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 The FREEMAN

Brookfield & Elm Grove

THIS MONTH

SEPTEMBER 2022

Former Boston Store to be razed for possible apartments, other uses

Department store and parking lot have been vacant since 2018

By Karen Pilarski
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262-513-2657

Thomas Irgens, the firm's executive vice president, said the current concept is flexible and is just one idea.

"The plan has a medical office, a six-story 170,000-square-foot office building, placeholders for a possible hotel, apartment, or another office building or hotel. There are many different permutations," Irgens said.

See **STORE**, PAGE 3



Courtesy of Kahler Slater/Irgens

Irgens released preliminary plans for the 16-acre former Boston Store site at Brookfield Square mall. The plans could possibly include apartments, hotel, office space and other uses.

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Coming up in The FREEMAN

► Continuing coverage of development projects in the Brookfield area

► Mark Belling opinion column every Wednesday

► Comprehensive coverage of local high school fall sports

► Sports columns and stories by veteran local writer Chuck Delsman

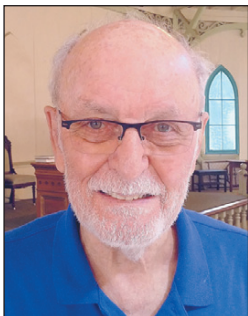
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Elmbrook Church pastor Stuart Briscoe remembered

By Dave Fidlin
Special to The Freeman



Stuart Briscoe

TOWN OF BROOKFIELD — For nearly three-quarters of a century, Stuart Briscoe had been a preacher in one form or another. He visited all corners of the globe, but his presence was most prevalent at Elmbrook Church. Briscoe, who was senior pastor of Elmbrook for three decades, died Aug. 3 at age 91. He presided over the non-denominational church, one of the

largest in Wisconsin, during a span of time where regular weekly attendance increased from 300 people in 1970 to 7,000 people in 2000.

While Briscoe retired from full-time ministry at Elmbrook more than two decades ago, he maintained close ties with the church in the subsequent years, guest preaching on multiple occasions. Briscoe also shared the Gospel across the globe with Jill, his wife of 64 years, and had a pivotal role in Telling the Truth, the media out-

reach ministry created early in his tenure at Elmbrook.

At Elmbrook's Sunday service, the first held since Briscoe's passing, Teaching Pastor Mel Lawrenz addressed the congregation.

"In an age of confusion, Stuart gave us a clear vision of reality," Lawrenz said. "In times of duplicity, Stuart demonstrated impeccable character and integrity."

See **BRISCOE**, PAGE 3



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Castlecade, family amusement center, opens in Brookfield Square

Owner was previously an arcade technician at now-defunct Aladdin’s Castle

By Karen Pilarski
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262-513-2657

BROOKFIELD — A new arcade, Castlecade, has opened inside Brookfield Square Mall. All Castle Games (A.C. Games) is a family-owned amusement operator founded in 2010 by Sean and Sarah Mc Dermott. Mc Dermott described the Brookfield location as a traditional amusement space. There are also locations in East Towne Mall and West Towne Mall in Madison.

“You got your video games, prize machines ... we are trying to give something that people haven’t seen in awhile and try to do a bit of everything for everybody,” Sean Mc Dermott said.

The space is designed for parents or couples shopping. If a significant other or a child doesn’t want to go shopping they can go to the arcade. There are nostalgic pieces such as Galaga, which is a shooter arcade video game developed and published by Namco in the 1980s. There are also pinball machines and Arkanoid, also from the ’80s, which is a block-breaker arcade game developed and published by Taito.

“We have something we call a Castle Showcase which is a JAMMA cabinet, where we can switch games quicker. Right now it has Marvel vs. Capcom,” he said.

They also will offer xA-Arcadia, which is a cartridge-based arcade video game system available both as an upright cabinet and as a conversion kit.

There are plans to add dance games as well.

“We are missing a lot of equipment because of the (supply chain) shortages,” Mc Dermott said.

Due to that delay, the arcade is a month behind on filling up the space in the location, but they are working on it.

A video game life

“Ever since I was a kid my parents took me to the Wisconsin Dells and I liked the game rooms. I’ve always had arcade games even when I was younger,” Mc Dermott said.

It is hard to pick one favorite game, he said, as that changed over the decades for him. When he was a kid it was Frogger, Pac-Man and as he grew older it was Tekken. Mc Dermott was a fan of Soulcalibur, a weapon-based fighting video game in the ’90s. During the 2000s it was Initial D and Dance Dance Revolution.

He plans to have music-based games like Dance Dance Revolution eventually in the Brookfield location.



Photos courtesy of Sean Mc Dermott

Castlecade, a family amusement center, opened in Brookfield Square. Owner Sean Mc Dermott used to work as an arcade technician at Aladdin’s Castle.



Mc Dermott, a longtime amusement arcade technician, got his start at Aladdin’s Castle in 1998 repairing and restoring all types of amusement machines from kiddie rides to high-tech simulators. He started out as an attendant and cleaned the games and took game tickets for prizes. He said he had a great mentor who was in the industry since the ’70s.

“As time went on I started to learn things and got promoted. I became a roving tech and was (at) a lot of Aladdin’s Castles before they were gone,” he said.



Above, due to supply chain issues the arcade is delayed on furnishing the space.

At left, pinball machines are seen in the Madison location of Castlecade. There are also locations in East Towne Mall in Madison and West Towne Mall in Madison.

When games rooms closed he saw the faults and realized there was still a ton of opportunities to be had.

“There are a lot of things that have changed over the years. The games haven’t changed much. The racing games are relatively the same, shooting games too. You have the same genres that are always popular,” he said.

Mc Dermott said they try to bring a little something for everyone in the arcades. It is hard to do in a small space, but there are still things in the arcade that people will like.

“We have this game for you, and if you are stuck and don’t want to go shopping or don’t want to bring your kid with you, you can come here,” he said.

The rise, fall and revival of arcades come from a sense of missing it.

“We are in the golden age of redemption games (games of skill that reward players for achieving higher scores). People feel nostalgic and we are not trying to be that but we won’t shy away from it,” he said.

Mc Dermott added they will do what they have always done — give a little something to everybody.

“It is something to do while you are there (Brookfield Square Mall) and a place to hang out,” he said.

For more information visit <https://all-castlegames.com/>.



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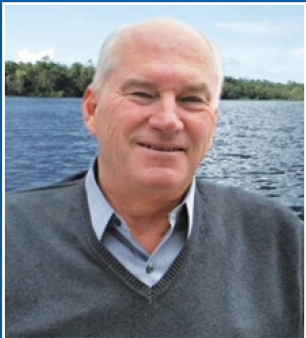
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Creation station

Sharon Lynne Wilson Center’s Summer Arts Camp encourages environmental exploration, arts



Komei Okamoto/ Sharon Lynne Wilson Center for the Arts

Sharon Lynne Wilson Center for the Arts, 3270 Mitchell Park Drive in Brookfield, recently held its Summer Arts Camp. It is designed for children entering grades 1-6 in the fall of 2022. Here, Milena Krause and Henry Johnson practiced weaving in art class.

BROOKFIELD — Sharon Lynne Wilson Center for the Arts, 3270 Mitchell Park Drive in Brookfield, held its Summer Arts Camp recently.

It was a week-long immersive summer camp with two sessions over the summer. Campers got creative while exploring the world around them. Partnering with the Wehr Nature Center, Arts Camp looks at our Wisconsin environment through a creative scope. Currently with three core classes, science/engineering, nature, and visual art, campers this summer are exploring the theme of “Super Heroes or Super Villains: Wisconsin’s Wildest Neighbors.”

“We are looking at the creatures outside that may seem scary or weird when you first meet them, but they are SUPER important to the environment,” the camp said.



Andrew Kilmer, Hazel Rimmel, and volunteer Lariska Kons during arts camp.

Briscoe

From Page 1

Lawrenz served alongside Briscoe in pastoral leadership at Elmbrook for decades and succeeded him as senior pastor before assuming other roles within the church.

“We have a deep sense of loss, not so much because of what Stuart did, but because of who he was,” Lawrenz said. “Stuart did a lot of things, but more important, it was all about who he was and how God blessed us through his life.”

Briscoe’s roots in ministry were unorthodox, but were an important foundation of what became his life’s work. He began preaching in his native England at age 17, but did so alongside a career in banking. He met Jill at a youth conference, and they were mar-

ried in 1958. Ultimately, the Briscoes left their respective careers and went full-time into ministry.

“Stuart, for years, before he came to Elmbrook, was what they called an itinerant preacher,” Lawrenz said. “He was a traveling preacher, and he would go in and out of churches, gallivanting all around the world preaching.”

Briscoe’s intermingling of preaching and traveling again became a hallmark when he stepped down as Elmbrook’s senior pastor and took on a broader minister-at-large role. At Sunday’s service, Lawrenz shared a widely circulated photo of Briscoe traveling to Antarctica with friends and preaching to a group of penguins. Throughout his years in ministry, Briscoe penned more than 50 books, including a memoir, “Flowing Streams.”

In an 8-year-old essay posted to the Telling the Truth website, Briscoe reflected on his early years at Elmbrook.

“By that time ... I had seen many evidences of the power of the preached Word to change lives,” Briscoe wrote. “The thought of being in a situation where I could devote myself not only to teaching, but living among the people and seeking to help them apply the Word filled me with great joy.”

In addition to Jill, Briscoe is survived by three children, Dave Briscoe, Judy Briscoe Golz and Pete Briscoe, their spouses, grandchildren, great-grandchildren and other family and friends.

The Briscoe family issued a statement the day of after Stuart’s passing. “For many of you, he was preacher, pastor, mentor or friend,” the statement, in part, read. “To us, he was ‘Stu,’ ‘Dad’ and ‘Poppa,’ and we already miss him achingly.”

Store

From Page 1

What he found to be great about the opportunity is that it is a large land site in a great location, which is connected to infrastructure with great amenities located at Brookfield Square Mall.

“There are 10-12 restaurants there that range from Chick-fil-A to white table cloth at Flemings, and everything in between,” he said.

Nearby is the Brookfield Conference Center on the south end of the mall.

“What we are looking to create is a destination and a gateway project in the city of Brookfield on one of the premier corners in the state of Wisconsin,” he said.

Irgens said they have received a number of inquiries from various users in the marketplace who heard about the project. They asked what are they thinking and about their plans.

“Our response to them is a question back. What do you need and want? That really underscores the flexibility that we have with this site. It could be a great corporate campus or great medical destination or both. What we are looking at is trying to get the word out to the marketplace that there is a tremendous opportunity to this site in a great location,” he said.

The feedback is what will dictate what the project becomes.

The next steps include conversations with the city of Brookfield officials and Economic Development Department.

“What is going to move the project forward is the users. We are in discussions at different levels with various users and looking to find that right fit,” he said.

The Boston Store closed in 2018 when its parent company The Bon-Ton Stores Inc. went out of business. The firm is collaborating with the current owners of the mall and the city of Brookfield to come up with a plan that enhances value for all, Irgens said.

“We will continue this great renaissance that city of Brookfield is seeing with multiple development projects over the last so many years,” he said.

Steve Palec, chief marketing officer for Irgens, said the firm didn’t buy a Boston Store but 16 acres at what the firm considers “the best corners and intersections in the state of Wisconsin, Bluemound and Moorland.”

“We are really excited about all the amenities that are already there, the workforce, demographics, the freeway access. Part of our enthusiasm over what we are going to do with the 16 acres at Moorland and Bluemound stems from the project Tom Irgens thought he would be working on for five years which has accelerated so much which was the other Waukesha County project The Corridor,” Palec said.

The Corridor is a mixed-use development on West Bluemound Road and Calhoun Road. Palec said the offices on Golf Parkway have filled up faster than they would have imagined.

Irgens said he thinks there is a great demand from businesses in Waukesha County for new class-A office space.

“There really hadn’t been new class-A multi-tenant office building delivered in the Waukesha County market in 15 years,” Irgens said.

Palec added the benefit of class-A office buildings means state-of-the-art heating and air conditioning.

“Employers are realizing brand new buildings and the efficiencies we have, amenities we have and wellness aspect of the building is a selling point for not only people coming to the office but for companies who are really looking (to) relocate to something that provides an aspect for their employees (that) gets them excited,” Palec said.

Irgens said the most rewarding aspect of these type of projects is with a successful project everybody wins. He added they are in the business of creating value within the community.



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Back to school at Brookfield Academy



BROOKFIELD — Students were excited to see each other again on Aug. 23 and were already busy in the classroom on the first day of school at Brookfield Academy. This year is particularly exciting as Brookfield Academy is celebrating its 60th anniversary. Lawson Honkamp and Samuel Thomas greet each other on the first day of school at Brookfield Academy.



Jack Perry puts his things away in his cubby during the first day of Little Knights at Brookfield Academy.



Students Kriti Narra and Robert Niedermann get to work on the first day of school at Brookfield Academy on Aug. 23. This is their first day in Level A. It's also the first day teaching at BA for their teacher, Ms. Abbie Curran, who graduated from the school in 2017.

Photos courtesy of Brookfield Academy

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