

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, **East Conference Room**
645 N. Janacek Road, Brookfield, WI

Thursday, February 20, 2025

Architectural Review Committee

6:00 p.m

AGENDA - AMENDED

- 1) Call to Order.
- 2) Meeting Notices.
- 3) Approval of Agenda.
- 4) Approval of Minutes.
 - a. January 8, 2025 Meeting Minutes
- 5) Old Business:
 - a. None.
- 6) New Business:
 - a. Lisa Burck (Innovative Signs), representing Proactive MD Family Health Center, requesting review and approval for installation of wall signage and multi-tenant freestanding signage, located at 21600 Watertown Road.
 - b. Nancy Jensen, representing 4Ever Young, requesting review and approval of permanent wall signage, located at 20400 West Bluemound Road, Suite 400.
- 7) Communication and Announcements.
- 8) Adjourn.

Posted this 6th day of February, 2025
Bryce Hembrook
Town Planner

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
JANUARY 8, 2025

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 (via Zoom), and Steve Kohlmann; and Committee members, Richard Diercksmeier, 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 as presented.

Seconded by Diercksmeier.

Motion carried unanimously.

4) APPROVAL OF MINUTES

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

Seconded by Lee.

Motion carried unanimously.

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.

Hembrook reviewed the proposed signage as follows: There are two side elevation signs that are approximately 15 square feet that say "Octane Coffee", and one flying cup logo that is approximately 12.5 square feet. All signs will be 12 feet above ground level. The signs are integrated into the building. Hembrook further reported that the proposed signage does not meet code, which reads as follows: signage is limited to .8 square feet per lineal foot of building frontage along a public right-of-way. The building is 8 feet wide. The ARC can grant exceptions to this requirement. Mr. Deasy reported that the signs would be designed at 45 lumens per square foot, with an ability to dim. The two display signs for the drive thru are proposed to be illuminated, 55 inch screens. The lanes will be marked for customers. They are not touch screens, and the displays face south, with bollards for protection.

Motion by Paris to approve permanent wall signage, including drive thru menu boards, for the new drive-thru coffee business, Octane Coffee, located at 19555 West Bluemound Road as presented.

Seconded by Kohlmann.

Further discussion:

None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS

Paris mentioned that the new sign at Galleria West has a very large electrical box next to the new sign. Paris expressed disappointment at the appearance. Hembrook indicated that it could be that We Energies may have required it, and will look into it.

8) ADJOURN

Motion by Kohlmann to adjourn at 6:15pm.

Seconded by Lee.

Motion carried unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner

BH/lr



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: February 6, 2025
ACC MEETING DATE: February 12, 2025

RE: ARC Staff Report – February 2025 Agenda Item

Proactive MD Family Health Center – Sign Review

Applicant: Lisa Burck (Innovative Signs) – Representing Proactive MD Family Health Center

Location: 21600 Watertown Road

Request: Approval for installation of wall signage and multi-tenant freestanding sign

- Applicant is requesting approval for a wall sign and multi-tenant freestanding sign.
- Wall sign
 - 7.47 square foot sign above side entrance
 - White background with blue letters
 - Application does not specify whether it is illuminated but it does not appear to be illuminated.
 - This sign will replace the former Nova Medical Centers signage above the entrance.
- Multi-tenant sign
 - 4.54 square foot sign on the multi-tenant signage
 - Red background and white letters. This matches the other signs on the freestanding sign.
- Proposed signage appears to meet code requirements.

4Ever Young – Sign Review

Applicant: Nancy Jensen – Representing 4Ever Young

Location: 20400 W Bluemound Rd, Suite 400

Request: Approval of Permanent Wall

- The tenant is looking to move into the new Poplar Creek Marriot Building and is requesting a wall mounted sign.
- There was a Poplar Creek Town Center signage package submitted during the initial project approvals and this proposed sign appears in conformance with the signage package that was approved.
- The proposal also shows storefront graphics.
- Wall Mounted Sign
 - To be located above store entrance on the south side of the building, facing Bluemound Road.
 - Requesting to add a face-lit channel letter wall mounted sign

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

- Proposed sign is approximately 46.09 square feet in size
 - Tenant space = 27'
 - Typical allowed square footage = 21.6 square feet
 - Total building frontage (along Bluemound) = 331 feet
 - Typical allowed square footage for building frontage along Bluemound = 264.8 square feet.
 - In the master sign plan submittal, retail signs were proposed to be approximately 63 square feet and the typical size was shown as 21' x 3'. This sign falls within these parameters.
 - Generally, staff believes this proposed sign meets the general expectation for this retail area and the property owner provided a memo stating that they were supportive of the proposed signage.
 - Proposed sign would exceed typical allowance; however, the sign appears to be consistent with the proposed signage approved for the Poplar Creek Development.
- Applicant has provided night renderings of the proposed sign
- Proposed colors = gray, white, and lime green
- Window Signage
 - The renderings show proposed window graphics which provides information regarding the business.



proactive md

Family Health Center



www.innovative-signs.com

Customer

Foundation Property Group, LLC.
ACM Panel

Date

11/22/2024

Project Manager

Emerson M.

