

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 Grant Room
645 N. Janacek Road, Brookfield, WI

Wednesday, November 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. October 9, 2024 Meeting Minutes
- 5) Old Business:
 - a. Courtney Johnson-Milioniis, representing Bullwinkles at the Galleria, to request approval of exterior alterations to allow lighting along the roof and windows (LED Lights), located 18900 West Bluemound Road, Suite 100.
- 6) New Business:
 - a. Courtney Johnson-Milioniis, representing the Bullwinkles at the Galleria, requesting approval of an exterior vinyl entryway with signage for the Clubhouse, located 18900 West Bluemound Road, Suite 104.
 - b. Rob Kahler Jr., representing Callister's Christmas and Master Z's, requesting approval for a wall mounted sign and sign face change on freestanding sign, located at 19255 W Bluemound Rd.
 - c. Lisa Burck, Innovative Signs, representing Master Z's, requesting approval for a wall mounted sign, located at 19355 W Bluemound Rd.
 - d. Lisa Burck, Innovative Signs, representing Untethered, requesting approval for a wall mounted sign, located at 20305 Water Tower Blvd., Suite 202.
 - e. Steven McCleary, representing Discount Tire, requesting review and approval of a proposed dumpster enclosure, located at 20120 West Bleumound Road.
 - f. Katelynn Zingsheim, representing Ryzing Fitness, requesting a sign face change on an existing monument sign, located at 21975 Doral Road.
 - g. Michael Seserko, representing Soccer Post, requesting approval for installation of a new wall mounted sign and replacement of an existing wall mounted sign, located at 620 Elizabeth Court.
 - h. Adrian Deasy, representing Octane Coffee, requesting review and recommendation of final approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road.
- 7) Communication and Announcements.
- 8) Adjourn.

Posted this 7th day of November, 2024

*Bryce Hembrook
Town Planner*

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
OCTOBER 9, 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 Richard Diercksmeier, and Alan Lee.

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 Diercksmeier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Kohlmann to approve the minutes of the September 11, 2024 minutes as presented.

Seconded by Charlier.

Motion carried unanimously.

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).

Planner Hembrook reported the reason for this item is due changes were made to the exterior of the development without going through Architectural Review. Renderings were shown approximately 8-9 months ago as part of a sign proposal, but exterior changes such as paint color were not a part of that proposal. Hembrook reviewed before and after photos, with the new colors being white siding and black trim. Confirmation was provided by the applicant (Max Grossman) that all façade work is completed. Kohlmann inquired whether any more changes were being planned, and applicant responded that there may be some parking lot updates and masonry changes in the future, but would make sure the proper protocol was followed. A master sign policy was discussed, and Mr. Grossman was not aware of a master sign policy, regarding façade signage. Hembrook will be followed up.

Motion by Kohlmann to approve exterior alterations for repainting the building, located at 18900 West Bluemound Road.

Seconded by Charlier.

Motion carried unanimously.

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.

Hembrook reviewed the proposal including location as being between Aldi and Best Buy. Town Board approved Concept #3. The town engineer has concluded that there is ample parking. Deasey described the how the automated business operates, and described the structure as follows: the lower building is a 30-foot shipping container. The upper is a 10-foot container. The outer panels are aluminum composite material. The colors are gray/ charcoal and tan. Signage is integrated into the façade, and backlit. There is a LED light strip for ambient lighting, which is hidden. These are pointed back at the building so there is no glare. There are two directional screens. Pearson asked about site prep, and Deasey responded that water and sewer connections, and utilities need to be in place before the containers are brought in. Drainage should not be impacted. The “menu boards” will be facing east towards Best Buy, not towards Bluemound Road. Hembrook noted that the Fire Department has no concerns, and the applicant is working with the Sanitary District for sewer and water. The town engineer included comments regarding queues, markings for going one way leaving the kiosk, marking spaces for supply delivery, and painting a stop mark so drivers know they have to yield. Kohlmann asked if there are any landscaping requirements. Hembrook responded that the town engineer had no comment regarding landscaping.

Motion by Diercksmeier to recommend preliminary approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road as presented.

Seconded by Charlier.

Additional discussion: Kohlmann recommended that signage lighting standards and landscaping be clarified before final approval.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS

8) ADJOURN

Motion by Kohlmann to adjourn at 6:38pm.

Seconded by Charlier.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner



Building a Better World
for All of Us®

TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Architectural Review Committee

FROM: Bryce Hembrook, AICP
Town Planner

REPORT DATE: November 7, 2024

ACC MEETING DATE: November 13, 2024

RE: ARC Staff Report – November 2024 Agenda Items

Bullwinkles – Lighting Review

Applicant: Lisa Burek, Innovative Signs – Representing Untethered

Location: 18900 W Bluemound Road, Suite 100

Request: Approval of exterior LED lighting

- This item was discussed earlier in 2024, and the ARC recommended to approve exterior lighting facing the customer parking light and to allow lighting to face Brookfield Road if the lighting was dimmed by 50%.
- Over the course of the last few months, there were instances where the lighting was not dimmed, lighting was changing colors, and lighting was flashing. Staff sent a letter to the applicant informing the applicant that the approval is now void because of the violation of the approval conditions.
- Thus, the applicant is requesting to review the proposed exterior on-building lights for this site.

Bullwinkles – Awning and Signage Review

Applicant: Lisa Burek, Innovative Signs – Representing Untethered

Location: 18900 W Bluemound Rd, Suite 104

Request: Approval of an exterior vinyl entrance with signage to the Clubhouse

- The applicant is requesting to add an exterior vinyl entrance to the door.
- The awning also includes lettering and this is likely considered a sign. The sign code does not specifically address awning signs, but the Committee can decide whether to approve the proposed sign.
- The code does not specifically address this type of structure but the Committee needs to review and approve/deny the proposed structure.

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 501 Maple Avenue, Delafield, WI 53018-9351

SEH is 100% employee-owned | sehinc.com | 262.646.6855 | 888.908.8166 fax

Callister's/Master Z's – Sign Review**Applicant: Rob Kahler Jr., Callister's Christmas by Master Z's****Location: 19233 W Bluemound Rd****Request: Approval for installation of a wall mounted sign and sign face change on existing freestanding sign**

The applicant is proposing to install two signs for Callister's Christmas until January and then install red Master Z's sign with the intention of operating a portion of the building for Master Z's products for its rec room, outdoor living products, hot tubs etc. Please see the narrative provided in the packet for the applicant's proposed plan.

- Wall Mounted Sign
 - Applicant received a temporary sign permit for this wall mounted sign until the Committee could review the permanent signage. This sign was also approved by the ARC on a temporary basis in 2023 due to the business's operations only occurring for a few months.
 - Applicant is proposing the installation of an internally illuminated wall mounted sign with a blue background and white letting near the store entrance.
 - Proposed sign is approximately 36.31 square feet.
 - Tenant frontage is 179', thus 143.2 square feet is allowed.
 - Meets code requirements for size and background color.
 - The color will be blue background and white lettering for Callister's and red background with white lettering for Master Z's.
 - Proposed sign extends 4 " from the wall. This meets the Town's Code.
- Freestanding – Sign Face Change
 - This sign was reviewed by the Committee in 2023 and the item was tabled and was not reintroduced.
 - Proposed sign consists of blue background with white lettering.
 - Appears to be externally illuminated.
 - Proposed sign is approximately 48.16 square feet.
- Other Considerations
 - As a part of the temporary signage approval, the Town required the following conditions:
 - Temporary sign permit allowed until November 14th.
 - If ARC approves, they can keep sign up and staff would update the permit.
 - Red Master Z's sign must be removed or covered prior to placement of Callister's sign.
 - The applicant informed staff that he is in the process of working with sign company to cover sign.
 - Red Master Z's sign must remain removed or covered until ARC approves a full or individual sign package for Master Z's, Callister's and K9 Resorts.
 - Temporary sign permit terminates if the sign does not advertise the business located on the property that the temporary sign is located.
 - Since the Red sign has not been covered and this was a condition placed on the temporary sign, staff believes that the sign permits should not be granted until the red sign is removed or covered. The Committee could consider approving the proposed sign but direct staff to hold off final approval until compliance is completed.

Master Z's – Sign Review**Applicant: Lisa Burek, Innovative Signs – Master Z's****Location: 19355 W Bluemound Rd****Request: Approval for installation of a new wall mounted sign**

- Wall Mounted Sign
 - Applicant is proposing the installation of an internally illuminated wall mounted sign.
 - Proposed sign is 2' x 14' – 9''' (29.5 square feet) and is the second sign on the building. The size and sign count meet the Town's Code.
 - Proposed sign has the words "HOT TUBS" in red letters.
 - Proposed sign extends 4" from the wall. This meets the Town's Code.
 - The proposed sign is similar in size and color to an old Wolf Pool & Spa from 2018, and appears smaller than the Bachmann's sign from 2022.
 - Applicant has provided night renderings of the proposed sign.

Untethered – Sign Review**Applicant: Lisa Burek, Innovative Signs – Representing Untethered****Location: 20305 Water Tower Blvd., Suite 202****Request: Approval for installation of a new wall mounted sign**

This property has an approved master sign program. It has been included in the packet for reference.

- Wall Mounted Sign
 - Applicant is proposing the installation of an internally illuminated wall mounted sign.
 - Proposed sign is 2' – 9 ¼" x 12' – 11 ¾" (35.96 square feet). This meets the building's master sign program requirements for a small sign.
 - Proposed sign has the company logo and "Untethered" in white, with the trim matching the building façade color. It also has "AIRWAY HEALTH CENTER" in white letters with a background that matches the building's façade color. This meets the building's master sign program color requirements.
 - Proposed sign appears to extend 7" from the wall. This meets the master sign program criteria.
 - The proposed sign is similar in color, size, and location to existing adjacent signs.
 - Applicant has provided night renderings of the proposed sign.

Discount Tire – Architectural Review**Applicant: Steven McCleary, RA Smith – Representing Discount Tire****Location: 20120 W Bluemound Rd****Request: Approval of a dumpster enclosure**

- The applicant is proposing to add a garbage enclosure on the west side of the property and to the north of the building.
- The proposed enclosure will consist of structural block with block cap color to match. The gate will consist of a corrugated metal deck painted black.
- Section 17.02(14)(g)12 of the Zoning Code states "enclosures intended to screen equipment, dumpsters or materials, are permitted in the side and rear yards in all districts without permit subject to the area restrictions as contained under "accessory structures" above and to review and approval by the Architectural Review Committee and shall conform to the offset requirements of the district."

- Section 17.02(6)(a)10 states “No articles, goods, material, finished or unfinished product, incinerators, storage tanks, refuse containers, or like equipment shall be kept outdoors, exposed to public view, or exposed to view from adjacent buildings and property. Garbage and refuse containers shall be screened from the street and from neighboring facilities.”
 - This property has not had a screened enclosure and the applicant is attempting to bring the property into conformance.
- The ARC may refer this to the Town Board for their review since this alters the site plan.

Ryzing Fitness – Sign Review

Applicant: Katelynn Zingsheim – Representing Ryzing Fitness

Location: 21975 Doral Rd

Request: Approval for sign face change on an existing monument sign

- Monument Sign – Face Change
 - Applicant is proposing to replace both sides of the existing monument sign insert.
 - Proposed sign is estimated to be 6’ x 4.5’ (27 square feet) each side – 54 square feet total. This meets the Town Code.
 - The sign structure is approximately 10’x8’ (80 square feet).
 - There is an external strip light on each side of the sign that illuminates the sign.
 - Proposed sign has the words “RYZING FITNESS” and a small graphic element in black. The sign background appears to be silver.

