

TOWN OF BROOKFIELD  
JOINT PUBLIC HEARING

June 24, 2025

PUBLIC HEARING TO RECEIVE COMMENT ON A REQUEST BY JORDAN JACKSON (THE SANDTRAP LLC) FOR A CONDITIONAL USE PERMIT REQUEST FOR A GOLF SIMULATOR BUSINESS LOCATED AT 17800 WEST BLUEMOUND ROAD.

The Joint Public Hearing with the Plan Commission and Town Board was held on Tuesday, June 24, 2025.

**CALL TO ORDER**

Town Board Supervisor Ryan Stanelle called the meeting to order at 7:00pm. Also in attendance were Town Board Supervisors John Charlier, Steve Kohlmann, Plan Commissioners Kevin Riordan, Len Smeltzer, Dan Zuperku; and Town Planner Bryce Hembrook.

**CONFIRMATION OF MEETING NOTICE**

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

**NOTICE OF HEARING**

Supervisor Stanelle read the attached Notice of Hearing into the record.

Planner Hembrook gave an overview of the proposed business, and reported that a golf simulator is considered a commercial recreation facility, which is a conditional use in non-residential districts. The entrance is on the north side, lower level. Applicant is proposing two phases, with the first phase being 4,500 square and including 3 golf simulator bays, a bar area, 1-2 pool tables, dart boards, retail golf shop, bathrooms, golf instructions, and hosting events. Phase Two is planned for an expansion of 4,500, for a total of up to 9,000 square feet. That space would potentially be used for a turfed indoor recreation space with corn hole lanes, picnic style seating, a small putting green, space for larger tournaments and league events, and potentially hosting competitions, themed nights and family-friendly activities. Hours of operation are proposed to be Monday – Thursday, 12:00pm – 10:00pm; Friday and Saturday 12:00pm – 12:00am; Sunday 10:00am – 8:00pm. Parking requirements are met. Hembrook showed a potential floor plan. Supervisor Kohlmann asked where the bathrooms are located. Jordan Jackson responded that they are still working with the architect to finalize where the bathrooms will be located and ADA accessible.

**PUBLIC COMMENTS**

Supervisor Stanelle opened the Hearing for any public comments.

Susan Puhek of the Brookview Condos on Wisconsin Avenue is concerned with Phase Two and outside picnic areas, especially if it is open until midnight.

Mr. Jackson clarified that the picnic area is all indoors in a turfed area. Everything will be contained within the building. He further stated that the garage door in the plan would not be open very often. The midnight hours on the weekends is subject to change to an earlier closing.

**ADJOURN**

There being no further comment, Supervisor Stanelle closed the Public Hearing at 7:12pm.

Submitted by:

Bryce Hembrook, AICP Town Planner

RL/lr