

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, September 13, 2023

Architectural Review

6:00 p.m

AGENDA

- 1) Call to Order.
- 2) Meeting Notices.
- 3) Approval of Agenda.
- 4) Approval of Minutes.
 - a. August 9, 2023 Meeting Minutes
- 5) New Business:
 - a. Lisa Schroeder (SIGNworks of Wisconsin, Inc) is requesting approval for approval of a monument sign reface, located at 20225 Watertower Boulevard.
 - b. Kwan Kim (SM Deluxe Sign), representing Little Steps, is requesting approval for permanent signage for a wall sign, located at 19601 West Bluemound Road.
 - c. Frances Hoysradt (LED Supply & Signs), representing Cabinets MKE, is requesting approval for permanent signage for a wall sign and a multi-tenant sign face change, located at 18895 West Bluemound Road Suite 4.
 - d. Jeffrey Hojnacki (Ascend Design Inc), representing Novus Home Mortgage, is requesting approval for permanent signage for a wall sign, located at 20225 Watertower Boulevard.
 - e. Shaun Relken (Innovative Signs, Inc), representing Hotworx, is requesting approval for permanent signage for a wall sign and a multi-tenant sign face change, located at 18000 West Bluemound Road.
- 6) Communication and Announcements.
- 7) Adjourn.

Posted this 7th day of September, 2023

Tom Hagie

Administrator/Interim Clerk

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
AUGUST 9, 2023

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 Steve Kohlmann, and John Charlier, Committee members Richard Diercksmeier, and Matt Paris. Alan Lee was absent.

2) MEETING NOTICES.

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

3) APPROVAL OF AGENDA.

Motion by Supervisor Kohlmann to approve the agenda. Seconded by Mr. Diercksmeier.
Motion passed unanimously.

4) APPROVAL OF MINUTES.

Motion by Supervisor Kohlmann to approve the minutes of the July 12, 2023 minutes as amended with the following change; for Item 5, "Chairman Pearson" should be changed to "Mr. Paris" at the beginning of the fourth sentence. Seconded by Supervisor Charlier.
Motion passed unanimously.

5) NEW BUSINESS:

- a. Brian Schwartz (Innovative Construction Solutions) is requesting approval for proposed exterior alterations to the east façade of the MLG Capital building, located at 19000 West Bluemound Road. Mr. Schwartz described the changes as updating the east façade by removing existing shiplap, cutting the beams back to the main face of the building, and painting to match the front façade for a cleaner look. Mr. Paris inquired whether it would be obvious that there was once protruding posts (beams). Mr. Schwartz responded that new flat metal plates would be installed to cover, making it a clean finished look. Mr. Paris asked whether lighting would change. Mr. Schwartz responded that the lighting is not planned to change. The concern with lighting on the part of the ARC is glaring to neighboring businesses and Bluemound Road from the fixtures. Mr. Schwartz indicated that the lighting is intended to be decorative, and projecting straight down. Chairman Pearson commented that the lighting on the south façade does glare, and suggested altering that lighting as part of this project.

Motion by Supervisor Charlier to approve proposed exterior alterations to the east façade of the MLG Capital building, located at 19000 West Bluemound Road as presented. Chairman Pearson amended the motion to include addressing the light fixtures and reducing the glare onto Bluemound Road. It was clarified that the fixtures are on the greenhouse section of the building.

Seconded by Supervisor Kohlmann.

The motion was voted on and carried unanimously.

6) COMMUNICATION AND ANNOUNCEMENTS.

None.

7) ADJOURN.

Motion by Supervisor Kohlmann to adjourn at 6:12pm.

Seconded by Mr. Paris.

Motion Passed Unanimously.

Respectfully submitted,
Bryce Hembrook, Town Planner



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for All of Us®

TOWN OF BROOKFIELD ARCHITECTURAL REVIEW COMMITTEE STAFF REPORT

TO: Architectural Review Committee

FROM: Bryce Hembrook, AICP
Town Planner

REPORT DATE: September 7, 2023
ACC MEETING DATE: September 13, 2023

RE: ARC Staff Report – September Agenda Items

20225 Watertower Boulevard – Sign Permit

Applicant: Lisa Schroeder (SIGNworks of Wisconsin, Inc)

Location: 20225 Watertower Boulevard.

Request: Approval of Permanent Signage

- Requesting to reface the existing monument sign to remove tenant logo and only display the address.
- Background will be black with white acrylic push thru letters.
- Double-sided monument sign.
- Sign area is approximately 23.56 square feet each side.
- Proposed sign meets all other sign code requirements.

Recommended Action: Approve the sign as presented.

Little Steps – Sign Permit

Applicant: Kwan Kim (SM Deluxe Sign) representing Little Steps

Location: 19601 West Bluemound Road.

Request: Approval of Permanent Signage

- Proposing to add a channel letter wall sign near the entrance of the tenant space.
- The channel letters will be internally illuminated and will be predominantly white with some black background.
- Proposed sign area = 32.62 square feet
- Tenant building frontage is 90'.
 - Allowable sign area allowed = 72 square feet.
- The Code states that there should be a “maximum of two wall-mounted signs per building, subject to the area limits described above, on buildings principally used as offices”. The other tenants with signage on the building include a bank and law office. Although these businesses serve as offices, they provide services to customers and are customer oriented businesses rather than business intended solely for

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

office workers. Due to this, staff believes that allowing the wall mounted signage above the tenant space is appropriate in this situation and that this requirement does not apply in this situation.

- Proposed sign meets all other sign code requirements.

Recommended Action: Approve the sign as presented.

Cabinets MKE – Sign Permit

Applicant: Frances Hoysradt (LED Supply & Signs) representing Cabinets MKE

Location: 18895 W Bluemound Rd, Suite 4

Request: Approval of Permanent Signage

- Requesting to add two permanent signs on the building.
- Proposing to add one multi-tenant sign panel to the existing multi-tenant freestanding sign.
 - Proposed background is white with orange and blue lettering and logo.
 - Sign area is approximately 7.49 square feet and is internally illuminated.
- Proposing to add a 49.5 square foot front lit channel letter sign.
 - Letter and logo colors are orange and blue.
 - Tenant frontage = 21'
 - Allowable square footage = 16.8 square feet
 - Does not meet code requirements.
 - Building frontage = 140'
 - Total allowable square footage for building = 112 square feet
 - The total sign area of all wall signage on the building is currently 96.7 square feet. The proposed sign will increase that total to 146.2 square feet.
 - Does not meet code requirements.
- One thing to note is that the proposed colors of the sign are different than the other existing signage on the building, which generally consist of green, white, and black backgrounds/lettering. Staff did not find a master sign plan in the property records.
- For comparison purposes, the ARC approved Azara wall signage for up to 23.5 square feet and 21.5 square feet for Fava Tea Company. Both tenant frontages are between 21-24'.
- Proposed sign meets all other sign code requirements.

Recommended Action: Per the discretion of the Committee.

Novus Home Mortgage – Sign Permit

Applicant: Jeffrey Hojnacki (Ascend Design Inc) representing Shake Shack

Location: 20225 Watertown Boulevard

Request: Approval of Permanent Signage

- Requesting to add a 67.5 square foot wall mounted sign with internally illuminated channel letters.
- The sign will have a raceway that matches the brick and there will be white and green letters.
- The proposed sign will replace the existing OnCourse Learning sign.
- Tenant building frontage is approximately 90'.
 - Allowable sign area allowed = 72 square feet
- Proposed sign meets all other sign code requirements.

Recommended Action: Approve the sign as presented.

Hotworx – Sign Permit

Applicant: Shaun Relken (Innovative Signs Inc) representing Hotworx

Location: 18000 West Bluemound Road

Request: Approval of Permanent Signage

- Requesting to add one tenant panel to the existing multi-tenant sign.
 - Proposing gray background with red and white letters.
- Proposing to add a 23.36sf wall sign above the main entrance sign.
 - Internally illuminated channel letter sign with orange-red and white letters
- Tenant building frontage is approximately 29.58'.
 - Allowable sign area allowed = 23.67'
- Proposed sign meets all other sign code requirements.

Recommended Action: Approve the signs as presented.