Soccer Post – Sign Review

Applicant: Michael Seserko – Representing Soccer Post

Location: 620 Elizabeth Ct

Request: Approval for installation of a new wall mounted sign and replacement of an existing wall mounted sign

The applicant is proposing two wall mounted signs.

- New Wall Mounted Sign
 - Applicant is proposing the installation of an internally illuminated wall mounted sign.
 - Proposed sign is a 10’ diameter circle (78.5 square feet).
 - Proposed sign extends 5 ” from the wall. This meets Town Code.
 - Proposed sign is internally illuminated with the company logo in opaque black, with a white background. It is questionable whether or not it meets Town Code.
 - Applicant has provided night renderings of the proposed sign.
- Channel letter Wall Mounted Sign Replacement
 - Applicant is proposing replacing the existing channel letter sign with a similar new channel letter sign.
 - Proposed sign is 35” x 320.4” (77.9 square feet). The size meets the Town’s Code.
 - Proposed sign extends 5 ” from the wall. This meets Town Code.
 - Proposed sign is internally illuminated with “SOCCER POST” written in white channel letters. This meets Town Code.
 - The proposed sign is similar in size, color, and shape as the existing channel letter sign.
 - The subject property is unique in that there is no street frontage along the southern elevation, which is considered the front elevation.
 - However, the building frontage on the south elevation is approximately 200 feet; thus, 160 square feet of signage is permitted.

- Both signs combined are approximately 156.40 square feet.
- Applicant has provided night renderings of the proposed sign.

Octane Coffee

Applicant: Adrian Deasy – Representing Octane Coffee

Location: 19555 W Bluemound Rd

Request: Recommend Final Approval to allow a drive-thru coffee business, located at 19555 West Bluemound Road.

- The applicant is proposing to construct a drive-thru coffee shop in an area currently used for parking. The proposed building will be located in the middle parking aisle in between Aldi’s and Best Buy. Several concept plans showing different locations and traffic flow were presented to the Town Board and the Board approved this concept.
- This project will require a conditional use permit and the public hearing is set for November 26th at 7pm.
- According to the applicant, “Octane Coffee is a fully automated coffee-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 humans 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...”
- Proposed Size = 280 square feet
- Zoning District = B-2 Limited General Business District
- Lot size = 8.6 acres
- Proposed Use = Drive-thru coffee shop
- Setbacks:
 - Street = 147’
 - Side and rear = 300’+
 - All setback requirements are met.
- Maximum building height:
 - Principal = 18’9”
 - Meets code requirements
- Sum total of floor area (for entire development):
 - Existing = 33.3%
 - Proposed = 33.4%
 - Required = The sum total of the floor area of the principal building and all accessory buildings shall not exceed 50% of the lot area
 - 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.
 - However, the entire development is considered in this calculation.
 - Requirement is met.
- Parking:
 - There are 422 existing parking stalls on the entire site.
 - The Town Engineer has reviewed the parking requirements and determined that the parking requirement for the entire site will still be met with the reduction in parking.
- Lighting
 - No additional non-building lighting is proposed.
 - Renderings show on-building lighting.

- Landscaping
 - The applicant is not proposing any landscaping at this time.
 - All area surrounding the proposed building location is asphalt. Applicant mentioned some landscaping could be added along drive-thru lane, if desired.
- Signage
 - The Plan Commission suggested that the applicant should provide proposed signage in the preliminary and final plans. These signs will need to be approved at a later date but this is showing what is likely to be proposed.
 - The applicant is proposing digital menu boards that will face to the south towards the other tenants and not towards the right-of-way.
- The Development Review Team has reviewed the plans and most of the concerns were addressed.
- The updated plans have slightly updated the plans based on recommendations by the Plan Commission and Town Engineer.
- One of the main changes made was to modify the landscape island to the east of the building and have the drive lane continue straight instead of requiring traffic to merge into exit lane and make a quick turn. Also, curb stops were added to the parking stalls near the drive aisle.

Preliminary 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.

Next Steps

The Plan Commission is scheduled to review the final plans and conditional use at the November 26, 2024 meeting. The Plan Commission will make a recommendation and the Town Board will have final review on December 3, 2024

LED Tape Light

2 messages

Shaun Zaskowski <shaun@empower-elec.com>
To: "bullwinklesbrookfield@gmail.com" <bullwinklesbrookfield@gmail.com>

Tue, Apr 23, 2024 at 12:35 PM

Courtney,

Please see the above print for the lights.

We have 7 lights please see print above.

Its 3 watts per foot 330' X 3 = 990 watts / 120 = 8.25 Amps total.

Let me know if you need any additional information.

Shaun Zaskowski
VP - SALES

 m. 414-916-9157
 o. 262-395-4313 ext. 102
 shaun@empower-elec.com
 <http://empower-elec.com>



 2325 Parklawn Dr. #R
Waukesha, WI 53186

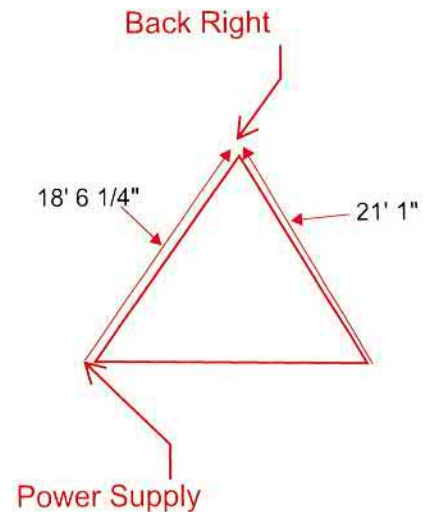
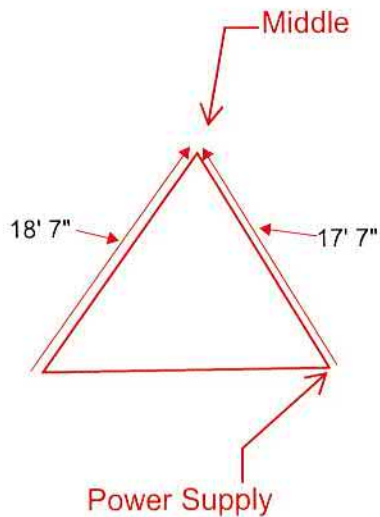
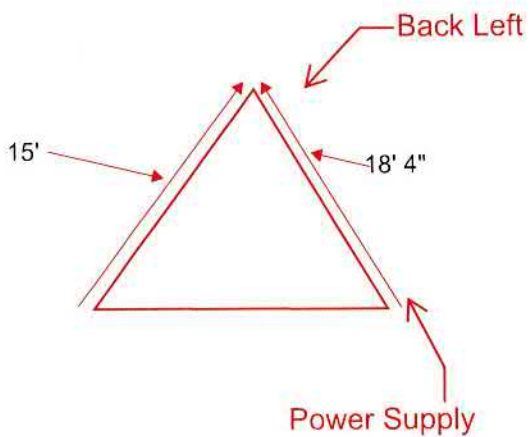
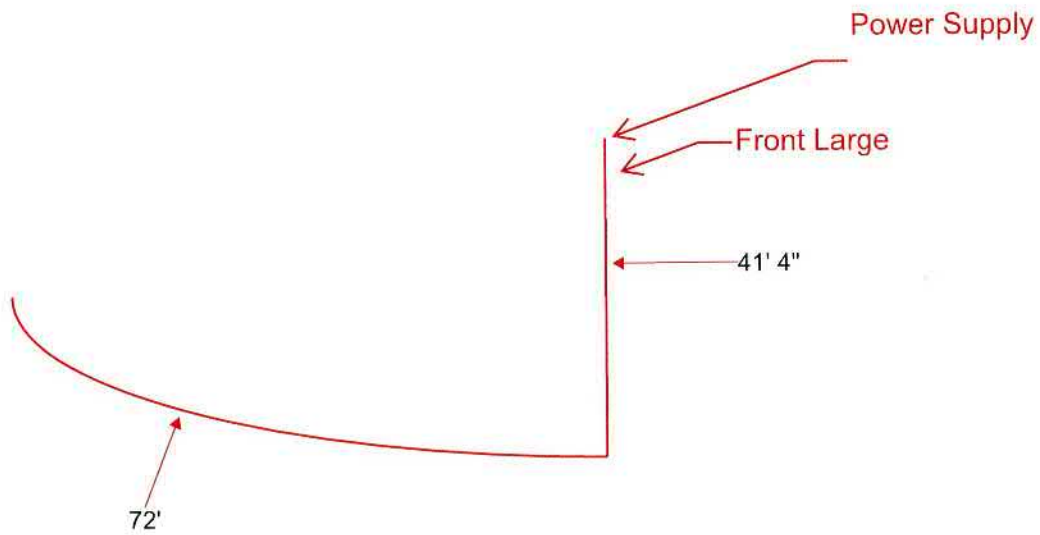
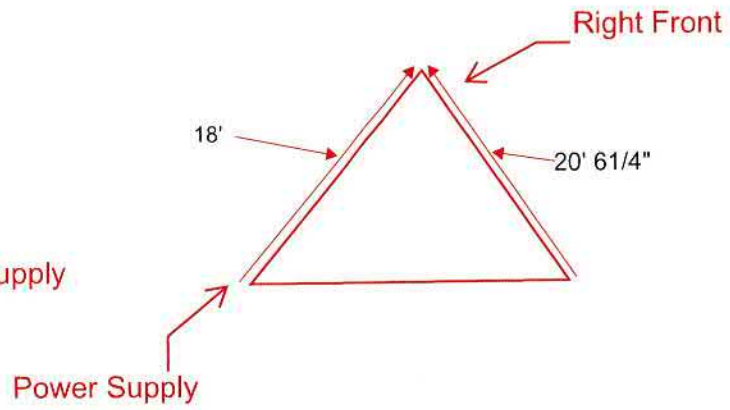
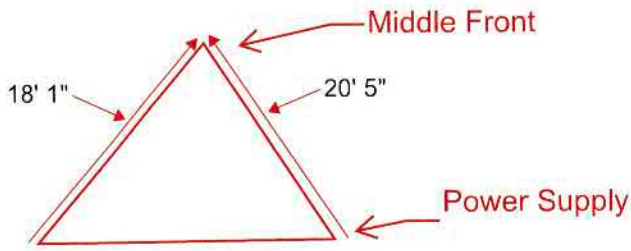
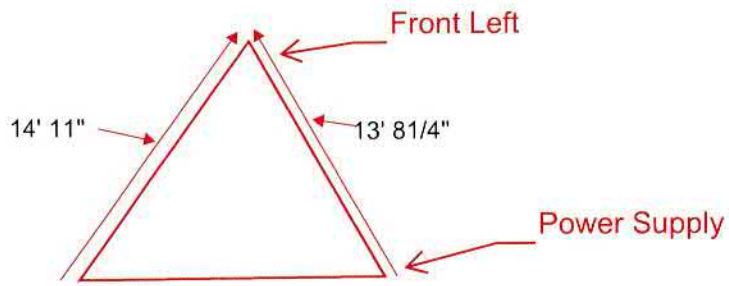
 

 **Print.pdf**
63K

Bullwinkles at the Galleria <bullwinklesbrookfield@gmail.com>
To: Shaun Zaskowski <shaun@empower-elec.com>

