

# The Corners of Brookfield announces major redevelopment

## Silverspot Cinema to close in June

By Brian Huber  
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TOWN OF BROOKFIELD — Reinvention continues to be a theme for The Corners of Brookfield, which will soon embark on a redevelopment project that will bring a new look to Market Street on its eastern side, with new retailers and expanded stores, and the closure of the Silverspot Cinema, it was announced May 21.

“Retailing is remarkably sophisticated, and we have been noticed by key existing and new brands for all the right reasons,” Robert Gould, CEO of Brookfield Corners LLC and head of IM Properties in the U.S., said in a press release.

Several stores and restaurants, including Bluemercury, Rowan, Sunglass Hut, Margaux Brasserie and [solidcore] all opened at The Corners in 2024, and lululemon, Altar’d State, Belair Cantina, Evereve, Bonness Medispa, Grimaldi’s Pizzeria, Wisconsin Vision and Sendik’s have all expanded or moved to larger spaces within The Corners, the release said.

See CORNERS, PAGE 4



A new West End for The Corners of Brookfield will start taking shape next year as part of a redevelopment plan where the project will follow the relocation and addition of retailers to The Corners' Market Street, it was announced recently.



A rendering shows a pool that may be part of an apartment project in the West End of The Corners of Brookfield. The site, once occupied by a hotel and two restaurants, is to include 278 luxury apartments in two buildings, 40,000 square feet of retail space and a fitness club for residents. Work is expected to begin in that part of The Corners early next year.

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NEWSMAKER Q&A:

Elmbrook School Board member Wes Sylla

BROOKFILED — Wes Sylla was elected for the Area II seat on the Elmbrook School Board in April. Growing up, he admits he often took the safe path in life. There are ups and downs in life and Sylla said he learned to embrace uncertainty and take strategic risks.

“By leaning into uncertainty, I have expanded my abilities and discovered new opportunities — such as running for, and now serving on, the Elmbrook School Board,” he said.

The Freeman asked Sylla questions to introduce himself. Here are his answers.

**The FREEMAN: What inspired you to run for school board?**

**Wes Sylla:** First and foremost, my eldest will start 4K at Brookfield Elementary in the fall. I am committed to ensuring that he — and every district student — receives an education commensurate with Elmbrook’s high standards for academic and human excellence.

Additionally, after attending dozens of Elmbrook board and committee meetings over the past four years, I have observed a breakdown in board decorum. My mom served on the board from 2001 to 2008, so I know we can do better. I believe the board should serve as a model for our students, and I hope to help it return to cohesiveness and collegiality.

**FREEMAN: What types of initiatives or plans are happening in the school district?**

**Sylla:** Elmbrook is considering a change to its middle school start time. The 7:18 a.m. start time has remained essentially unchanged since I attended Pilgrim Park Middle School in the early 2000s. Today, there is mounting evidence supporting the benefits of later school start times for adolescents. Increased sleep improves student achievement, mental health outcomes, behavioral issues, and even reduces car accidents among high schoolers.

In addition to a potential change to school start times, Elmbrook continues to engage in facility planning. In the coming years, the district will need to consider updates across the district — most significantly at Tonawanda Ele-



Courtesy of Wes Sylla

Wes Sylla was elected for the Area II seat on the Elmbrook School Board in April. Pictured are Wes Sylla and his wife, Jordan.

mentary and Pilgrim Park Middle School.

**FREEMAN: What does the district do well?**

**Sylla:** Elmbrook pairs academic excellence with fiscal responsibility. Niche ranked Elmbrook the top Wisconsin public school district for the sixth consecutive year in 2025, and the 50th-best public school district in the country. Elmbrook continues to utilize innovative programming, such as LAUNCH, and offers a variety of coursework to prepare students for life after graduation.

All the while, Elmbrook’s fiscal house remains in order. It is one of only three Wisconsin public school districts with a AAA bond rating. While 35% of Wisconsin public school districts went to an operational referendum in 2024, Elmbrook continues to retain its workforce at a high rate with competitive compensation and benefits, and to maintain its facilities — all within its annual budget.

**FREEMAN: What is a typical day like for you?**

**Sylla:** I wake up around 5:30 a.m. I take a few minutes to complete the New York Times Wordle and Crossword of the day. My wife and I dress and feed our children before driving them to daycare and school. I start my workday around 7:45 a.m. I work until 4:45 p.m., when I pick up my youngest two from daycare. After feeding the kids, my wife and I play and read with them until about 7 p.m., when they go to bed. My wife and I typically listen to an audiobook, read, or watch a TV show before going to bed around 10 p.m.

**FREEMAN: How would you describe your leadership skills?**

**Sylla:** I would describe my leadership style as collaborative and supportive. I seek to understand others’ strengths, abilities, and goals so they can stretch themselves and continue growing. At the same time, I find it important to maintain clear expectations and accountability.

My strengths in building trust, promoting open communication, and maintaining level-headedness allow for conflict resolution with-

out escalation. As a leader, I am always in learning mode. I have found that taking in others’ knowledge, opinions, and experiences can help identify blind spots and lead to better outcomes. I believe in empowering others and staying flexible to address changing conditions.

**FREEMAN: What is the best advice you were given?**

**Sylla:** The best advice I have ever received is, “Failure is not the opposite of success.”

In my 20s, I often took the safe approach — one that was guaranteed (or nearly guaranteed) to produce a positive outcome. As life brought twists and turns, I learned to embrace uncertainty and take calculated risks. Doing so helped me realize that we often fear the unknown simply because it is unknown.

By leaning into uncertainty, I have expanded my abilities and discovered new opportunities — such as running for, and now serving on, the Elmbrook School Board.

**Biography**

**Who:** Wes Sylla  
**What:** Elmbrook School Board Member  
**Age:** 36  
**Work experience:**  
- Compliance Director - Ascension Health, 2021-Present  
- Attorney - Hall, Render, Killian, Heath, & Lyman, 2013-2021  
**Education:**  
- Graduate of Brookfield East High School  
- Bachelor of Arts, University of Minnesota - Twin Cities, Minneapolis, MN  
- Juris Doctor, University of Illinois College of Law - Champaign, IL  
**Family:** My wife, Jordan, and I are blessed with three kids: Jasper (4), Dexter (2), and Zoë (1).

**Get to know ...**

**Wes Sylla**

**My greatest achievement:** Contentedness with balancing family and work

**My favorite book:** I don’t have a favorite book, but enjoy just about any book by Malcolm Gladwell or Adam Grant

**My favorite podcast:** Hidden Brain

**My favorite childhood memory:** Playing cribbage/sheepshead every Christmas with my extended family

**The person I most admire:** My brother Eric

**The food I like best:** Ice Cream/Custard

**My favorite hobbies:** Board Games, Reading, Running, Sports

**My favorite music group:** It varies based on season

**My favorite vacation spot:** Anywhere with family

**On my desk:** Stacks of papers/legal pads

**My favorite childhood toy:** Baseball Glove

**My favorite custard flavor:** Oscar’s Rudolph’s Peppermint Bark

**My goals for the year:** Read 30 books, Run a marathon, Finish our basement

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# Lava Island coming to Brookfield

BROOKFIELD — Family indoor playgrounds have expanded since the '80s with animatronic characters, ball pits and arcade games. Now the focus is on more active play. Coming to Brookfield is Lava Island which will replace the former Bed, Bath & Beyond, 605 Main St., according to a company representative.

The playground offers trampolines, foam pits, towering slides, a gigantic jungle gym and a toddler area.

There are locations in Colorado, Montana, Connecticut and Missouri. Lava Island is projecting the new Brookfield location to be open sometime in mid to late fall of this year.

It isn't known what specifically will be offered in Brookfield but the website said there is typically an in-house café that offers chicken tenders and pizza to smoothies, coffee, and funnel fries.

Socks are required. You can either bring your own or they sell pairs for \$3.50 each with special grips on the bottom.

The listed all-day admission price is \$20 for ages 1-59. One-hour admission is \$12.50. Infants 0-9 months are free. For seniors over 60 years, there is a 20% discount on admission. Military receives a 15% discount on admissions.

Birthday parties and group events can be scheduled.



Images courtesy of Lava Island

Coming soon to Brookfield is a Lava Island indoor playground, which will take the place of the former Bed, Bath & Beyond, 605 Main St. The indoor family playground offers slides, foam pits and more. Pictured are trampolines.

Lava Island will replace the former Bed, Bath & Beyond, 605 Main St. in Brookfield. The company expects the indoor playground to be open in mid to late fall. Pictured are animal slides.



Lava Island, which will replace the former Bed, Bath & Beyond, 605 Main St. in Brookfield. Pictured is Jacob's Ladder.





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Corners

From Page 1

According to the announcement, the developers are “taking back” the former Wahlburgers space and recently moved Wisconsin Vision to a larger location. As part of the plan, The Corners and Silverspot Cinema have “mutually agreed to conclude Silverspot’s lease. The theater will officially close on June 16, 2025, with plans to repurpose the space beginning in the second half of the year.”

New stores coming to a redeveloped Market Street will include Evereve, moving from High Street to a new, larger space, and Alo Yoga, opening its first store in Wisconsin to sell “luxury activewear with a mission to spread mindful movement, inspire wellness and create community,” the release said. Both stores are under construction and should be open later this summer.

Other places on Market Street will remain, such as Free People, Vow’d, Arhaus and the Margaux French Brasserie restaurant, the release said. The revamped Market Street should be completed by the end of 2026, with most of the spaces already leased or committed to letters of intent while negotiations continue, the release said. Work on things like sidewalks, parking, and planters has already been approved by the Town of Brookfield, the release said.

In addition, work on The Corners’ West End will soon commence. The area, which once was home to the La Quinta hotel and two restaurants, will be redeveloped to add 40,000 square feet of retail, 278 luxury apartments in two buildings, and a fitness club available for Corners residents. In addition, a standalone building facing Bluemound Road will be home to a “signature tenant” which is currently negotiating lease terms, the release said. Work on the West End is expected to begin in the first half of next year.

Town of Brookfield Administrator Tom Hagie was quoted as saying, “The Corners, Town of Brookfield has completely transformed the landscape of the Bluemound Road corridor in a way that no one thought possible. The Town is excited and encouraged by the proposed changes to Market Street and the expansion of The Corners with the West End. We look forward to partnering with The Corners team again on this new development.”

Gould said in the release the



Images courtesy of Laughlin Constable Public Relations

Women’s clothing store Evereve will move from High Street to a new, larger space on Market Street as part of a significant redevelopment of The Corners of Brookfield announced May 21. The project will see the Silverspot Cinema close, new businesses moving to or opening on Market Street, and significant build-out of the West End of The Corners that previously was home to a hotel and two restaurants. Evereve is expected to open in its new space this summer.



A redeveloped Market Street in The Corners of Brookfield will see women’s clothing store Evereve open, as well as the state’s first Alo Yoga store, which sells “luxury activewear.” A revamped Market Street should be completed by the end of next year, according to a May 21 announcement. Other stores have already expanded or moved to larger spaces within The Corners.



A rendering shows what is envisioned for The West End of The Corners of Brookfield, which includes 40,000 square feet of retail, 278 luxury apartments in two buildings, and a fitness club available for Corners residents. A standalone anchor tenant facing Bluemound Road is also part of the plan; negotiations with a possible tenant are ongoing, the May 21 announcement said.

end result of the West End will present a “striking gateway” to the entire development.

“This will be another major investment in the Town’s already-successful tax increment district

that has exceeded all expectations,” Gould said. “The development of the Corners is a bold initiative by both IM and the Town of Brookfield and has been the catalyst for the successful regenera-

tion of the gateway to the Town including the Poplar Creek development. The sense of community that has resulted is rare and rewarding. When the West End is complete, more than 500 families

will call The Corners home and will live above a carefully curated mix of retail, restaurant, grocery, entertainment and service tenants. We’ve set a standard and there is more to come.”

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