Order

ISI - 14566

Designer

Nick M.

Materials & Specifics

Exterior Wall Panel

- ACM Panel
- Digital Print Graphics

Colors

- Full Color CMYK
- White

Revisions

- ☐ Revision 1:
- ☐ Revision 2:
- ☐ Revision 3:
- ☐ Revision 4:

14.75" height

73" width



Qty 2

13" height

proactive md

50.5" width

Customer

Foundation Property Group, LLC.
Monument Panel

Date

11/22/2024

Project Manager

Emerson M.

Order #

ISI - 14566

Designer

Nick M.

Materials & Specifics

Exterior Wall Panel

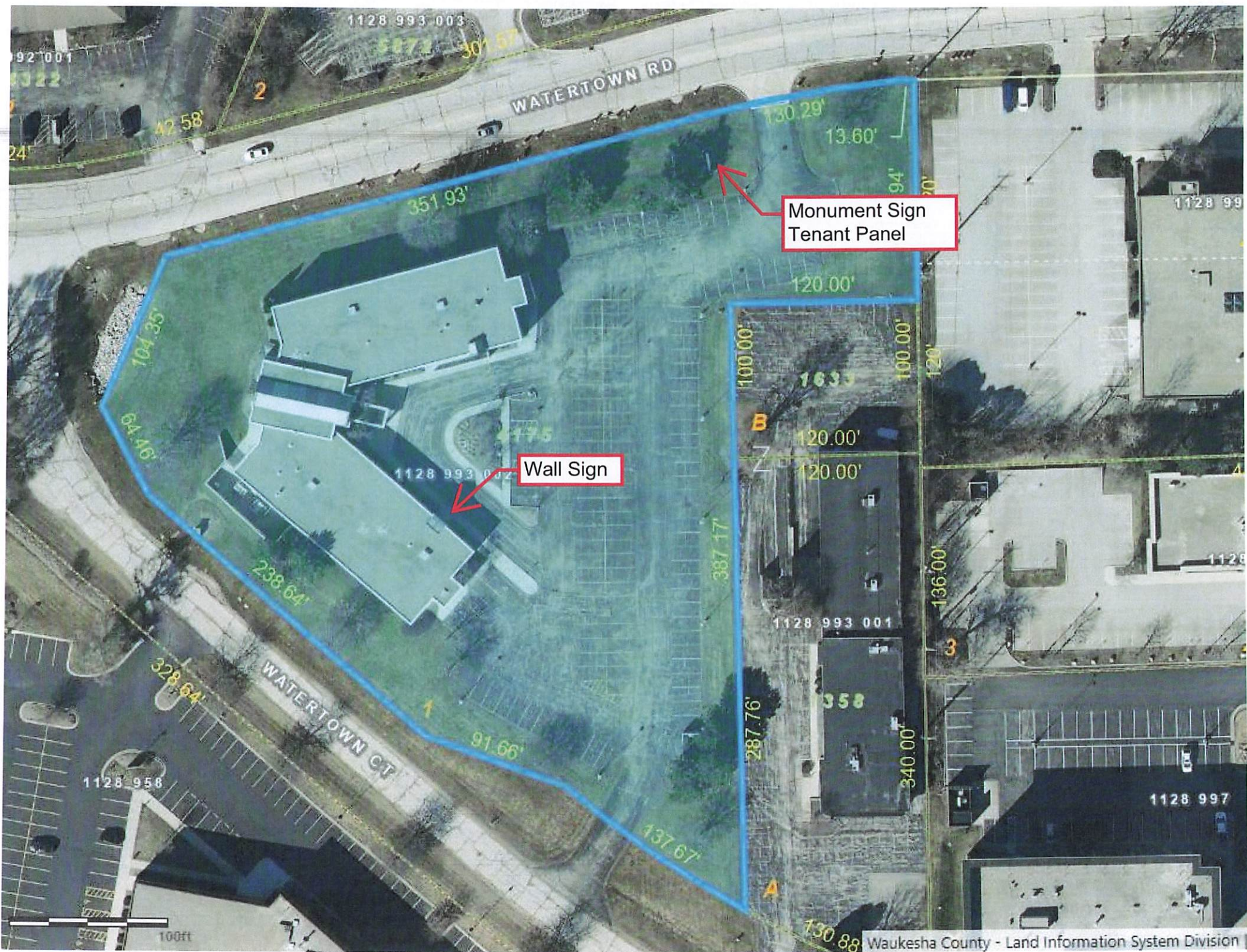
- 3/16" 7328 Acrylic
- Cut Vinyl Graphics