Tue, Apr 23, 2024 at 2:30 PM

This is perfect, thank you!
[Quoted text hidden]



Fron of building at Galleria West

Full Brightness



Half Brightness



Back of building, along Brookfield Road

Full Brightness




Half Brightness





TOWN OF BROOKFIELD - TOWN HALL OFFICES
 645 N Janacek Road - Brookfield, WI 53045
 Phone (262) 796-3788 - Fax (262) 796-0339

APPLICATION FOR MISCELLANEOUS ARCHITECTURAL CONTROL APPEARANCE

<small>REQUEST MADE BY</small> Bullwinkles at the Galleria	<small>MAILING ADDRESS - INCLUDE CITY & ZIP</small> 18900 W. Bluemound Rd Brookfield, WI 53045	<small>EMAIL</small> BullwinklesBrookfield@gmail.com
<small>APPLICANT NAME</small> Cortney Johnson-Millonis	<small>MAILING ADDRESS - INCLUDE CITY & ZIP</small> 18900 W. Bluemound Rd Brookfield, WI 53045	<small>EMAIL</small> cmj0879@gmail.com
<small>PROJECT ADDRESS</small> 18900 W. Bluemound Rd. Ste. 104, Brookfield	<small>TAX KEY</small> 86-3279941	
<small>PRESENT LEGAL OWNER OF THE PROPERTY DESCRIBED ABOVE IS</small> LMR11 - Galleria West		<small>EMAIL</small> Service@exflexpropertyservices.com
<small>TO APPEAR BEFORE THE TOWN OF BROOKFIELD ARCHITECTURAL CONTROL COMMITTEE ON THE DATE OF</small> NOV 13, 2024		
<small>PROJECT DESCRIPTION</small> We would like to add an enclosure on the outside of the new Clubhouse space as a vestibule for our guests and to help us maintain the indoor temperature of our space		
<small>SUPPORTING DOCUMENTS</small> renderings with measurements and materials from Naegele Awning Company		
GENERAL SITE DATA		
<small>EXISTING ZONING(S)</small>	<small>AREA/SQ. FT PER ZONE</small>	<small>GROSS LAND AREA/SQ FT</small>
		<small>ACRES</small>
SCHEDULE OF FEES		
ARCHITECTURAL	ARCHITECTURAL CONTROL REVIEW	<small>FEE</small>
		\$150.00
<small>APPLICANT AGREES TO REIMBURSE THE TOWN OF BROOKFIELD FOR ALL LEGAL, ENGINEERING, AND CONSULTING EXPENSES INCURRED IN THE PROCESSING OF THIS REQUEST AND MUST SUBMIT THE AGREEMENT FORM ON THE NEXT PAGE PRIOR TO BEING PLACED ON THE NEXT AGENDA.</small>		
<small>SIGNATURE OF APPLICANT</small> 		<small>DATE</small> 10-30-24
DEPARTMENT USE ONLY		
<small>DATE APPLICATION RECEIVED</small>	<small>MEETING DATE SCHEDULED</small>	<small>FEE RECEIVED</small>



Naegele Awning Company

2585 S. 33rd St. Milwaukee, WI 53215

Office: 414-645-2862 Dan: 414-517-4643 email: wedoawnings@sbcglobal.net

Layout Proposal

October 10, 2024

Bullwinkles 18900 W. Bluemound Road, Suite 100 Brookfield, WI 53045

8" H x 6" L White Lettering

Right Side

Front

Left Side

6'-8"

10'-0"

6'-8"

2'

CLUB HOUSE

2' Black Sunbrella

10'-1"

36"

36"
Wide Door
w/Closure.
Opens Outward

2" Lags to Wall
3" Lags to Ceiling
2" Lags to the ground
Black Sunbrella
Clear Vinyl

3'-6"

Events & Gatherings

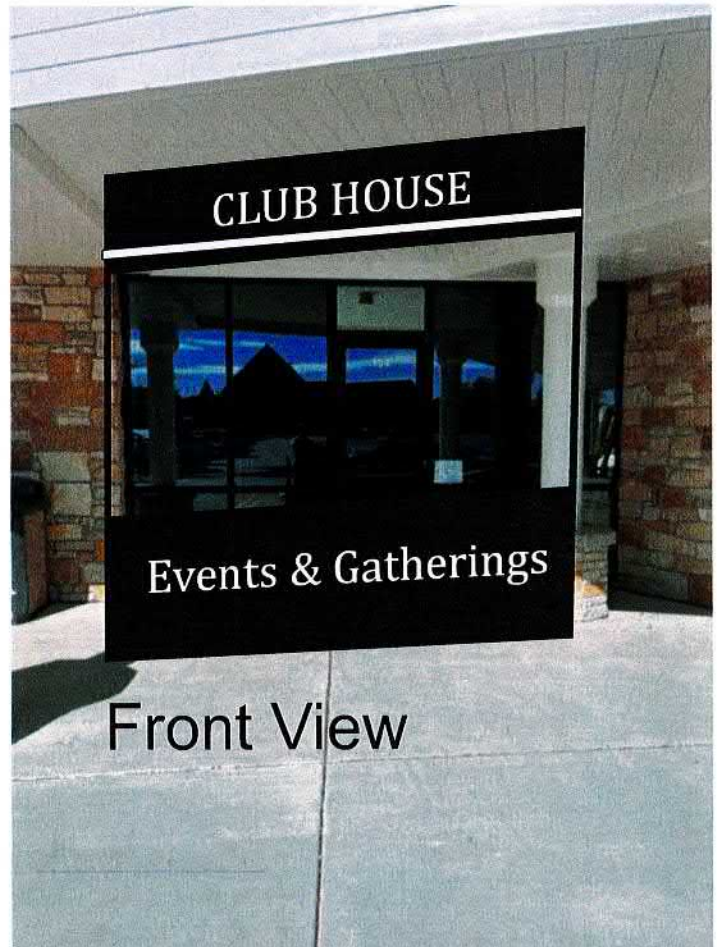
8" H x 8" L White Lettering

1" Aluminum Welded Frames

Black Aluminum Panels on Bottoms



Side View



Front View

Good evening,

This packet contains the following articles pertaining to the 19233 W Bluemound Road retail location.

1 – The 2023 approved temporary sign for the **Callisters Christmas by Master Zs** sign (183.5” x 28.5”) that displays directly on top of the mezzanine entrance.

2 – The 2024 sign permit application for the **Callisters Christmas by Master Zs** sign (183.5” x 28.5”) that is the same as it was in 2023, that displays directly on top of the mezzanine entrance.

3 – The 2024 sign permit application for the **Callisters Christmas by Master Zs** sign (117.5” x 59.125”) to replace the Casual Living Furniture and Design existing sign facings on the monument sign. This existing cabinet has internal illumination; however, the internal lighting may have to be replaced with new internal LED lighting. This particular sign has been turned off and not turned back on in some time. This sign will be opposite colors as displayed on this photo. I'm still waiting for a rendering from Innovative Signs. It will be Dark Blue background with white letters, matching the mezzanine sign.

Currently, we do not have a formal request for any signage for the **K9 Resorts** storefront

The Intent of Master Zs at the 19233 W Bluemound Road location

Callisters Christmas by Master Zs is only open from October through December. As we hopefully continue to grow, we will always be looking at new venues of product offering that Master Zs customers can be presented with. We are the higher end, the luxury category, the better quality than found elsewhere of all our categories. We cover Outdoor living, Rec room products, Hot tubs, and Christmas. We have come a long way since our small office space in 1991 on Sunset Drive in Waukesha. We consider ourselves fortunate and blessed to finally be on Bluemound Road in the town of Brookfield.

Our remedy to utilizing this 19233 W Bluemound location to its fullest potential, all year long, is to make it a Master Zs storefront when it is not a **Callisters Christmas by Master Zs** storefront. We will be using it to sell Rec room products, Outdoor living products, Hot

tubs, or whatever else Master Zs sells and presents as an offering to its customers. This would include every and any product that Master Zs presents to its customers. I currently have some patio furniture in there on display at this moment.

Our plan is to remove the **Callisters Christmas by Master Zs** sign above the mezzanine entrance in approximately January, of each year, and slide in its place our **Master Zs** (183.5" x 28.5") sign that was approved and used there for years previously. It is red with white letters.

We will clear out some Christmas products to make space for our choosing of other products to display. One thought is to have clearance/discounted products from Hot tubs to Patio Furniture, Rec room to Christmas, you name it. If we can sell it, it will be on display. These products will be on display for the approximate 9 months of the year, and some will remain all 12 months.

During the 9-ish months of the **Master Zs** sign on the mezzanine at the 19233 W Bluemound location we may have regular hours, or by appointment only hours depending on staffing and availability.




GENERAL SPECIFICATIONS:

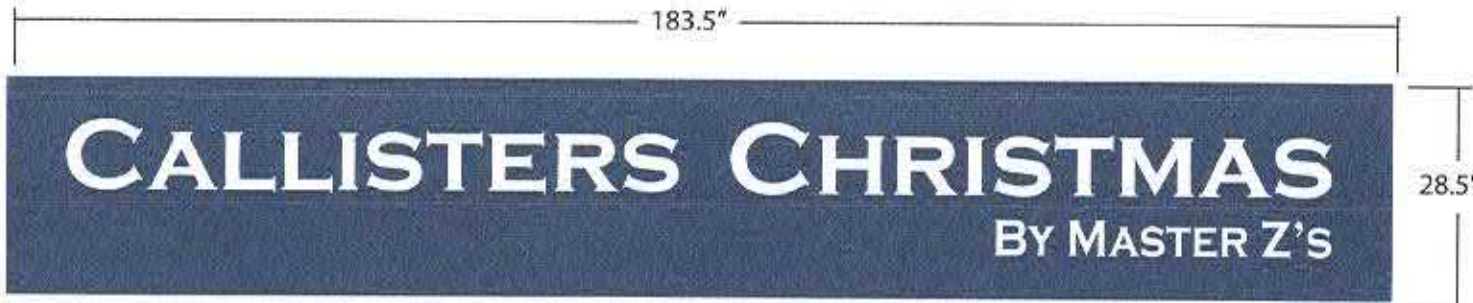
Two - 1/8" thick milk white lexan faces inverted into existing sign cabinet

Translucent Vinyl Graphics

SQUARE FOOTAGE:
24' X 48' = 8.00 SQ. FT.

 3M Translucent Dark Blue Vinyl

 White Lexan



Master Z's

ACCOUNT: _____	DESIGNER: <u>JT</u>
LOCATION: _____	DATE: <u>11-09-2023</u>
SALES REP: <u>BEN HOGAN</u>	DRAWING: <u>Building Sign Version 2 REV 1</u>
CUSTOMER APPROVAL: _____	NAME _____
_____ AUTHORIZED SIGNATURE	DATE _____ SCALE: <u>3/4" = 1'</u>

READY FOR PRODUCTION
 MISSING INFORMATION:
 COLORS
 ACCURATE SIZE(S)
 OTHER _____
 CORRECT COPY
 ARTWORK _____

ELECTRICAL: LOCATION:
 120 V
 277 V
 NON-ILLUMINATED
 IFT
 CTR
 RGT



New Berlin, Wisconsin
 Phone: (262) 787-8200 Fax: (262) 787-8540
www.badgerlightingandsigns.com

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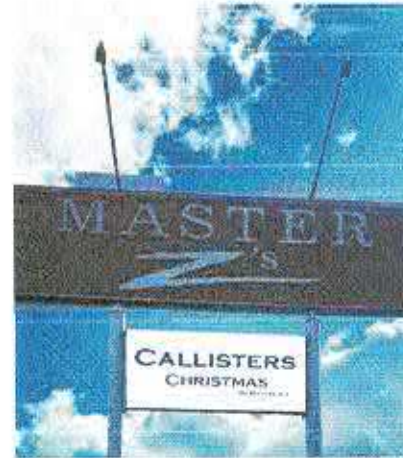
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117.5"

Blue background as shown next page

CALLISTERS
CHRISTMAS
BY MASTER Z'S

59.125"



GENERAL SPECIFICATIONS:

Two - 1/8" thick milk white lexan faces inserted into existing sign cabinet

Translucent Vinyl Graphics

SQUARE FOOTAGE:
24" X 48" = 8.00 SQ. FT.

