

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, October 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. September 9, 2026 Meeting Minutes
5. Old Business: None.
6. New Business:
 - a. Review and possible action on a request for a new wall sign and tenant panel for Well Infused, located at 21675 E. Moreland Blvd. Silver Leaf Signs (applicant) Sisian, LLC (owner).
 - b. Review and possible action on a request for a new wall sign and tenant panel for Land and Sea, located at 21675 E. Moreland Blvd. Land and Sea, LLC (applicant) Sisian, LLC (owner).
 - c. Preliminary and Final approval for an expansion to Arhaus at The Corners of Brookfield located at 20120 Union St. Brookfield Corners LLC (applicant); IM Property Investments, LLC (owner)
7. Communications and Announcements.
 - a. Next meeting date: November 11, 2026
 - b. Update on past approvals
8. Adjourn.

Posted this October 7, 2026
Rebekah Leto
Town Planner

TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
SEPTEMBER 9, 2026

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 member Alan Lee; and Town Planner Rebekah Leto.

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.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

a. Motion by Mr. Kohlmann to approve the August 12, 2026 minutes as presented.

Seconded by Mr. Lee.

Motion carried unanimously.

5) OLD BUSINESS

None.

6) NEW BUSINESS

a. Review and possible action on a request for a new wall sign and tenant panel for Raw Glow Med Spa located at 21755 Longview Drive. Signarama (applicant) Grani LLC (owner).

Planner Leto gave an overview of the proposal in accordance with the staff report, noting that the proposed sign had a white illuminated background. The applicant provided a new rendering with a black background to match the tenant panel. The Committee noted they like the updated look and prefer the new sign to the existing. The applicant noted the sign change was occurring because of the name change.

Motion by Mr. Charlier to approve a new wall sign and tenant panel for Raw Glow Med Spa located at 21755 Longview Drive, as presented at the meeting, dated 9/8/2026.

Seconded by Mr. Lee.

Further Discussion: None.

Motion carried unanimously.

- b. Review and possible action on a request for wall signs for Callister's Christmas located at 19355 W. Bluemound Road (Master Z's). Bluemound W. 19355 (owner), Rob Kahler (applicant).

Planner Leto gave an overview of the proposal in accordance with the staff report. The applicant clarified that customers will come into the main entrance for both stores and the other two doors are emergency exits. He also noted that the property owner may lease the property at 19233 W. Bluemound Road but it is currently for sale. The applicant noted that they would be willing to cover the Master Z's sign at the prior location, given that no businesses are operating from that property anymore. The Committee discussed covering the signs versus removing the panels from the pylon signs. The applicant clarified that the supplementary blue sign was left over from the original Laacke and Joy business that they just left up. The Committee and applicant discussed the installation of the Master Z sign and whether it was appropriate to have the applicant remove the sign entirely.

Motion by Mr. Charlier to approve the relocation of the wall signs for Callister's Christmas located to 19355 W. Bluemound Road as presented, subject to covering the Master Z sign on the monument sign at 19233 W. Bluemound Road, and removing or covering the blue plastic supplementary sign.

Seconded by Mr. Kohlmann.

Further Discussion: Chairman Pearson noted he was not going to vote for the motion because he feels the signs should be removed. Discussion regarding whether the owner of Master Z's was also the property owner, which the applicant responded yes, he was co-owner of Master Z's. Discussion on how the Master Z sign was constructed, including how it was illuminated ensued.

Motion failed, 4-0 .

Motion by Mr. Charlier to approve the relocation of the wall signs for Callister's Christmas located to 19355 W. Bluemound Road as presented, subject to:

1. The removal of the Master Z's sign and the blue plastic supplementary sign on the monument (pylon) sign at 19233 W. Bluemound Road, within 60 days from the meeting date, and
2. The Town Building Inspector reviews the monument sign after the removal of the panels to ensure no electronic code issues are present.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

- a. Next meeting date: October 14, 2026

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:29 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: October 14, 2026

RE: Wall sign and tenant panel for **Well Infused**, located at 21675 E. Moreland Blvd

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.

Well Infused, a growing franchise, is currently under construction in a multi-tenant building on E. Moreland Blvd. This building has recently been “white-boxed” with the exception of Shorewest Realtors, a long-term tenant. Well Infused is classified as a holistic medical use that offers different types of therapy, weight loss, injections and lab testing. The applicant is proposing a wall sign and tenant panel on an existing monument sign.

The proposed overall sign information is as follows:

Sign	Proposed	Max. Permitted	Illumination	Waiver required?
Wall	8.58' w x 3.2 h (28 SF)	37.6 Sf per 47' of frontage	LED Channel letters	No
Tenant Panel	Unknown but matches existing panel	n/a	Yes, white translucent vinyl	Yes

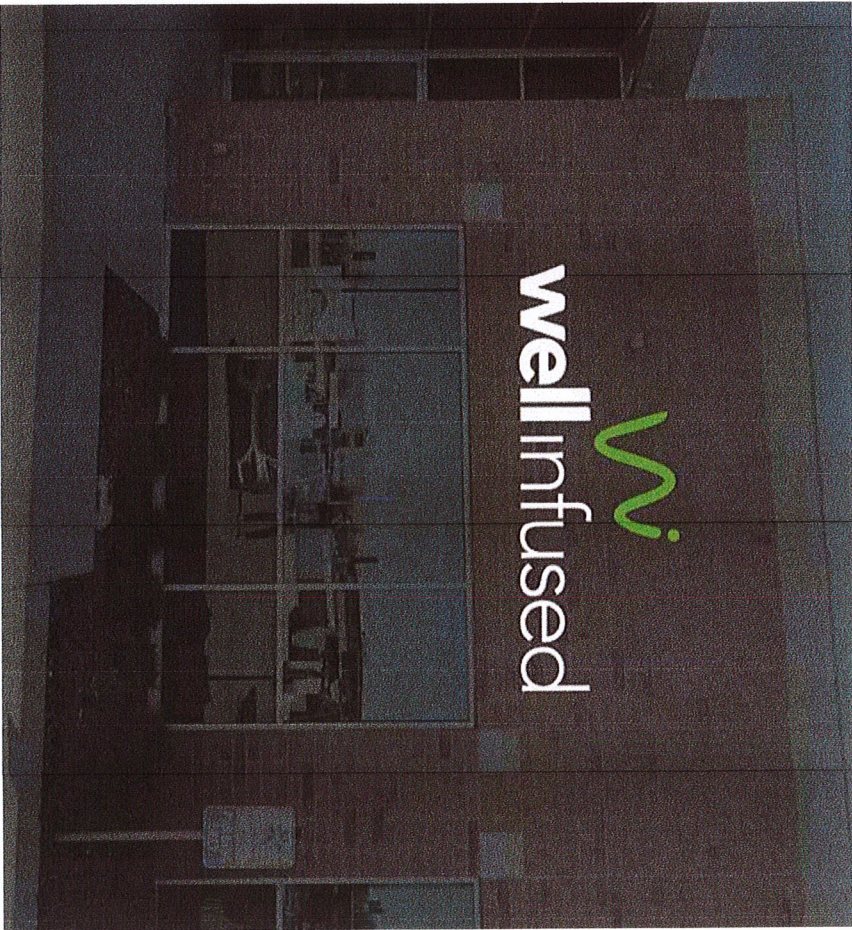
The property file contains a proposed master sign program (undated) drafted by the Town's Building Inspection Department, but has a note that it was never returned for approval. Therefore, it does not appear that one exists for this building.

Previous wall sign history indicates that logos have often been incorporated above the tenant name, as is proposed here. However, at the time of this report, it is not clear from the applicant if the logo is included in the sign measurements. There is additional square footage available for the logo if it is not included; however, this needs to be addressed by the applicant.

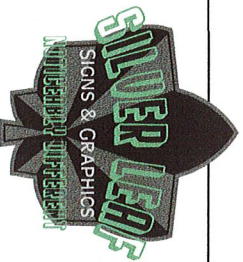
The current monument sign was approved in 2013. The cabinet background was approved as white opaque, so only the tenant name and graphics were illuminated at night. The applicant indicated in an email that the panels use white opaque backgrounds with color logos and they intend to match. However, the submitted plans indicate the panel will be a white translucent vinyl. The night rendering submitted also shows a lit white background. The middle panel is also under consideration of the Town to be replaced and will be using a white opaque background.

Recommendation:

I recommend **conditional approval** of the wall sign and the tenant panel for Well Infused at 21675 E. Moreland Blvd, Suite 300, subject to the tenant panel being modified to a white opaque background and subject to the dimensions for how the sign area is being calculated being submitted to the town planner for final verification that the sign size complies with the ordinance.



Night View**



Client WellInfused
Date 10/06/26

Contact Courtney Recknagel
Address

Job Type Exterior Signage
Dimensions 103" W x 38.8" H

Materials Individual LED Channel Letters

Quantity 1 Total
Version 5

Representative Brian Green
Designer Kaitlyn

silverleafsigns.us
414-525-1237

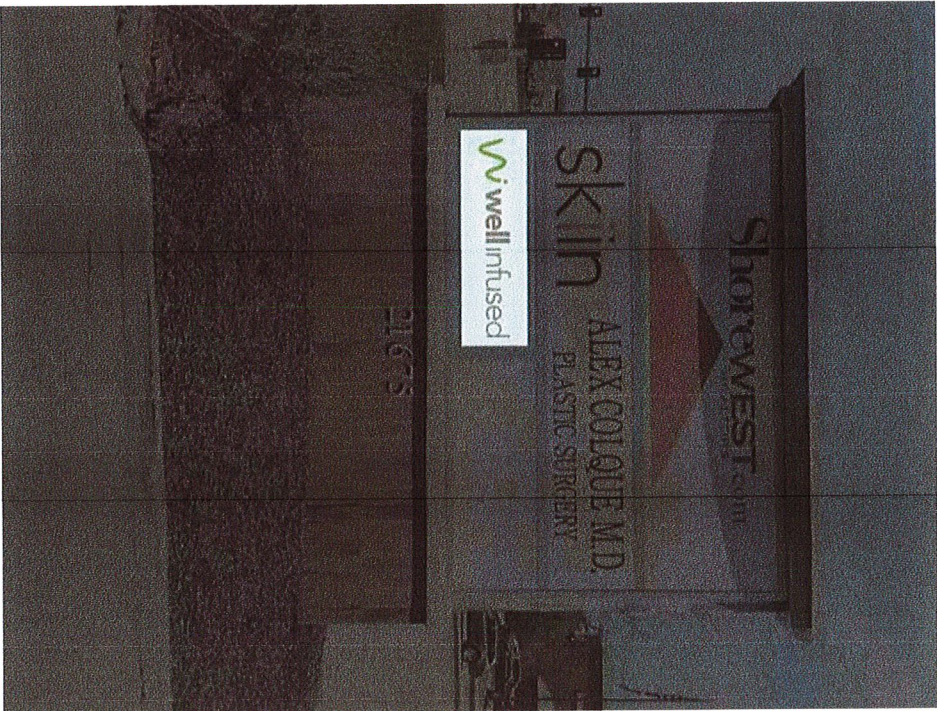
APPROVED ☐
REVISE & RESUBMIT ☐

DISCLAIMER:
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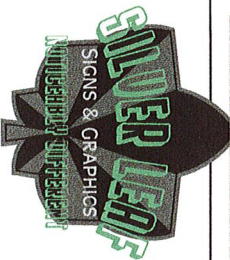
*PRODUCTION CANNOT BEGIN UNTIL WE RECEIVE YOUR AUTHORIZATION THE PROOF IS ACCURATE.
DELAYS IN RECEIVING YOUR APPROVAL WILL DELAY PRODUCTION TIMES.
NOTE THE COLORS SHOWN IN THIS PROOF ARE CONCEPTUAL ONLY AND DO NOT REPRESENT ACTUAL PRINT VINYL ADHESIVE OR LIGHTING COLORS. ACTUAL SAMPLES MAY BE PROVIDED UPON CUSTOMER'S REQUEST.



****Double-sided**



Night View**



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Client	Contact
WellInfused	Courtney Recknagel
Date	Address
10/06/26	21675 E Moreland Blvd

Job Type	Dimensions
Exterior Signage	57" W x 21" H (Monument Sign)

Materials	Quantity
Printed and cut translucent vinyl	2 Total
Version	Designer
5	Kaitlyn

silverleafsigns.us	414-525-1237
APPROVED ☐	REVISE & RESUBMIT ☐

*PRODUCTION CANNOT BEGIN UNTIL WE RECEIVE YOUR AUTHORIZATION THE PROOF IS ACCURATE.
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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: October 14, 2026

RE: Wall sign and tenant panel for **Land and Sea**, located at 21675 E. Moreland Blvd, Unit 100

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.

Land and Sea is a specialty retail market offering fresh and frozen meats and seafood, including raw beef, pork, poultry and seafood that is currently under construction in the multi-tenant building on site. The operation includes limited in-house processing and meat grinding, cutting and portioning of meat and fish, vacuum sealing for retail sales, and the preparation of marinated items and sausages. Proposed signage includes a wall sign and tenant panel.

The property file contains a proposed master sign program drafted by the Town's Building Inspection Department, but has a note that it was never returned for approval. Therefore, it does not appear that one exists for this building. The current monument sign was approved in 2013, replacing the original 1995 monument sign. The cabinet background was approved as white opaque, so only the tenant name and graphics were illuminated at night.

The proposed wall sign is made of white acrylic letters on a rust brown raceway for "Land & Sea" and a smaller cabinet with a rust brown background that states "Meat & Seafood Market". The sign is proposed to be illuminated. The frontage of this tenant space, as interpreted by staff, includes the glass vestibule on the northeast corner of the building. The sign proposal only includes the actual brick facade. Therefore, there is a discrepancy between the prepared rendering and my review of the building and site.

The tenant panel will be the second largest panel on the existing monument sign. The face of the panel will be illuminated with an opaque white background, consistent with the 2013 approval. Night renderings for both signs are shown on the renderings.

The proposed overall sign information is as follows:

Sign	Proposed	Max. Permitted	Illumination	Waiver required?
Wall	12' w x 3.3' h (40 SF)	40 Sf per 50' of frontage	LED Channel letters and rust-brown cabinet.	No* assuming ARC agrees the frontage should include the vestibule
Tenant Panel	9.7' w x 1.77 h (17+/- SF)	n/a	Yes, white opaque background	No

The proposed wall sign complies with the maximum sign size as measured from the interior wall to the exterior entrance of the vestibule into the unit. If the ARC does not feel this is appropriate, a waiver is required. The tenant panel complies with the code, as presented.

Recommendation:

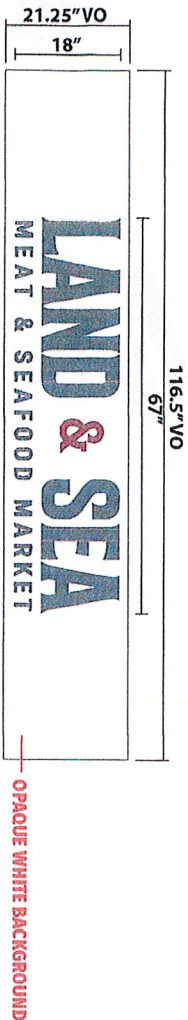
I recommend **approval** of the wall sign and the tenant panel for Land & Sea at 21675 E. Moreland Blvd, Unit 100, as presented.



2500 South 170th
New Berlin, Wisconsin
Proudly Made in the USA!

Web: www.bauersignusa.com
Phone: 262-784-0500
Fax: 262-784-6675

File	Land & Sea
Location	Waukesha
Client	
Sales rep	Scott Boese
Date	cb 09/18/25
Revision	cb 09/24/26



☒ ART PROVIDED IS NOT PRODUCTION READY, CLIENT TO PROVIDE VECTOR ARTWORK OR CAN BE CLOSELY RE-CREATED BY BAUER SIGN GRAPHIC ARTIST (MAY INCUR ADDITIONAL CHARGES DEPENDING ON COMPLEXITY)

3M DUAL-COLOR FILM
BLACK 3635-222
 3M RUST BROWN
3630-63

VINYL OVERLAY COLORS

- SPECIFICATIONS**
- FABRICATE AND INSTALL TWO REPLACEMENT PANELS FOR EXISTING D/F MONUMENT SIGN.
- FACES TO BE WHITE LEXAN WITH **OPAQUE WHITE BACKGROUND**
 - GRAPHICS TO BE 3M TRANSLUCENT VINYL OVERLAYS - SEE ABOVE CALLOUTS
 - INSTALLED REPLACING EXISTING SKIN TENANT PANELS



EXISTING - VO IS 116.5" X 21.25", 2" RETAINERS, 2.5" H-BARS



ILLUMINATION



PROPOSED

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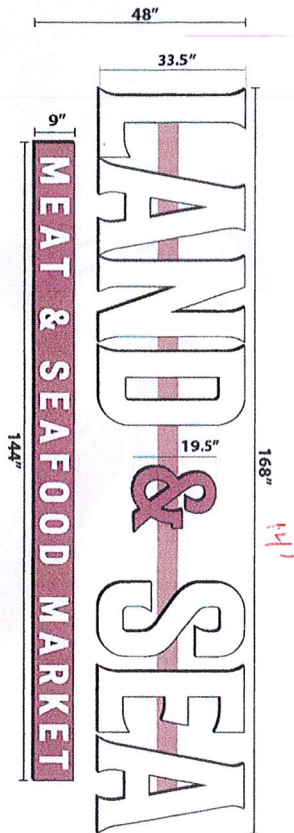
Scale: 1/2" = 1'



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New Berlin, Wisconsin
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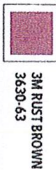
Web: www.bauersignusa.com
Phone: 262-784-0500
Fax: 262-784-6675

File	Land & Sea
Location	Waukesha
Client	
Sales rep	Scott Boese
Date	cb 09/18/26
Revision	cb 09/22/26



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TENTATIVE VINYL OVERLAY COLORS (LIMITED 3M TRANSLUCENT COLORS)

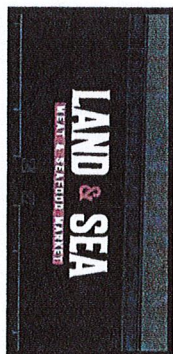
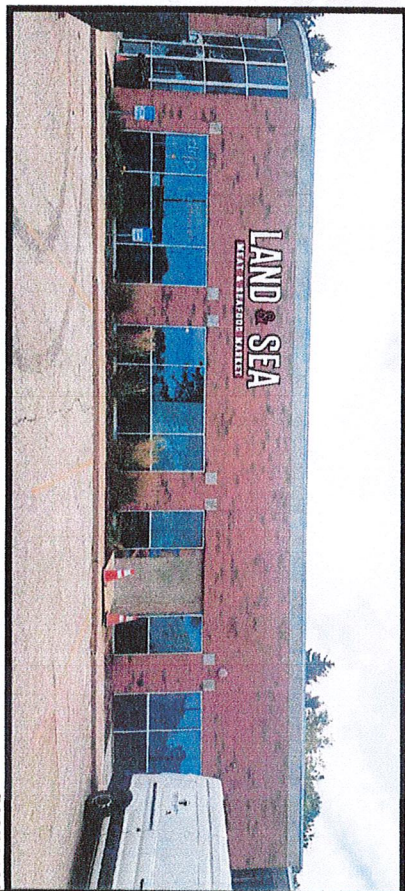


SPECIFICATIONS

FABRICATE AND INSTALL ONE SET OF INTERNALLY ILLUMINATED, RACEWAY MOUNTED CHANNEL LETTERS.

- FACES TO BE #7328 WHITE ACRYLIC
- GRAPHICS TO BE 3M TRANSLUCENT VINYL OVERLAYS - SEE ABOVE CALLOUTS
- RETURNS TO BE .040 x 3" - BLACK
- BACKS TO BE .040 ALUMINUM
- TRIMCAPS TO BE 1" BLACK
- ILLUMINATED WITH WHITE LEDS
- POWERED WITH APPROPRIATE LOAD POWER SUPPLIES
- RACEWAYS TO BE 5" x 3.5" EXTRUSION, PAINTED TBD TO MATCH FASCIA

OPTION 3



illumination

existing

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Scale: 3/8" = 1'



TOWN OF BROOKFIELD STAFF REPORT

TO: Town of Brookfield Architectural Review Committee

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: October 14, 2026

REPORT DATE: October 7, 2026

RE: Preliminary and Final Approval (Site Plan and Plan of Operation) for an addition to **Arhaus**, located at The Corners for Brookfield, 20120 Union Street, Tax key No(s) BKFT1123.960

APPLICANT: Brookfield Corners, LLC / Rinka

PROPERTY OWNER: IM Properties (Wisconsin 1) LLC, Robert Gould

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 applicants are seeking Preliminary and Final approval to construct an addition to Arhaus, an existing tenant located in the northeast corner of The Corners of Brookfield. Arhaus has visibility from W. Bluemound Road, Market St., Union St. and the frontage road along the east side of the development. To the west of Arhaus is an open concrete courtyard, a portion of which Arhaus has an area fenced off for their use. The next building contains a 4,900+/- sq. ft. vacant tenant space that has never been utilized.

The proposal is to expand Arhaus into the existing vacant tenant space located on Union Street. The outside of the unit will be modified to match Arhaus existing black metal façade and stained brick, with a metal canopy over the entrance. The two spaces will be connected via a newly constructed 2,494 sq. ft. glass atrium where the existing courtyard is. The atrium may be used to better showcase the store's outdoor furniture line and will lead into the expansion within the existing vacant unit. The red speckled brick will be stained black to modernize the buildings and complement the metal panel atrium.

Signage is also proposed. Signage within The Corners is typically reviewed by Town Staff in conformance with the DDCM. If the proposal does not comply with the DDCM, the sign requires ARC approval. Specific sign renderings have not been submitted, but the architectural plans show the proposed location and size. Two new wall signs are proposed that match the existing wall signs dimensions and mounting height. The signs are 24 ft. x 4 ft. (96 sq. ft.) and are mounted 42 ft. high. One existing blade sign on Market Street exists, which is considered a secondary sign and is required by the DDCM. It does not appear with the submitted plans that a secondary sign is proposed for this expansion on Union Street. The developer and ARC may wish to discuss if this is required and/or necessary.

Based on a review of the information submitted, it appears ARC approval is required. The DDCM states that only one primary sign is required and only one is allowed (per frontage). There is an existing 24' x 4' Arhaus sign that faces W. Bluemound Road and a second wall sign of the same size that is proposed on the new unit frontage. It appears the intent of the architecture is for the connection to feel as one continuous space. Therefore, the ARC will need to determine if they feel it is appropriate for two signs to be visible from W. Bluemound Road.

	DDCM requirement	Proposed	Complies
Number of signs	One per frontage	Two (W. Bluemound Road)	No
Secondary sign	At least one required (blade)	None	Depends on whether developer/ARC consider the existing blade to meet the intent.
Sign height	48" for tenants > 10,000 SF	Combined retail area of approximately 20,000 SF	Yes
Sign width	½ of lineal feet of shop-front width	56' (tenant space) + 36' (atrium) = 92'; Max width = 46 ft.	Yes
Mounting Height	Min. 9 ft.	42 ft.	Yes
Maximum overall area	1 SF per lineal feet (92 SF max.)	96 SF	No

Additional details

- There are no changes to loading, parking, or refuse disposal.
- The interior of the atrium will have chandeliers hanging from the ceiling. Additional exterior building lighting is not proposed.