Colors

- ☒ 3630-49 Burgundy
- ☐ White

Revisions

- ☐ Revision 1:
- ☐ Revision 2:
- ☐ Revision 3:
- ☐ Revision 4:



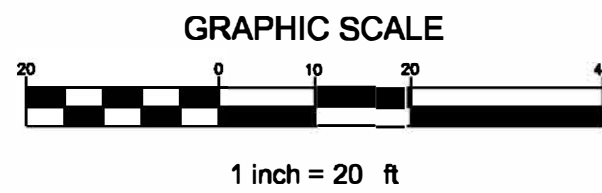


PROJECT LOCATION:
20400 BLUEMOUND RD,
SUITE 400
BROOKFIELD, WI 53045

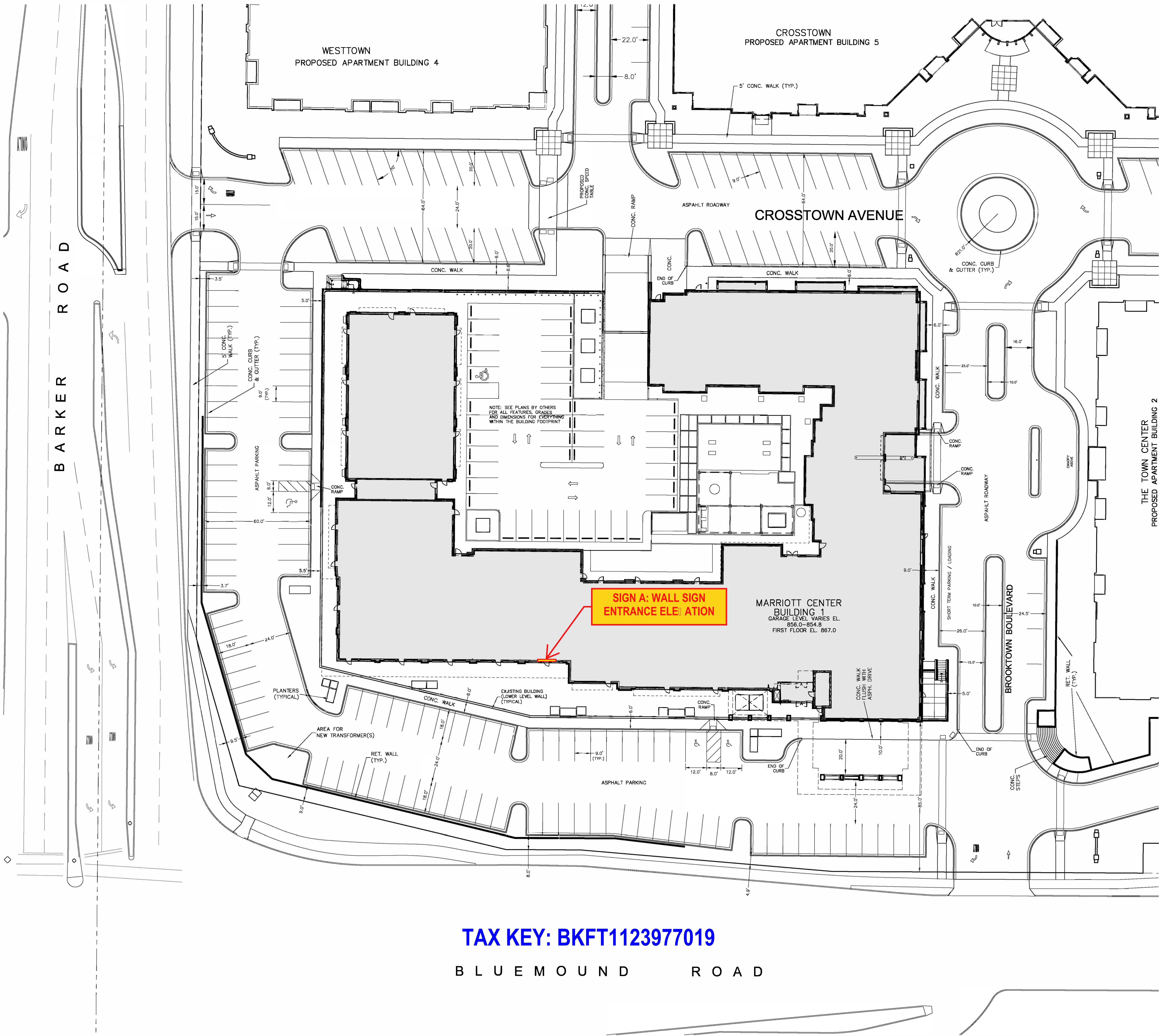
PROPOSED SIGNAGE:
SIGN A: FACE-LIT
CHANNEL LETTERS