3M Translucent Dark Blue Vinyl

White Lexan

Master Z's

ACCOUNT: _____	DESIGNER: JT
LOCATION: _____	DATE: 0921-2023
SALES REP: BEN HOGAN	DRAWING: Pylon Sign
CUSTOMER APPROVAL: _____	NAME _____
AUTHORIZED SIGNATURE _____	DATE _____
	SCALE: 1/4" = 1'

READY FOR PRODUCTION MISSING INFORMATION: COLORS ACCURATE SIZES OTHER _____
 CORRECT COPY ARTWORK

ELECTRICAL: LOCATION:
 120 V 277 V NON ILLUMINATED LFT CTR RGT



New Berlin, Wisconsin
Phone: (262) 787-9020 Fax: (262) 787-9040
www.badgerlightingandsigns.com

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Qty 2

117.5"



59.125"

Qty 1



28.5"

183.5"

Customer

Master Z's

Date Project Manager

11/1/2024 Chad S.

Order # Designer

EST - 14367 Nick M.

Trim Cap Surveyor

Return Acrylic Faces

Return Depth Mounting

Raceway

Flush Mounted

Location & Electrical Specifications

Existing Cabinets

Materials & Specifics

Polycarbonate Faces

- Translucent Graphics

Colors

3m Blue 3630-36 Translucent

White Polycarbonate

Revisions

Revision 1:

Revision 2:

Scroll Down For Page 2

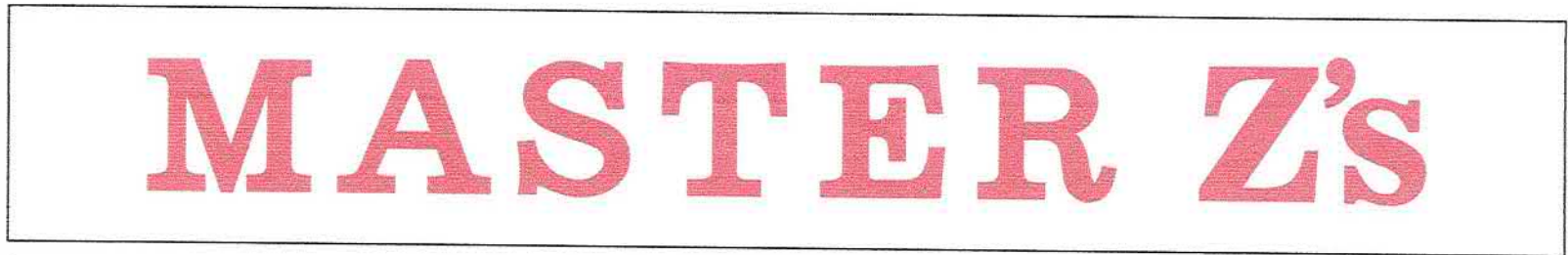


* FORMER APPROVED SIGN



www.innovative-signs.com

Client
Master Z's
Size
ISI-2161
Quantity
<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 88
Materials & Specs
Wall Cabinet
New Face & Vinyl
Internal LED Illumination
4300 Quick Sticks
Colors
<input checked="" type="checkbox"/> Oracal 8800 Scarlet Red
<input type="checkbox"/> White
Representative
Justin S.
Designer
Nick Mason
Date: 2/18/2019



28.5"

184.5"

*Production cannot begin until we receive your authorization the proof is accurate. Delays in receiving your approval will delay production times.

DISCLAIMER:
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* Red WITH WHITE LETTERS

MA



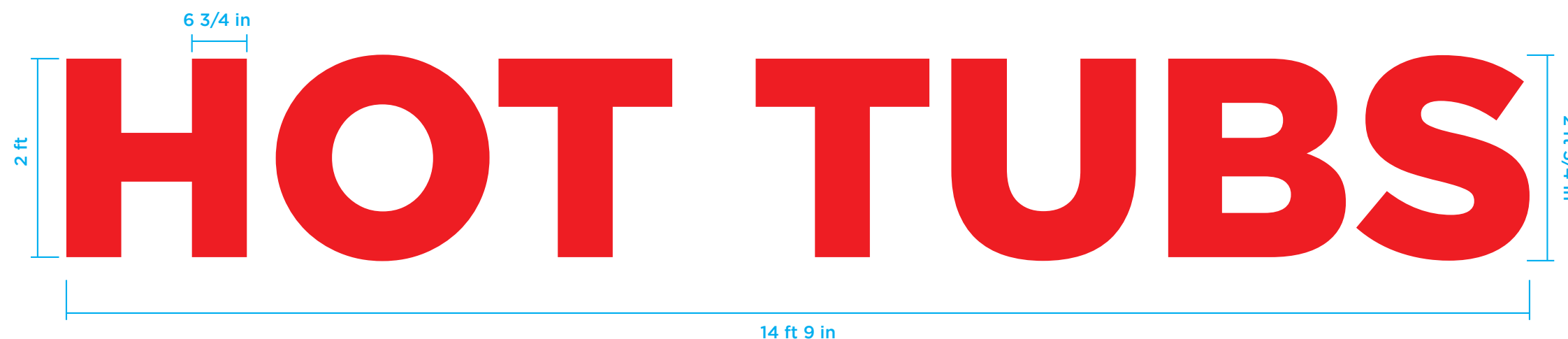
19355 W BLUEMOUND ROAD, BROOKFIELD, WI. 53045



21700 DORAL ROAD
WAUKESHA WI 53186
262.432.1330
www.innovative-signs.com



Qty: 1



Profile View



Customer

Master Z's

Date: 10/09/2024 Project Manager: Chad S.

Order #: EST - 14367 Designer: Brian H.

Trim Cap: Red Surveyor

Return: Black Acrylic Faces

Return Depth: Standard 4" Mounting

Red Raceway Flush Mounted

Black Red Acrylic

Standard 4" Raceway Flush Mounted

Standard 4" Raceway Flush Mounted

Standard 4" Raceway Flush Mounted

Standard 4" Raceway Flush Mounted

Location & Electrical Specifications

Electrical Location: Centered

20 AMP to 120 or 277 VAC

(6ft whips unless specified)

Materials & Specifics

Channel Letters - Face Lit

- RED LED's

Channel Letters - Face Lit

- RED LED's

Channel Letters - Face Lit

- RED LED's

Channel Letters - Face Lit

- RED LED's

Colors

Red Acrylic

Red Trim Cap

Black Returns

Red LED's

Red LED's

Red LED's

Red LED's

Revisions

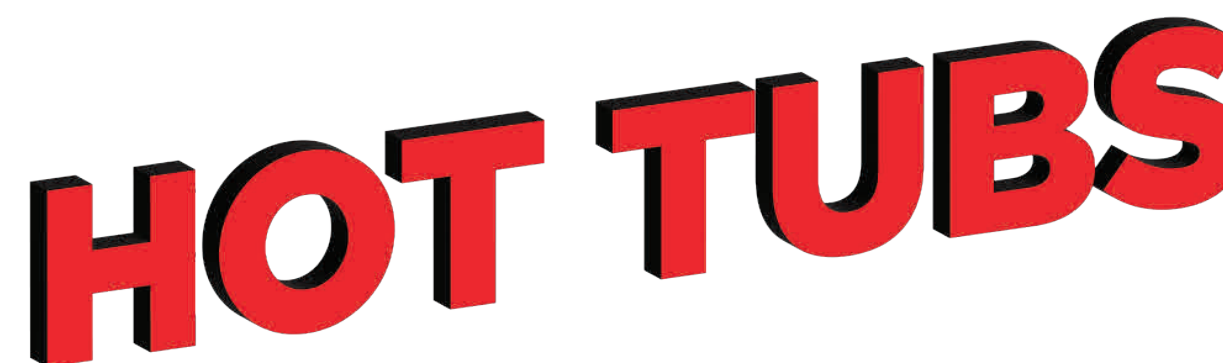
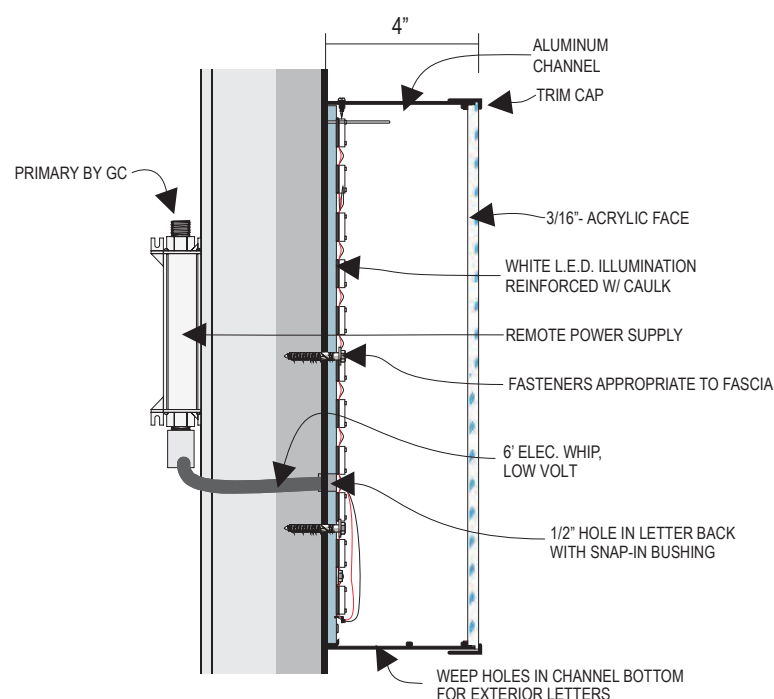
Revision 1:

Revision 2:

BUILD

3D RENDERING

FLUSH MOUNTED CHANNEL LETTERS



HARDWARE

Bolts:
Screws:
Backing needed:

SURVEY NOTES

Will connect to existing power on the inside of the building

WALL MATERIAL

- Sheet Rock/Drywall
- Aluminum Composite
- Concrete
- Brick
- Needs Backing
- Has Backing
- Needs Access
- Has Access

Scroll Down For Page 2



Revisions

Revision 1:

Revision 2:

