

**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, January 8, 2025**

### **Architectural Review Committee**

**6:00 p.m**

### **AGENDA**

- 1) Call to Order.
- 2) Meeting Notices.
- 3) Approval of Agenda.
- 4) Approval of Minutes.
  - a. December 11, 2024 Meeting Minutes
- 5) Old Business:
  - a. None.
- 6) New Business:
  - a. Adrian Deasy, representing Octane Coffee, requesting review and recommendation for approval of permanent wall signage for the new drive-thru coffee business, located at 19555 West Bluemound Road.
- 7) Communication and Announcements.
- 8) Adjourn.

*Posted this 2nd day of January, 2025*  
*Bryce Hembrook*  
*Town Planner*

TOWN OF BROOKFIELD  
ARCHITECTURAL REVIEW COMMITTEE MINUTES  
DECEMBER 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.

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 Charlier to approve the minutes of the November 13, 2024 minutes as presented.

Seconded by Kohlmann.

*Motion carried unanimously.*

5) OLD BUSINESS

a. None.

6) NEW BUSINESS

a. Misty Hintz, representing Galleria West, requesting approval of a freestanding sign for Galleria West near main entrance, located at 18900 West Bluemound Road.

Hembrook presented the item and showed the Committee the existing entrance signage and the proposed renderings. The proposed signage will reduce sign clutter near the entrance. Chairman Pearson mentioned that lighting information was not included in the packet and should be provided prior to final approval. Overall, the Committee was supportive of the proposed sign as long as the lighting meets code requirements.

Motion by Kohlmann to approve a freestanding sign for Galleria West near main entrance, located at 18900 West Bluemound Road, pending lighting specifications being sent to town planner and confirmation that the lighting meets code.

Seconded by Charlier.

Further discussion:

None.

*Motion carried unanimously.*

b. Mat Szula, representing Top Dog Remodeling, requesting approval of exterior changes to the building, located at 1500 North Springdale Road.

Hembrook presented the item and informed the Committee that the applicant is requesting to add new siding and alterations to windows. The applicant provided a sample of the materials and answered questions regarding window placements. Overall, the Committee was supportive of the proposed changes.

Motion by Charlier to approve exterior changes to the building as presented for Top Dog Remodeling, located at 1500 North Springdale Road.

Seconded by Lee.

Further discussion:  
None.

*Motion carried unanimously.*

- c. Michael Seserko, representing Soccer Post, requesting approval for a face change on existing freestanding sign, located at 620 Elizabeth Court.

Hembrook presented the item and mentioned that the applicant received a temporary sign permit until the sign could receive permanent sign permit approval. Overall, the Committee was supportive of this proposed sign.

Motion by Kohlmann to approve a face change on existing freestanding sign for Soccer Post as presented, located at 620 Elizabeth Court.

Seconded by Charlier.

Further discussion:  
None.

*Motion carried unanimously.*

- d. Dan Gueldner (Eagle IQ, LLC) representing Cabinet IQ, is requesting approval for a wall sign, located at 20711 Watertown Road.

Hembrook presented the item. Hembrook to contact property owner about canopy light, and the concern of being bright and glaring. Overall, the Committee was supportive of the proposed sign.

Motion by Charlier to approve a wall sign for Cabinet IQ as presented, located at 20711 Watertown Road.

Seconded by Lee.

Further discussion:  
None.

*Motion carried unanimously.*

- f. Rob Kahler Jr., representing Callister’s Christmas and Master Z’s, requesting approval for an amended request for wall sign face change on freestanding sign, located at 19255 West Bluemound Road.

Hembrook presented the item and informed the Committee that the applicant is requesting to keep the red Master Z’s sign, add a blue Callister’s Christmas sign on the pylon, and remove the wall sign above the entrance. Since the previous Architectural Review Committee meeting, the plan has changed and the applicant is proposing to utilize the space for both Callister’s Christmas and Master Z’s throughout the year. The plan is to have both businesses occupy the building and the size of each tenant space will depend on the season. Hembrook also mentioned that he met with the applicant, property owner, Town Attorney, and Town Administrator met to discuss the proposed operation and signage and decided that the applicant should resubmit. The Committee also suggested wanting to see an address provided on the signage.

Motion by Lee to approve the request an amended sign face change on freestanding sign as presented for Callister’s Christmas and Master Z’s, located at 19233 West Bluemound Road, contingent on an approved plan of operation narrative and replacing the box where the sign is located.

Seconded by Charlier.

Further discussion:

Chairman Pearson stated that he is against approving the sign until the attorney reviews and the plan of operation is approved by the Plan Commission. The Committee also mentioned wanting the address added to the signage.