POPLAR CREEK
MARRIOTT CENTER - BUILDING 1
TOWN OF BROOKFIELD, WI

CJE NO.: 1350-02R26-MC
NOVEMBER 23, 2022
ISSUE FOR PERMIT
AUGUST 09, 2023
ISSUED FOR CONSTRUCTION



SITE PLAN **C1.0**



TAX KEY: BKFT1123977019

BLUEMOUND ROAD

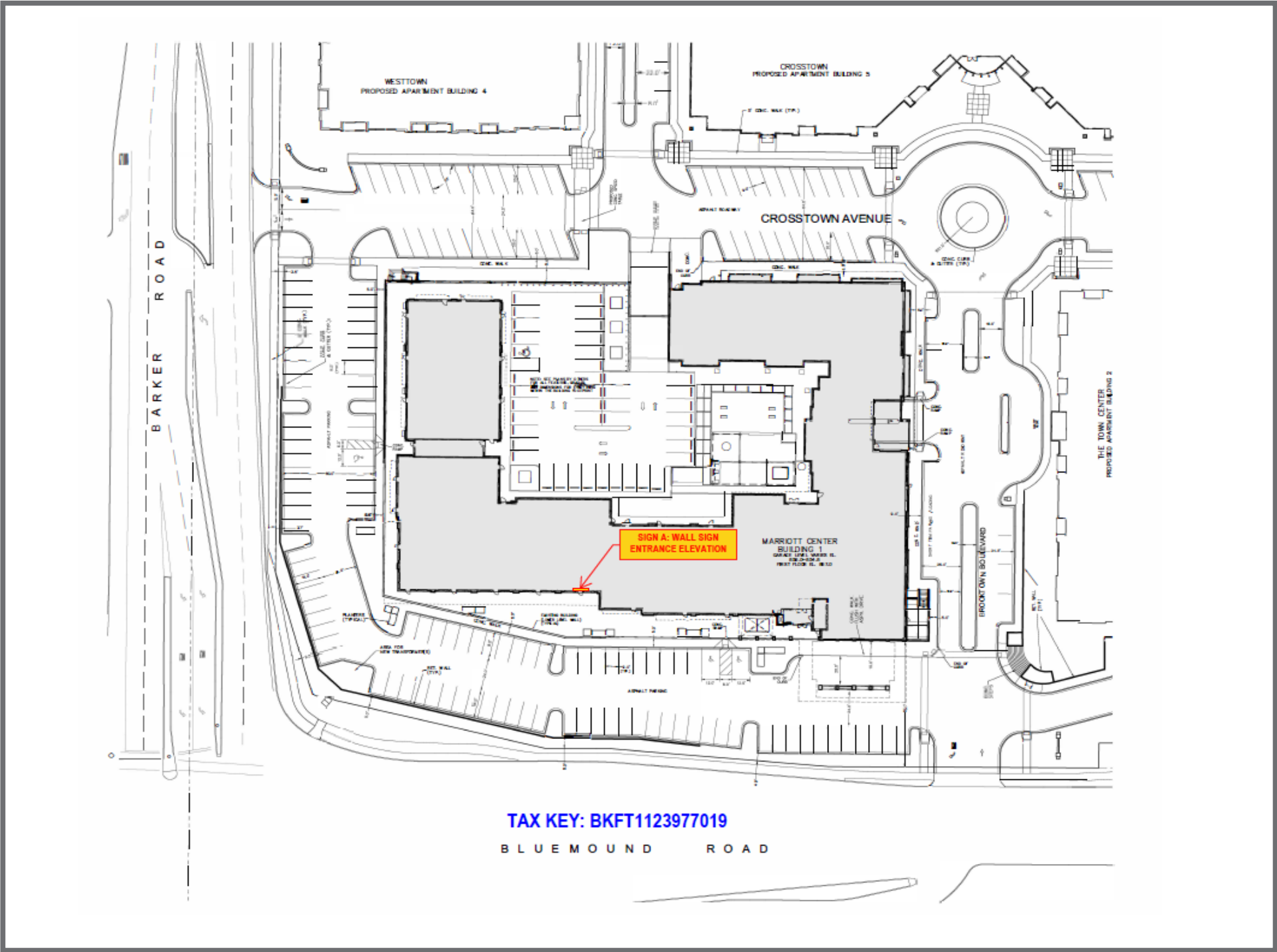
NOTES:
1. ALL DIMENSIONS ARE TO THE FACE OF THE CURB.
2. FOR THE DETAILED PLAN AND PROFILE SHEETS OF THE PUBLIC WATER MAIN AND PUBLIC SANITARY SEWER, THE EROSION CONTROL PLAN AND THE SITE DETAILS SEE THE LATEST CIVIL PLANS FOR THE OVERALL DEVELOPMENT OF THE POPLAR CREEK PROJECT.