Before

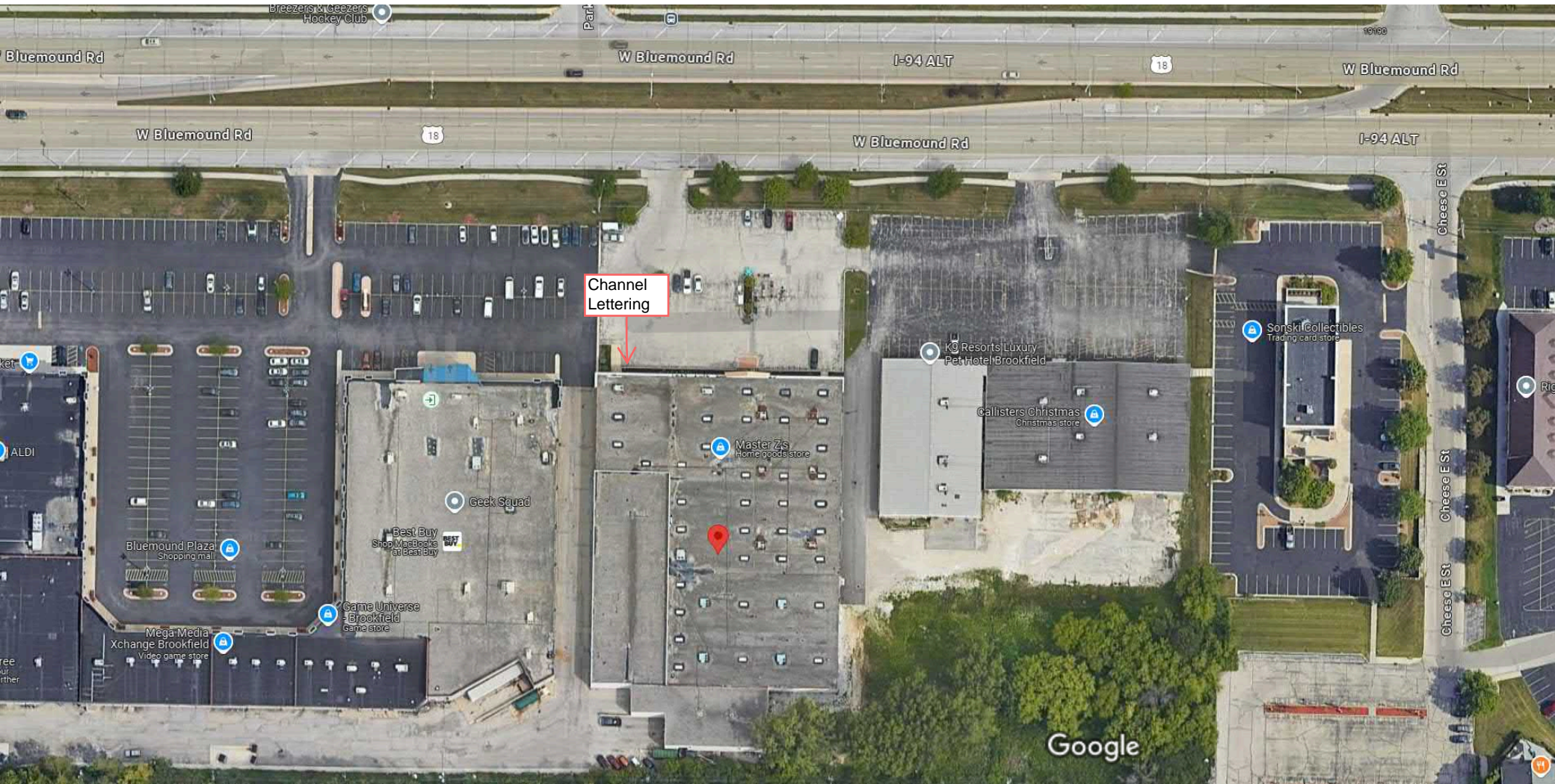


After - Day



After - Night







Untethered[®]

AIRWAY HEALTH CENTER

20350 WATER TOWER BLVD. SUITE 202 BROOKFIELD, WI. 53045



21700 DORAL ROAD
WAUKESHA WI 53186
262.432.1330
www.innovative-signs.com



Customer

Untethered

Date 10/10/2024 **Project Manager** Emerson M.

Order # EST - 14121 **Designer** Brian H.

Trim Cap Black **Surveyor** Brian H.

Return White **Acrylic Faces** 7328 White

Return Depth Standard 4" **Mounting** Raceway Flush Mounted

Location & Electrical Specifications

Electrical Location: Centered

20 AMP to 120 or 277 VAC

(6ft whips unless specified)

Materials & Specifics

Channel Letters - Face Lit

- White 7100K LED's

- Translucent Digital Print

Taracata like color best match

Pantone 4014c

-

-

-

-

-

-

Colors

3M Blockout vinyl

7328 White Acrylic

Pantone 4014c

Black Trim Cap & Returns

Oracal 8500-805 Ivory

MP 07856 Minimum Red

Profile View

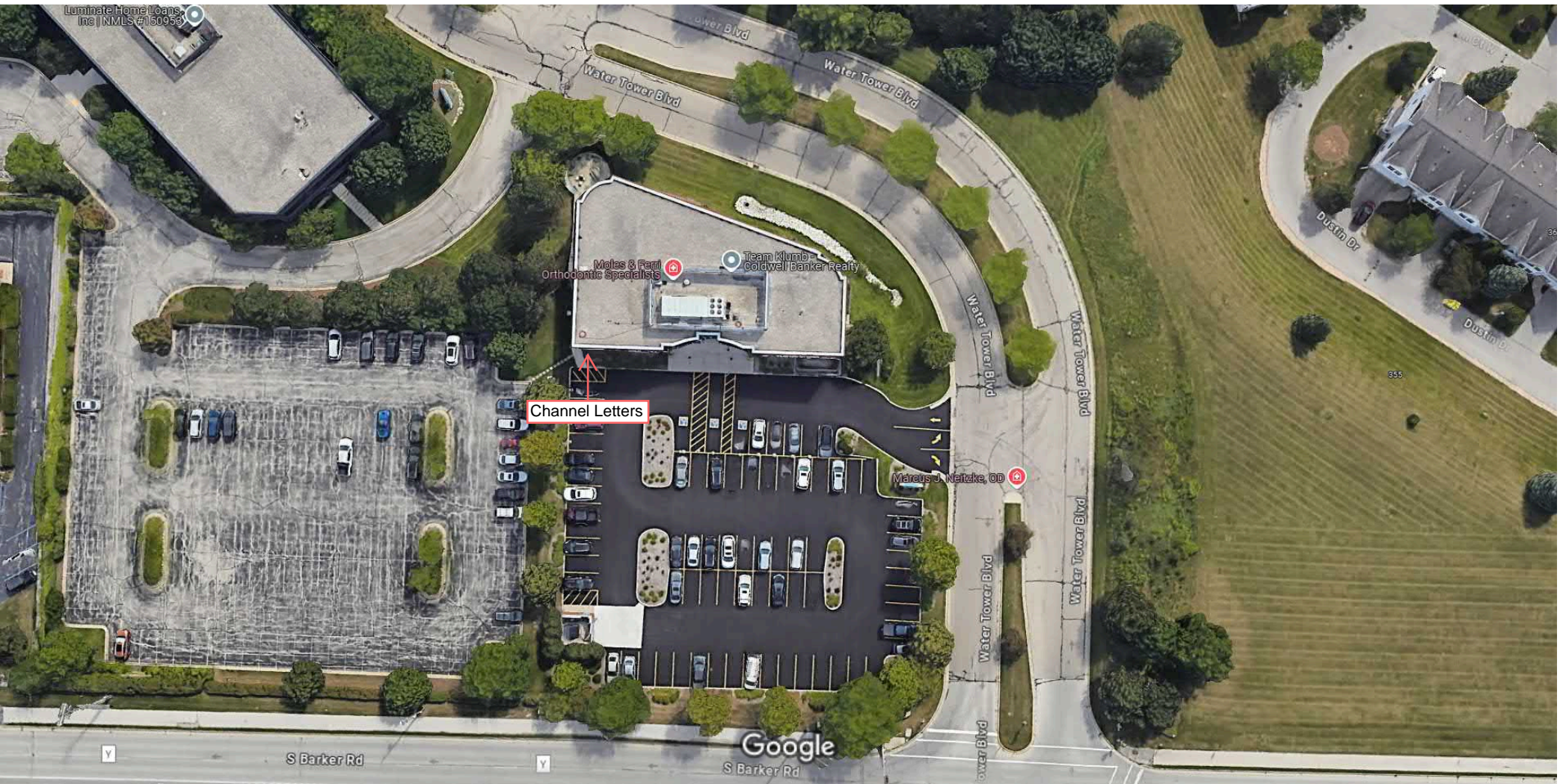
Qty: 1

Profile View



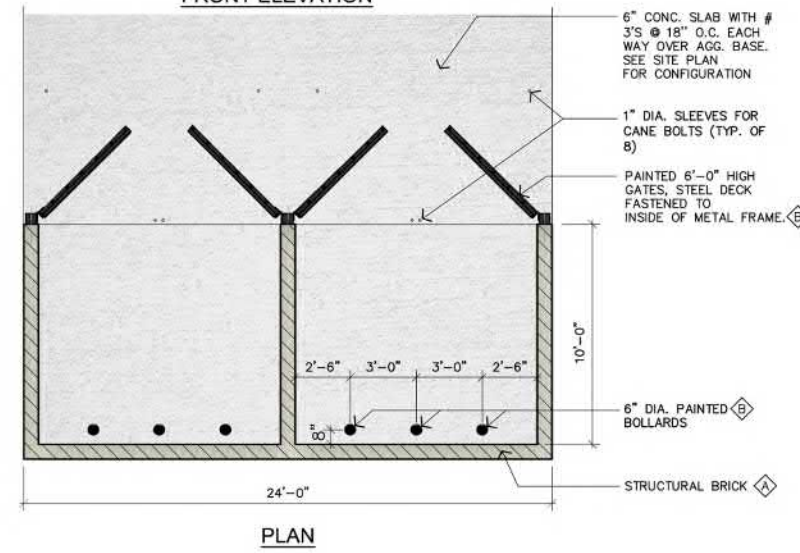
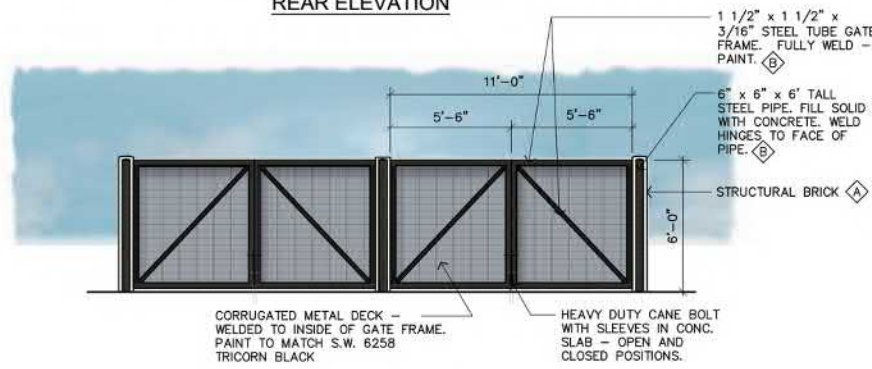
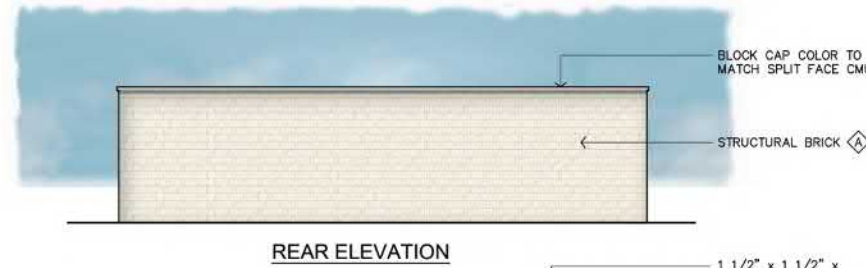
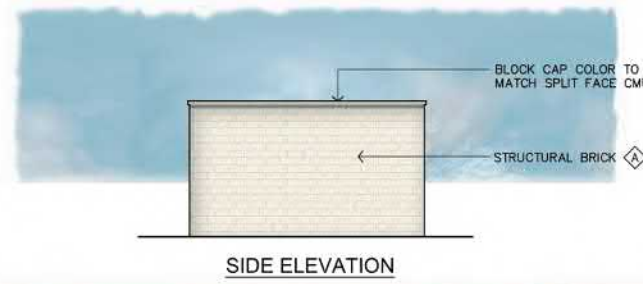
Day - Night





FINISH LEGEND

- ◊ ECHOLON - QUICK BRICK - COLOR: MENDINAH
3 5/8" X 7 5/8" X 15 5/8"
- ◊ STEEL TUBE GATE FRAME, STEEL PIPES, AND
STEEL BOLLARDS PAINT SHERWIN WILLIAMS SW
625B "TRICORN BLACK".



