

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 14, 2026

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 10, 2025 Meeting Minutes
- 5) Old Business: None.
- 6) New Business:
 - a. Review and possible action on a new wall sign and tenant panel on an existing multi-tenant monument sign at 18900 W. Bluemound Road. Richard Bennett Tailors (tenant), Bauer Sign and Lighting (applicant), LMR II Galleria West LLC (owner).
 - b. Review and possible action on multiple signs for the Sand Trap at 17780 W. Bluemound Road, Suite 8, Jordan Jackson (tenant/applicant), TFW GROUP LLC (owner)
 - c. Review and possible action on the Master Sign Program for Poplar Creek Town Center at 20200 and 20400 W. Bluemound Road and 600 N. Barker Road. Poplar Creek Hospitably LLC & The Town Center at Poplar Creek, Mitch Wimmer (applicant/owner).
- 7) Communication and Announcements.
- 8) Adjourn.

Posted this 8th day of January, 2026

*Rebekah Leto
Town Planner*

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
DECEMBER 10, 2025

The regular meeting of the Architectural Review Committee was held in the East Conference 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 Supervisors John Charlier, Steve Kohlmann; and Committee members Alan Lee, and Matt Paris; and Town Planner Rebekah Leto. Richard Diercksmeier was excused.

2) MEETING NOTICES

Planner Leto reported that the meeting was noticed in accordance with Open Meeting Law.

3) APPROVAL OF AGENDA

Motion by Mr. Charlier to approve the agenda as presented.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

Motion by Mr. Paris to approve the minutes of the November 12, 2025 minutes as presented.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

5) OLD BUSINESS

- a. Review and possible action on a new tenant panel on a pylon sign for Inner Haven Wellness at 19601 W. Bluemound Road. Chad Schultz, Innovative Signs (applicant), 19601 Bluemound LLC (owner).

Planner Leto gave an overview of the revised proposal in accordance with the staff report.

Motion by Mr. Paris to approve the revised cabinet sign on the existing pylon located at 19601 W. Bluemound Road, as proposed on the modified plans dated 11/18/2025, as presented.

Seconded by Mr. Charlier.

Further Discussion: None.

Motion carried unanimously.

6) NEW BUSINESS

- a. Review and possible action on a new wall sign for Vivo Infusions (tenant) at 18900 W. Bluemound Road. Grant Signs (applicant), Last Mile Investments (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. The applicant said they may be working with the property owner to also put a sign on the multi-tenant monument sign in the future.

Motion by Mr. Kohlmann to approve a new wall sign for Vivo Infusions at 18900 W. Bluemound Road as presented on plans dated 10/3/2025.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

- b. Review and possible action on Oscar's Frozen Custard for new wall signs, architectural details, and site signage at 21165 Hwy 18 (E. Moreland Blvd). Innovative Signs and The Howard Company (applicants), Jim Taylor (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report. Both building signs and site signage are included with the proposal. The building signs included two walls signs and three ice cream cones. The Committee confirmed the ice cream cones had been considered architectural details without the "Oscars" name and therefore did not need to conform to the square footage requirements. The committee stated that the cones appeared to be the appropriate size. Planner Leto described how the wall signs and cones were to be illuminated and that they met the code requirements.

Motion by Mr. Charlier to approve two (2) wall signs and three (3) ice cream cones on the building as shown on the plans dated 11/18/2025 at 21165 Hwy 18.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

Planner Leto discussed the proposed site signage. Most of the signs pertain to the drive-thru and traffic safety. Part of the sign package included an "enter" and "exit" wayfinding sign. The "Enter" wayfinding sign also included a digital changeable copy sign to display the Flavor of the Day. An additional changeable copy sign on the south elevation displaying the Flavor of the Day was also proposed. Planner Leto described how the Enter sign would be consider a second freestanding and a second changeable copy sign, of which the Code only allows one. Planner Leto relayed a discussion with the Town Attorney, who advised the Committee that approving a second freestanding sign such as this could set a precedent for other double frontage lots. The applicant (Susie Taylor) noted how Oscar's is unique in that they are on two busy roads and relayed how the Flavor of the Day is what makes customer's come back later. She noted how drivers on Swenson Dr. could not see the freestanding sign on Moreland Blvd. Ms. Taylor also relayed how the entrance sign was the most important sign of the "flavor of the day" signs and they would remove the request for the digital wall sign. Planner Leto pointed out that the digital wall sign did not conform to the Code requirements for many reasons, as outlined in the report. Therefore, Planner Leto's report recommended denial of said sign. Planner Leto also discussed how the proposed location of the Enter sign did not meet the required setback and offset requirements and appeared to be located within the watermain easement. Leto also noted that the ARC did not have the authority to grant a waiver from the locational requirements of the ordinance and that a variance would be required. Mr. Paris stated how he did not like the digital wall sign on the building, but he did not have an issue with the Enter digital sign, so long as it did not change more than every 24 hours and the background of the signs were not white. He understood the argument of being on two busy streets and needing the visibility. Mr. Kohlmann indicated that the advice of the Attorney was to deny the second freestanding sign so as to not set precedent and he agreed that approving this sign might do that. Mr. Lee did not think it would set a precedent in this particular instance and agreed the two highly travelled roads may require two signs. Mr. Paris also indicated that he was more accepting of the Enter sign because of its small size.

Motion by Mr. Lee to approve the site signage and freestanding “Enter” sign with a digital changeable copy at 21165 Hwy 18, subject to the following conditions and for the following reasons:

The second freestanding changeable copy sign on Swenson Drive is reasonable due to the double frontage on the property and the fact that drivers cannot see the existing changeable copy sign on Moreland Blvd that displays the Flavor of the Day. In addition, the size of the sign is small and the Flavor of the Day will remain static.

Conditions:

- 1. The sign shall meet a 5 ft. setback from the road right of way and a 5 ft. offset from the property line. A revised site plans showing the location meets these requirements and Condition No. 2 below shall be provided.*
- 2. The Sanitary District Superintendent shall review and approve the final location of the sign to ensure it does not impact the water main. Documentation shall be provided by the petitioner that indicates the Sanitary District has approved the sign location.*
- 3. A Conditional Use Permit shall be obtained by the Town Board and a variance granted by the Board of Appeals, if required, prior to the issuance of a sign permit.*
- 4. The cabinet color on both the “Enter” and the “Flavor of the Day” shall be off-white or opaque or any color other than white.*
- 5. The sign shall remain static and shall not blink or flash.*
- 6. The sign shall be no larger than what was presented on the plans (2.5' wide x 3.33' tall).*

Seconded by Mr. Paris.

Further Discussion: Mr. Kohlmann relayed he was concerned that anyone on a busy street could ask for a second sign and felt this was setting precedent. Planner Leto stated for the record that the petitioner withdrew the digital wall sign on the south elevation of the building from the proposal.

Motion carried 4-1, with Mr. Kohlmann voting against the motion.

7) COMMUNICATION AND ANNOUNCEMENTS:

Supervisor Kohlmann noted to Planner Leto that the dumpster enclosure at Shake Shack is failing and thanked the Committee and Planner for their hard work this year.

8) ADJOURN

Motion by Mr. Charlier to adjourn at 6:44 pm.

Seconded by Mr. Lee.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner



TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: January 14, 2026

RE: Request for a wall sign and a monument sign for Richard Bennett Tailors (tenant) at 18900 W. Bluemound Road (Galleria West)

APPLICANT: Bauer Sign and Lighting Company, Scott Boese

PROPERTY OWNER: LMR II GALLERIA WEST LLC

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

Richard Bennett Tailors is moving into a tenant space on the west side of the Galleria West shopping complex. The applicant is requesting two signs: a wall sign and a tenant space within the multi-tenant monument sign located near W. Bluemound Road.

	Proposed	Permitted	Waiver required?
Wall Sign	100 sq. ft. (20 ft. x 5 ft.)	48 sq. ft.	Yes , sign size
Monument Sign	19.3 sq. ft. (9.6 ft. x 2 ft.)	n/a	No

The proposed wall sign is 20 ft. wide by 5 ft. tall (100 sq. ft.) and bridges between two roof peaks centered over the tenant space doors. The tenant space is 60 linear feet, per the applicant. The applicant indicated that there is an existing black grid on the building that the client does not want to have seen. Therefore the black cabinet, which is a blackout vinyl, is sized in one large piece to cover the grid. The white illuminated letters are 47.6 sq. ft. The Code states that the calculated sign area includes the sign copy and any border or frame surrounding that copy. Therefore, the proposed size is 52 sq. ft. larger than permitted.

The proposed panel on the monument sign is 9.6 ft. x 2 ft. and is the top panel on the 20 ft. tall monument sign. The white lettering will be illuminated with a blackout vinyl background.

Recommendation:

Monument sign: I recommend the ARC approve the monument sign at 18900 W. Bluemound Road, as proposed on the plans dated 10/14/2025.