BROOKFIELD, WI



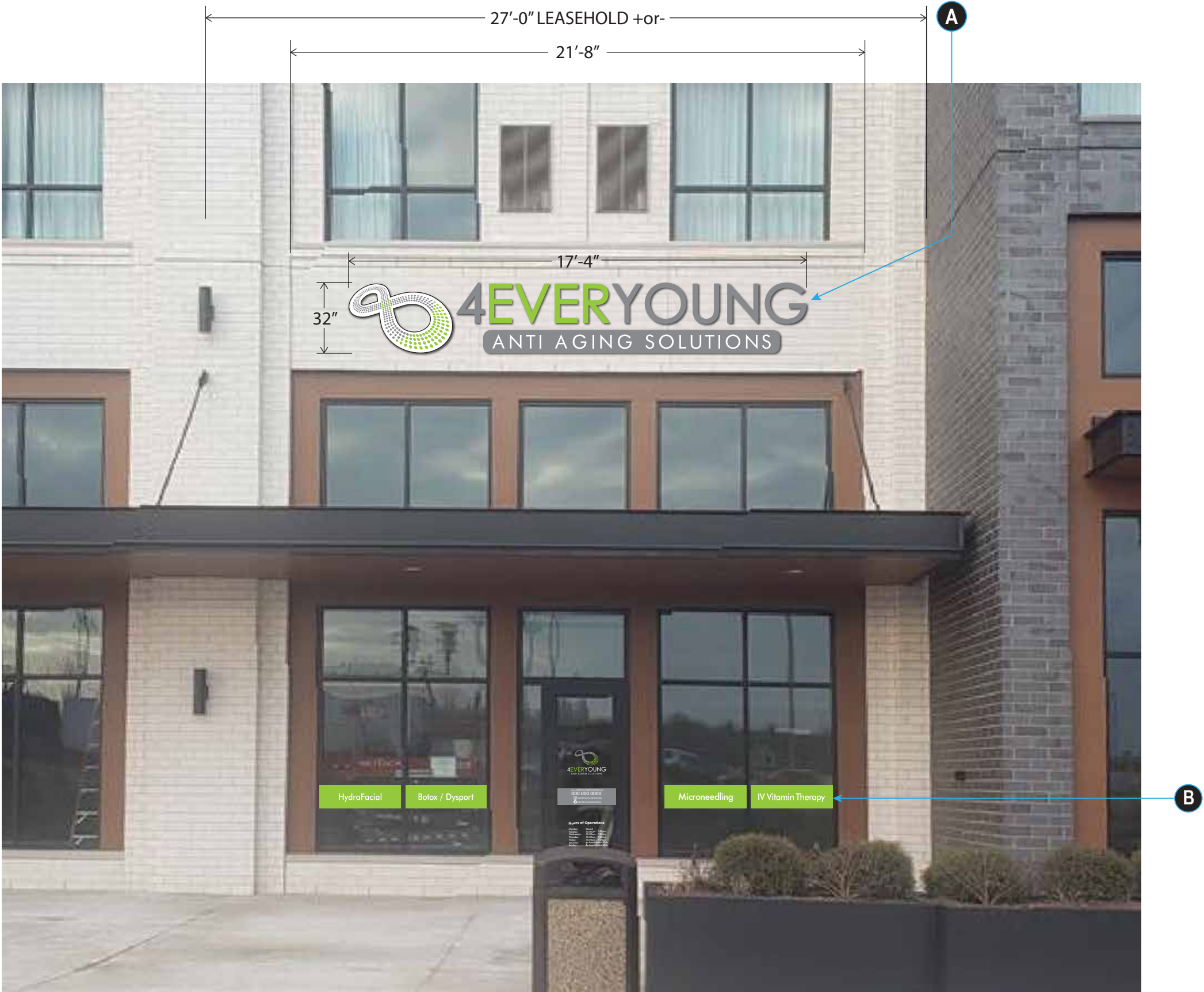
Project Site Plan



Project Location:
20400 Bluemound Rd, Ste 400
Brookfield, WI

- Proposed Signage:**
- A** Face-lit Channel Letters
 - B** Storefront Graphics





ENTRANCE ELEVATION
Scale: 1:50



A Face Lit (LED) Internally Illuminated Channel Letter - Rear Raceway


LETTER SET LAYOUT SIZES & SQUARE FOOTAGE							
A	B	C	D	E	F	G	
32"	17'-4"	36"	13'-3"	18-1/2"	10-1/2"	11'-2"	

General Description

- .177" #7328 WHITE ACRYLIC FACES
- APPLIED TRANSLUCENT VINYL FOR LOGO DETAIL & TAGLINE
- 1" BLACK TRIMCAP
- .063"x 5" DEEP ALUM RETURNS, PAINTED MATTHEWS SATIN BLACK
- .090" ALUM BACKS
- PRINCIPAL QWIK MOD 1 & 2 LEDs
- POWER SUPPLIES TO BE LOCATED IN RACEWAY
- DEDICATED 20AMP CIRCUIT REQUIRED (BY OTHERS)
- FABRICATED ALUM RACEWAY PTD TO MATCH SW6147 (PANDA)

Color Schedule


Faces

 #7328 White Acrylic Faces (translucent)