TRASH ENCLOSURE PLAN / ELEVATIONS
1/4" = 1'-0"

ALT - T.E.

REV:
DATE: 09/11/2024
JOB # A.2306041



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CONCEPTUAL ELEVATIONS

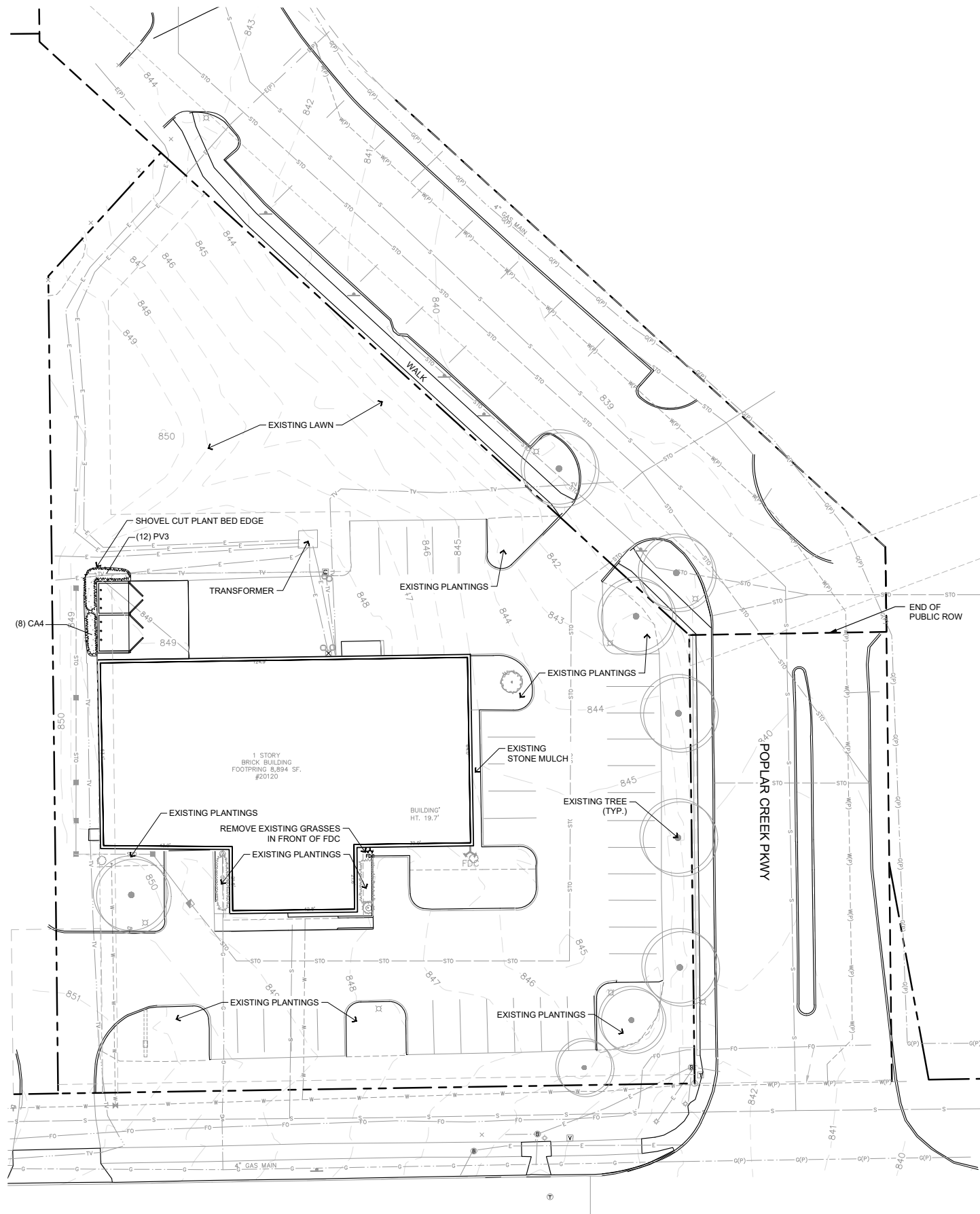
**20120 W. BLUEMOUND ROAD
BROOKFIELD, WI 53045**



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CONSULTING ENGINEERS
STRUCTURAL, MECHANICAL, PLUMBING,
ELECTRICAL, CIVIL, SURVEYING,
ARCHITECTURAL
914 E. KATELLA AVENUE, ANAHEIM, CA 92805
P (714) 385-1835 F(714) 385-1834
www.plumpgroup.com

Sheet No.

T.E.



WEST BLUEMOUND ROAD (U.S.H. 18)

PLANT SCHEDULE SITE

CODE	QTY	COMMON NAME	BOTANICAL NAME	SIZE	ROOT	REMARKS
ORNAMENTAL GRASSES						
CA4	8	Karl Foerster Feather Reed Grass	Calamagrostis x acutiflora 'Karl Foerster'	1 GAL	POT	24" Spacing
PV3	12	Heavy Metal Switch Grass	Panicum virgatum 'Heavy Metal'	1 GAL	CONT	30" Spacing

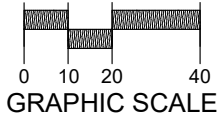
DESCRIPTION

16745 W. Bluemound Road
Brookfield, WI 53005-5938
(262) 781-1000
rasmith.com

raSmith
CREATIVITY BEYOND ENGINEERING

Brookfield, WI | Milwaukee, WI | Appleton, WI | Madison, WI
Cedarburg, WI | Naperville, IL | Irvine, CA

**DISCOUNT TIRE - WIE 02
TOWN OF BROOKFIELD
LANDSCAPE PLAN**



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DATE: 08/19/2024
SCALE: 1" = 20'
JOB NO. 3230120
PROJECT MANAGER: CHRISTOPHER WHITE, P.E.
DESIGNED BY: REW
CHECKED BY: REW
SHEET NUMBER
L100

Ryzing Fitness Sign Insert

Insert replacement only. Existing sign remains the same.

Existing Sign:



Proposed insert:



Mock up:





SOCCKER POST

AMERICA'S SOCCER STORE

Address: 620 Elizabeth Court

City/State: Brookfield, WI

Date Created: 10.27.24

Date Rev1: 10.29.24

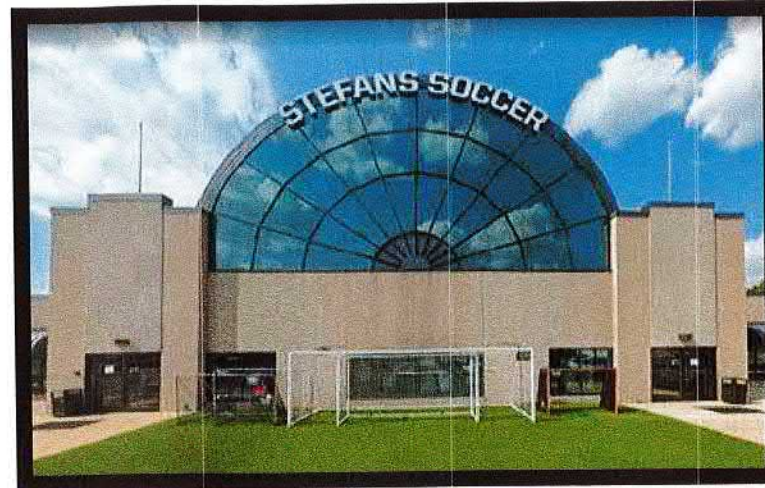
S1

Illuminated Channel Letterset- Flush Mounted

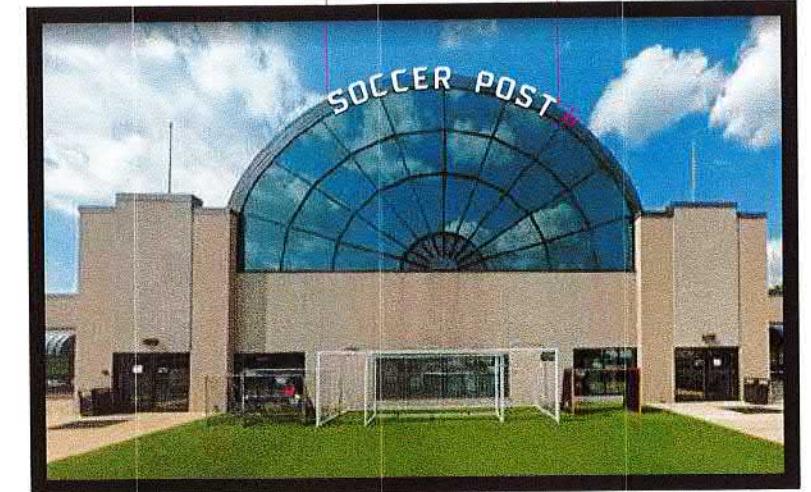
Install new illuminated letterset as shown. Flush Mounted Soccer Post:

The wiring will come out of the top of each letter and connect. One power pack in the R for Soccer that lights the Soccer letters. One power pack in the letter P that will power the POST letters. Exteriors of .040 black trim & one inch black trim capping. 3/16" Acrylic white faces with white LEDS and remote wiring

Note: Verify Curve for production & Install pattern



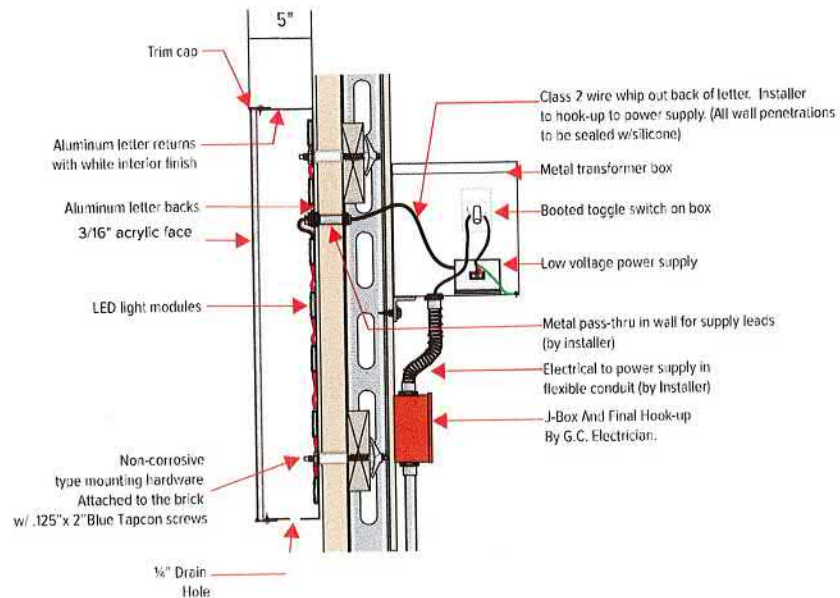
Before



After

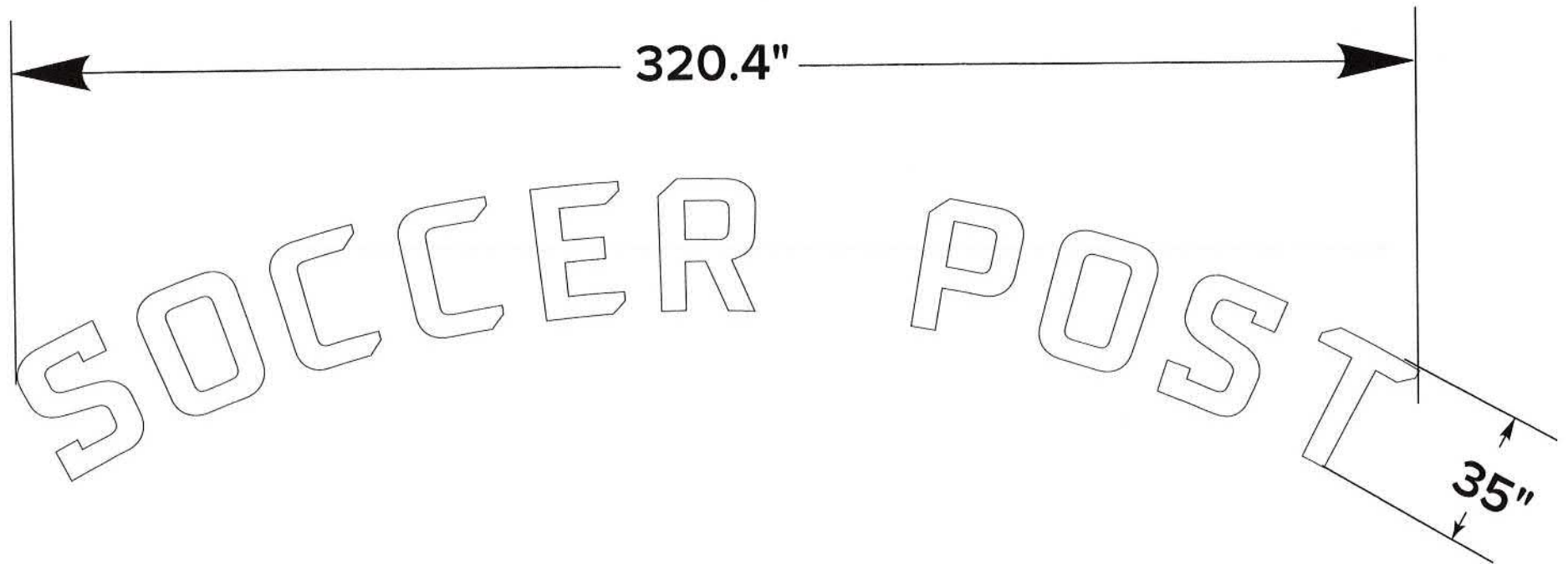
SLOAN LED LOW VOLTAGE LIGHTING SYSTEM

U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 and NEC 600 CODE



SECTION DETAIL - L.E.D. ILLUMINATED LETTERS W/TRIM CAP

NOTE: SPECIFIC MATERIAL THICKNESSES FOR THIS SIGN TYPE WILL BE DETERMINED BASED ON MANUFACTURING STANDARDS



Revisions:		
X		X
X		X
X		X
X		X

Approval: _____
Date: _____

Date: 10.27.24
Designer: JC PM: MS

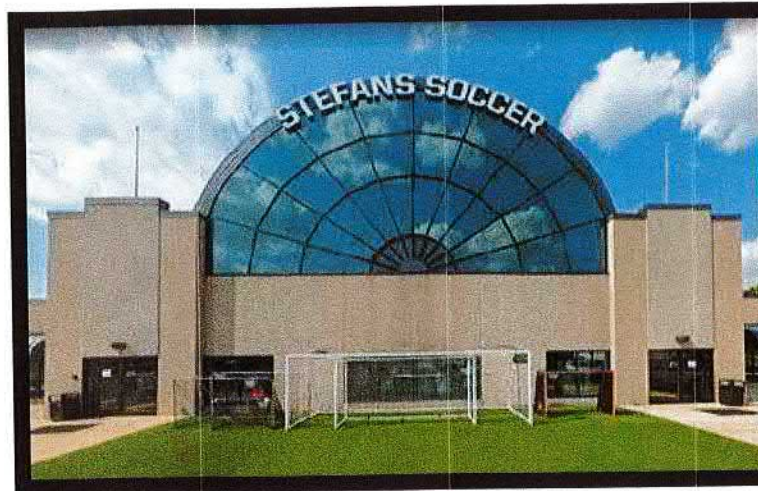
City/State: Brookfield, WI
Address: 620 Elizabeth Court

S2

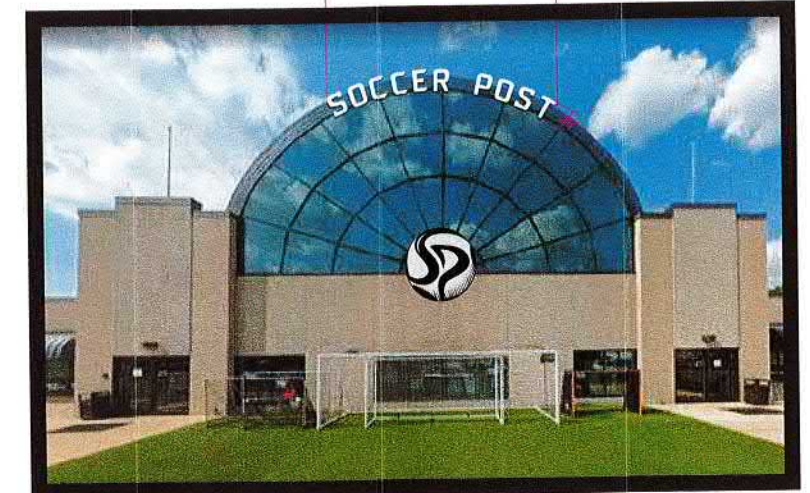
Illuminated SOCCER BALL- Option 1

The soccer ball will be framed of one inch aluminum square tubing, all welded. The face will be white Panaflex with 3M high performance vinyl graphics. The Panaflex will be stretched onto an extruded aluminum frame retainer that is stapled and then bumped with vinyl insert.