Motion by Alan Lee to amend the motion to table the item until after the Plan Commission meeting/plan of operation approval and confirmation from the Town Attorney that he does not have any concerns with the proposed signage.

Seconded by Charlier.

*Motion carried unanimously.*

7) COMMUNICATION AND ANNOUNCEMENTS

None.

8) ADJOURN

Motion by Charlier to adjourn at 7:02pm.

Seconded by Kohlmann.

*Motion carried unanimously.*

Respectfully submitted,  
Bryce Hembrook, Town Planner

BH/lr



Octane Coffee at 19555 W Bluemound Rd

Architectural Review - Signage



'Octane Coffee' signage is roughly 3 ft tall x 5 ft wide, 15 sq ft on two sides.

'Flying Cup' logo is roughly 4 ft diameter circle, 12.5 sq ft, 9% of building frontage area.

All Signage is 12+ ft above ground level and built with UL recognized parts.



‘Racetrack Accent Lighting’ is 24vdc LED strip, fully shielded from view, white in color only, no blinking.

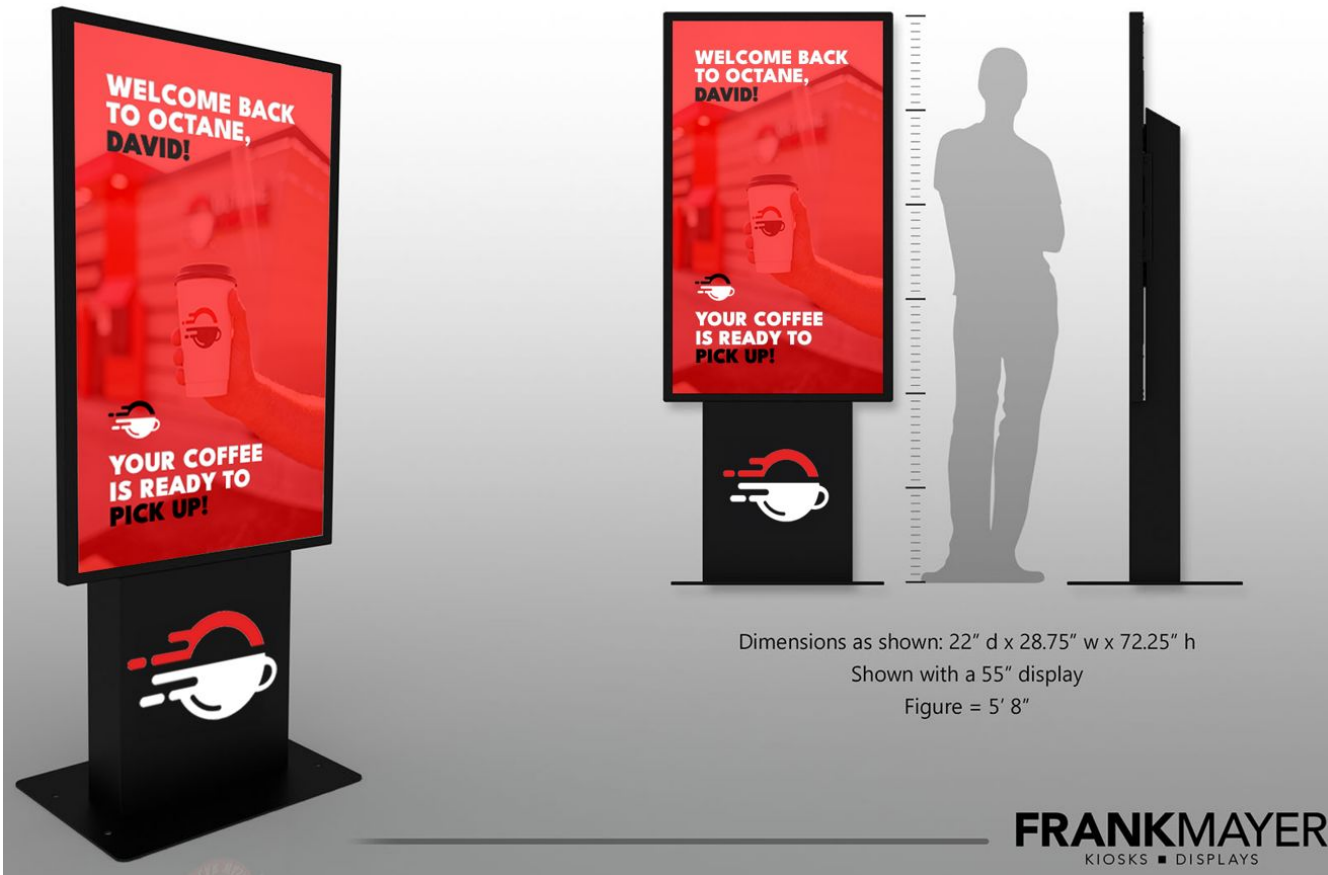
Signage will be designed for 45 lumens per square foot brightness (45 footcandles) with the ability to dim, per Section 17.08 (8)(e).