Recommendation

Staff recommends **Preliminary and Final Approval** of proposed addition to Arhaus, including signage, located at 20120 Union Street, as presented, subject to the following:

1. Sign permits shall be submitted for review and approval from Town Staff that mirror the decision of the ARC. Alternatively, sign permits shall be submitted with signage that complies with the DDCM.
2. The lighting in the atrium shall be dimmed as dusk to the minimum necessary operating level to prevent light spill.

Enclosure: Architectural set dated 10/5/2026 prepared by Rinka+

ARHAUS EXPANSION

20120 UNION ST, BROOKFIELD, WI 53045

MUNICIPAL SUBMISSION

ISSUE DATE - 10/05/2026

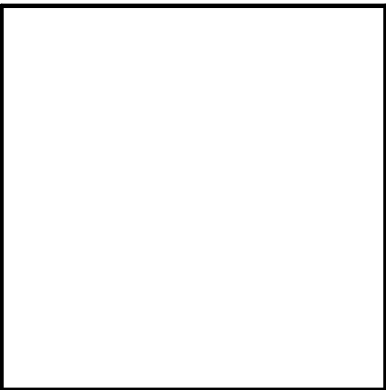
SHEET INDEX

GENERAL

T1-01 TITLE SHEET & PROJECT INFORMATION

ARCHITECTURAL

A1-001 SITE PLAN
A1-002 FLOOR PLAN
A1-003 ROOF PLAN
A2-001 EXTERIOR ELEVATIONS
A2-002 EXTERIOR ELEVATIONS
A2-003 BUILDING PERSPECTIVES



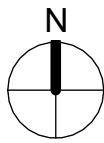
ARCHITECT
RINKA INC.
756 N. MILWAUKEE STREET
SUITE 250
MILWAUKEE, WI 53202
(414) 431-8101

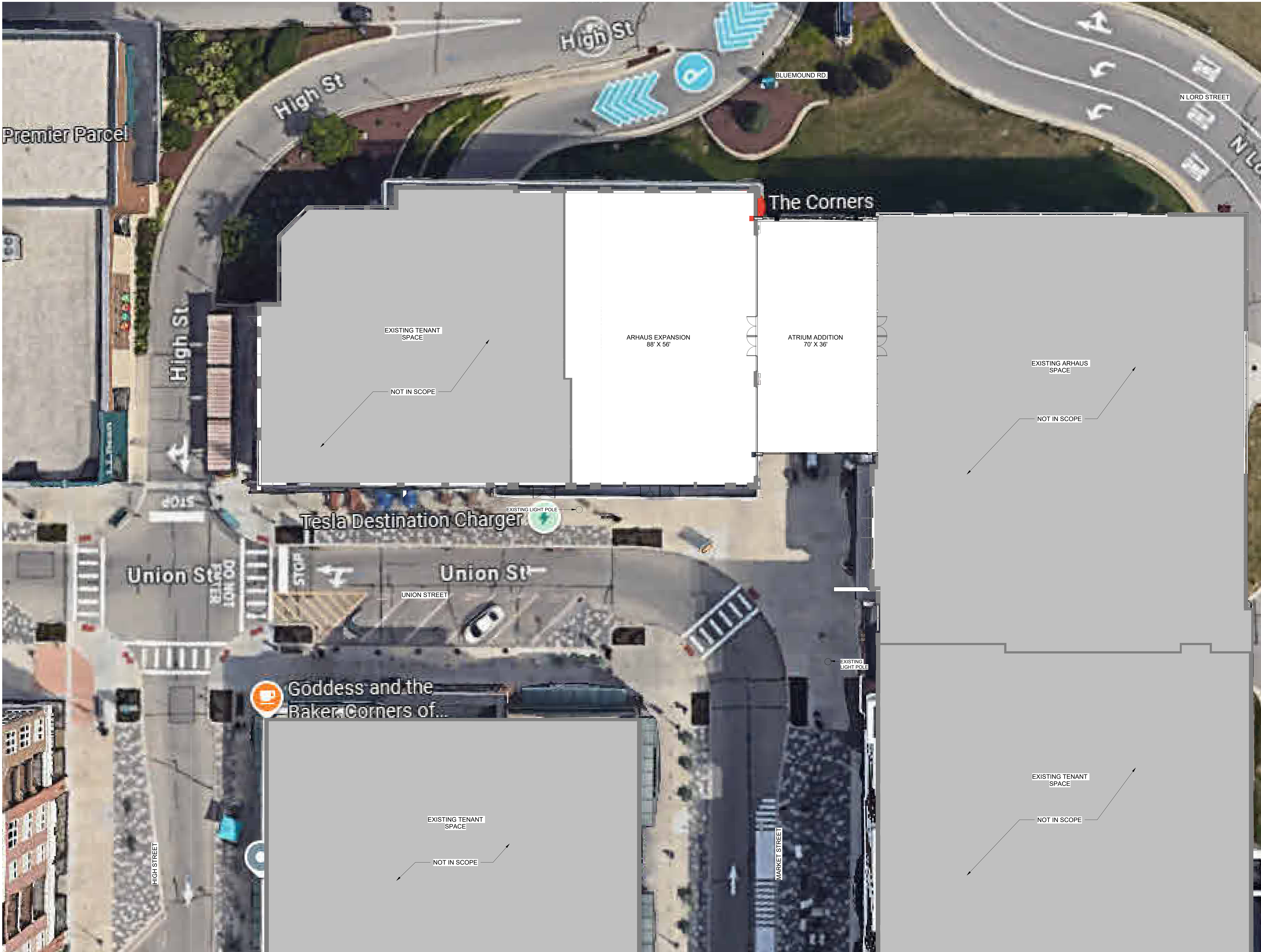


CONCEPTUAL RENDERING



PROJECT LOCATION MAP



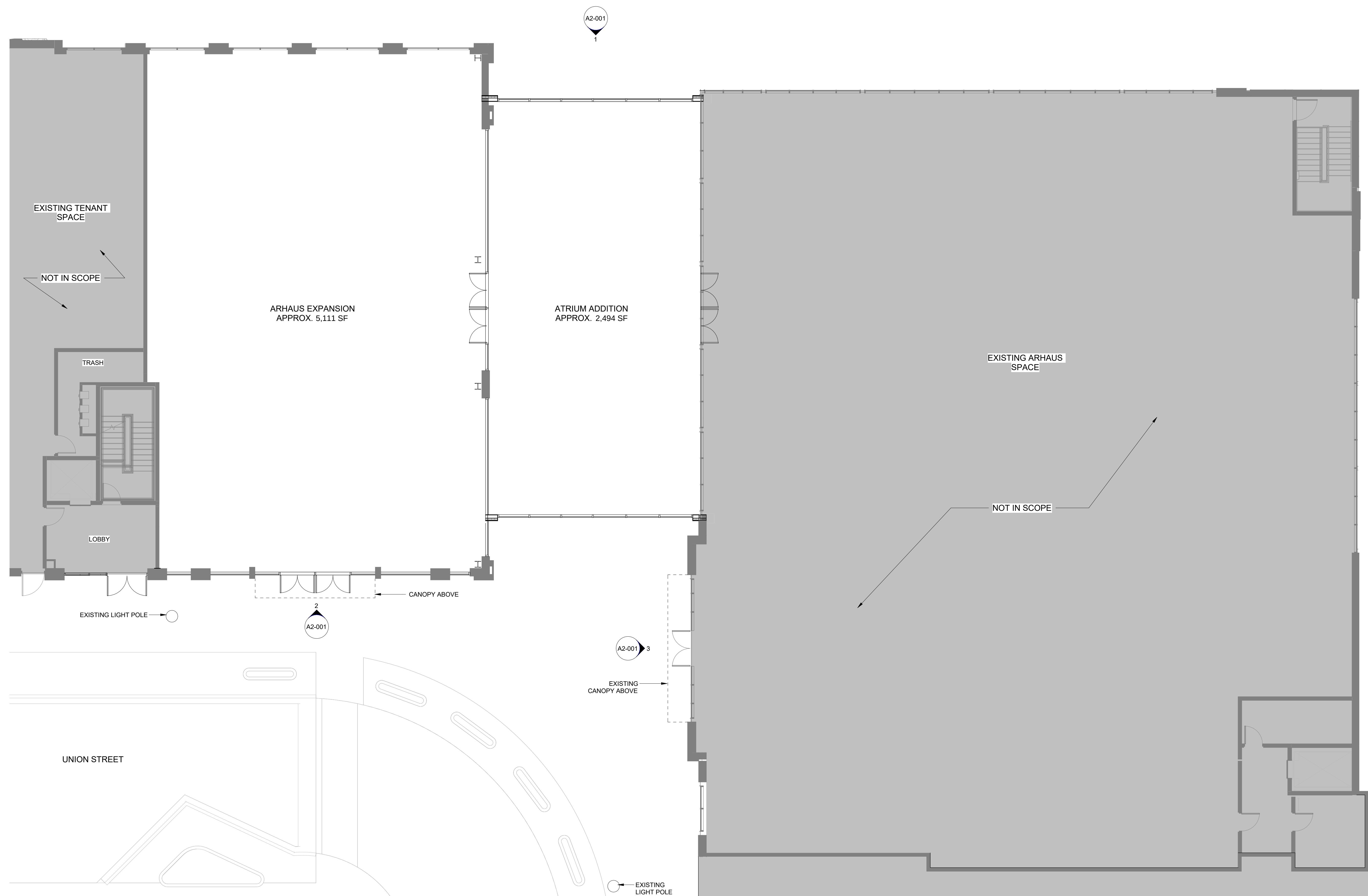


1 SITE PLAN
3/32" = 1'-0"

△ Revisions

MUNICIPAL
SUBMISSION
ARHAUS
EXPANSION

20120 UNION ST, BROOKFIELD, WI
53045
Date Issued: 10/05/2026
RINKA project #: 24175.01
Sheet Title

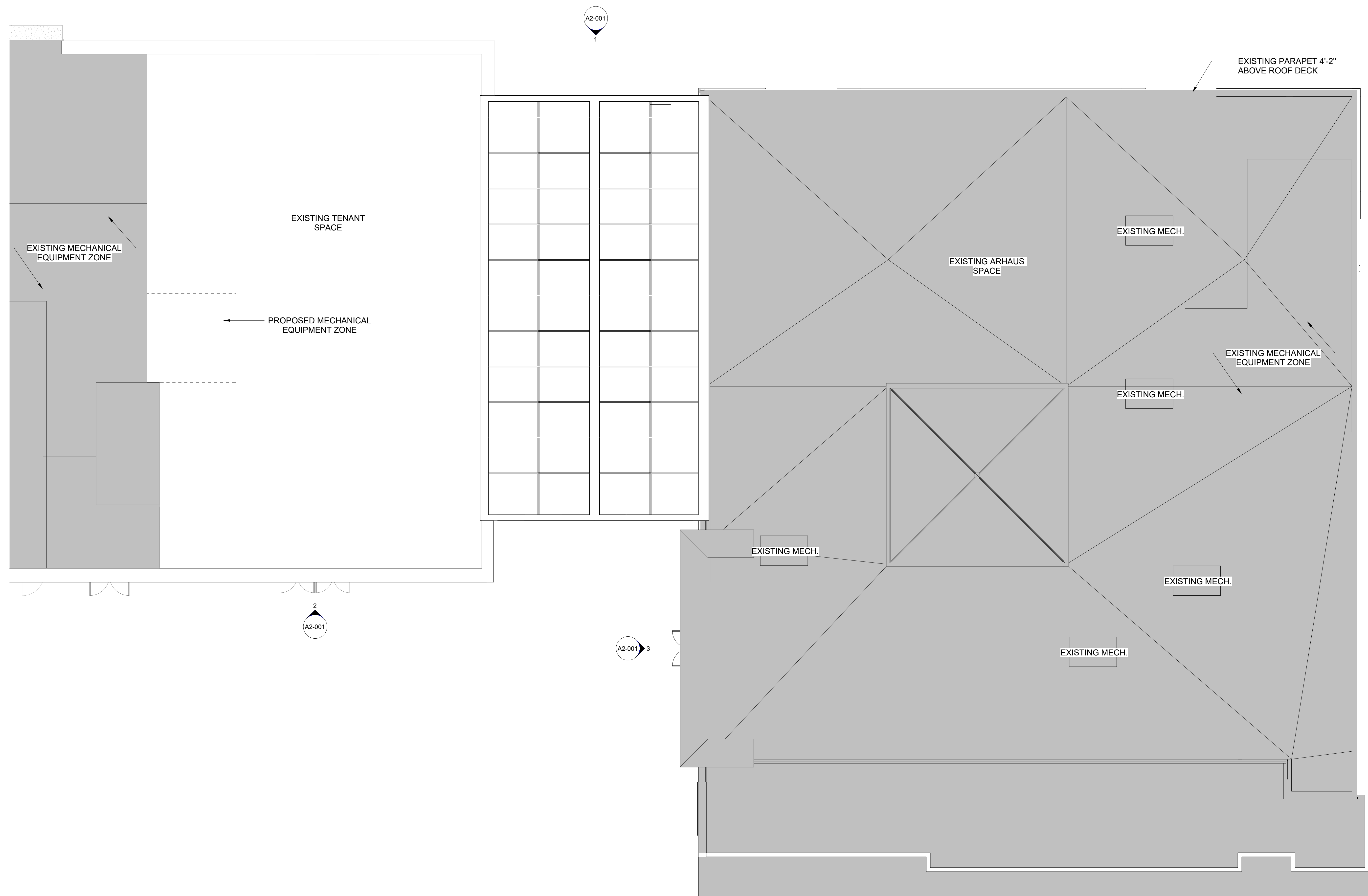


1 FLOOR PLAN
1/8" = 1'-0"

△ Revisions

**MUNICIPAL
SUBMISSION**
**ARHAUS
EXPANSION**

20120 UNION ST, BROOKFIELD, WI
53045
Date Issued: 10/05/2026
RINKA project #: 24175.01
Sheet Title



1 ROOF PLAN
1/8" = 1'-0"

△ Revisions

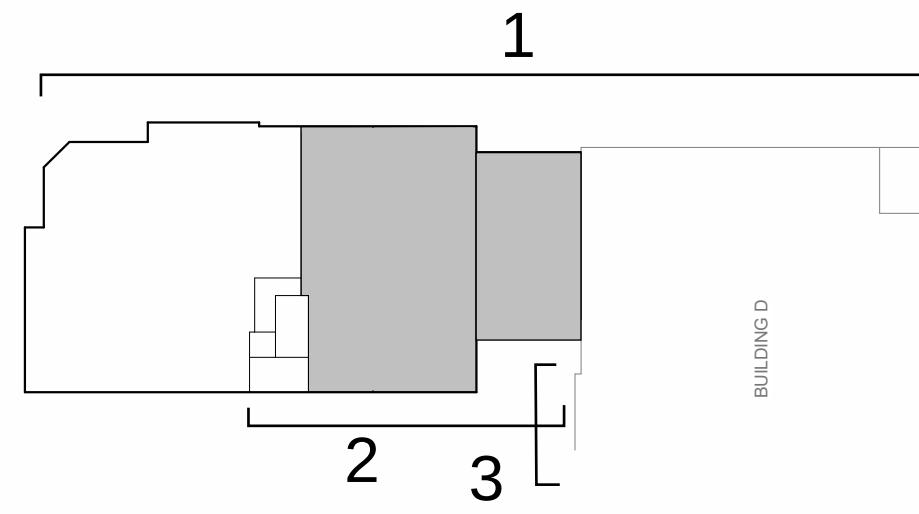
MUNICIPAL
SUBMISSION

ARHAUS
EXPANSION

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53045
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RINKA project #: 24175.01
Sheet Title

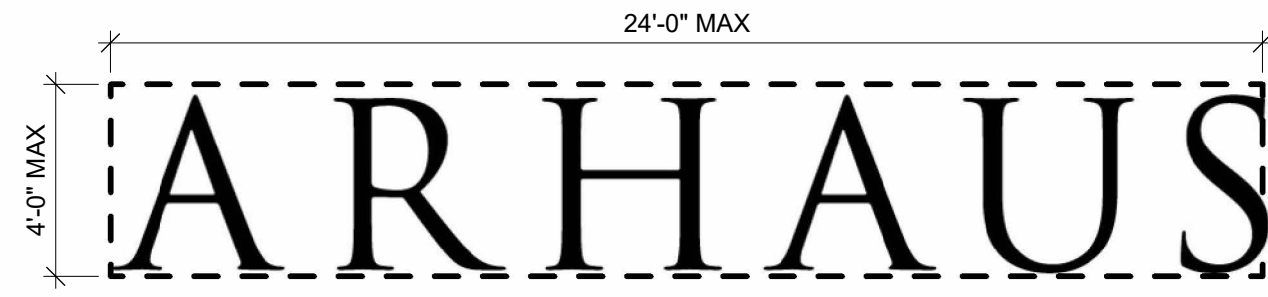
ROOF PLAN

Sheet # A1-003



BUILDING B - KEY PLAN

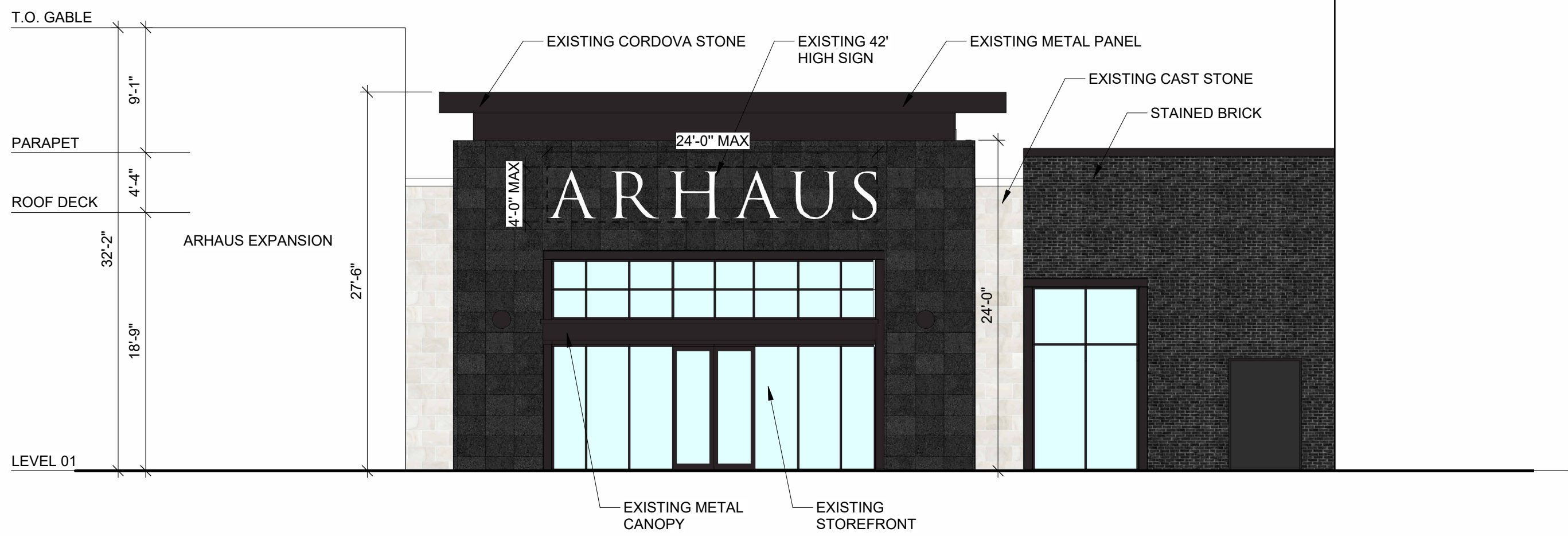
NTS



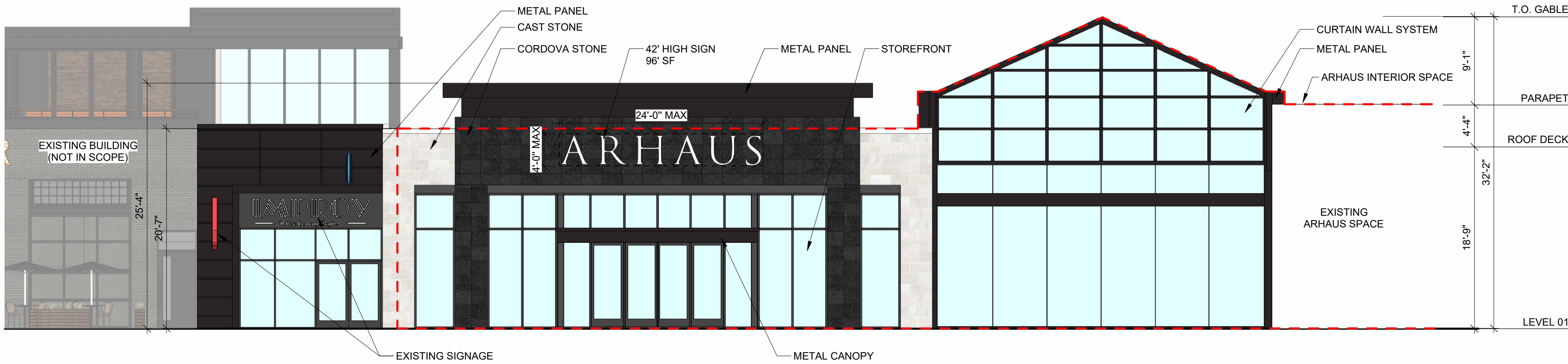
ARHAUS SIGNAGE - 96 SF MAX
NTS

- EXTERIOR STONE: CORDOVA STONE (MIDNIGHT GROUNDFACE)
- EXTERIOR CAST STONE (HIGH DENSITY CONCRETE PANEL)
- STAINED BRICK (HIGH PERFORMANCE STAIN)
- PRE-FINISHED METAL PANEL (DARK GRAY)
- PAINTED FIBER CEMENT + METAL PANEL (HIGH PERFORMANCE PAINT)
- STOREFRONT FRAME + STEEL CHANNEL (ANODIZED ALUMINUM)

MATERIAL KEY PLAN
NTS



3 WEST ELEVATION
1/8" = 1'-0"



2 SOUTH ELEVATION
1/8" = 1'-0"



1 NORTH ELEVATION
1/8" = 1'-0"



4 EXISTING SOUTH ELEVATION
NTS



3 EXISTING WEST ELEVATION
NTS



2 EXISTING NORTH ELEVATION
NTS



1 NORTH DEVELOPMENT ELEVATION
1/4" = 1'-0"



4 NORTH PERSPECTIVE - WITH MONUMENT SIGN
1/4" = 1'-0"



3 NORTH PERSPECTIVE
1/4" = 1'-0"



2 SOUTH PERSPECTIVE
1/4" = 1'-0"



1 SOUTH / EAST PERSPECTIVE
1/4" = 1'-0"

△ Revisions

MUNICIPAL
SUBMISSION

ARHAUS
EXPANSION

20120 UNION ST, BROOKFIELD, WI
53045

Date Issued: 10/05/2026

RINKA project #: 24175.01
Sheet Title

BUILDING
PERSPECTIVES

Sheet #

A2-003