is requesting review and recommendation of preliminary approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road.
- 7) Communication and Announcements.
- 8) Adjourn.

*Posted this 3rd day of October, 2024*  
*Bryce Hembrook*  
*Town Planner*

TOWN OF BROOKFIELD  
ARCHITECTURAL REVIEW COMMITTEE MINUTES  
SEPTEMBER 11, 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: Town Planner Bryce Hembrook; Town Supervisors John Charlier and Steve Kohlmann; and Committee members Alan Lee, and Matt Paris. Committee Member Richard Diercksmeier was absent.

2) MEETING NOTICES

Planner Hembrook 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 amend the minutes of the August 14, 2024 minutes to correct EFCS to EFIS (Exterior Finish Insulation System) as recommended by Pearson.

Seconded by Charlier.

*Motion carried unanimously.*

5) OLD BUSINESS

a. Keith Hueffner, representing Master Spa Warehouse, for review and recommendation of final approval of the lighting plan for the proposed warehouse building on the property located at 21675 Doral Road.

Hembrook reported that updated photometrics and spec sheet have been provided. Town Board has given final approval with the condition that the lighting plan be approved by the ARC (Architectural Review Committee). Pearson noted that the concern with the south facing has been changed to pole-mount. A rep for the project noted that the wall packs are full cut-offs.

Motion by Paris to approve the lighting plan for the proposed warehouse building on the property located at 21675 Doral Road.

Seconded by Kohlmann.

*Motion carried unanimously.*

6) NEW BUSINESS

a. Dana Zalackowski (Finishing Touch Signs), representing Starbucks, is requesting approval for replacement of multiple existing on-site signs and menu boards, located at 17980 West Bluemound Road.

Size remains the same for the menu boards, and coloring and design are similar. Applicant is proposing to add a black metal canopy over the menu board before the ordering sign. Additionally, removal of an internally illuminated non-digital ordering sign is proposed to be replaced with an internally illuminated digital ordering sign. Detailed descriptions of the sign proposals are included in the staff report. Tracey Leach with Finishing Touch Signs was in attendance, and explained the purpose of the digital sign as follows: As the order is entered, the items in the order will show up on the order board. Kohlmann inquired whether digital signs dim at night.

Leach responded that she was unsure. Usually there is a timer and the boards shut off after closing, which as of now is 7:30pm. Paris opined there is a lot of signage on the building. Leach responded that the channel letters themselves are being changed from white faces to green faces. There is no lighting in the canopy. Kohlmann is concerned with the brightness of the menu board.

Motion by Pearson to approve replacement of multiple existing on-site signs and menu boards, located at 17980 West Bluemound Road as submitted, subject to the digital menu board having a reduction of 50% from dusk to dawn during operation.

Seconded by Kohlmann.

*Motion carried unanimously.*

- b. Paul Butler (Bauer Signs & Lighting), representing Bullwinkles, is requesting permanent signage approval to install three wall mounted signs, located at 18900 West Bluemound Road.

Hembrook described the proposal as follows: Signage is for Bullwinkles Clubhouse, a part of Bullwinkles but is a separate area. The sign is internally illuminated, and meets town code. Detailed descriptions are included in the staff report. Total signage allowed on the south/west side is 120 square feet. This proposal exceeds that by approximately 70 square feet. Pearson asked about a master sign policy for the development, and suggested it be looked into. Pearson stated that he is concerned about exceeding the square footage unless there is a master sign plan. Kohlmann opined that he does not have a problem with the excess because of all the different businesses in the development. Additionally, the signage ties the Bullwinkles spaces together, with the Clubhouse being more of an event space. Discussion regarding the temporary banners included immediate removal, especially since they did not get permits.

Motion by Paris to approve permanent signage for three wall mounted signs as presented, located at 18900 West Bluemound Road, with the stipulation that all banner signage is removed.

Seconded by Lee.

Butler asked if the southern facing temporary banner could remain until the permanent sign is ready to be installed.

Motion was amended by Paris to allow the southern facing temporary banner to remain, until the permanent sign is in place. The others are to be removed.

*Motion carried unanimously.*

## 7) COMMUNICATION AND ANNOUNCEMENTS

Kohlmann inquired whether the new owner of Galleria West got approvals for painting the exterior of the development. Hembrook responded that changes were indicated in renderings for other signage proposals, but changes to the exterior colors were not an actual agenda item. Hembrook will follow up with the owner.

Pearson noted that lighting on the east side (Brookfield Road) has not been turned off. Hembrook responded that he talked to the manager and she said the lights have now been turned off. Pearson showed comparisons between lighting that has been done well, and poor lighting installations.

## 8) ADJOURN

Motion by Kohlmann to adjourn at 7:04pm.

Seconded by Charlier.

*Motion carried unanimously.*

Respectfully submitted,  
Bryce Hembrook, Town Planner



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for All of Us®

## TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Architectural Review Committee

FROM: Bryce Hembrook, AICP  
Town Planner

REPORT DATE: October 3, 2024

ACC MEETING DATE: October 9, 2024

RE: ARC Staff Report – October 2024 Agenda Items

### **Galleria West – Exterior Alterations**

**Applicant: Dakota Gruber (LMR II – Galleria West LLC)**

**Location: 18900 West Bluemound Rd**

- The Galleria West shopping center was recently re-painted and the packet includes what the center looks like currently.
- This exterior alteration was not reviewed and approved by the Committee; thus the request is to approve the changes.