Acrylic sign materials have 10-20% light transmissibility.

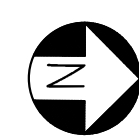
# Bluemound Plaza - Two Displays In the Drive-Thru Lane

Notes on brightness from the manufacturer, Frank Mayer (Grafton, WI):

“This Samsung Outdoor Rated Display has multiple brightness settings that allow you to adjust the overall brightness & contrast, backlighting, ambient light sensor for auto-dimming, eco mode, and also a scheduled brightness option based on the time of day.”







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:

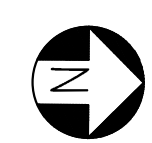
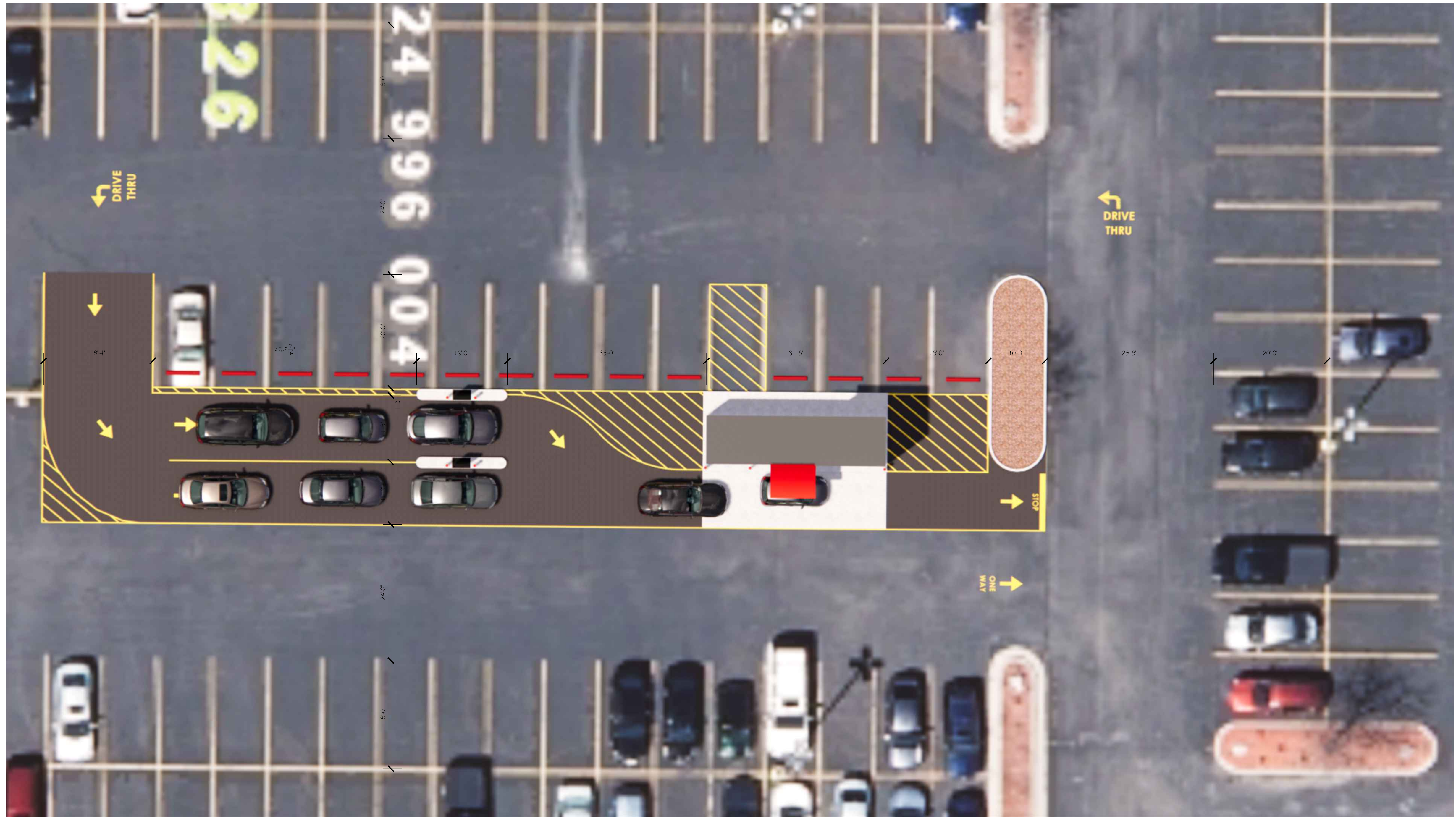
## Brookfield Plaza

Town of Brookfield, Wisconsin

Issue Date: 11/4/2024

Revisions:



Enlarged Site Plan

SCALE: 1" = 10' - 0"

Proposed Outlot Development For:

**Brookfield Plaza**  
Town of Brookfield, Wisconsin

Issue Date: 11/4/2024

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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Proposed Outlot Development For:

**Brookfield Plaza**

Town of Brookfield, Wisconsin

Issue Date: 11/4/2024

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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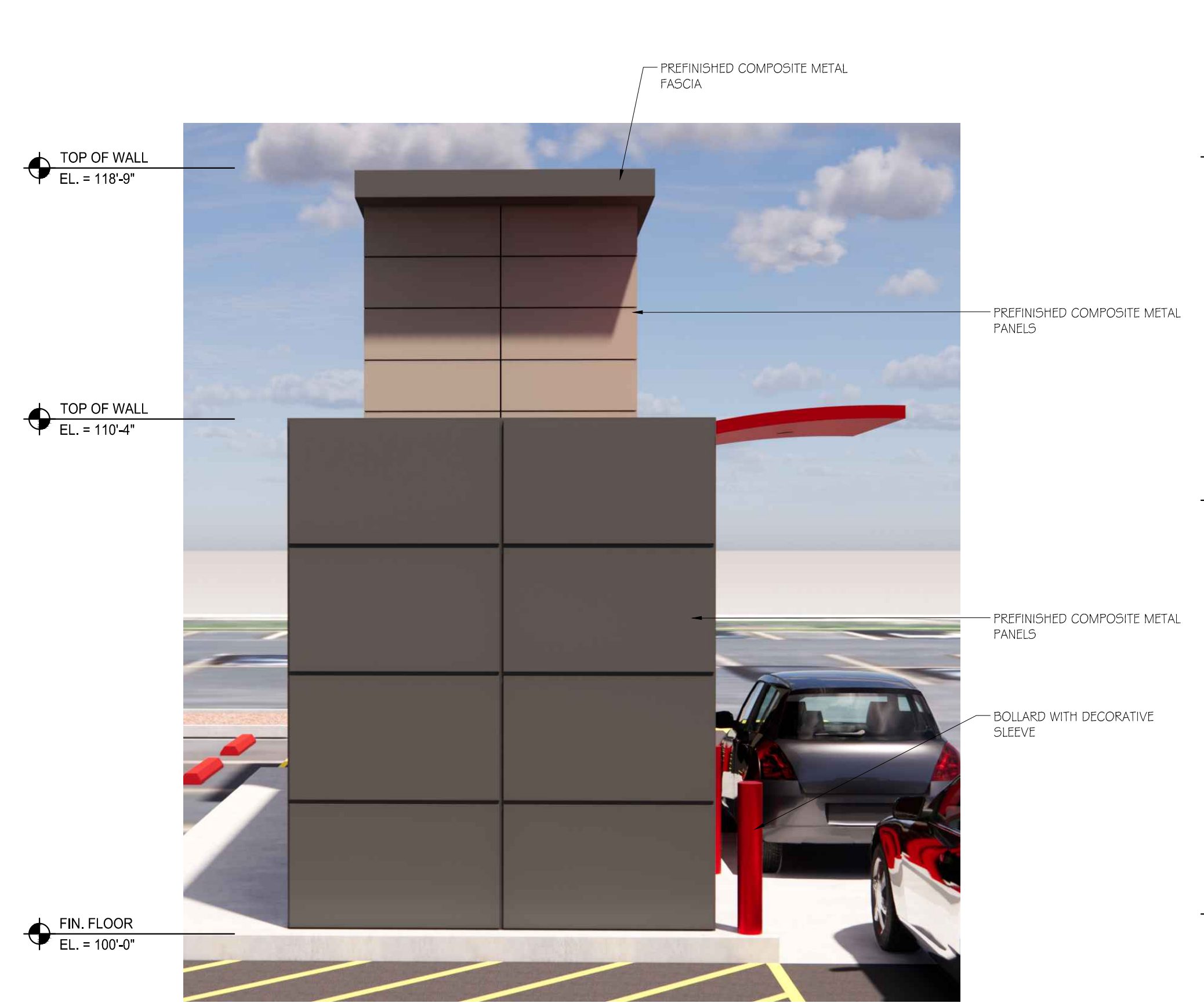
**East Elevation**

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: 11/4/2024
Revisions: