TOWN OF BROOKFIELD
ARCHITECTURAL REVIEW COMMITTEE MINUTES
OCTOBER 14, 2026

The regular meeting of the Architectural Review Committee was held in the Eric Gnacht Room of the Town Hall, 645 N Janacek Road, Brookfield, WI.

1) CALL TO ORDER
Chairman Dean Pearson called the meeting to order at 6:12 p.m. with the following people present: Town Supervisors John Charlier, Steve Kohlmann; and Town Planner Rebekah Leto. Committee member Alan Lee was absent and 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.

Seconded by Mr. Kohlmann.

Motion carried unanimously.

4) APPROVAL OF MINUTES

a. Motion by Mr. Charlier to approve the September 9, 2026 minutes as presented.

Seconded by Mr. Kohlmann.

Motion carried 2-0, with Chairman Pearson abstaining. .

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).

Planner Leto gave an overview of the proposal in accordance with the staff report. Leto noted prior to the meeting, she and the applicant had discussed the narrow font on the monument sign and the lack of dimensions shown. In addition, the rendering shows a white lit background; however, the applicant noted it would be opaque and it was shown that way due to their software. Chairman Pearson asked the proposed font size on the monument sign. The applicant thought it would be 15". Discussed ensued between the Committee members on if it would be legible, with the applicant noting that this was their brand font. The Committee recognized that the sign would not be very legible and discussed removing the logo.

Motion by Mr. Kohlmann to approve a new wall sign and tenant panel for Well Infused, located at 21675 E. Moreland Blvd. as presented.

Seconded by Mr. Charlier.

Further Discussion: None.
Motion carried 2-1, with Chairman Pearson voting against the motion. .

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).

Planner Leto gave an overview of the proposal in accordance with the staff report, noting the tenant panel was on the same monument sign as the last item on the agenda. The building frontage was taken to the edge of the glass atrium entrance and therefore the proposed wall sign was in conformance. Planner Leto noted this was different from what was shown on the sign rendering. She also noted the tenants worked with her to ensure their sign met the code despite the sign company encouraging a bigger sign.

Motion by Mr. Charlier to approve a new wall sign and tenant panel for Land and Sea, located at 21675 E. Moreland Blvd as presented.

Seconded by Mr. Kohlmann.

Further Discussion: None.

Motion carried unanimously.

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).

Planner Leto gave an overview of the request in accordance with the staff report. Mr. Gould, IM Properties, noted that 50% of the patio space in between the two buildings was dedicated for Arhaus to display their outside furniture. Discussed occurred on what will happen to the speckled brick and it was clarified that it will be stained black, subject to Arhaus approval. The space below Arhaus is currently vacant and the applicants noted that it would remain symmetrical on Bluemound Road no matter what happens to that lower level space. The Committee discussed having two signs on W. Bluemound Road frontage and generally agreed it was appropriate given the scale. The applicant clarified that the DDCM for The Corners only applied to interior signage. Staff, the applicant and Committee discussed the interior lighting of the glass atrium. Planner Leto noted that her recommendation was for the tenant to be required to dim the chandeliers at night.

Motion by Mr. Pearson to approve the two signs on the W. Bluemound Road elevation as shown on the plans prepared by Rinka+ dated 10/5/2026.

Seconded by Mr. Charlier.
Further discussion: None.
Motion carried unanimously.

Motion by Mr. Charlier for preliminary and final approval for an expansion to Arhaus at the Corners of Brookfield, located at 20120 Union St. as presented, subject to the lights being dimmed in the atrium when the store is closed.

Seconded Chairman Pearson.

Further discussion: The applicant stated that those the lighting fixtures were for sale and that they would be swapped out regularly. Concerns over glare to drivers and new residents of Poplar Creek were discussed. Ultimately, because the chandeliers were pieces for sale, the Committee determined they may be difficult to regular and should likely not cause an issue. In addition, the applicant noted the large electronic message board sign was located in front of the atrium already, so light was already present.

Mr. Charlier amended his motion to remove the condition that the lights be dimmed. Chairman Pearson seconded the friendly made to the motion.

Motion carried unanimously.

7) COMMUNICATION AND ANNOUNCEMENTS:

a. Next meeting date: November 11, 2026
b. Update on past approvals

Planner Leto noted she had been notified by the owners of Callister's Christmas that they will not be moving their sign, as approved by the ARC at the 9//9/26 meeting.

8) ADJOURN

Motion by Mr. Kohlmann to adjourn at 6:58 pm.

Seconded by Mr. Charlier.

Motion carried unanimously.

Respectfully submitted,
Rebekah Leto, Town Planner