White soccer ball and black opaque SP

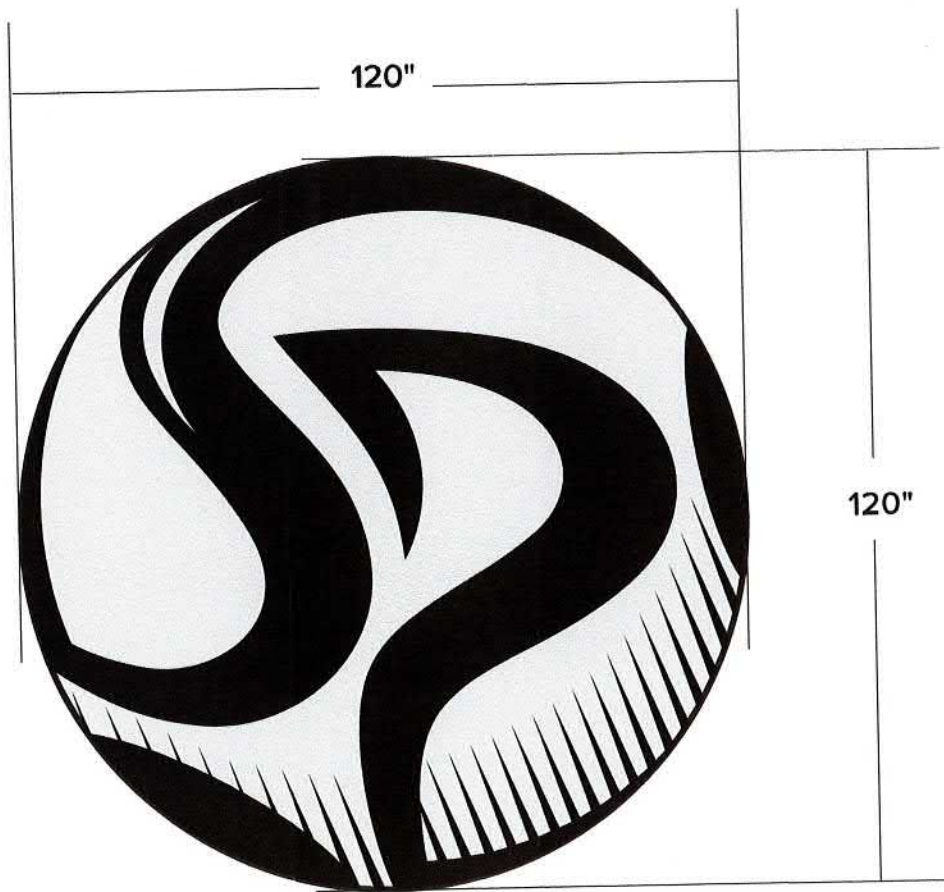


Before

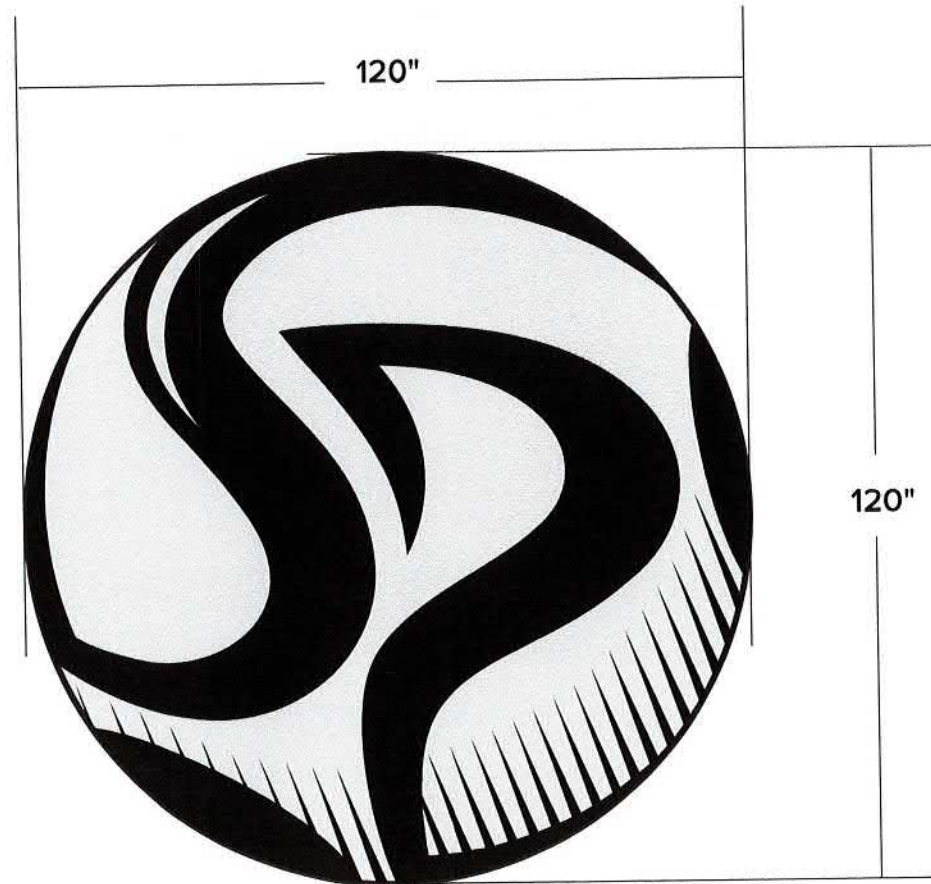


After

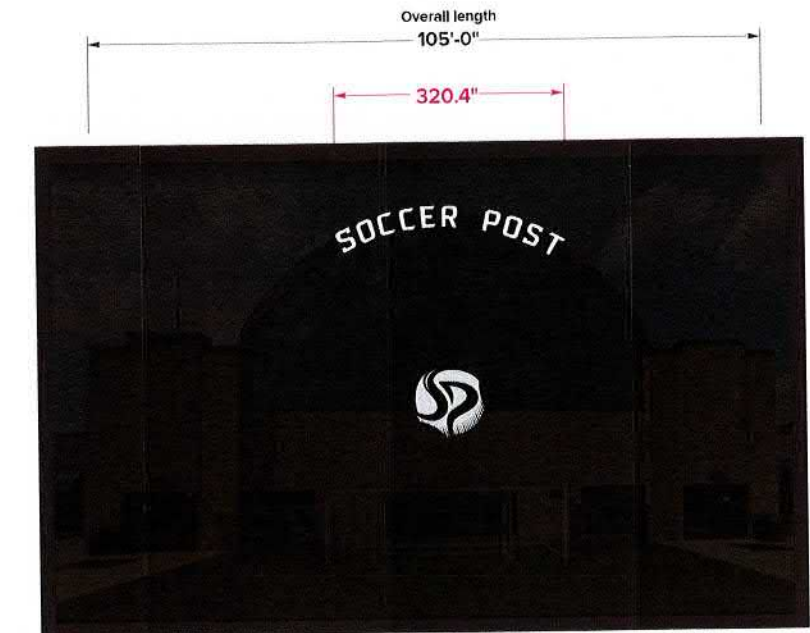
DAY TIME VIEW



DAY TIME VIEW



NIGHT TIME VIEW



After

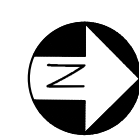
NIGHT TIME VIEW

Revisions:	
X	X
X	X
X	X
X	X
X	X

Approval: _____
Date: _____

Date: 10.27.24
Designer: JC PM: MS

City/State: Brookfield, WI
Address: 620 Elizabeth Court



Overall Site Plan

SCALE: n.t.s.



VISION
ARCHITECTURE, LLC

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

www.vision-architecture.net

Proposed Outlot Development For:

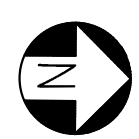
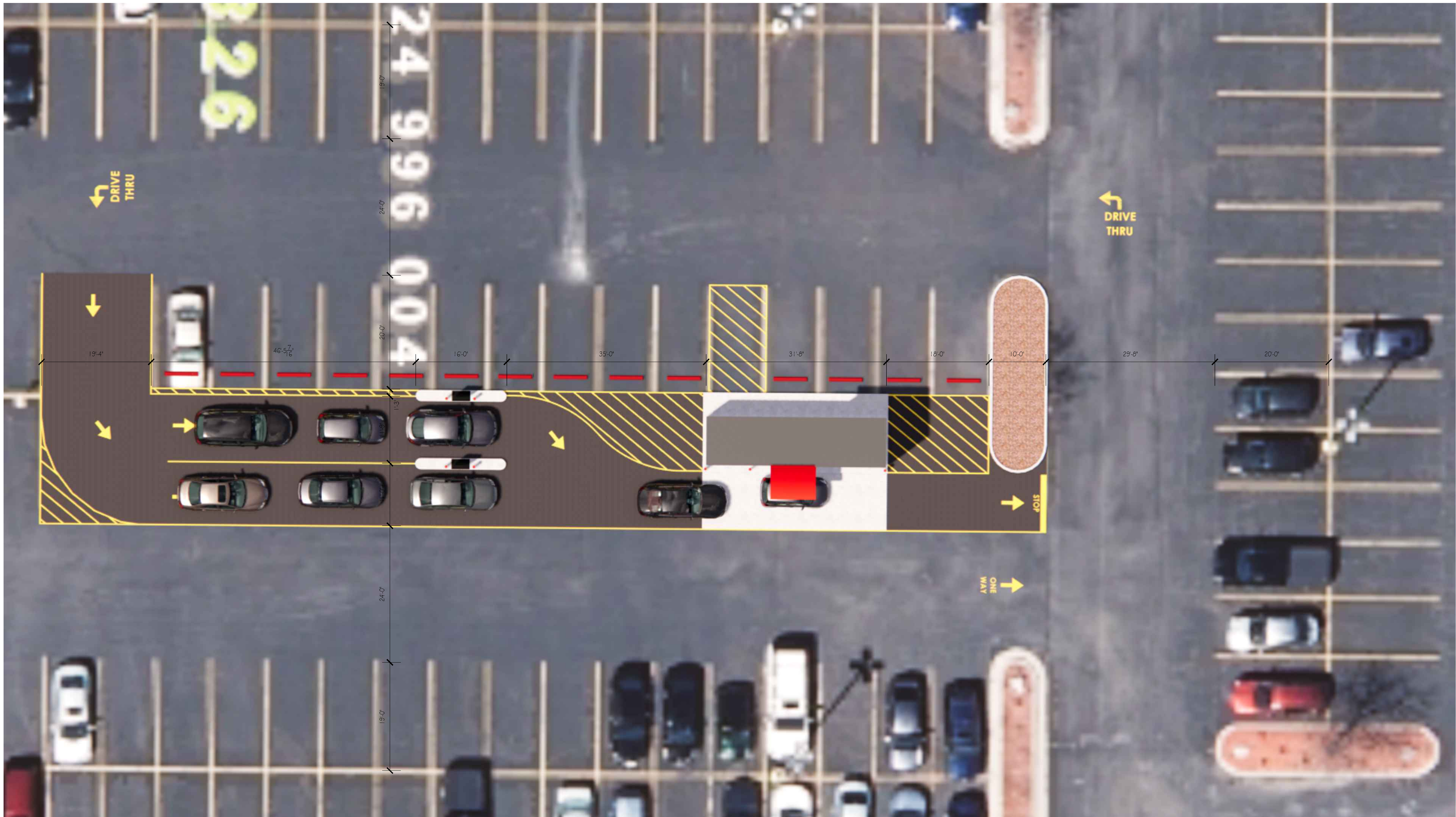
Brookfield Plaza

Town of Brookfield, Wisconsin

Issue Date: 11/4/2024

Revisions:

Revisions:



Enlarged Site Plan

SCALE: 1" = 10'-0"



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Proposed Outlot Development For:

Brookfield Plaza

Town of Brookfield, Wisconsin

Issue Date: 11/4/2024

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No.	Description



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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View 1

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View 3

SCALE: n.t.s.



View 4

SCALE: n.t.s.



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Revisions:



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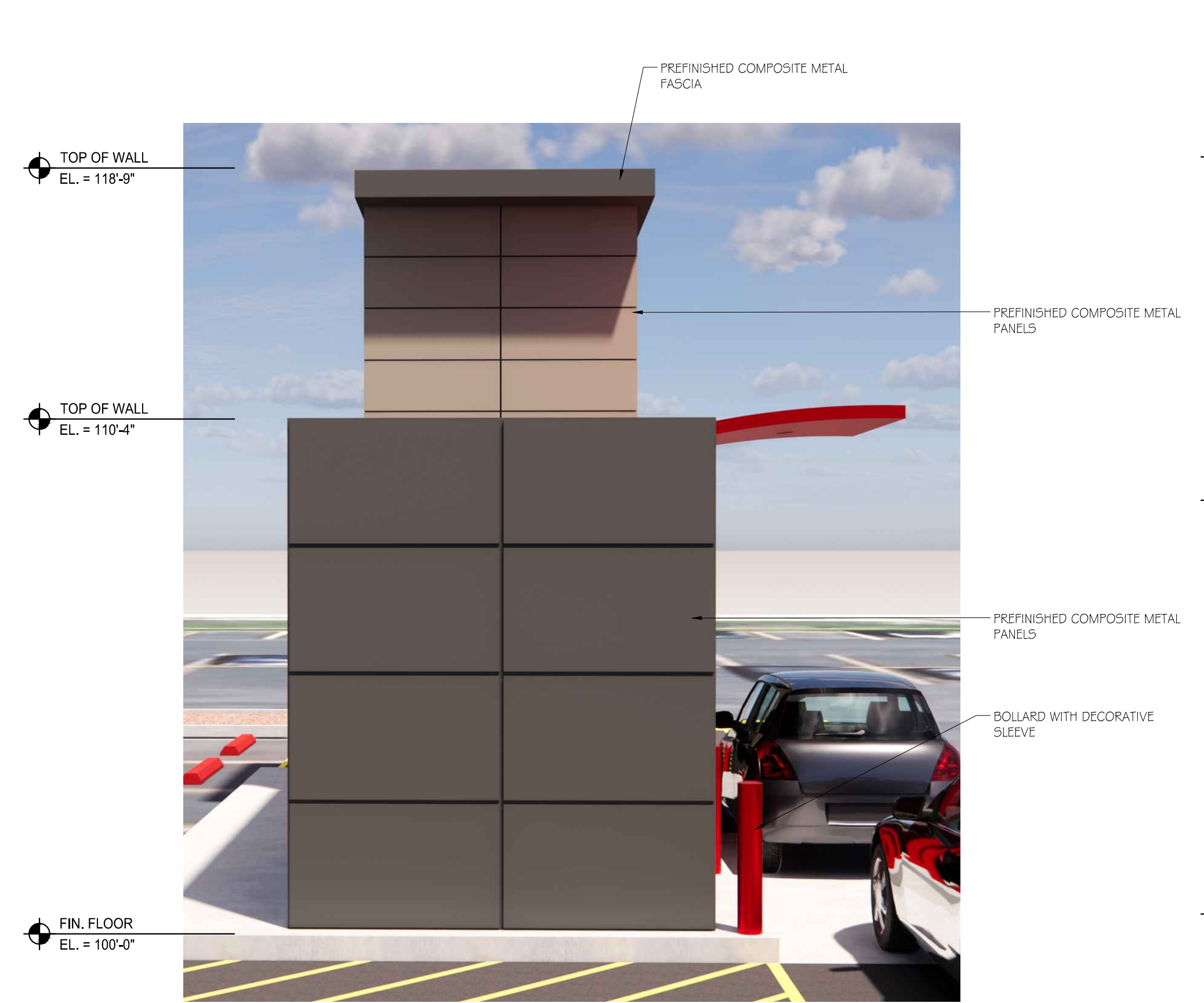
East Elevation

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: 11/4/2024
Revisions: