

TOWN OF BROOKFIELD
PLAN COMMISSION MINUTES
FEBRUARY 24, 2026

The regular meeting of the Plan Commission was held in the Erich Gnant Room of the Town Hall, 645 N Janacek Road, Brookfield, WI.

1) CALL TO ORDER.

Town Chairman Keith Henderson called the meeting to order at 7:08 p.m., with the following people present: Plan Commissioners Kevin Riordan, Len Smeltzer, Jeremy Watson, Dan Zuperku; and Town Planner Rebekah Leto. Supervisor Ryan Stanelle was excused; Commissioner Tim Probst was absent.

2) MEETING NOTICES.

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

3) APPROVAL OF AGENDA

Motion by Mr. Watson to approve the agenda.

Seconded by Mr. Smeltzer.

Motion Passed Unanimously.

4) APPROVAL OF MINUTES.

a. Motion by Mr. Watson to approve the January 27, 2026 Public Hearing Minutes for KCG Companies – Land Use Plan as presented.

Seconded by Mr. Smeltzer.

Motion carried unanimously, with Mr. Riordan abstaining.

b. Motion by Mr. Watson to approve the January 27, 2026 Public Hearing Minutes for KCG Companies – Rezone as presented.

Seconded by Mr. Smeltzer.

Motion carried unanimously, with Mr. Riordan abstaining.

c. Motion by Mr. Watson to approve the January 27, 2026 Public Hearing Minutes for Next Phase Advanced Care LLC as presented.

Seconded by Mr. Smeltzer.

Motion carried unanimously, with Mr. Riordan abstaining.

d. Motion by Mr. Watson to approve the January 27, 2026 regular Plan Commission Meeting minutes.

Seconded by Mr. Smeltzer.

Motion carried unanimously, with Mr. Riordan abstaining.

5) CITIZEN COMMENTS: Three-minute limit.

None.

6) OLD BUSINESS:

- a. None.

7) NEW BUSINESS:

- a. Review and possible action on a request from Point Real Estate Management LLC (applicant) on behalf of SIX65 Brookfield Holdings LLC (owner) to amend the Conditional Use Permit to convert the existing multi-use building into a residential building located at 655 N. Brookfield Road.

Planner Leto gave an overview of the request in accordance with the staff report. Chairman Henderson asked Planner Leto if this request met the allowed density. Planner Leto responded that it did and the PUD did not have a specific density maximum. The Plan Commission discussed the existing sign. The applicant indicated the tenant names would be covered but the sign for the apartment would remain. It was reiterated that all work would be interior to the space.

Motion by Mr. Watson to recommend **approval** to amend the Conditional Use Permit to convert the existing multi-use building into a residential building located at 655 N. Brookfield Road.

Seconded by Mr. Riordan.

Further Discussion: None.

Motion carried unanimously.

- b. Review and possible action on a request for Conceptual, Preliminary and Final approval for a proposed addition to Eble Ice Arena located at 19400 W. Bluemound Road. Briohn Building Corporation (applicant); Waukesha County (owner).

Planner Leto gave an overview of the request in accordance with the staff report. Mr. Smetzler asked the applicant why there was no landscaping in front of the access on Janecek Rd., stating he would really like to see if something could be planted here to provide continuity of landscaping around the building. The applicant noted that he would talk to the County about this. The Commission discussed where the landscaping should go and what type of landscaping should be planted. The Commission asked what type of material would the addition be made out of and the applicant stated there is one company in the area left that makes aggregate pre-cast buildings and they were trying to match it to the existing building as closely as possible. Mr. Watson noted that the Town has been letting applicants apply for conceptual, preliminary and final approval all at the same time and noted that, while this is a minor addition, that is not the intent.

Motion by Mr. Smetzler to recommend conceptual, preliminary and final **approval** for a proposed addition to Eble Ice Arena, located at 19400 W. Bluemound Road, subject to additional landscaping, such as Black Hills Spruce or Scotch Pines, be provided for around the building to provide year-round screening for the businesses to the west.

Seconded by Mr. Zuperku.

Further Discussion: The Commission clarified the location and type of year-round screening that might be appropriate.

Motion carried 3-1, with Mr. Watson voting against the motion.

- c. Review and possible action on a Master Sign Program for Poplar Creek Town Center, located on the NE corner of Barker Road and W. Bluemound Road. David Wimmer and Mitch Wimmer (applicant); Poplar Creek Hospitality LLC and The Town Center at Poplar Creek LLC.

Planner Leto gave an overview of the request in accordance with the staff report and discussed the Architectural Review Committee meeting discussion and recommendation. Planner Leto confirmed that it deviates from the sign code size requirements and does not use the 80% of the building frontage scheme. Nick Wimmer, applicant, discussed how they got to this proposal. In discussion around 600 N Barker Road, Mr. Smeltzer indicated it would be odd to see so many signs on the building in the event the tenant spaces were divided to its maximum capacity. The Commission agreed with the ARC recommendation to remove Table 1C from the plan. In discussion regarding the retail spaces, David Wimmer discussed the sign size analysis found in Planner Leto's report. Mr. Zuperku asked if the signs would be backlit and if the tenants got to choose their color. David Wimmer responded that the signs will be internally lit with white lights being the default; however he noted that certain tenants may require different colors that align with their nationally recognized brands. In the 20200 building, it was clarified that the large Poplar Creek Town Center sign bridge had already been approved. Planner Leto noted that temporary signs currently require a permit with the Town but asked the Commission to allow that temporary signs need not be permitted by the Town so long as they obtain approval in accordance with the Master Sign Program. The Commission agreed temporary sign permits were not necessary.

Motion by Mr. Riordan to recommend **approval** of a Master Sign Program for Poplar Creek Town Center, located on the NE corner of Barker Road and W. Bluemound Road, as recommended by the Architectural Review Committee.

Seconded by Mr. Watson.

Further Discussion: None.

Motion carried unanimously.

8) COMMUNICATION AND ANNOUNCEMENTS.

- a. Permanent outdoor lighting in residential areas.

Planner Leto brought up an inquiry made by the ARC on whether the Town should be regulating residential decorative lighting as it relates to LED "holiday" lights that are becoming more common. After discussion, the Commission wanted to think about whether it was appropriate and what types of provisions an ordinance might entail, instructing Planner Leto to place it on the agenda again at the next meeting.

9) ADJOURN.

Motion by Mr. Watson to adjourn at 8:33 pm.

Seconded by Mr. Smeltzer.

Motion Passed Unanimously.

Respectfully submitted,
Rebekah Leto – Town Planner