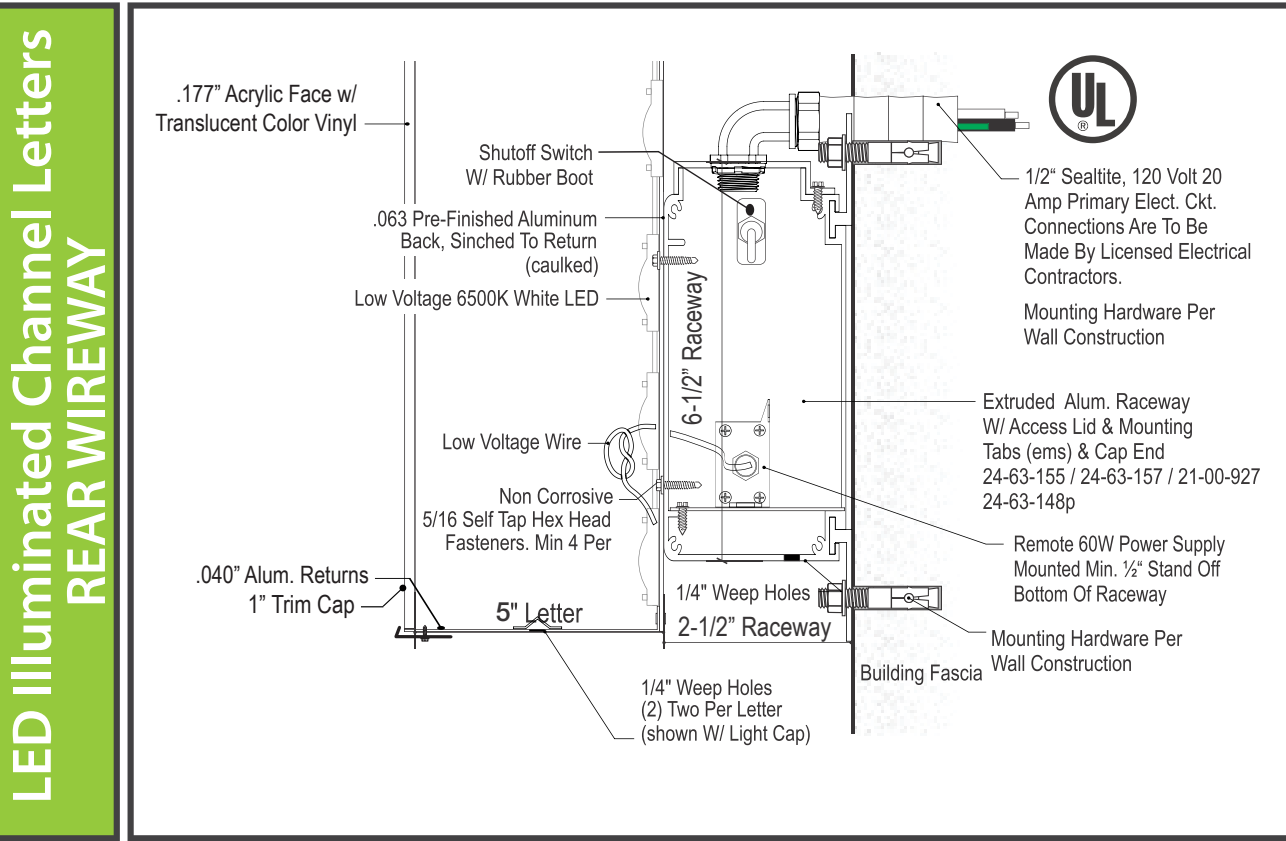
Returns

 Matthews Satin Black

Vinyl Colors

 Pantone 375C Green (translucent)

ALL CONDITIONS TO BE VERIFIED IN FIELD



LED Illuminated Channel Letters
REAR WIREWAY



Project 4EVERYOUNG
Address 20400 Bluemound Rd, Ste 400
City, State, Zip Brookfield, WI

Client Approval
LL Approval
Designer
Sales

Date
Date

Drawing Number 021424
Rev
Rev



B Storefront Vinyl Graphics

General Description

- DIGITALLY PRINTED VINYL w/ MATTE LAMENATE
- FIRST SURFACE VINYL GRAPHICS APPLIED TO STOREFRONT DOOR & WINDOWS

Color Schedule

Vinyl Colors



White



Pantone 375C Green



Pantone 8C Cool Gray

NOTES:
CONFIRM GRAPHIC INFORMATION.
PANELS TO BE SIZED TO SCALE
PRIOR TO PRODUCTION.
CUT PANELS LONGER THAN
NEEDED FOR TRIMMING.

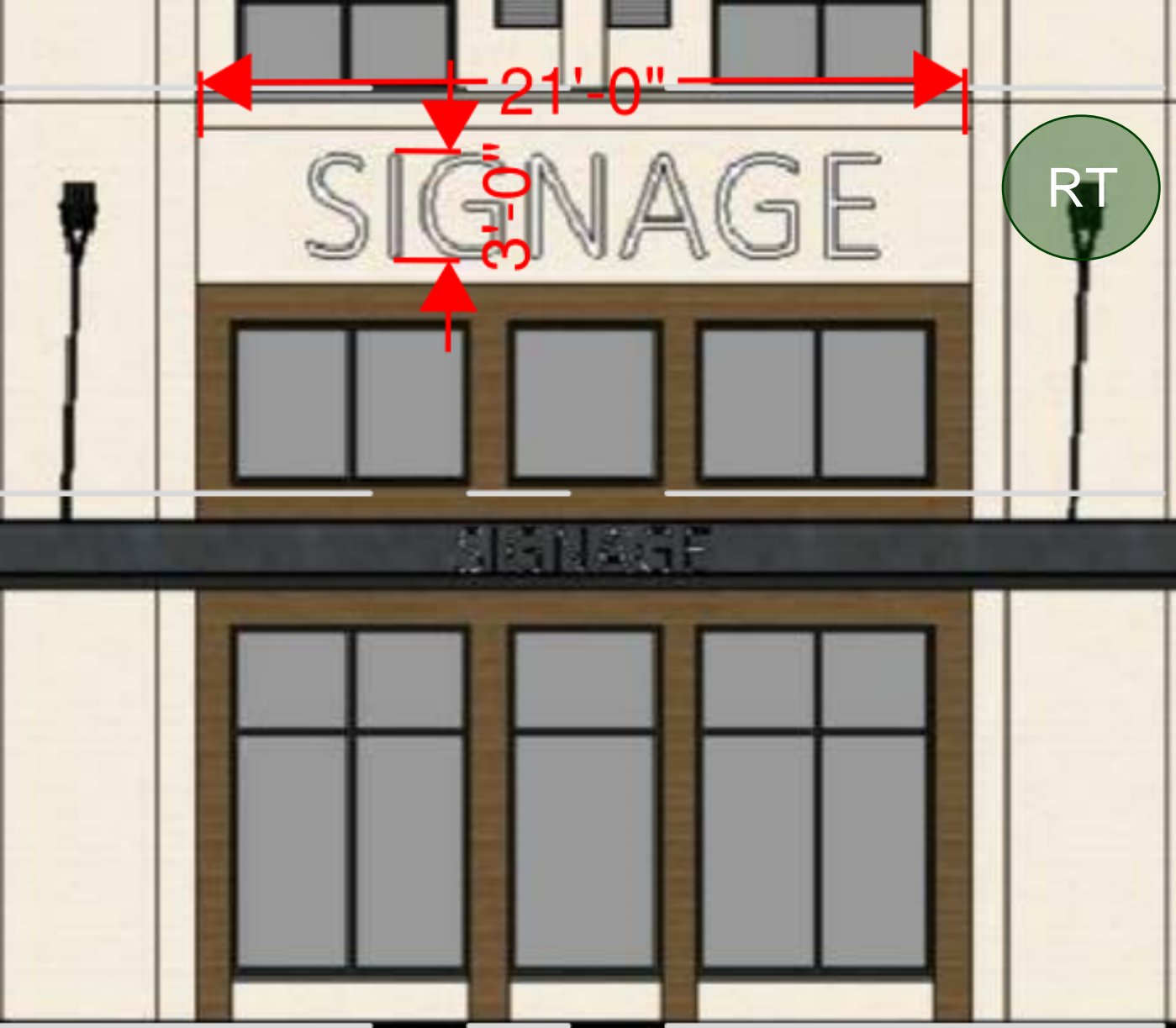
ALL CONDITIONS TO BE
VERIFIED IN FIELD

CODE CHECK SUMMARY

PROJECT NAME:	4Ever Young – Brookfield, WI	DATE:	12/12/2024
PREPARED BY:	Alyssa Swinington	JURISDICTION:	Town of Brookfield

PROPERTY INFORMATION	
SITE:	20400 Bluemound Rd Suite 400 Brookfield, WI
PARCEL ID:	BKFT1123977019
ZONING:	MU-1
OWNER:	POPLAR CREEK CLUB II LLC AND 20300 BLUEMOUNDS LLC
OWNER ADDRESS:	5300 S 108th St Ste 1, Hales Corners, WI 53202-1368
LEGAL DESCRIPTION:	Not Available

WALL SIGNS	
MAX QTY:	Not specified in MSP
MAX AREA:	Not specified in MSP
CALCULATIONS:	Include the sign copy and any border or frame surrounding that copy. Supporting members of a sign shall be excluded from the sign display area calculation. Sign display area of irregular shaped signs or signs containing two or more detached elements shall be determined by the area of the smallest regular polygon that will encompass all the elements of the sign.
MAX HEIGHT/WIDTH:	Shall not extend above the parapet wall or the top of the roof of the building which supports it Building signage 24” tall max Canopy signage max 18” tall & max 15 FT long within every 20 FT bay section
MISC:	Background of internally illuminated cabinet-type sign faces shall be opaque or a color other than white



21'-0"

3'-0"

RT



5300 S. 108th Street, Suite 1 • Hales Corners, WI 53130

January 29, 2025

Mr. Bryce Hembrook, AICP
Town Planner
planning@townofbrookfield.com
Town of Brookfield
645 N Janacek Road
Brookfield, WI 53045
262-796-3760

TYPE: SIGN PERMIT APPLICATION
BUSINESS: 4Ever Young
PARCEL: BKFT1123977019
ADDRESS: 20400 WEST BLUEMOUND RD, SUITE 400
BROOKFIELD, WI 53045

SCOPE: INSTALLATION OF ONE (1) INTERNALLY ILLUMINATED
WALL SIGN

Dear Mr. Hembrook,

We are providing this correspondence in support of the application submitted by 4Ever Young, our retail tenant at the above-stated address, for a minor variance to the Town code provision that governs the height of the proposed signage at this location. We kindly request the Board's consideration of an increase in height from 24 inches to 32 inches, resulting in a total height variance of 8 inches.

4Ever Young's sign application includes a rendering of the proposed sign at its requested size to be installed above the leased premises. We believe that this variance request is both reasonable and necessary to ensure optimal visibility and effectiveness of the signage at this very prominent location that is below the grade of the Bluemound Road and Barker Road intersection and will thus benefit from this increased sign height.

We appreciate the Board's attention to this matter and request its approval of this proposed variance for a height increase for 4Ever Young's sign.

Please do not hesitate to contact me should you wish to further discuss 4Ever Young's sign application or any other matters relating to Poplar Creek Town Center.

Sincerely,

A handwritten signature in black ink, appearing to read "J.J. Wimmer". The signature is fluid and cursive, with the first name "J.J." and the last name "Wimmer" clearly distinguishable.

John J. Wimmer
Poplar Creek Hospitality, LLC
5300 S 108th St Ste 1
Hales Corners, WI 53130