

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

Tuesday, September 15, 2026

PLAN COMMISSION

AGENDA

6:30 pm

- 1) Call to Order.
- 2) Meeting Notices.
- 3) Approval of Agenda.
- 4) Approval of Minutes.
 - a. August 25, 2026 Plan Commission Meeting
 - b. Public Hearing minutes – Johnson Financial Group
 - c. Public Hearing minutes – Text Amendments for car sales
- 5) Citizen Comments: Three-minute limit.
- 6) Old Business: none.
- 7) New Business:
 - a. Review and possible action on a Site Plan/Plan of Operation (Conditional/Preliminary/Final) for a change in use for a new tenant, Famous Meats, at 19035 W. Bluemound Road, Unit 5. Lalitha Keerthipati (applicant); Brooktown Plaza LLC, R. Gary Storts (owner).
 - b. Review and possible action on proposed text amendments to Chapter 17 regarding vehicle sales uses.
- 8) Communication and Announcements.
 - a. Next Plan Commission meeting: October 27, 2026 at 7:00 pm
- 9) Adjourn.

Posted this 10th day of September, 2026 by Rebekah Leto, Town Planner

TOWN OF BROOKFIELD
PLAN COMMISSION MINUTES
AUGUST 25, 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 7:00 p.m., with the following people present: Town Supervisor Ryan Stanelle, Plan Commissioners Len Smeltzer, Tim Probst, Dan Zuperku, Malia Monet, and Town Planner Rebekah Leto. Jeremy Watson was excused.

2) MEETING NOTICES

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

3) APPROVAL OF AGENDA

Motion by Mr. Stanelle to approve the agenda as presented.

Seconded by Mr. Probst.

Motion Passed Unanimously.

4) APPROVAL OF MINUTES

- a. Motion by Mr. Stanelle to approve the regular Plan Commission meeting minutes for July 28, 2026, with the spelling error corrected.

Seconded by Ms. Monet.

Motion carried unanimously.

5) CITIZEN COMMENTS: Three-minute limit.

None.

6) OLD BUSINESS:

None.

7) NEW BUSINESS:

- a. Review and possible action on a request for a Site Plan/Plan of Operation to construct a dog park at Brookfield Highlands Apartments, located at 20880 George Hunt Circle. Brookfield Highlands Apartments Limited Partnership I (owner) Alex Siehoff (applicant).

Planner Leto gave an overview in accordance with the staff report.

Motion by Mr. Stanelle to recommend approval for a Site Plan/Plan of Operation to construct a dog park at Brookfield Highlands Apartments, located at 20880 George Hunt Circle, as presented.

Seconded by Mr. Zuperku.

Further discussion: None.

Motion carried unanimously.

- b. Review and possible action on a 2-lot preliminary Certified Survey Map located at 21360 Davidson Road. Marilyn Haroldson (applicant). Carl Haroldson and Eric Haslow (owners).

Planner Leto gave an overview in accordance with the staff report. Chairman Henderson asked if they were going to demolish the house, noting that a straight line would be the preference if they were. The applicant responded they are not quite sure yet, but they may move there. Mr. Zuperku inquired if they should discuss limiting where a house could be built. Planner Leto noted that she believed it was outside of their authority to do so. Mr. Stanelle commented that this was what they had in mind after the previous meeting where the applicant proposed 3-lots. Planner Leto noted that she had received an updated CSM that met all town staff comments.

Motion by Mr. Stanelle to recommend approval of a 2-lot preliminary Certified Survey Map located at 21360 Davidson Road as presented.

Seconded by Mr. Probst.

Further Discussion:

Chairman Henderson stated that if they decided to remove the house, the CSM should be modified to a straight line, rather than the proposed jog.

Motion carried unanimously.

- c. Review and possible action on a request for a Conditional Use for Johnson Financial Group to construct a financial institution at 17740 W. Bluemound Road. Bluemound Enterprises Limited Partnership (owner), Eric Ohlfs (applicant).

The planner gave an overview in accordance with the staff report. Chairman Henderson asked if the building was going to be moved four feet to the west, whether there would still be enough room for cars to get through the by-pass lane. Planner Leto responded that yes, there was. In addition, the Assistant Chief D'Amico had reviewed the clearance heights of the canopy and the drive aisle widths and did not foresee any issues with maneuvering their vehicles.

Motion by Mr. Stanelle to recommend approval for a Conditional Use for Johnson Financial Group to construct a financial institution with a drive-thru located at 17740 W. Bluemound Road as presented.

Seconded by Mr. Probst.

Further Discussion: None.

Motion carried unanimously.

- d. Review and possible action on Preliminary and Final Approval for Johnson Financial Group to construct a financial institution at 17740 W. Bluemound Road. Bluemound Enterprises Limited Partnership (owner), Eric Ohlfs (applicant).

Planner Leto gave an overview in accordance with the staff report. She discussed the lighting recommendations of the ARC, pointing out that a condition had to be added to address this. Landscaping recommendations by Strand and approval of the sign package by the ARC were also discussed.

Motion by Mr. Probst to recommend Preliminary and Final Approval for Johnson Financial Group to construct a financial institution at 17740 W. Bluemound Road as presented, subject to the following conditions:

1. A revised sign rendering for the approved monument sign shall be submitted that increased the address numeral letter height to 8 inches.
2. The revised landscaping plan shall be prepared and submitted to incorporate the additional recommendations prepared by the Town Engineer.
3. Site landscaping around the building and parking areas shall be implemented as proposed on the final plans. Financial assurance may be collected in a form acceptable to the Town Attorney to ensure all required landscaping is implemented and maintained for a period of time approved by the Town Board.
4. All proposed DSX1 fixtures shall have an external glare shield component added to reduce horizontal glare.
5. The Town Attorney shall review and approve the stormwater maintenance plan and agreement for all proposed stormwater infrastructure, prior to recordation in the Register of Deeds.
6. A non-annexation agreement prepared by the Town Attorney shall be signed in front of a notary by the owner of the property and returned to the Town of Brookfield for recordation in the Waukesha County Register of Deeds.
7. A Conditional Use Order shall be prepared by town staff, signed by the owner and town and recorded in the Register of Deeds, prior to an Occupancy Permit being issued.
8. A condominium plat shall be submitted for internal review by the Town staff to ensure it does not interfere with site plans, utility plans or existing or proposed easements.
9. Minor deviations from the submitted final plans are subject to the Town Planner for review and approval so long as they are consistent with the overall design intent discussed and/or to address engineering, utility, planning, building inspection or fire department comments. If the plan modifications are not considered minor per the Town Planner, a revised application shall be submitted and a review process shall ensue per Section 17.02(7).

Seconded by Mr. Stanelle.

Further Discussion: None.

Motion carried unanimously.

- e. Preliminary and Final Approval for Restoration Hardware located in The West End, 20351 W. Bluemound Road. Newfield Holdings, LLC, Robert Gould (applicant); IM Property Investments (USA) LLC (owner).

Planner Leto gave an overview in accordance with the staff report. The Plan Commission noted that the like the architecture and were surprised such minimal signage was being proposed. A representative from Restoration Hardware spoke, noting this is their first building of a new prototype, which will display their latest furniture designs. Mr. Probst asked the hours of operation. Mr. Stanelle asked if you could just go to the restaurant if you were not buying furniture. The applicant said yes, and explained the restaurant was part of the experience. They will be introducing pizza at this location, similar to their store in Milan. He noted that most RH's have restaurants, but not all of them.

Motion by Ms. Monet to recommend Conceptual, Preliminary and Final Approval for Restoration Hardware in The West End, located at 20351 W. Bluemound Road as presented, subject to the following conditions:

Seconded by Mr. Zuperku.

Further discussion: None.

Motion carried unanimously.

- f. Review and possible action on a Preliminary Certified Survey Map for The West End, located west of The Corners of Brookfield, Tax Key Nos. BKFT1123.960-.965; BKFT1123.976.001, .004, .005. IM Properties, Robert Gould (applicant), Newfield Holdings LLC and Brookfield Corners LLC (owners).

Planner Leto gave an overview in accordance with the staff report. The Commission, applicant and Planner discussed the complications surrounding the CSM, condo plats and road discontinuance. The applicant explained the initial set up of the condominium plats and the agreements and the reasons why they needed to be modified.

Motion by Mr. Stanelle to recommend approval on a Certified Survey Map for The West End, located west of The Corners of Brookfield, Tax key Nos. BKFT1123.960-964; BKFT1123.976.001, .004, .005 as presented, subject to all staff comments being met.

Seconded by Ms. Monet.

Further discussion: None.

Motion carried unanimously.

8) COMMUNICATION AND ANNOUNCEMENTS

- a. Next Plan Commission meeting: September 22, 2026 at 7:00 pm.

Planner Leto noted a possible meeting on September 15, prior to the Town Board meeting. The Commission discussed their general availability for September.

9) ADJOURN

Motion by Mr. Stanelle to adjourn at 8:07 pm.

Seconded by Mr. Probst.

Motion Passed Unanimously.

Respectfully submitted,
Rebekah Leto – Town Planner

TOWN OF BROOKFIELD
JOINT PUBLIC HEARING

August 25, 2026

PUBLIC HEARING TO RECEIVE COMMENT ON A CONDITIONAL USE PERMIT TO
CONSTRUCT A FINANCIAL INSTITUTION WITH A DRIVE-THRU FOR JOHNSON
FINANCIAL GROUP, LOCATED AT 17740 W. BLUEMOUND ROAD.

The Joint Public Hearing with the Plan Commission and Town Board was held on Tuesday, August 28, 2026.

CALL TO ORDER

Town Board Chairman Keith Henderson called the meeting to order at 7:00 pm. Also in attendance were Town Board Supervisors John Charlier, Steve Kohlmann, Matt Paris, Ryan Stanelle; Plan Commissioners Len Smeltzer, Tim Probst, Dan Zuperku, Malia Monet and Town Planner Rebekah Leto. Jeremy Watson was excused.

CONFIRMATION OF MEETING NOTICE

Town Planner Rebekah Leto reported that the meeting notice was published, mailed out, posted to the website in accordance with the law.

NOTICE OF HEARING AND PUBLIC COMMENTS

Chairman Henderson read the attached Notice of Hearing into the record and opened the Hearing for any public comments.

Planner Leto gave an overview of the requested for a financial institution with a drive-thru, noting the requirements were that the drive thru lane contain a waiting area for four vehicles.

No public comment was heard.

The public hearing was closed at 7:02 pm.

Submitted by:

Rebekah Leto, Town Planner

TOWN OF BROOKFIELD
JOINT PUBLIC HEARING

August 25, 2026

PUBLIC HEARING TO RECEIVE COMMENT TO CONSIDER TEXT AMENDMENTS TO CHAPTER 17 OF THE TOWN OF BROOKFIELD ZONING CODE REGARDING VEHICLE SALE USES.

The Joint Public Hearing with the Plan Commission and Town Board was held on Tuesday, August 28, 2026.

CALL TO ORDER

Town Board Chairman Keith Henderson called the meeting to order at 7:02 pm. Also in attendance were Town Board Supervisors John Charlier, Steve Kohlmann, Matt Paris, Ryan Stanelle; Plan Commissioners Len Smeltzer, Tim Probst, Dan Zuperku, Malia Monet and Town Planner Rebekah Leto. Jeremy Watson was excused.

CONFIRMATION OF MEETING NOTICE

Town Planner Rebekah Leto reported that the meeting notice was published, mailed out, posted to the website in accordance with the law.

NOTICE OF HEARING AND PUBLIC COMMENTS

Chairman Henderson read the attached Notice of Hearing into the record and opened the Hearing for any public comments.

Planner Leto gave an overview of the draft text amendments, noting the changes made by Attorney Van Kleunen.

No public comment was heard.

The public hearing was closed at 7:05 pm.

Submitted by:

Rebekah Leto, Town Planner



TOWN OF BROOKFIELD STAFF REPORT

TO: Town of Brookfield Plan Commission

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: September 15, 2026

RE: Site Plan/Plan of Operation Change for **Famous Meats**, located at 19035 W. Bluemound Road, Unit 5

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.

Property owner: Brooktown Plaza LLC, c/o Gary Storts

Applicant/Operator: Lalitha Keerthipati

Business Name: Famous Meats

Zoning: B-2 Limited General Business District

Project Description and Use

Brooktown Plaza is multi-tenant shopping complex that includes two specialty grocery stores, a nail salon, dry cleaner, a restaurant and other retail spaces. The subject unit was previously a cigar shop. The proposed use is a meat and seafood butcher shop call Famous Meats, which will offer products such as chicken, fish, goat meat and other specialty butcher products. Employees will cut, trim, portion and package meat and seafood for customers. There will also be refrigerated and frozen display cases of pre-packaged foods. Additional retail items will be sold such as spices, sauces and marinades. No restaurant use is proposed so customer traffic is considered consistent with surrounding businesses. There are other locations of this franchise in Michigan and Naperville, IL. The change of use triggers a Site Plan and Plan of Operation review.

No exterior changes are proposed, including lighting, landscaping or grading. No outdoor storage is proposed. Signage will be proposed at a later date.

Building and Floor Plan

The unit is approximately 1,200 sq. ft. The space will be internally remodeled and will have a small customer area with display coolers for meat and fish. The remainder of the space is kitchen and prep space, cooler, freezer, office and a public bathroom.

Loading and Unloading: Delivery trucks will park on the side of the building and will be delivered via hand truck through the back hall in the rear of the building. Deliveries are expected once per week.

Employees: Three (3) employees.

Hours of Operation:

Monday-Thursday, 11:00 am – 9:00 pm

Friday-Sunday 9:00 am – 10:00 pm

Parking:

There are between 122 and 165 spaces on site, using information from a broker listing and the original site plan on file at the Town, respectively. Considering the types of uses within this building are generally quicker trips, there appears to be ample parking available. This specific use would require approximately 8 spaces on its own; less if you were to only utilize the square footage of the customer sales and service area as per the zoning code. However, that information was not provided to calculate the exact number of spaces required.

Dumpster: The applicant is proposing to use the existing dumpster on site. Additional receptacles will be added, if needed.

Staff Recommendation

Staff recommends **approval** of the Site Plan/Plan of Operation (Conceptual/Preliminary/Final) for Famous Meats, located at 10935 W. Bluemound Road, Unit 5, subject to the following conditions:

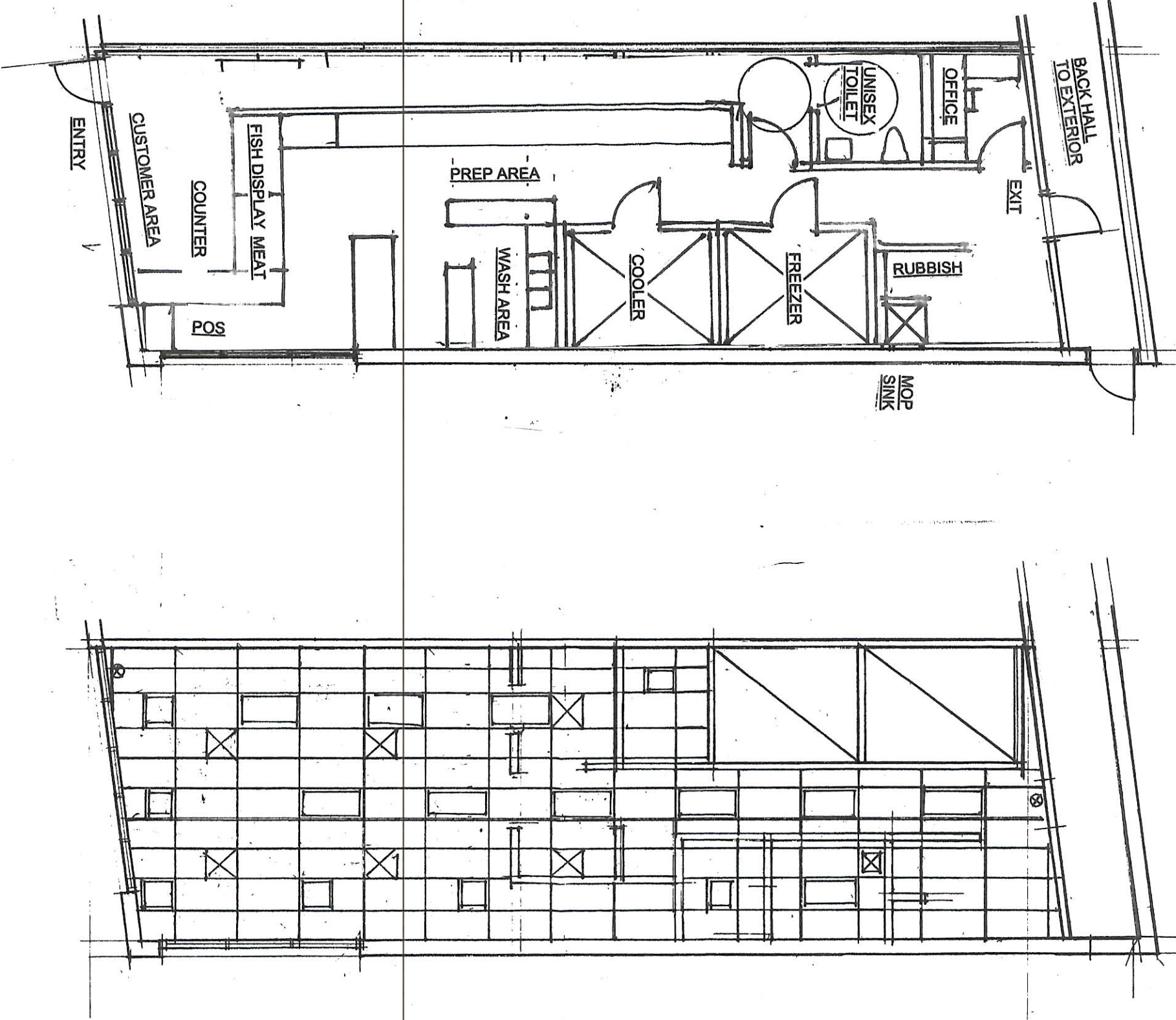
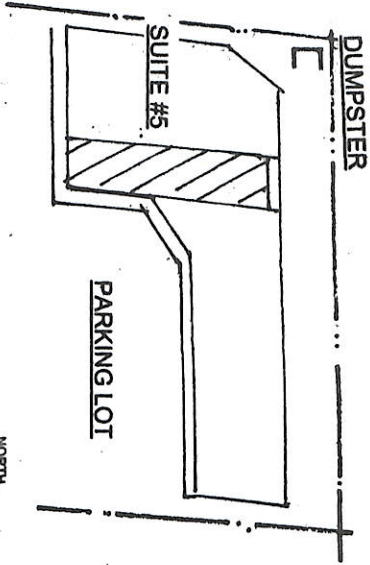
1. A Permit from the Waukesha County Environmental Health Division shall be provided to the Town Planner prior to Occupancy being granted.
2. All required town permits shall be obtained, including a Building Permit and Occupancy Permits for Building and Fire Inspection.

Michael Peine Architects
Commercial - Industrial
Design/Build Partnering

4617 N. Lombard Ave.
Wauwatosa, WI 53211
(414) 332-1788 Fax
(414) 332-1788 Pbx

MPEINR54@ICL.OUD.COM

OWNER:
REJU KEERTHIPATI, SRI GAYATHRI FOODS
19038 W BLUEMOUND RD #12
TOWN OF BROOKFIELD, WI, 53045
262-271-6888
CONTACT@SRGAYATHRIFOODS.COM



FAMOUS MEATS

BUTCHER SHOP: MEATS AND FISH
19038 W BLUEMOUND, SUITE 5
TOWN OF BROOKFIELD, WI 53045

REVISIONS

DRAWN

SCA

CHECKED

MAP

DATE

AUGUST 28th, 2026

SCALE

JOB NO.

SHEET DESCRIPTION

ARCHITECTURAL FLOOR PLAN

SHEET NUMBER

TENANT FLOOR PLAN

SCALE 1/8"=1'-0"



REFLECTED CEILING PLAN

SCALE 1/8"=1'-0"



A-111



TOWN OF BROOKFIELD STAFF REPORT

TO: Town of Brookfield Town Board and Plan Commission

FROM: Rebekah Leto, AICP, Town Planner

MEETING DATE: September 15, 2026

RE: Ordinance to amend the Conditional Use Standards for Vehicle Sales Uses

In March 2026, the Town Board considered whether the existing one-mile separation requirement for automobile sales and related uses should be modified. The discussion arose from an existing business seeking to relocate within the Town, where the current ordinance would prohibit the proposed location due to the one-mile separation requirement. Draft ordinance amendments were initially discussed that would allow the business to proceed; however, the Town Board indicated that it may be appropriate to evaluate the broader ordinance and consider whether such uses should be permitted in additional locations throughout the Town, subject to appropriate standards and safeguards.

Vehicle sales, service, and repair uses currently require approval of a Conditional Use Permit (CUP) in the B-2 District. The only specific conditional use standard is as follows:

"Automotive, marine, and aircraft sales, service, repair, and storage facilities in the B-2 Business District, provided that there shall be not more than two automotive facilities or two marine facilities or two aircraft facilities in a one-mile radius."

Historically, the Town has maintained the separation requirement as a means of preserving the character of the Town's commercial corridors, particularly along West Bluemound Road, and to avoid an overconcentration of automobile-oriented uses. However, given changing market conditions, the number of commercial properties available for redevelopment, and the types of business inquiries being received by staff, it may be appropriate to modernize the ordinance by regulating the physical impacts of these uses through design and operational standards in addition to property location and size requirements.

In 2017, the Wisconsin Legislature adopted 2017 Wisconsin Act 67, which significantly changed the administration of conditional use permits. Under Act 67, a conditional use permit must be approved if the applicant demonstrates compliance with the standards established in the zoning ordinance and any conditions imposed by the municipality. As a result, conditional use permit standards should be objective, measurable, and related to identifiable land use impacts. General concerns regarding market competition, business saturation, or subjective determinations regarding the desirability of a particular use are increasingly difficult to rely upon as a basis for denial.

After consideration discussion, the Town would like to continue protecting the Bluemound corridor from additional automobile uses. However, it has been expressed that there may be some opportunity around the I-94/U.S.H 18 interchange for limited expansion of automobile uses. The enclosed map

shows the buffer area surrounding the interchange with properties that are 5 acres or more, in accordance with the proposed standards.

The enclosed draft ordinance defines property characteristics where automobile sales may be appropriate and adds site design, operational, landscaping, lighting, buffering, pedestrian circulation, and vehicle display standards. The intent of these standards is to ensure that future vehicle sales uses are compatible with surrounding development, maintain the visual character of the Town's commercial corridors, avoid impacts on adjacent residential properties, and provide clear and measurable review criteria consistent with the requirements of Act 67.

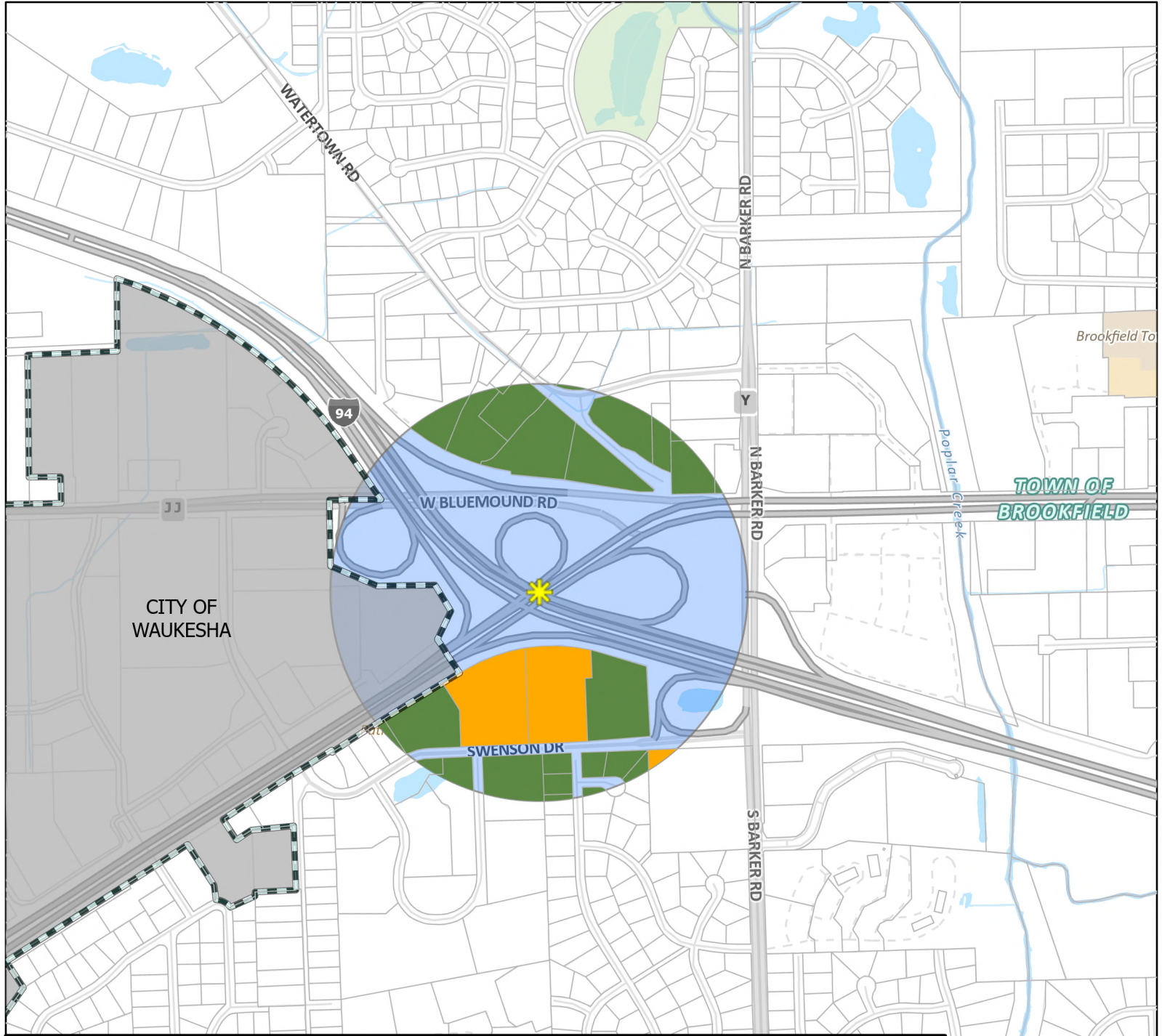
The proposed standards focus on:

- Access and frontage requirements to ensure such uses are located on appropriate roadway classifications;
- Screening regulations;
- Location and design of service and repair operations;
- Enhanced lighting standards to reduce glare and impacts on neighboring properties;
- Enhanced landscaping requirements
- Regulation of vehicle display areas and parking layouts; and
- Pedestrian access between customer parking areas and principal buildings.

Collectively, these standards shift the Town's regulatory approach from one based primarily on separation distances to one based on site design, operational performance, and compatibility with surrounding land uses. Staff believes this approach provides greater flexibility for property owners while preserving the appearance and character of the Town's commercial corridors and establishing objective review criteria that are more consistent with current state law. The Conditional Use requirement will remain in place and will continue to allow a case-by-case review guided by these standards.

Enclosures: Map

Redlined draft Ordinance
Clean draft Ordinance

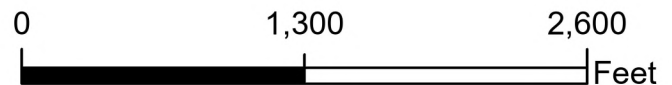


Town of Brookfield

Properties within 1/4 mile of I94 and Bluemound Rd

Legend

- | | |
|------------------------------------|---------------------------|
| Tax Parcel | 1/4 Mile Radius Buffer |
| Civil Divisions | Major Transportation Node |
| >5 Acre Properties Within 1/4 Mile | Railroads |
| All Properties Within 1/4 Mile | Water Stream Line |
| | Water Body Area |



Ord. No.: _____

**ORDINANCE REPEALING AND RECREATING SECTION 17.02(14)(b).4.a. AND
CREATING SECTION 17.02(14)(b).4.j. OF THE MUNICIPAL CODE OF THE TOWN
OF BROOKFIELD**

NOW THEREFORE, the Town Board of the Town of Brookfield, Wisconsin does ordain
as follows:

SECTION 1: Section 17.02(14)(b)4.a of the Town Code is hereby repealed and recreated
as follows:

- a. Marine and aircraft sales, and related service or repair facilities, and storage facilities and new or used automobile, motorcycle, moped, snowmobile, all-terrain vehicles, utility terrain vehicles, recreational vehicles, trailers and similar vehicles service or repair facilities and, or storage facilities in the B-2 Limited General Business District, provided that there shall be not more than two automotive facilities or two marine facilities or two aircraft facilities in a one-mile radius. See Section 17.02(14)(b)4.j for automobile sales and other similar vehicles.

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SECTION 2: Section 17.02(14)(b)4.j of the Town Code is hereby created as follows:

- i. Use description: A business engaged in: Vehicle sales facility in B-2 Limited General Business District, which may include the display, sale, lease, rental, exchange, or brokerage of new or used motor vehicles, including automobiles, motorcycles, mopeds, snowmobiles, all-terrain vehicles, utility terrain vehicles, recreational vehicles, trailers, and similar vehicles. The use may also include outdoor vehicle display areas and accessory vehicle servicing, repair, detailing, inspection, and preparation activities conducted in conjunction with and subordinate to the principal vehicle sales operation-facility operation.
A vehicle sales facility shall be subject to the following regulations:
- ii. Permitted Zoning District(s): B-2 Limited General Business District.
- iii. Location and Area Requirements:
- The lot shall be located within ¼ mile of an interstate United States highway interchange.
 - The lot shall not be located on a property adjacent to a residentially zoned district.
 - Minimum lot size shall be five acres.
 - The lot shall have frontage and access from a principal arterial, minor arterial or major collector roadway. The minimum street frontage requirement is 100 feet.

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- e. No more than three ~~(3) Vehicle Sales uses~~ vehicle sales facilities shall be permitted within a one-mile radius of the subject parcel, even if Section 17.02(14)(b)4.j.i.a., through d. are met.
- ~~iv-ii.~~ Outdoor storage is prohibited, except for a designated area for vehicles awaiting service or repair as shown on an approved site plan. Vehicles displayed for sale are not considered outdoor storage.
- ~~v-iii.~~ Mechanical equipment, refuse collection areas, and utility equipment visible from a public street shall be screened through a combination of landscaping, walls, fencing, or architectural treatments compatible with the principal building.
- ~~vi-iv.~~ Service and repair standards. Vehicle service and repair operations shall be located in an enclosed building located to the side or rear of the principal building.
- ~~a. Service and repair operations shall be located to the side or rear of the principal building.~~
- ~~b. All vehicle repair and maintenance activities shall occur within an enclosed building.~~
- ~~vii-v.~~ Lighting. ~~All~~ The operator shall comply with all requirements of Section 17.02(6)(9a)(15) ~~shall be complied with,~~ in addition to the following:
- a. A photometric plan is required that includes fixture locations, fixture type, pole heights, initial foot-candles (fc) and property line readings.
- b. Exterior lighting fixtures shall not exceed 4000 Kelvin correlated color temperature (CCT), ~~unless otherwise approved by the Plan Commission based upon a photometric analysis demonstrating no adverse impact on adjacent properties.~~
- c. Pole height shall not exceed 25 ft., ~~or 18 ft. if feet,~~ except that if a pole is located within 300 feet of a residential district, such pole shall not exceed a height of 18 feet.
- d. ~~Between 11:00 p.m. and 6:00 a.m.~~ Lighting the following day, lighting not required for security, surveillance, pedestrian safety, vehicular circulation, or building entrances shall be reduced ~~by at least~~ to no more than 50% ~~between 11:00 p.m. of the lighting's capable brightness, and 6:00 a.m.~~
- ~~viii-vi.~~ Landscaping design requirements.
- a. Landscape buffer. A landscaping buffer of at least 20 feet in width shall be located between the right-of-way and display vehicles ~~for a minimum of 20 ft.~~ The landscaping buffer shall include all of the following:
1. One deciduous canopy tree for each ~~forty (40)~~ linear feet of street frontage or fraction thereof.
 2. Shrub groupings, ornamental grasses, perennial plantings, berms, or a combination thereof ~~are~~ sufficient to soften views of vehicle display areas.
 3. Existing mature vegetation may be credited toward compliance where preserved.
 4. The ~~plan commission~~ Plan Commission may consider, but ~~are~~ is not obligated, to reduce one ~~street yard~~ landscape buffer if the lot contains double frontage on a street.
- b. Foundation landscaping. Foundation landscaping shall be installed along the street-facing facades of the principal building. Foundation planting areas shall be a minimum of five ~~(5)~~ feet in width and shall contain a combination of shrubs, ornamental grasses, perennials, or other approved plant materials.

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- Foundation landscaping shall be designed to soften the appearance of building walls and screen utility equipment ~~where practicable~~.
- c. Vehicle display area landscaping. Landscape islands shall be distributed throughout vehicle display and parking areas to interrupt large expanses of pavement and vehicle display.
1. A minimum of five percent ~~(5%)~~ of all vehicle display, parking, and ~~circulation areas~~ drive aisles shall be landscaped.
 2. Landscape islands shall be provided at the ends of parking rows and display rows.
 3. No uninterrupted row of vehicle display spaces shall exceed twenty spaces without a landscape island.
 4. One ~~(1)~~ canopy tree shall be provided on the property for every 10 vehicle display spaces.
- d. Preservation of Existing Vegetation. Existing mature trees and natural vegetation shall be retained where feasible and may be credited toward required landscaping quantities, subject to approval by the Plan Commission.
- ~~ix.vii.~~ Parking and Vehicle Display ~~vehicle display~~ area requirements.
- a. Vehicles shall only be displayed in designated areas approved by the Plan Commission. ~~Displaying of vehicles is prohibited in~~ Except for the required ~~landscaped~~ landscape buffer area and vision corner triangles ~~but, vehicles~~ may be ~~located~~ displayed within the front setback area.
- b. Maximum display frontage. Vehicle display areas shall occupy no more than 70% of the ~~site's~~ slot's frontage along a roadway. The ~~plan commission~~ Plan Commission may consider, but ~~are~~ is not obligated, to reduce or waive this requirement for one lot line that abuts a roadway if the lot contains double frontage.
- c. Parking spaces shall be provided as follows:
1. Customer and employee parking: ~~one~~ space per 600 ~~sq. ft.~~ square feet of showroom/office space.
 2. Service staging: ~~three~~ spaces per service bay.
 3. The Plan Commission may reduce or increase the required parking upon receipt of a parking demand study: submitted by the operator.
- d. Parking of any vehicle, whether displayed or for customer or employee parking, shall be a minimum of 10 feet from all property lines.
- e. Vehicle display height. ~~Vehicles~~ No part of a vehicle displayed for sale, lease, or promotional purposes shall ~~not~~ be elevated more than six ~~(6)~~ feet above the adjacent finished grade. The use of towers, pedestals, platforms, ramps, stacked display structures, or similar devices for the purpose of elevating vehicles above ~~this~~ the maximum display height is prohibited.
- ~~*.viii.~~ Pedestrian design. A designated pedestrian walkway from the customer parking area to the showroom is required. The pedestrian walkway shall be physically distinguished from adjacent vehicle circulation areas through striping, decorative pavement, raised walkways, or similar treatment.
- ~~xi.~~ If any provisions of Section X conflict with other provisions of the Town Code, the more restrictive shall apply, unless otherwise approved by the Plan Commission. The Plan Commission may flex any design standard to a minimum degree necessary in the event the

~~applicant demonstrates that a provision cannot be complied with due to circumstances unrelated to the site design.~~

~~ix.~~ The operator shall obtain a motor vehicle dealer license from the Wisconsin Department of Transportation and maintain such license for the life of the use ~~or until the state no longer requires such license.~~ A copy of said license shall be submitted to the Town for its records, prior to ~~Occupancy~~ issuance of an occupancy permit.

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SECTION 3: All other provisions of the Town Code shall remain in full force and effect.

~~SECTION 4:~~ All ordinances or parts of this ordinance conflicting or contravening the provisions of this ordinance are hereby repealed.

SECTION 54: This ordinance shall take effect upon passage and posting or publication as provided by law.

PASSED AND ADOPTED by the Town Board of the Town of Brookfield, Waukesha County, Wisconsin this _____, day of _____, 2026.

BY: _____
KEITH HENDERSON, Chairman

BY: _____
STEVE KOHLMANN, Supervisor

BY: _____
JOHN CHARLIER, Supervisor

BY: _____
MATTHEW PARIS, Supervisor

BY: _____
RYAN STANELLE, Supervisor

ATTEST: _____
Emily Howells, Clerk

Ord. No.: _____

**ORDINANCE REPEALING AND RECREATING SECTION 17.02(14)(b).4.a. AND
CREATING SECTION 17.02(14)(b).4.j. OF THE MUNICIPAL CODE OF THE TOWN
OF BROOKFIELD**

NOW THEREFORE, the Town Board of the Town of Brookfield, Wisconsin does ordain
as follows:

SECTION 1: Section 17.02(14)(b)4.a of the Town Code is hereby repealed and recreated
as follows:

- a. Marine and aircraft sales, and related service, repair, or storage facilities in the B-2 Limited General Business District, provided that there shall be not more than two marine facilities or two aircraft facilities in a one-mile radius.

SECTION 2: Section 17.02(14)(b)4.j of the Town Code is hereby created as follows:

- j. Vehicle sales facility in B-2 Limited General Business District, which may include the display, sale, lease, rental, exchange, or brokerage of new or used motor vehicles, including automobiles, motorcycles, mopeds, snowmobiles, all-terrain vehicles, utility terrain vehicles, recreational vehicles, trailers, and similar vehicles. The use may also include outdoor vehicle display areas and accessory vehicle servicing, repair, detailing, inspection, and preparation activities conducted in conjunction with and subordinate to the principal vehicle sales facility operation. A vehicle sales facility shall be subject to the following regulations:
 - i. Location and Area Requirements:
 - a. The lot shall be located within ¼ mile of a United States highway interchange.
 - b. The lot shall not be located on a property adjacent to a residentially zoned district.
 - c. Minimum lot size shall be five acres.
 - d. The lot shall have frontage and access from a principal arterial, minor arterial or major collector roadway. The minimum street frontage requirement is 100 feet.
 - e. No more than three vehicle sales facilities shall be permitted within a one-mile radius of the subject parcel, even if Section 17.02(14)(b)4.j.i.a. through d. are met.
 - ii. Outdoor storage is prohibited, except for a designated area for vehicles awaiting service or repair as shown on an approved site plan. Vehicles displayed for sale are not considered outdoor storage.

- iii. Mechanical equipment, refuse collection areas, and utility equipment visible from a public street shall be screened through a combination of landscaping, walls, fencing, or architectural treatments compatible with the principal building.
- iv. Service and repair standards. Vehicle service and repair operations shall be located in an enclosed building located to the side or rear of the principal building.
- v. Lighting. The operator shall comply with all requirements of Section 17.02(6)(9a)(15), in addition to the following:
 - a. A photometric plan is required that includes fixture locations, fixture type, pole heights, initial foot-candles (fc) and property line readings.
 - b. Exterior lighting fixtures shall not exceed 4000 Kelvin correlated color temperature (CCT).
 - c. Pole height shall not exceed 25 feet, except that if a pole is located within 300 feet of a residential district, such pole shall not exceed a height of 18 feet.
 - d. Between 11:00 p.m. and 6:00 a.m. the following day, lighting not required for security, surveillance, pedestrian safety, vehicular circulation, or building entrances shall be reduced to no more than 50% of the lighting's capable brightness.
- vi. Landscaping design requirements.
 - a. Landscape buffer. A landscaping buffer of at least 20 feet in width shall be located between the right-of-way and display vehicles. The landscaping buffer shall include all of the following:
 - 1. One deciduous canopy tree for each 40 linear feet of street frontage or fraction thereof.
 - 2. Shrub groupings, ornamental grasses, perennial plantings, berms, or a combination thereof sufficient to soften views of vehicle display areas.
 - 3. Existing mature vegetation may be credited toward compliance where preserved.
 - 4. The Plan Commission may consider, but is not obligated, to reduce one landscape buffer if the lot contains double frontage on a street.
 - b. Foundation landscaping. Foundation landscaping shall be installed along the street-facing facades of the principal building. Foundation planting areas shall be a minimum of five feet in width and shall contain a combination of shrubs, ornamental grasses, perennials, or other approved plant materials. Foundation landscaping shall be designed to soften the appearance of building walls and screen utility equipment.
 - c. Vehicle display area landscaping. Landscape islands shall be distributed throughout vehicle display and parking areas to interrupt large expanses of pavement and vehicle display.
 - 1. A minimum of five percent of all vehicle display, parking, and drive aisles shall be landscaped.
 - 2. Landscape islands shall be provided at the ends of parking rows and display rows.
 - 3. No uninterrupted row of vehicle display spaces shall exceed twenty spaces without a landscape island.
 - 4. One canopy tree shall be provided on the property for every 10 vehicle display spaces.

- d. Preservation of Existing Vegetation. Existing mature trees and natural vegetation shall be retained where feasible and may be credited toward required landscaping quantities, subject to approval by the Plan Commission.
- vii. Parking and vehicle display area requirements.
 - a. Vehicles shall only be displayed in designated areas approved by the Plan Commission. Except for the required landscape buffer area and vision corner triangles, vehicles may be displayed within the front setback area.
 - b. Maximum display frontage. Vehicle display areas shall occupy no more than 70% of the lot's frontage along a roadway. The Plan Commission may consider, but is not obligated, to reduce or waive this requirement for one lot line that abuts a roadway if the lot contains double frontage.
 - c. Parking spaces shall be provided as follows:
 - 1. Customer and employee parking: one space per 600 square feet of showroom/office space.
 - 2. Service staging: three spaces per service bay.
 - 3. The Plan Commission may reduce or increase the required parking upon receipt of a parking demand study submitted by the operator.
 - d. Parking of any vehicle, whether displayed or for customer or employee parking, shall be a minimum of 10 feet from all property lines.
 - e. Vehicle display height. No part of a vehicle displayed for sale, lease, or promotional purposes shall be elevated more than six feet above the adjacent finished grade. The use of towers, pedestals, platforms, ramps, stacked display structures, or similar devices for the purpose of elevating vehicles above the maximum display height is prohibited.
- viii. Pedestrian design. A designated pedestrian walkway from the customer parking area to the showroom is required. The pedestrian walkway shall be physically distinguished from adjacent vehicle circulation areas through striping, decorative pavement, raised walkways, or similar treatment.
- ix. The operator shall obtain a motor vehicle dealer license from the Wisconsin Department of Transportation and maintain such license for the life of the use. A copy of said license shall be submitted to the Town for its records, prior to issuance of an occupancy permit.

SECTION 3: All other provisions of the Town Code shall remain in full force and effect.

All ordinances or parts of this ordinance conflicting or contravening the provisions of this ordinance are hereby repealed.

SECTION 4: This ordinance shall take effect upon passage and posting or publication as provided by law.

PASSED AND ADOPTED by the Town Board of the Town of Brookfield, Waukesha
County, Wisconsin this _____, day of _____, 2026.

BY: _____
KEITH HENDERSON, Chairman

BY: _____
STEVE KOHLMANN, Supervisor

BY: _____
JOHN CHARLIER, Supervisor

BY: _____
MATTHEW PARIS, Supervisor

BY: _____
RYAN STANELLE, Supervisor

ATTEST: _____
Emily Howells, Clerk