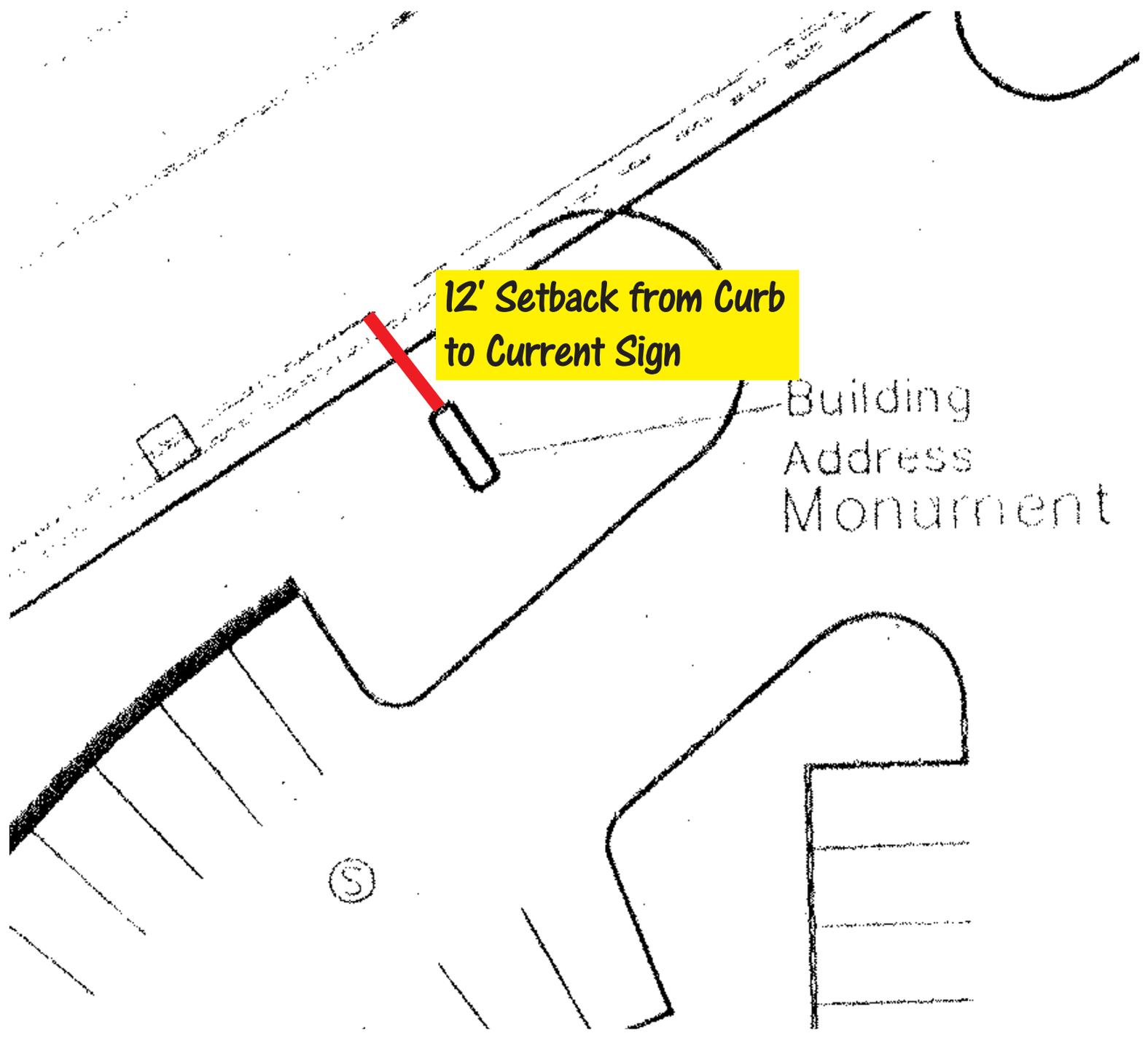


Qty One - Existing Double Sided Monument Sign - Remove & Dispose of Existing Faces
Furnish & Install (2) New Routed Aluminum Faces with Push Through Acrylic As Sketched



Site Address: 20225 Watertower Blvd.
Brookfield, WI

Painted Black - Matthews N293 (Semi-Gloss Finish)
White Acrylic Push Through Copy



12' Setback from Curb to Current Sign

Building Address Monument

CROSSROADS CORPORATE
CENTER XII

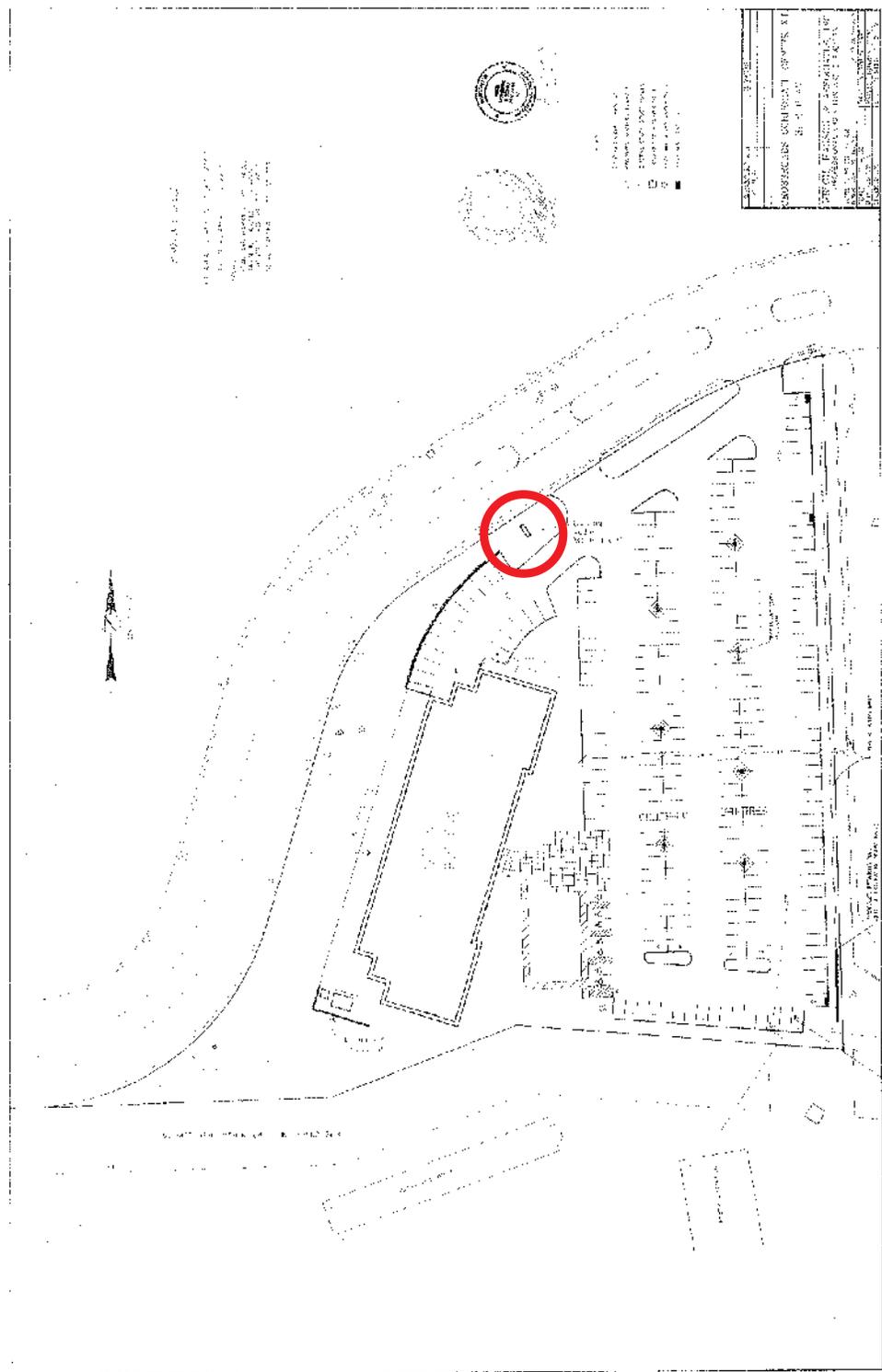
2025 WARDENWAY BLVD.
TOWN OF ROCKFORD, ILLINOIS 61101



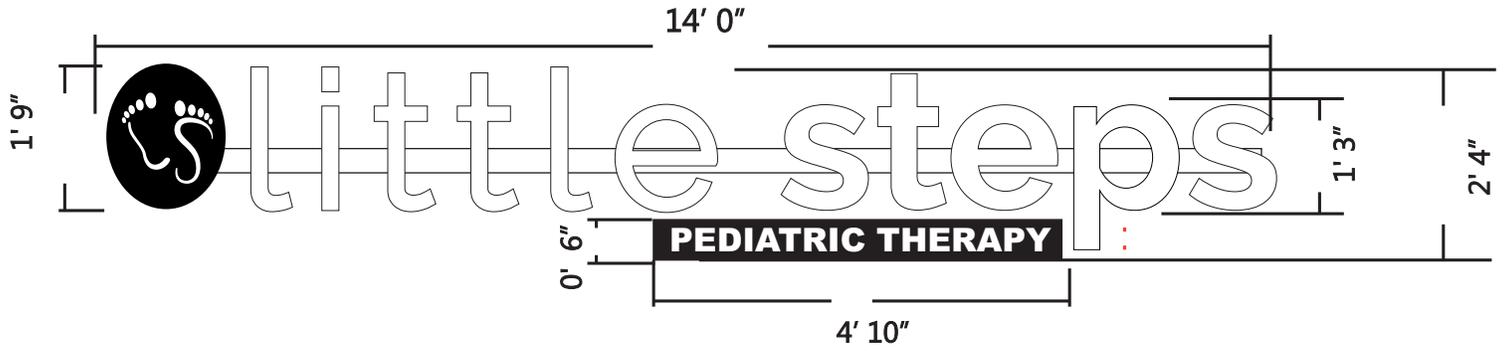
PROJECT: CROSSROADS CORPORATE CENTER XII
DATE: 10/15/2024
SCALE: AS SHOWN
DRAWN BY: [Name]
CHECKED BY: [Name]
APPROVED BY: [Name]

DATE: 10/15/2024
SCALE: AS SHOWN
DRAWN BY: [Name]
CHECKED BY: [Name]
APPROVED BY: [Name]

DATE: 10/15/2024
SCALE: AS SHOWN
DRAWN BY: [Name]
CHECKED BY: [Name]
APPROVED BY: [Name]



NO.	REVISION	DATE
1	ISSUED FOR PERMITS	10/15/2024
2	REVISED PER COMMENTS	10/15/2024
3	REVISED PER COMMENTS	10/15/2024
4	REVISED PER COMMENTS	10/15/2024
5	REVISED PER COMMENTS	10/15/2024
6	REVISED PER COMMENTS	10/15/2024
7	REVISED PER COMMENTS	10/15/2024
8	REVISED PER COMMENTS	10/15/2024
9	REVISED PER COMMENTS	10/15/2024
10	REVISED PER COMMENTS	10/15/2024



*INDIVIDUALLY ILLUMINATED CHANNEL LETTER WITH WIREWAY
(TO BE MATCHED WITH FASCIA)

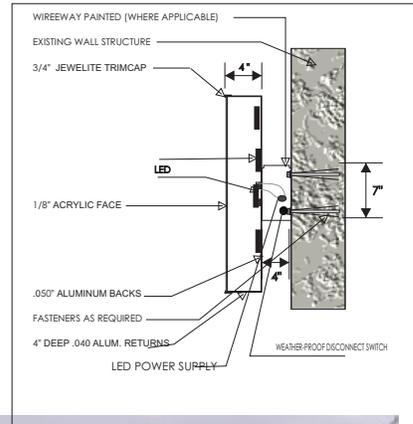
*LOCATION : FRONT OF THE BUILDING

little steps



SIGN TYPE	IND. CHANNEL LETTER	IND. CHANNEL BOX
FACE	WHITE 7328	BLACK OPAQUE WITH WHITE LETTER
RETURNS	BLACK	BLACK
TRIM CAP	BLACK	BLACK
ILLUMINATION	WHITE LED	WHITE LED

LITEL STEPS
19601 W. BLUEMOUND RD., BROOKFIELD, WI
750 BONNIE LN. ELK GROVE VILLAGE IL 60007
94-824-7740 FAX 847-824-7741 5040ELK@ELKGROUP.COM

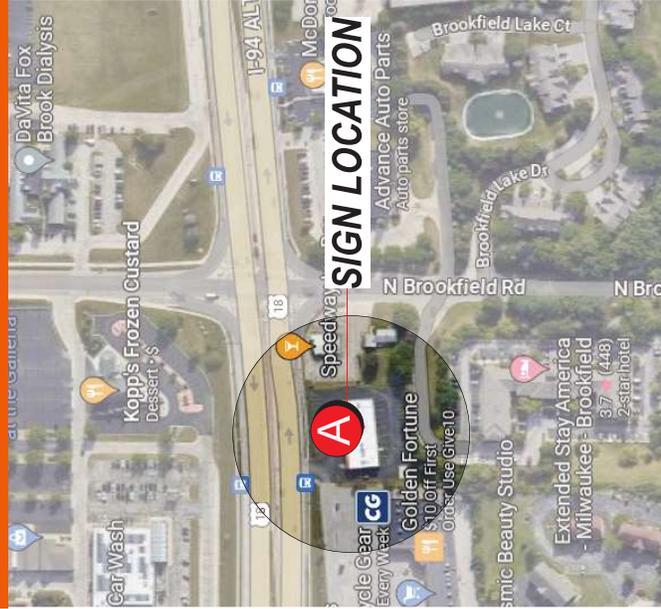


FRONT-LIT CHANNEL LETTERS - RACEWAY MOUNTED

CABINETS MKE

18895 W Bluemound Rd.,
Brookfield, WI 53045

SITE PLAN



SIGN SCHEDULE

A WALL SIGN - CHANNEL LETTERS

SCALE
1:20
P-1/1

COLORS ON PROOF MAY VARY
FROM ACTUAL PRODUCT USED



DATE

07-27-23

REVISION

A

PROJECT NAME

CABINETS MKE

ADDRESS

18895 W Bluemound Rd.,
Brookfield, WI 53045

SIGN TYPE

CHANNEL LETTERS

PM

DESIGNER

AV

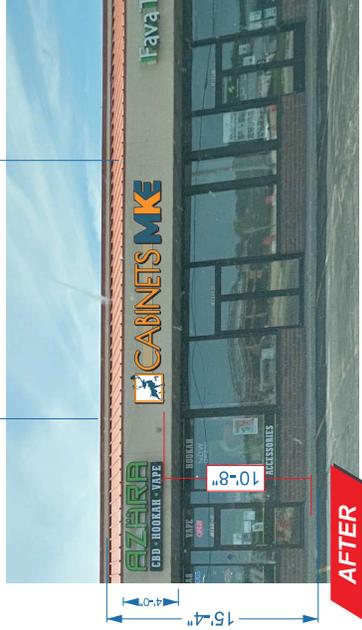


THESE SIGNS ARE TO BE INSTALLED
IN ACCORDANCE WITH THE
NATIONAL SIGN MANUFACTURERS
ASSOCIATION (NSMA) SIGNING
CODE AND/OR OTHER APPLICABLE LOCAL
OR STATE REGULATIONS.
A BRUSHING OF THE SIGN

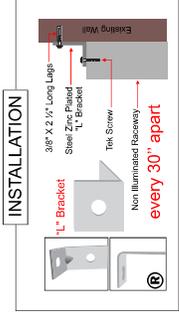
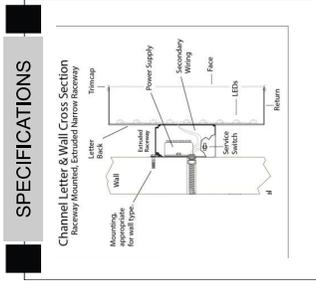
FRONT-LIT CHANNEL LETTERS - RACEWAY MOUNTED



BEFORE



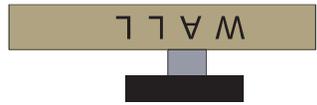
AFTER



FRONT VIEW



SIDE VIEW



NIGHT VIEW

WALL SYSTEM	ASSOCIATED STUDY
WOOD, CONCRETE BLOCK OR EIFS	3/16" THICKWOOD AND THINWALL
W/ METAL OR EIFS	W/ METAL OR EIFS
CONCRETE, MASONRY AND BRICK	3/16" THICKWOOD AND THINWALL
TILT-UP CURB - (MINIMUM OF 2" CURB)	3/16" THICKWOOD AND THINWALL

ALL OTHER WALL SYSTEMS ARE SUBJECT TO APPROVAL BY THE MANUFACTURER. A VARIETY OF WALL SYSTEMS ARE AVAILABLE AND APPROVAL FROM THE MANUFACTURER IS REQUIRED TO DETERMINE THE BEST WALL SYSTEM FOR THE SIGN. APPROVAL IS REQUIRED BY THE MANUFACTURER.

SQUARE FOOTAGE

Sign Height	2'-8"
Sign Width	18'-0"
TOTAL SQ. FT.	50.4

PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY LED SUPPLY & SIGNS. IT IS NOT TO SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

REV. 08-01-23

DATE	07-27-23
REVISION	A
PROJECT NAME	CANNETS MKE
ADDRESS	18895 W Blumenthal Rd., Brookfield, WI 53045
SIGN TYPE	CHANNEL LETTERS
PM	PM
DESIGNER	AV



THE SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

SCALE	1:20
P-1/1	FROM ACTUAL PRODUCT USED

EXISTING PYLON SIGN REFACE



TENANT REFACE

SQUARE FOOTAGE		
Sign Height	1'11"	
Sign Width	3'11"	
TOTAL SQ FT	7.49	

PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY LED SUPPLY & SIGNS. IT IS NOT TO SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

(ft.)

Overlays are for illustrative purposes only.
Final result, size of sign & scale may vary very slightly.

Report: Photo Measurement



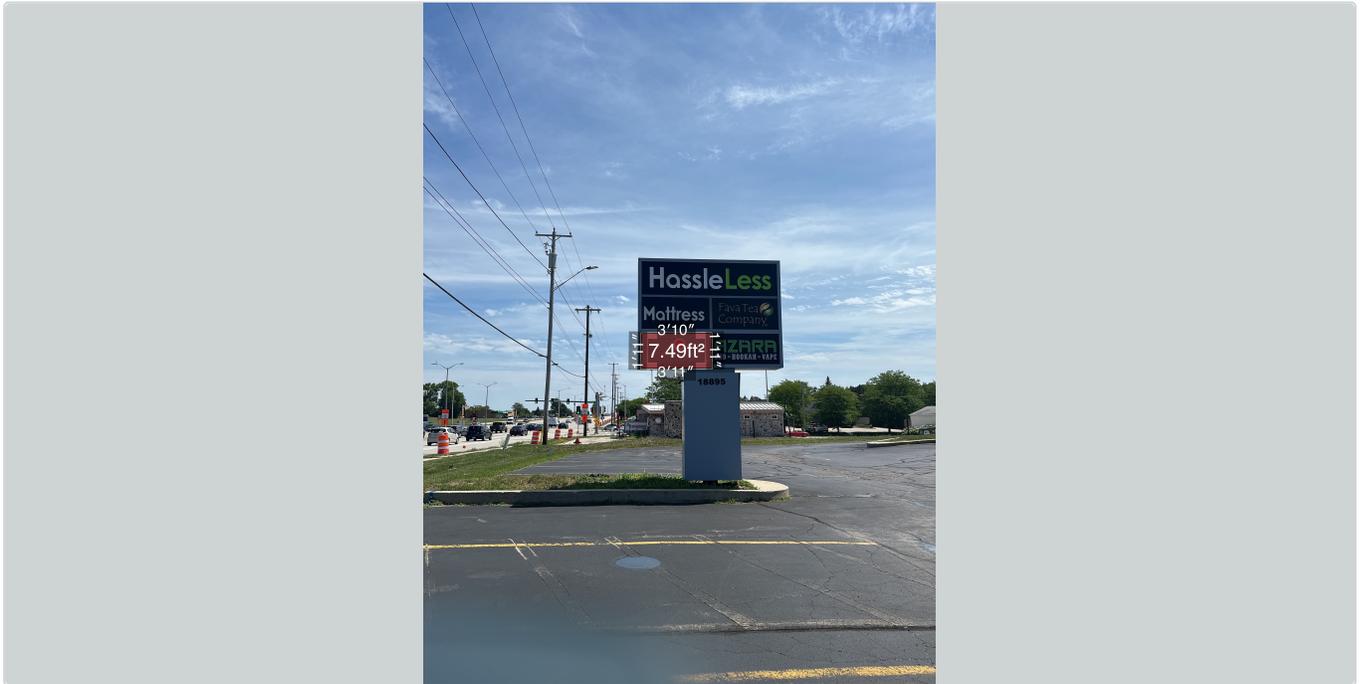
Measurements

Shape	Area	Perimeter	Dimensions
Main 1	76.80ft ²	50'8"	21'9" x 3'6" x 21'10" x 3'7"

Distance

Target Distance	
Target Distance	55'8"

Report: Photo Measurement



Measurements

Shape	Area	Perimeter	Dimensions
Main 1	7.49ft ²	11'7"	3'10" x 1'11" x 3'11" x 1'11"

Distance

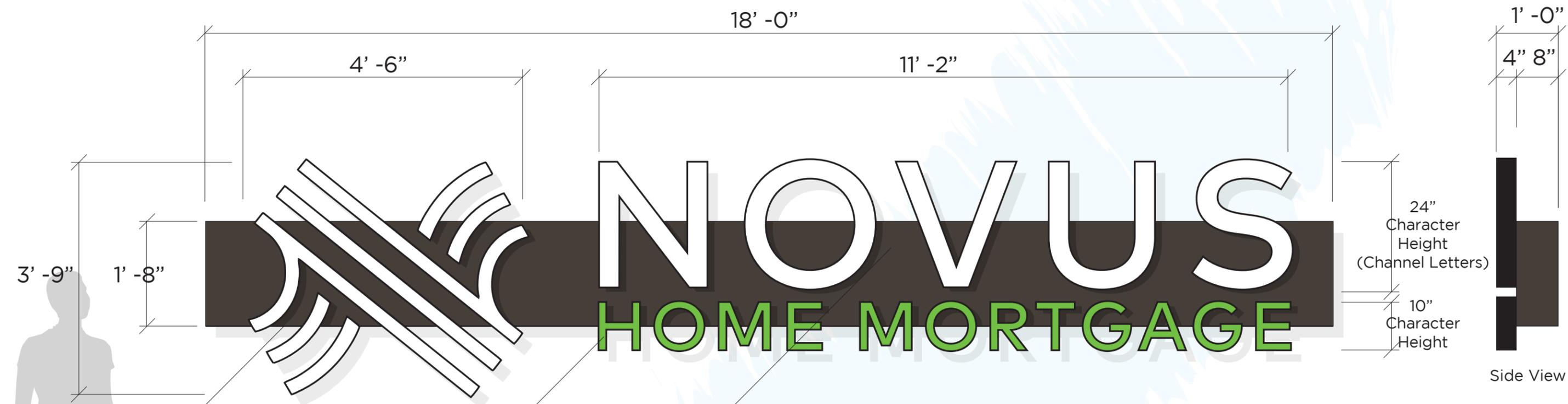
Target Distance	
Target Distance	28'7"



EXISTING SIGN: 112 sq.ft.
40'-45' from grade



NEW SIGN: 68 sq.ft.
40'-45' from grade



Logo: Channel Letter Construction (4" Deep) w/ Translucent White Acrylic Face & White LED's

"HOME MORTGAGE": Channel Letter Construction (4" Deep) w/ Acrylic Faces PMS 2301 C (Green) & White LED's

"NOVUS": Channel Letter Construction (4" Deep) w/ Translucent White Acrylic Faces & White LED's



"NOVUS HOME MORTGAGE"
Internally-Illuminated Channel Letter Sign
"NOVUS HOME MORTGAGE" Channel Letters Fastened to Raceway



Alternate Corporate Colors

Raceway (20" x 8" x 18'): Aluminum Construction, Painted to Match Brick (per Onsite Match)

HOTWORX

HARVARD SQUARE
18000 W BLUEMOUND ROAD Suite L, BROOKFIELD, WI 53045

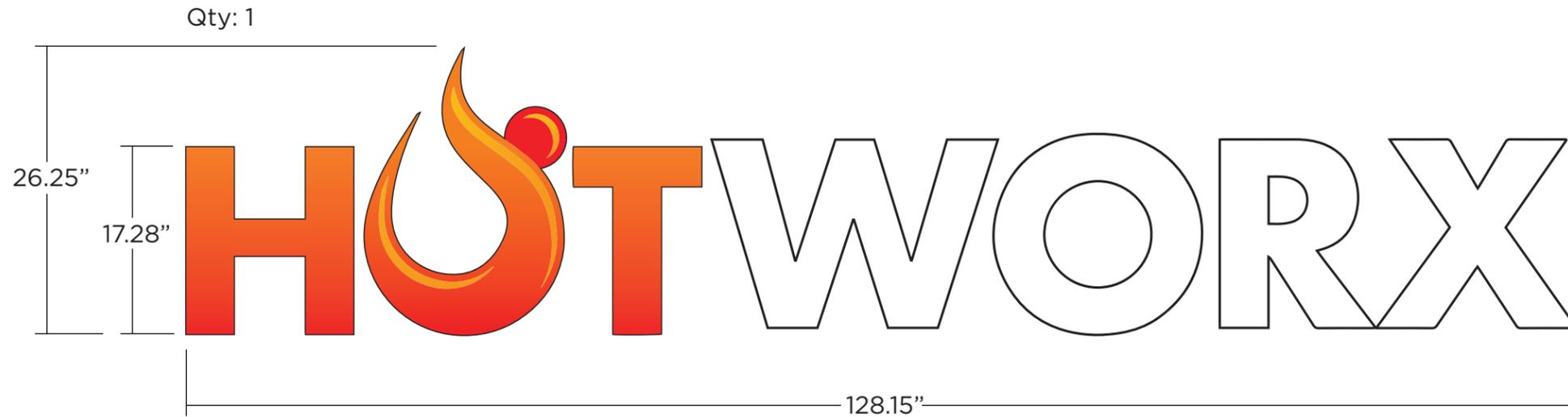


21700 DORAL ROAD
WAUKESHA WI 53186
262.432.1330
www.innovative-signs.com

Front Elevation



www.Innovative-Signs.com



Profile View



BUILD

3D RENDERING

Customer

HotWorx
Front Elevation

Date Project Manager

07/31/2023 Shaun R.

Order # Designer

EST - 12216 Brian H.

Trim Cap Surveyor

Black Shaun R.

Return Acrylic Faces

Black 7328 White

Return Depth Mounting

Standard 4" Raceway
 Flush Mounted

Materials & Specifics

Channel Letters - Face Lit
- White LED's

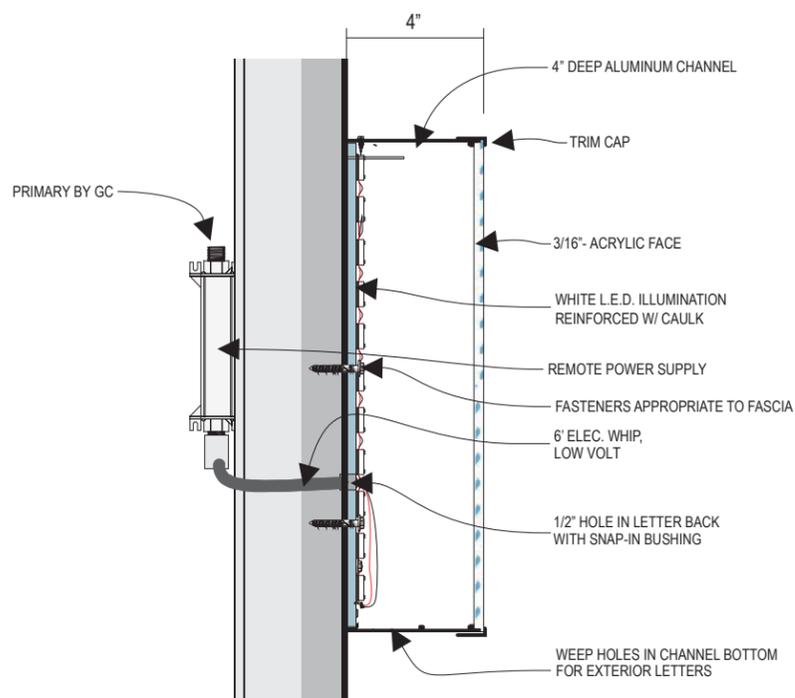
Colors

Full Color Gradient

7328 White

Black

FLUSH MOUNTED CHANNEL LETTERS



Scroll Down
For Page 2



Approval Signature: _____



Customer

HotWorx
Routed Aluminum Face

Date Project Manager

07/31/2023 Shaun R.

Order # Designer

EST - 12216 Brian H.

Materials & Specifics

Routed Aluminum Faces

- Painted Aluminum
- 7328 White Acrylic
- Translucent Digital Print with lamination

Qty: 2 - Single Sided



Colors

CMYK Translucent Digital Print

7328 White

MP 41-313 Dark Bronze

Scroll Down
For Page 2 

Approval
Signature: _____