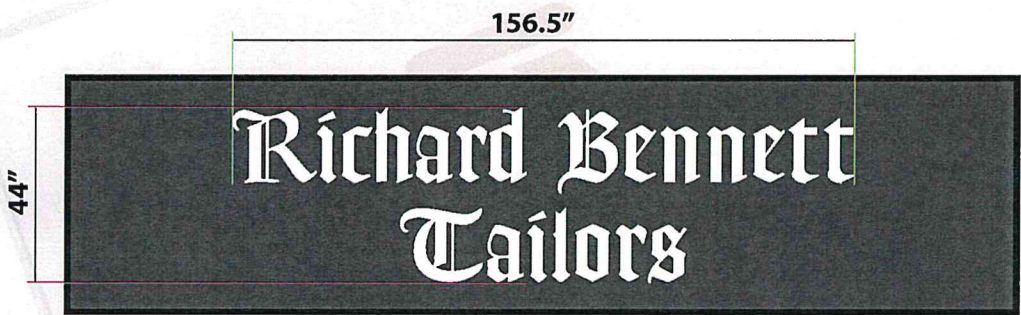
Wall Sign: At the discretion of the ARC. The Galleria West has the black grid in somewhat random places throughout the building façade. Bullwinkles has a sign on the front of the grid it, as well as the main Galleria West sign at the entrance to the atrium. Most of the other signs are channel letters on a raceway attached to the building. The unit has two entrances doors, one of which would allow for a wall sign directly on the building façade. If the ARC is inclined to approve the wall sign as proposed, a waiver is required for the sign size.



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Fax: 262-784-6675

File	Richard Bennett Tailors
Location	Galleria West
Client	
Sales rep	Scott Boese
Date	cb 07/02/25
Revision	cb 07/09/25, cb 10/14/25, cb 11/19/25

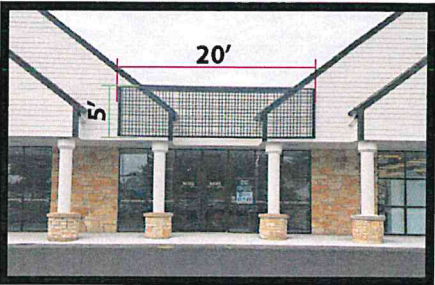
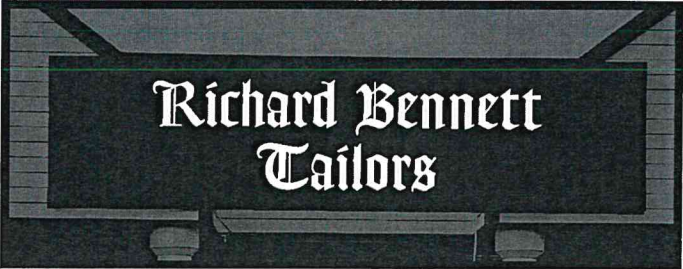


47.82 SQ FT.

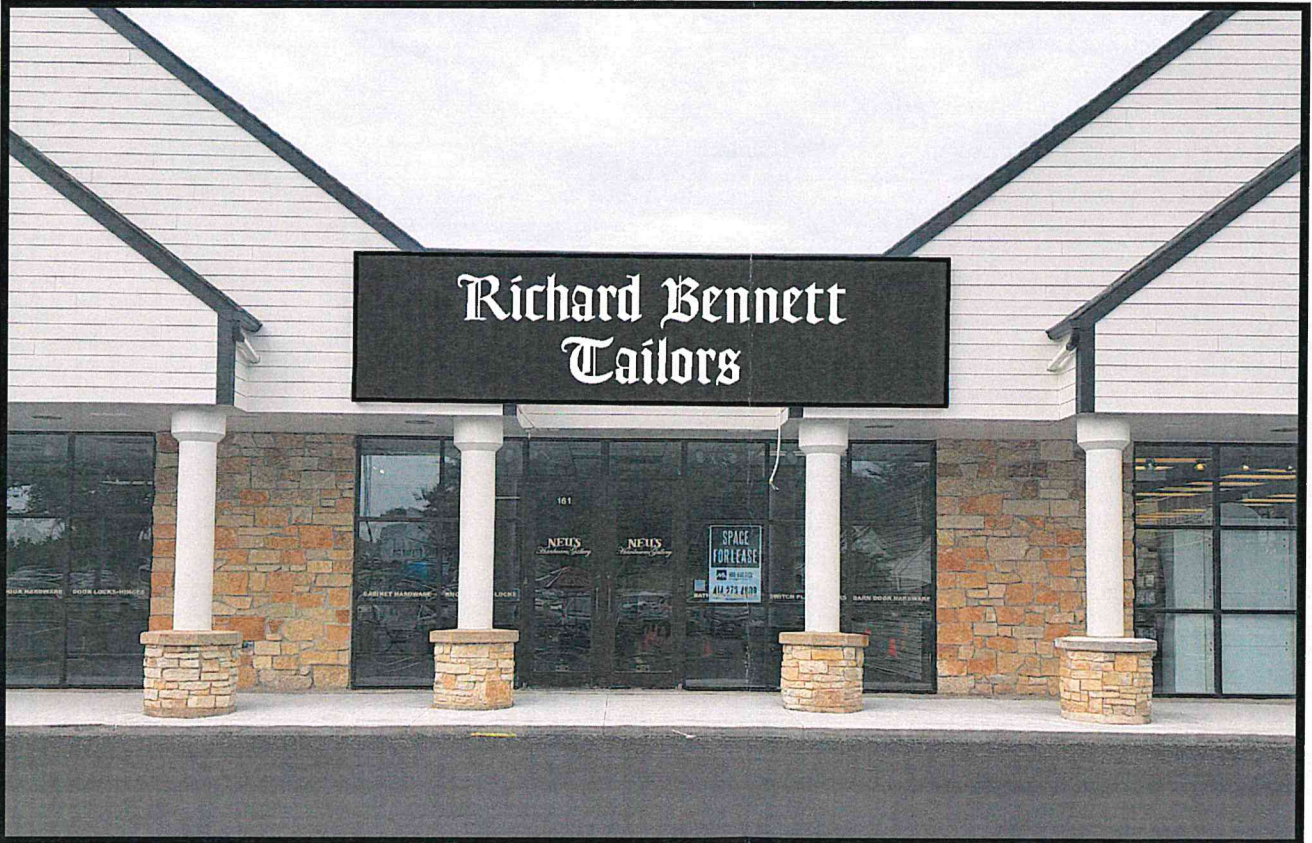
SPECIFICATIONS

FABRICATE AND INSTALL ONE S/F, INTERNALLY ILLUMINATED WALL CABINET

- **CABINET** TO BE ALUMINUM EXTRUSION WITH 1.5" RETAINERS, PAINTED BLACK
- **FACE** TO BE WHITE FLEX MATERIAL
- **GRAPHICS** TO BE BLACK VINYL OVERLAYS
- **ILLUMINATED** WITH WHITE LEDs
- **POWERED** WITH APPROPRIATE LOAD POWER SUPPLIES
- **MOUNTED** TO GRATE WITH APPROPRIATE HARDWARE



EXISTING



PROPOSED

Printed artwork colors are not always representative of final product colors. Please refer to specifications for call out or salesman for samples.
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our products are certified by:
Underwriters Laboratories, Inc.

This sign shall be manufactured in accordance with the Article 600 of the National Electrical Code and/or the applicable local codes. This includes proper grounding and bonding of the sign. Sign shall bear correct UL Label.

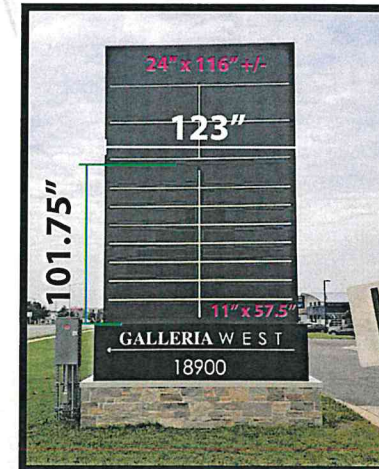
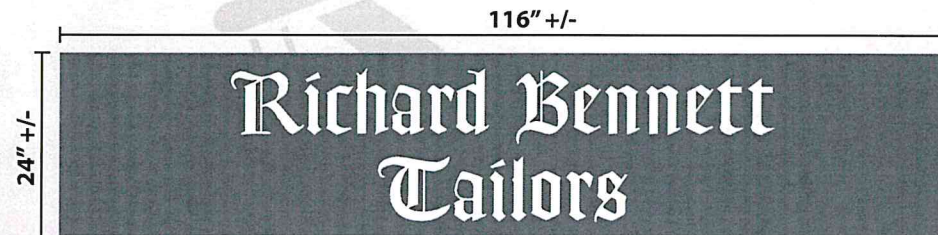
Scale: 1/4" - 1'



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File	Richard Bennett Tailors
Location	Galleria West
Client	
Sales rep	Scott Boese
Date	cb 07/02/25
Revision	cb 07/10/25, cb 10/14/25



existing

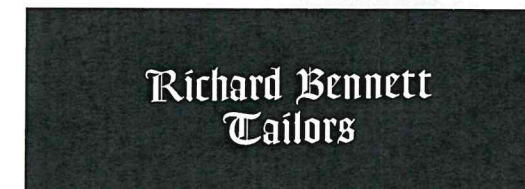


proposed

SPECIFICATIONS

FABRICATE AND INSTALL TWO ROUTED AND BACKED TENANT PANELS FOR TOP SPOT IN EXISTING D/F MONUMENT SIGN.

- **FACES** TO BE ROUTED ALUMINUM PTM EXISTING PANELS (DURANODIC?) AND BACKED WITH PLEX
- **INSTALLED** INTO TOP TENANT SPACE WITH COUNTERSUNK SCREWS



proposed night

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This sign shall be manufactured in accordance with
the Article 609 of the National Electrical Code and/or
the applicable local codes. This includes proper
grounding and bonding of the sign. Sign shall bear
correct UL Labels.

Scale: 1/2" = 1'



TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: January 14, 2026

RE: S26-3; Request for a wall sign, two monument panels for The Sand Trap Golf Bays (tenant) at 17780 W. Bluemound Road

APPLICANT: Jordan Jackson

PROPERTY OWNER: TFW GROUP LLC

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

The SandTrap is a golf simulator entertainment business that is currently under construction at 17780 W. Bluemound Road. This shopping complex is marketed under a single address (17800 W. Bluemound) but the subject tenant space is in the eastern building on a separate parcel from the main signage on W. Bluemound indicates. The entrance to the operation is on the north end of the building. The applicant is proposing a signage package in anticipation of opening the spring. The following signage is proposed:

	Proposed	Permitted	Waiver required?
Wall Sign (north elevation)	27.3 sq. ft. (8' x 3.42')	59.2 sq. ft.	No
Monument Sign Tenant Panel (W. Bluemound Road)	6.22 sq. ft. (56" x 16") Non-illuminated, black panel with white die cut opaque vinyl letters	Double sided face replacement	No

In addition, the owners of the property are looking to propose a replacement monument sign that is in the median between the two properties that states what businesses are on the north side of the building. A concept rendering is identified in the packet, however the property owner has not yet submitted an application for approval for this sign. Therefore, I have advised the applicant to submit for

a panel on this future freestanding replacement sign. The rendering shows the logo that would be placed on the sign.

	Proposed	Permitted	Waiver required?
Monument Sign Tenant panel (north parking lot median)	6.17 sq. ft. (56" x 16.875") White die cut opaque vinyl letters, illuminated	n/a Future sign – design only	No

The proposed wall sign complies with the maximum sign area permitted and the monument sign uses an existing panel space that matches the style of the other businesses. The future replacement of the north monument sign will need Town approval. However, the proposed logo would not change. Approval of this panel would eliminate the need for the applicant to return to ARC.

Recommendation:

I recommend the ARC approve the wall sign, a panel on the existing monument sign along W. Bluemound Road and a future panel to a proposed monument sign for The Sand Trap at 17780 W. Bluemound Road, as proposed on the plans dated 11/19/2025.



NIGHT VIEW



EXISTING VIEW



2400 HOLLY ROAD • NEENAH, WI 54956
920.734.1601 www.AppletonSIGN.com

DESIGN • BUILD • INSTALL • SERVICE

CLIENT:	SANDTRAP
ADDRESS:	10001 W INNOVATION DRIVE
CITY / STATE:	WAUWATOSA, WI
DATE:	11/19/2025
SALES:	JOSH TURKOW
DESIGNER:	DANE SCHUMACHER

PRODUCTION FILES REQUIRED?

X

ADDITIONAL DESIGN FEES MAY BE APPLIED TO FINAL INVOICE IF PRODUCTION FILES CAN NOT BE PROVIDED BY CLIENT PRIOR TO PRODUCTION.

• VECTOR LOGO

• HI-RES PHOTO(S)

• PANTONE COLOR(S)

• FONT(S)

COLOR SCHEDULE

X

COLORS LISTED BELOW HAVE BEEN SELECTED BY DESIGNER FOR CLIENT REVIEW. APPROVAL OF COLORS REQUIRED BY CLIENT PRIOR TO PRODUCTION.

• PRE-FINISHED MATERIALS

• STANDARD VINYL

• PAINTED MATERIALS

• PRINTED MEDIA

1

PAINTED: SATIN BLACK

2

PREFINISHED: TRANSLUCENT WHITE ACRYLIC

3

VINYL: ORACAL 751070 BLACK

4

VINYL: ORACAL: 8500063 LIME-TREE GREEN

5

COLOR CALL OUT

6

COLOR CALL OUT

7

COLOR CALL OUT

8

COLOR CALL OUT

FIELD SURVEY REQUIRED?

X

ANY PRICE ASSOCIATED WITH THIS DESIGN CAN NOT BE GUARANTEED. FINDINGS DURING A FIELD SURVEY MAY IMPACT ESTIMATED TIME/MATERIALS.

• ALL SIGN DETAILS

• AVAILABLE AREA

• FACE DETAILS

• POLE DETAILS

• OTHER:

• ON SITE COLOR MATCH

• ELECTRICAL EXISTING

• BEHIND WALL ACCESS

• TRUCK ACCESS

ADDITIONAL SURVEY DETAILS HERE

ELECTRICAL REQUIREMENTS

X

PROPOSED SIGN IS INTERNALLY ILLUMINATED - POWER TO SIGN IS REQUIRED

• 120v - 277v POWER SUPPLIES USED

XX TOTAL AMP DRAW OF SIGN (1 PER POWER SUPPLIES + X LMC QUOTE)

CLIENT APPROVAL

BY SIGNING THIS DOCUMENT, YOU ARE AGREEING TO ALL SPECIFICATIONS/SCOPE OF WORK DESCRIBED ON THIS DRAWING AND PROPOSAL MATCHING THE SAME DESIGN ID #
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X

DATE:

CALCULATED SQUARE FOOTAGE:

27.33

250926-03

PRODUCTION READY!

DETAILS ARE CONFIRMED AND APPROVED

A

OPT. 1

MANUFACTURE AND INSTALL THE FOLLOWING: A. ONE(1) CUSTOM ILLUMINATED WALL SIGN

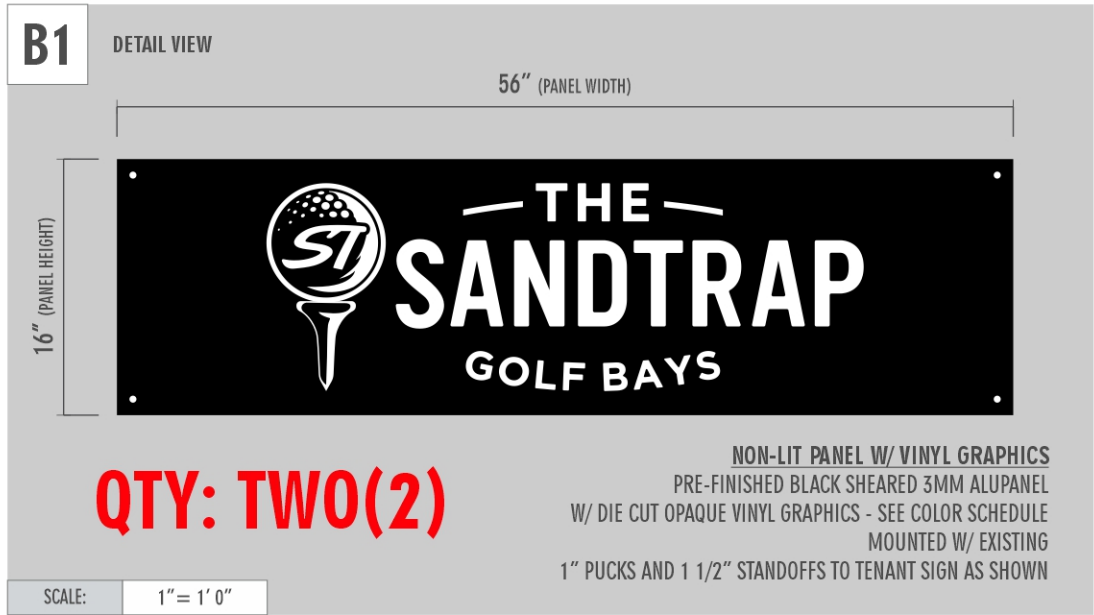
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DESIGN • BUILD • INSTALL • SERVICE

CLIENT:	SANDTRAP
ADDRESS:	10001 W INNOVATION DRIVE
CITY / STATE:	WAUWATOSA, WI
DATE:	11/19/2025
SALES:	JOSH TURKOW
DESIGNER:	DANE SCHUMACHER

PRODUCTION FILES REQUIRED?

COLOR SCHEDULE

X COLORS LISTED BELOW HAVE BEEN SELECTED BY DESIGNER FOR CLIENT REVIEW.
APPROVAL OF COLORS REQUIRED BY CLIENT PRIOR TO PRODUCTION.

● PRE-FINISHED MATERIALS ● PAINTED MATERIALS

● STANDARD VINYL ● PRINTED MEDIA

1	VINYL: ORACAL 751010 WHITE
2	COLOR CALL OUT
3	COLOR CALL OUT
4	COLOR CALL OUT
5	COLOR CALL OUT
6	COLOR CALL OUT
7	COLOR CALL OUT
8	COLOR CALL OUT

FIELD SURVEY REQUIRED?

ELECTRICAL REQUIREMENTS

CLIENT APPROVAL

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X **DATE:**

CALCULATED SQUARE FOOTAGE:
NA **250926-03**

PRODUCTION READY!
DETAILS ARE CONFIRMED AND APPROVED

DETAILS ARE CONFIRMED AND APPROVED

B	OPT. 1	MANUFACTURE AND INSTALL THE FOLLOWING: B. THREE(3) FACE REPLACEMENTS FOR TWO(2) EXISTING NON-LIT MONUMENT SIGNS	CALCULATED SQUARE FOOTAGE: NA	250926-03
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DISCLAIMERS:

PRODUCTION READY!
DETAILS ARE CONFIRMED AND APPROVED



B	OPT. 2	MANUFACTURE AND INSTALL THE FOLLOWING: B. THREE(3) FACE REPLACEMENTS FOR TWO(2) EXISTING LIT MONUMENT SIGNS	CALCULATED SQUARE FOOTAGE: NA	250926-03
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TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: January 14, 2026

RE: S26-4; Master Sign Program for Poplar Creek Town Center

APPLICANT: Poplar Creek Hospitality LLC and The Town Center at Poplar Creek LLC

PROPERTY OWNER: Same. C/o Mitch Wimmer

The following report is provided for cursory review prior to action. Specifics relating to the submitted documents of this application may be referenced in the Meeting Packet distributed by the Clerk.

Poplar Creek Town Center has submitted a Master Sign Program (MSP) for the Town's consideration (Exhibit A). This report will be discussed by building for clarity. Recommended changes and/or considerations of the ARC are found in the table at the end of the report. For reference, a table of the signs that have been installed is enclosed as Exhibit B.

600 N. Barker (Office)

This is the office building located in the northwest portion of the hotel complex. There is currently a single tenant (Fidelity). The MSP memorializes the signage that was approved for Fidelity in Table 1A (and that has been installed) but also provides guidance in the event the long-term tenant vacates and multiple tenants utilize the building.

- Table 1A – Memorializes the existing signage. Would allow an east façade wall sign that mirrors the existing 18'-9" x 4'-6" west façade wall sign. Fidelity chose not to incorporate a wall sign on this elevation. The corresponding Exhibit 3 (pg. 7) notes this sign size as 18' x 2'-6"; a larger sign was approved and implemented.
- Table 1B – Describes one tenant per floor of the office building (three tenants total). Each tenant's sign would be white channel letters on the east and west facades that are the same size as Fidelity's existing mid-level sign (west façade). The corresponding Exhibit 3 (pg. 7) identifies slightly smaller signs (E2) in this situation (18' x 2'-10"). No over the door signage is proposed. White cabinets are proposed for the office and parking ramp directories. The other directories are located near the buildings and are not likely to be impactful.

- Table 1C – Describes if the building were to be divided into no more than eight (8) tenants per floor, resulting in a maximum of 24 tenants. It should be noted this situation is unlikely to occur. White panel backgrounds are proposed on the directories, similar to Table 1B. There is a one sign per elevation limit and no more than two elevation signs (i.e. each tenant gets a sign on the east and west façade of the building). The proposed sign size is the same as if there were one to three tenants for the entire building (18'-9" x 4'-6" per side). It should be noted that corresponding Exhibit 3 (pg. 7) has smaller signs (E3) identified in this situation (18' x 1'-6").

20400 W. Bluemound Road (Retail)

20400 W. Bluemound building is attached to the Marriott Center.

- Table 7A – Location "L" are the three suites directly west of the hotel drive-thru, facing W. Bluemound. The maximum sign area is proposed to be 20'-9" x 3' tall, with illuminated white channel letters that are mounted to the top forward edge of the entry canopy.
- Location "N" are the two suites that face Barker Rd., next to the office building. The proposed maximum size is 14'-6" x 3' illuminated white channel letters that are mounted to the top forward edge of the entry canopy.
- Table 7B – Location "M" and "M1" are along W. Bluemound and wrap around Barker Road. One of these units has been combined for a proposed tenant, which is why there is an "M1" proposed, as it has both a west and south elevation. However, the number of suites references in the text does not mirror the number of suites shown on the exhibits (9 and 3). The "M" suites proposed signage includes 20' x 3' illuminated white channel letters, with M1 being a smaller 12'-8" x 3' sign. These signs are proposed to be wall-mounted.

20200 W. Bluemound (retail – under construction)

- Table 7A references these suites but does not include an individual line item similar to the other suites. Exhibit 8 shows the location of the signs. Eleven signs are proposed for eight suites, with two being corner suites. General cleanup of these exhibits is required. Exhibit 10 shows eight signs along the south elevation. Two sign sizes are proposed. Six units will have a 10' x 3' sign and two units will have a 22' x 3' sign.
- Exhibit 11 (west elevation) has two additional signs and it is unclear what suites these belong to. The sign sizes are 13' x 3' and 16'-2" x 3' (corner sign). The east elevation (Exhibit 12) has one additional corner sign that is 15'-7" x 3'.
- There is an "O" referenced on Exhibit 8 that is not referenced in the table(s). The document should clarify that "on top of canopy" is a wall-mounted sign, which is consistent elsewhere.

Other

- Bullet 3 on page 1. The intent is for product descriptions to be allowed on a case by case basis. For example "Raj Indian Restaurant" rather than "Raj," or "Diesel Barbershop" rather than "Diesel". Slogans are prohibited (e.g. "Just Do It" if a Nike store were present, would not be permitted on the sign).
- All signs are to be internally lit, with white channel-set letters. Signs are required to be illuminated from sunset to sunrise.

- Language on the illumination for the directories is missing. It is my assumption that they are white illuminated cabinets with black text based on the proposal. This should be clarified by the applicant and in the MSP.
- The illumination standards (Page 20, #7, bullet 3) includes a warm white light (3000K) and a color rendering index greater than 85 LED lighting. This mirrors The Corners lighting plan. Cases and raceways will be black and all connection materials hidden.
- Consider requiring dimmable lights in the event the aggregate of signage creates such glare that is undesirable to drivers.
- Exhibit 3 and 5 do not match their corresponding tables (1A-1C).
- Sign cabinets (retail only) are generally discouraged and approved on a case-by-case basis by the Landlord. Illuminated sign cabinets shall not exceed 50% of the overall sign area allowed. The lettering must be white on a non-illuminated black backer.
- Unit and Suite numbers should be consistent. They are referenced as both "100" and "1".
- Window graphic may be permitted that cannot exceed 15 sq. ft.
- Temporary signage may be permitted and limited to 75 days ahead of business opening. Sign information is limited to their name, logo and projected opening date. The applicant indicated they envisioned most of these to be banners. The MSP states this but also prohibits it. This appears to be a typo. The Town Code requires a sign permit for temporary sign. I would recommend the Town consider allowing temporary signs to be permitted by the Landlord with these provisions noted in the MSP. Failure to comply may result in fines from the Town.
- Sign permits must be obtained by applicants after received approval from the landlord. This is a staff level review to ensure they meet the MSP. No ARC approval would be required. This is how The Corners operates.
- The Appendix provided in the packet are the renderings from the initial concept design presented to the Town. The applicant advised that the proposed sign dimensions are slightly smaller than what they had originally envisioned. There are also no signs proposed on a black awning as shown on the renderings. I would advise caution when referring to these renderings, as they are not an accurate representation of what is being presented.

Recommendations

The applicant has indicated that the proposed sign sizes are maximum sizes that would be permitted by the Landlord. The applicant has noted that they believe these sign sizes are necessary to allow tenants to be appropriately seen by customers, partially due to the grade change from the road. It should be noted that while the grade does drop approximately 10 ft., the elevation of the signs is still above the road grade. The Town should consider the number of suites in the retail building(s) and how the size of each sign may look in as a whole when there is full occupancy. The Town should also consider illumination in the aggregate of signs and what may warrant additional review by the Town.

This recommendation will proceed to Plan Commission and Town Board. The following are possible motions:

Table to allow the applicant time to revise in accordance with your decision.

Conditional approval recommendation subject to your decision and all other clarifications and typos be worked out with the Planner, prior to going to Plan Commission.

Denial recommendation due to _____.

Items to consider include:

	Location	Proposed in MSP	Recommendation	Comments
600 N. Barker	Table 1A, Page 3	White Panel permitted for North Blade (J).	TBD Tenant Brand, similar to A and B	Single tenants are likely to have their own brand color. White is generally not permitted.
	Table 1B, Page 4	<ul style="list-style-type: none"> White panels on directories Three main tenants would each have a 18'-9" x 4'-6" sign at each elevation 	<ul style="list-style-type: none"> Require ARC approval and illumination info. Consider a slightly smaller size as indicated on Exhibit 3 	
	Table 1C, Page 5	<ul style="list-style-type: none"> White panels on directories The maximum wall sign size is the same as those leasing 5,000+ sq. ft. 	<ul style="list-style-type: none"> Require ARC approval and illumination info. Reduce the wall sign size as the number of tenants increase. Recommend 10'-6" x 2'-6", which is consistent with over the door signage on the hotel and Fidelity. Consider requiring illumination be turned off at night for east elevation (10 pm?) 	The east elevation faces the hotel. The town could require the illumination be reduced or turned off at night. The building owners may also choose to incorporate this on their own if they receive complaints from hotel guests.
20400 W. Bluemound	Table 7A, Page 12	<ul style="list-style-type: none"> "L" location, suites 4-6 proposed sign size is 20'9" x 3'. "M" location, suites 4, 5, 6, wall mounted sign size proposed 20' x 3'. 	<ul style="list-style-type: none"> Consider a reduced sign size that is between the higher-mounted wall signs and the Marriott drive-thru signs. Consider 14'6"-16'. Consider the sign size. 	

20200 W. Bluemound	-	-	Clarify the exhibits and tables.	
Other	General Sign Guidelines (page 1), bullet 3	The use of tag lines, product descriptions or merchandise offerings is prohibited unless approved case-by-case	Prohibit slogans or taglines. Permit product descriptions or merchandise offerings with Landlord approval on a case-by-case.	Needs further clarification.
			Require dimmable lights.	In the event the aggregate of signs is too bright for drivers, pedestrians, etc.
			Clarification of any of the items mentioned in "Other" above.	
			Include close up rendering of "on above canopy" and "on front of canopy".	

Enclosures: Exhibit A – MSP
Exhibit B – Table of existing signage



EXHIBIT A

POPLAR CREEK TOWN CENTER

Signage and Graphic Design Guidelines

January 2026

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Poplar Creek Town Center Signage and Graphic Design Guidelines

The primary intent of the Tenant Signage and Graphic Design Guidelines is to encourage visually attractive and engaging signage that integrates into the overall project image and character. These standards have been approved by the Town of Brookfield and any deviation from these guidelines will require review and approval by the Landlord and Town's Architectural Review Committee.

1. General Signage Guidelines

- Tenants shall have the right to place one store identification sign on the front canopy or building as designated by Landlord. The size, shape, color, type, placement, and method of installation shall require prior Landlord approval. Tenant shall pay 100% of costs for all expenses related to signage including sign design, permit and application fees, costs for sign fabrication, installation, operation, maintenance, and restoration following removal, including repair of any damage to the building.

In addition to the municipal requirements, the following are general graphic guidelines to be used in the development of all signage and graphic elements unless otherwise noted:

- Primary shop-front identification shall be limited to Tenant's trade name, as approved in the Lease, or as otherwise approved in writing by Landlord, as long as it is in compliance with municipal codes.
- Tenants may use a crest, shield, logo or other established corporate insignia, and are encouraged to incorporate them in a three-dimensional manner befitting the image of the Center. A logo and/or color may be authorized solely at the discretion of the Landlord.
- The use of tag lines, product descriptions or merchandise offerings is **prohibited, except as specifically approved by Landlord on a case-by-case basis.**
- All signs must fit comfortably into their shop-front architecture, leaving sufficient margins and negative space on all sides. Thickness, height and colors of lettering and graphics must be visually balanced and in proportion with other signs.
- All submitted Tenant sign shop drawings and shop-front elevations need to illustrate proposed signage in each design presentation to the Landlord inclusive of both day and night illustrations.
- All signs shall be presented to the Landlord for approval prior to application for permit with the Town of Brookfield and commencement of fabrication.

2. Office Tenant Identification Signage

600 North Barker Road

The Size, Shape, Color, Type, and Placement of all signs shall conform to that defined on Tables 1A, 1B and 1C and require prior Landlord approval.

Tenants may have one (1) identification sign on the Office Building structure as generally depicted on Exhibits 3, 4 and 5. Tenant shall bear the cost of creating, installing, and maintaining the identification sign.

Office Tenants shall have one (1) identification sign on the following directories of Office Tenants:

- Barker Office Monument Directory(Exhibit 6A)
- Parking Ramp Directory (Exhibit 6B)
- East/West Connector Building Directory (Exhibit 6 C/D)
- East/West Office Entry Directory (Exhibit 6 E/F) as available

A Comprehensive Location Map for 600 N. Barker Road and 20400 W. Bluemound Road is presented in Exhibit 2.

5

Footnotes-

¹ (Limit is to 1 sign per elevation and no more than 2 elevation signs)

² If available

³ Any deviation from Panel Color and Text Colors stated above shall be subject to Landlord approval.

Dimensional Cut Letters

Individual internally lit white dimensional letter on black backer and housing

Depth of individual dimensional letters ("Cut Letter") shall not be less than 25% of the letter height to a maximum of 6" deep.

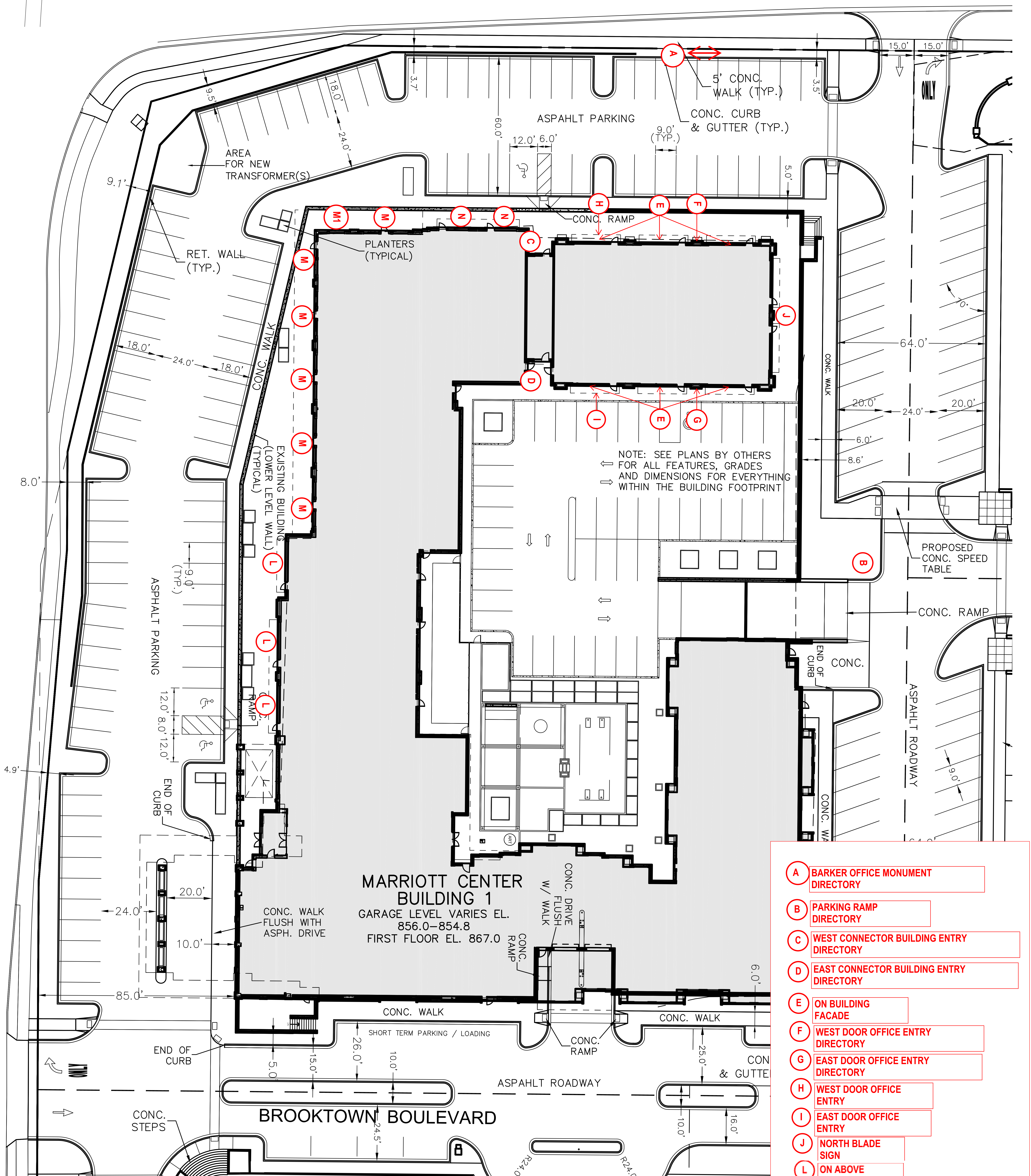
Logo Graphics and Color Modifications

Logo Graphics - minimize panel size acceptable to Landlord

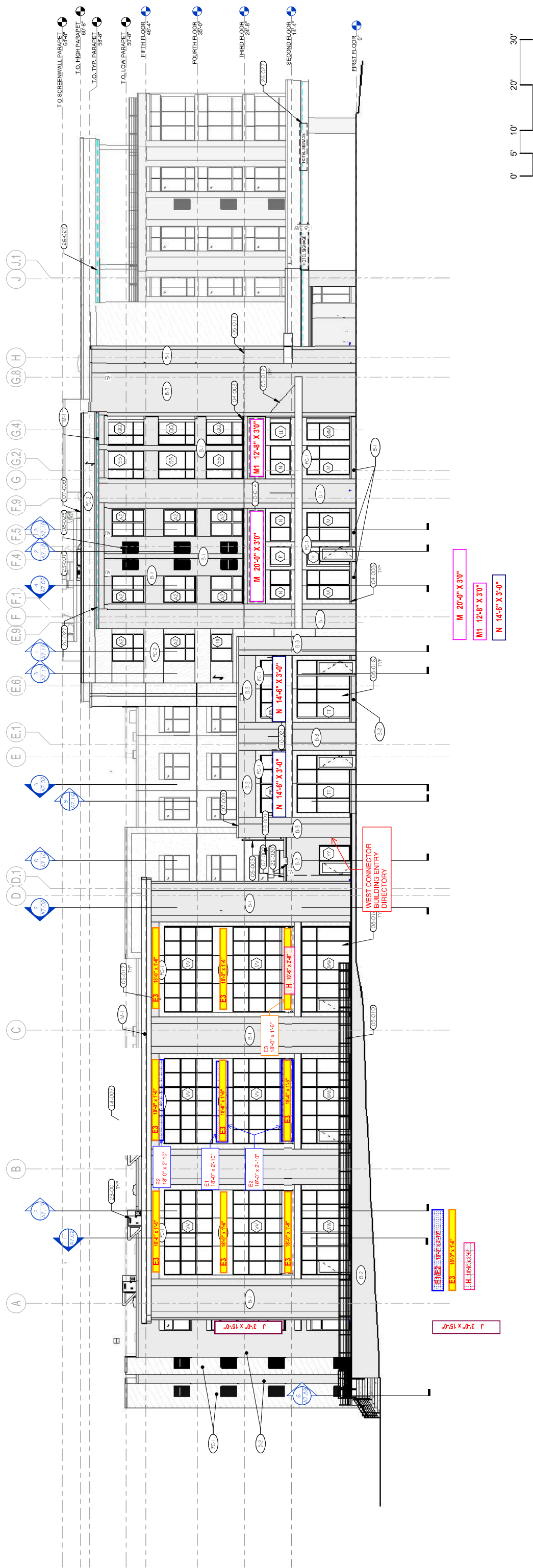
Logo Color - as acceptable to Landlord

Raceway/ Trim Cap - Match Sherwin Williams 6258 Tricorn Black

Exhibit 2



- A** BARKER OFFICE MONUMENT DIRECTORY
- B** PARKING RAMP DIRECTORY
- C** WEST CONNECTOR BUILDING ENTRY DIRECTORY
- D** EAST CONNECTOR BUILDING ENTRY DIRECTORY
- E** ON BUILDING FACADE
- F** WEST DOOR OFFICE ENTRY DIRECTORY
- G** EAST DOOR OFFICE ENTRY DIRECTORY
- H** WEST DOOR OFFICE ENTRY
- I** EAST DOOR OFFICE ENTRY
- J** NORTH BLADE SIGN
- L** ON ABOVE CANOPY
- M** ON BUILDING WALL
- N** ON ABOVE CANOPY



2 WEST ELEVATION
3/32" = 1'-0"

Exhibit 3
West Office/
West Retail
600 N. Barker Road
and 20400
West Bluemound
Road

Exhibit 4
North Office
600 North Barker Road

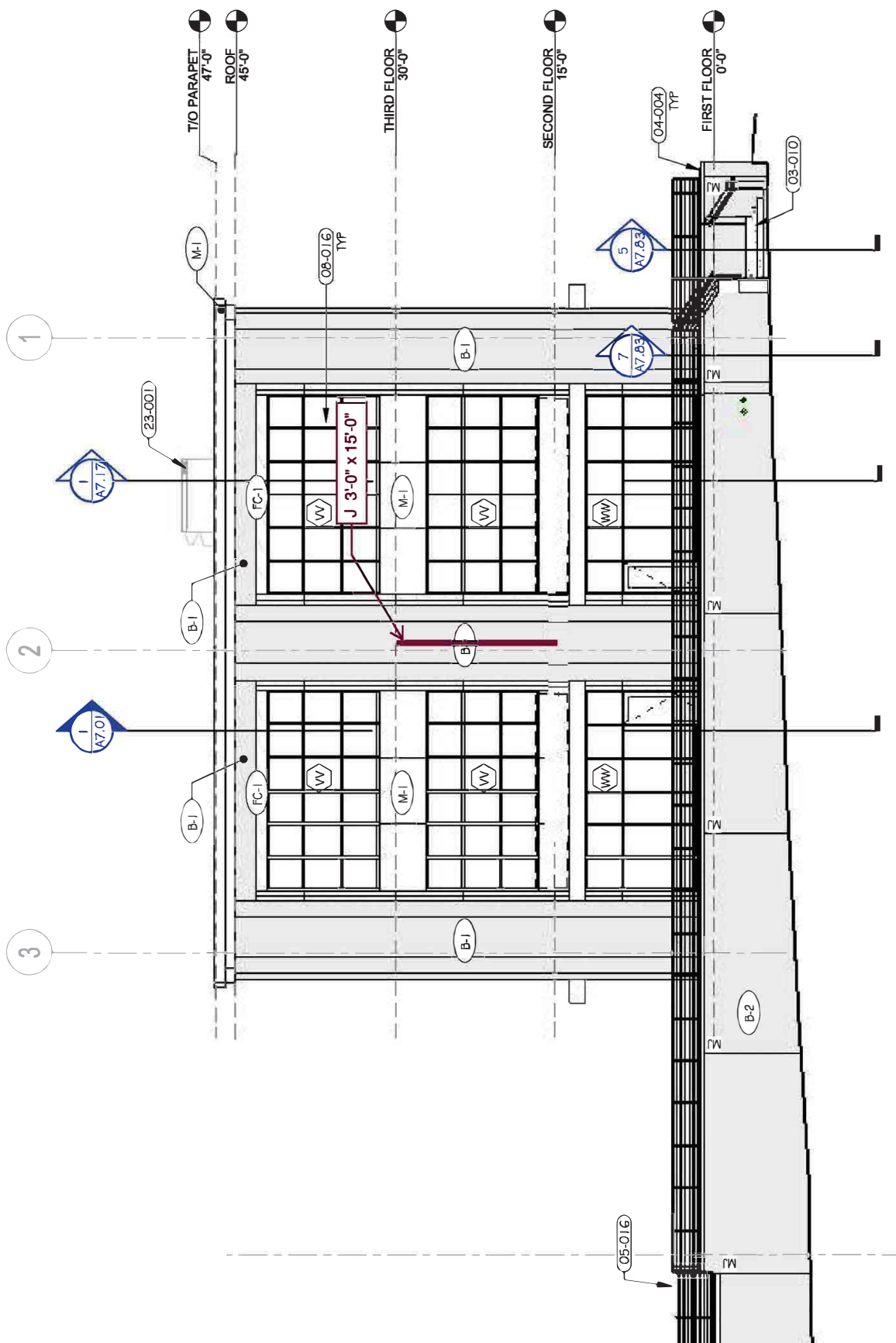
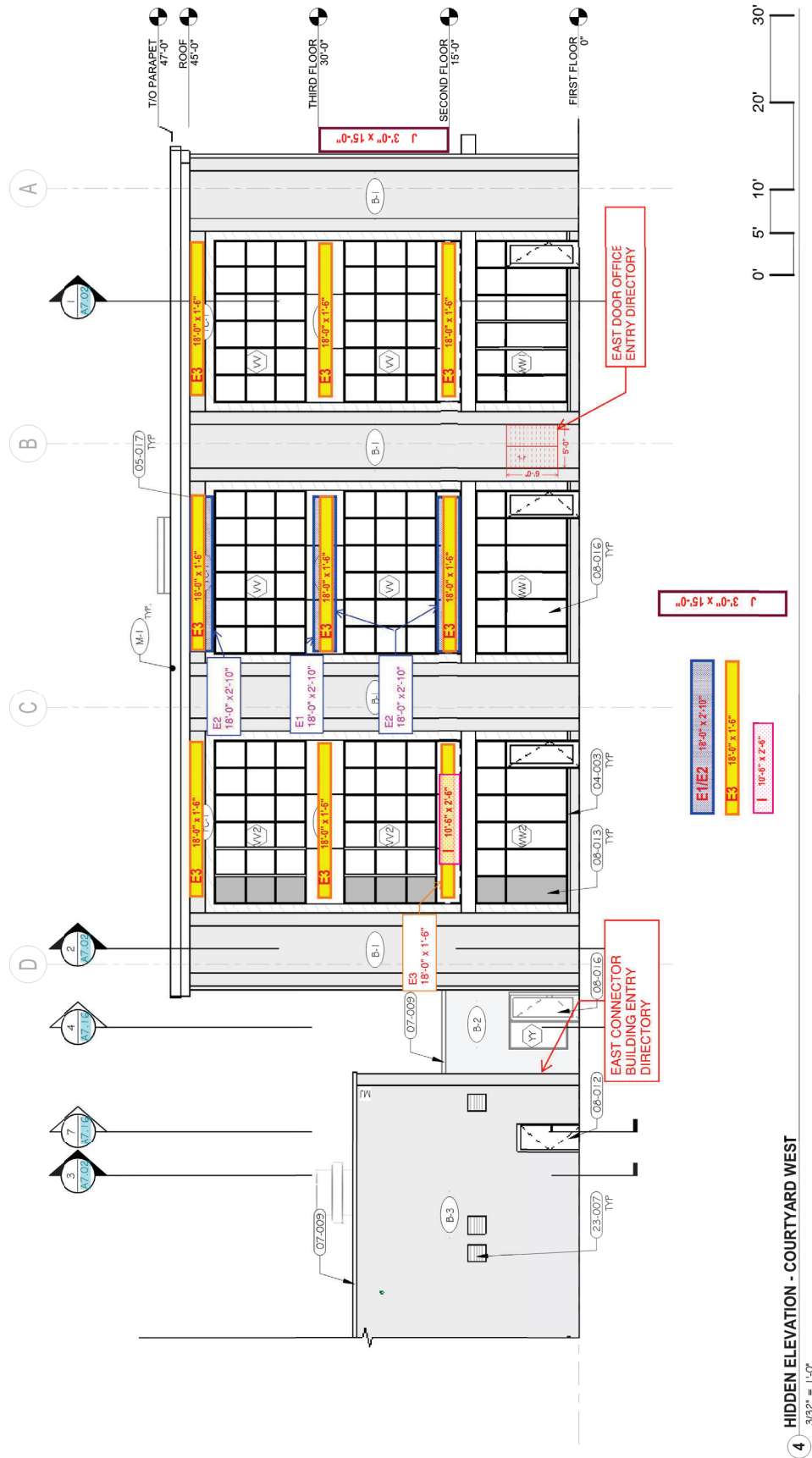
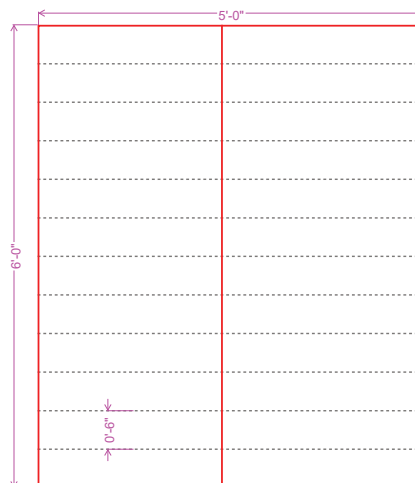
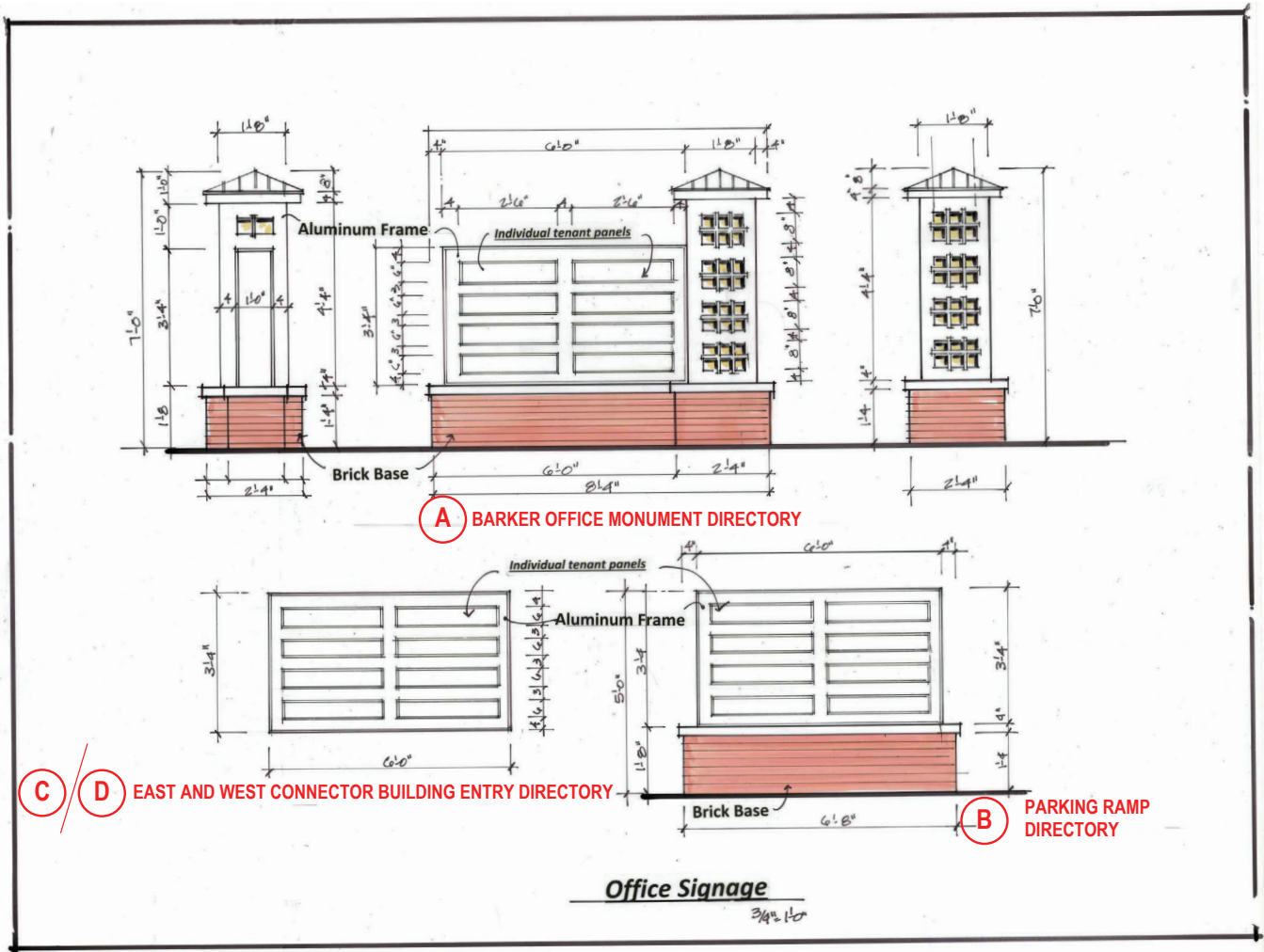


Exhibit 5
East Office
600 North Barker Road



4 HIDDEN ELEVATION - COURTYARD WEST
 3/32" = 1'-0"

Exhibit 6
Marriott Center Dimensions/Monuments



E/F EAST & WEST OFFICE ENTRY DIRECTORY

3. **Retail Tenant Canopy and Wall Identification Signage**

Suites addressed as 20400 West Bluemound Road and 20200 West Bluemound Road

- Signage is to be mounted to top forward edge of entry canopy for Suites 1, 2, 3, 7 and 8 at 20400 E. Bluemound Road and Suites 1 - 8 at 20200 W. Bluemound Road. All other retail Units 4, 5 and 6 at 20400 W. Bluemound Road shall be Exterior Wall Mounted above the canopy as generally located per Exhibits 2 and 8 depicted on Exhibits 9, 10, 11 and 12.
- **The Size, Shape, Color, Type and Placement of all signs shall confirm to that defined on Tables 7A and 7B and require Landlord approval.**



Exhibit 9
South Retail
20400 West Bluemound Road

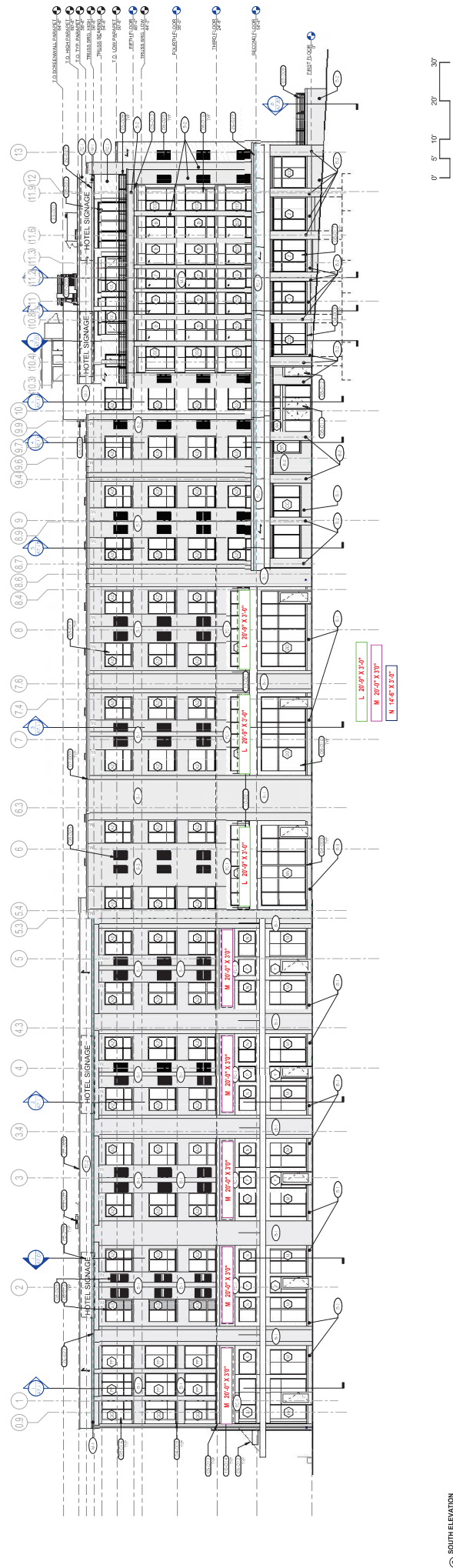
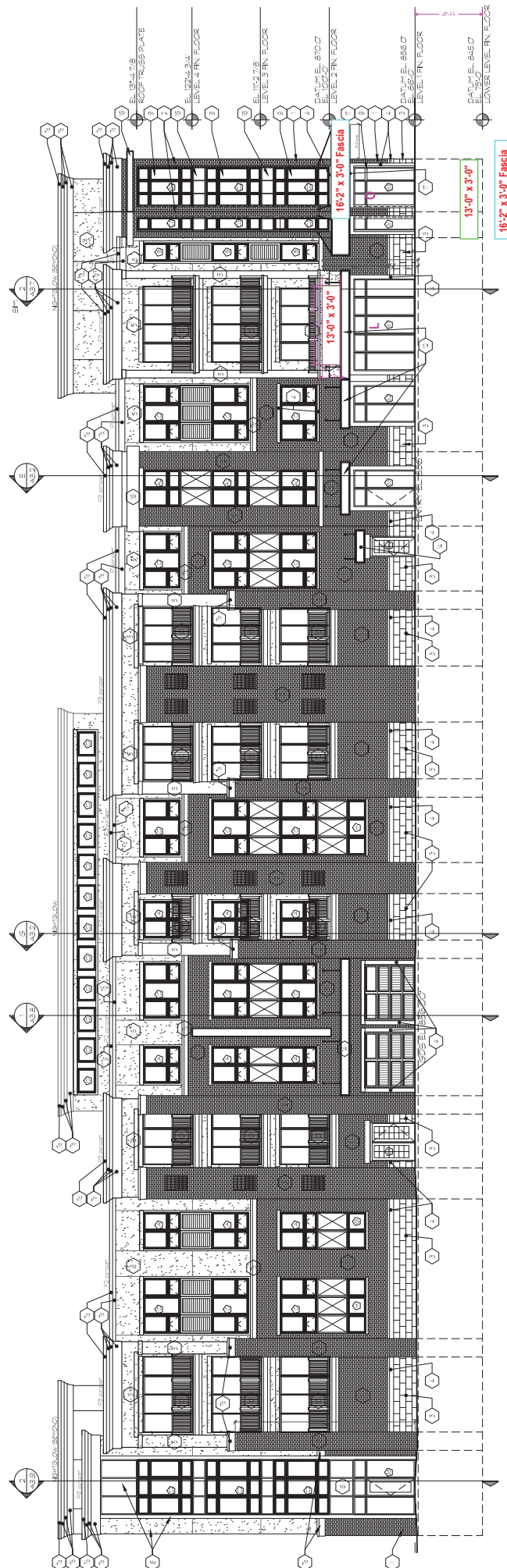


Exhibit 11
West Exterior Elevation
20200 West Bluemound Road



4. Window Graphics

Small-scaled pedestrian level graphic designs may be incorporated into or applied to glazing- Including, but not limited to:

- Name
- Logo
- Slogan
- Services
- Hours of Operation
- Contact Information

Signage and graphics that are applied to the storefront glazing system must comply with the following guidelines, and in all cases, but be approved by Landlord as to design, size, and location:

- Tenant's trade name or logo may be displayed in this location. Additional text or graphics that relate to services may be authorized at Landlord's discretion.
- Graphics must be created from high-quality, durable materials and be professionally applied directly to the interior face of the glass storefront. Techniques include silk-screening, the application of pressure sensitive machine-cut vinyl, metal leaf/applique, and etching or sandblasting glass.
- All signs applied with adhesive will be finished on both sides of the storefront glass with no visible mastic or adhesive.
- Text on graphics cannot exceed 15 square feet.

Maximum width	Width of Tenant Space Window
Maximum height	1 single line of 4-inch graphic
Maximum mounting height	36 inches from grade to top of graphic except Name
Allowable mounting location	per above
Required illumination	N/A

5. Temporary Signage

Pre-Opening:

At Tenant's expense, the Tenant may provide temporary signage on the storefront system while the suite is being constructed. Signage needs to be approved by the Landlord and a signage permit is obtained from the Town of Brookfield. Pre-opening temporary signage limited to 75 days ahead of business opening.

Tenant shall furnish and install a fully adhered vinyl graphic or banner created specifically for the project which reflects the Tenant's brand, or the Landlord specified graphic.

Tenant is encouraged to include their name, logo, and projected opening date. All other information is prohibited.

All temporary signage desired by the Tenant must be reviewed and approved by the Landlord. Temporary pennants, banners, flags, and inflatable displays are prohibited as are any signs placed outside the Tenant's leased premises.

Post-Opening:

The temporary signage is prohibited post-opening.

6. Approvals

- All Tenants shall submit a written proposal with their intention to Poplar Creek Hospitality, LLC c/o Wimmer Brothers Realty, Inc.; Attention: David Wimmer, Corporate Counsel. Each written proposal shall include for approval prior to fabrication, complete and fully dimensioned scaled shop drawings indicating elevation of signs and identifying all visual and structural elements of the sign including logos, typestyles, dimensions, construction details, attachment devices, treatment of seams, lips and edges, weep holes, paint finish colors, materials, and lighting details. Locate wall signs on building elevation.
- Fully dimensioned section of sign elements showing 3-dimensional projections and indicate type, method, and intensity of illumination.
- Color board with color chips (8½" x 11" format) if requested.
- All proposed signage must have final written approval from Wimmer Brothers Realty, Inc., as manager of Poplar Creek Hospitality, LLC prior to installation.
- All proposed signage must obtain approved sign permits from the Town of Brookfield. Tenant shall not submit any signage application to the Town of Brookfield without first obtaining the signature of Landlord on such application.

7. Construction Requirements

- Tenants shall contract independently with a licensed and bonded sign contractor to fabricate and install signage on the Tenant's leased premises.
- Signs must be made of durable, rust inhibited materials that are appropriate and complementary to the building. All materials must be new.
- All signage shall be individual letters with white faces (Rohm Haas 7328 white Plexiglas or equal) with a warm white (3000K) and a Color Rendering Index (CRI) greater than 85 LED lighting. Cases and raceway shall be Channelume aluminum with baked enameled finish to match Sherwin Williams 6258 Tricorn Black. Any deviation from these materials specifications must be approved in advance by Landlord.
- Logos, if approved in the sole determination of the Landlord, shall be of an appropriate integrated design with the individual lettering and size of the business name. Logo face may be an accent color if approved by the Landlord. Raceway color shall conform to that stated above.
- All bolts and fasteners shall consist of stainless steel, anodized aluminum, brass or bronze or carbon bearing steel with painted finish. All methods of fastening to the building surfaces shall be approved by Landlord.
- Joining of materials (seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous, ground smooth, and filled. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable. Finished surfaces of metal shall be free from canning, warping, and other imperfections.
- All visible finishes shall be matte unless otherwise called out on shop drawings and approved by Landlord.
- Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Internally illuminated components shall be free of light leaks. Weep holes should be baffled.

- All conduits, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed within the sign raceway.
- Penetrations into building walls and roofs, where required, shall be made waterproof.
- All illuminated signs and the materials and fitting thereof shall be constructed and maintained in accordance with the Wisconsin State Electrical Code and the Electrical Code of the Town of Brookfield and bear a UL or ETL label and listed as well as approved.
- Electrical power to light the individual Tenant identification sign will be run directly from the raceway to the preinstalled sign electrical outlets without any need for exposed conduit, wiring, or other equipment, and final hook-up shall be by a licensed electrician.
- Switches on sign cabinets or letters are not allowed.
- Tenants are required to provide timer controls on Tenant's signage. Signage illumination shall be required from sunset to sunrise.
- Transformers that ensure uniform lighting in cold weather must be utilized.
- Access panels shall not be located at the underside of the entry-way ceilings.

8. Maintenance

- The Tenant is responsible for maintaining the good appearance and proper operating conditions of sign(s). The Tenant shall, upon termination of its lease and at its own expense, remove all associated signs and restore building surfaces to their original condition.
- Non-conforming or Deteriorated Signs – Landlord may, at its sole discretion and at Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed not to be in conformance with the approved plans and criteria or any sign which has become deteriorated.

9. Removal and Restoration

- Tenant shall remove any and all signage prior to the termination of its lease. Any signage remaining past said date shall constitute a "hold over" and be subject to the lease terms governing said condition.
- Any and all penetrations to the canopy or building wall shall be restored by the Landlord at the Tenant's expense.

Appendix
20400 West Bluemound Road - SW Corner View



Appendix
20400 West Bluemound Road - SE Corner View



Appendix
20200 West Bluemound Road - SW Corner View



Appendix
20200 West Bluemound Road - SE Corner View



EXHIBIT B

Existing Poplar Creek Town Center signage

Sign	Elevation	Width	Height	Size (SF)	Letter height
Residence Inn by Marriott	East & West (over drive thru awning)	8'-5 3/16"	1'-8 5/16"	14.27	12" (R) / 3 13/16" (M)
Courtyard by Marriott	East & West (over drive thru awning)	10'- 1 5/16"	1' – 7 5/16"	16.27	12" (C) / 3 13/16" (M)
Hotel Guest Parking	East entry parking garage	15' – 8 11/16"	1'- 0 7/16"	16.3	12"
Residence Inn by Marriott	South elevation (top)	16'- 10 5/16"	3' 4 5/8"	57.08	24" (R) / 7 11/16" (M)
Courtyard by Marriott	South elevation (top)	20' -2 9/16"	3' – 3 11/16"	66.85	24" (C) / 8 11/16" (M)
Fidelity	West elevation (3 rd floor)	18' – 9"	4' – 6"	84.38	36"
Fidelity	West elevation (over door)	10'-5"	26 7/8"	23.33	24"