### **Octane Coffee – Preliminary Approval**

**Applicant: Adrian Deasey – Representing Octane Coffee**

**Location: 19555 W Bluemound Rd**

**Request: Approval for preliminary approval to allow a drive-thru coffee business**

- Due to a short turnaround for review after the Town Board meeting, staff has not had sufficient time to review and provide a report on the proposed preliminary plans. Staff will provide a staff report prior to the meeting. Additional plans/materials may also be provided prior to the meeting as well.

Engineers | Architects | Planners | Scientists

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Octane Coffee at 19555 W Bluemound Rd

Architectural Review

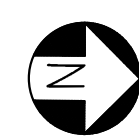


**OCTANE**  
**COFFEE**

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.





Overall Site Plan

SCALE: n.t.s.



**VISION**  
ARCHITECTURE, LLC

P.O. Box 224  
Neenah, WI 54956  
920-904-4300

[www.vision-architecture.net](http://www.vision-architecture.net)

Proposed Outlot Development For:

## Brookfield Plaza

Town of Brookfield, Wisconsin

Issue Date: 10/3/2024

Revisions:








View 1

SCALE: n.t.s.



View 2

SCALE: n.t.s.



View 3

SCALE: n.t.s.



View 4

SCALE: n.t.s.



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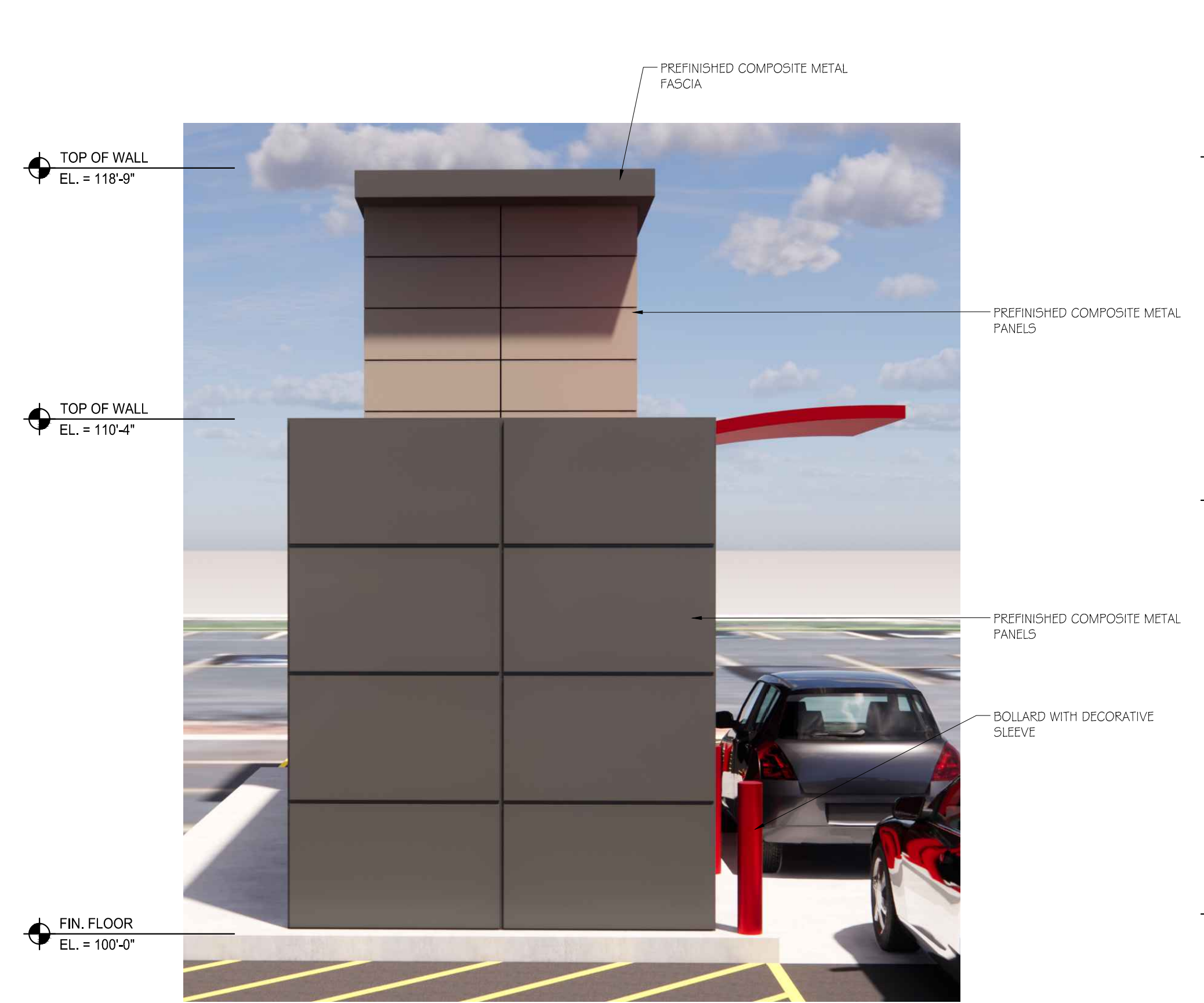
**East Elevation**

SCALE: n.t.s.



**North Elevation**

SCALE: n.t.s.



**South Elevation**

SCALE: n.t.s.



**West Elevation**

SCALE: n.t.s.

Proposed Outlot Development For:

**Brookfield Plaza**  
Town of Brookfield, Wisconsin

Issue Date: 10/3/2024
Revisions: