

TOWN OF BROOKFIELD

JOINT PUBLIC HEARING

July 27, 2021

CONSIDERATION OF A REQUEST FOR A NEW RESTAURANT W/ DRIVE THROUGH
AT 585 N. BARKER ROAD.

The Joint Public Hearing with the Plan Commission and Town Board was held on Tuesday, July 27, 2021, in the Erich Gnant Room of Town Hall at 645 North Janacek Road, Brookfield, Wisconsin.

CALL TO ORDER

Town Board Chairman Keith Henderson called the meeting to order at 7:00pm. Also in attendance were Town Board Supervisors Steve Kohlmann, John Schatzman, Mike Schmitt, Ryan Stanelle; Plan Commissioners Gordon Gaeth, William Neville, Kevin Riordan, Len Smeltzer, and Jeremy Watson; Building Inspector/ Zoning Administrator Steve Paglianti; and Inspections Clerk Lois Ricci to record the minutes.

NOTICE OF HEARING

Chairman Henderson read the attached Notice of Hearing into the record.

Mr. Paglianti described the site plan as follows; there is a shared access drive with the office building to the north and Hampton Inn to the west. The restaurant (Shake Shack) includes a drive through component. There are two drive through lanes, with the menu boards being on the east side of the building. Dumpster enclosure location is indicated on the northeast side of the parcel. Lighting shows there may be a need for some output reduction, and a preliminary landscape design was shown. Grading plan is essentially all surface draining, and a catch basin located at the entry to the site. Exterior materials and design was described as a pared down contemporary style. The proposal shows an outdoor seating area with raised planters. The logo and signage proposal was shown, with use of the existing Perkins tall sign, and adding a drive through panel under the oval of the sign. There is a 50-foot set-back requirement for the building, and this is at approximately 36 feet. The restaurant is pursuing a variance for the set-back requirement with the Board of Appeals. Mr. Paglianti further reported that the town engineer's conclusion in regards to the potential for heavy traffic was that there will not be a significant increase in traffic compared to when Perkins was operating well.

PUBLIC COMMENTS

Chairman Henderson opened the Hearing for any public comments.

Melanie Bagley from Allen, Texas, and representing the developer was present and stated that the drive through concept is relatively new for Shake Shack. Employees using an iPad system in the drive through line during peak hours would help move the orders through the line. Regarding the signage, Ms. Bagley stated that using the former tall Perkins sign allows for better visibility, so customers will be able to have ample time to make a traffic decision. Ms. Bagley further reported that they will be using high quality materials for the exterior.

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June 22, 2021

CONSIDERATION OF A REQUEST FOR AN ELECTRONIC MESSAGE CENTER AT
18900 W. BLUEMOUND ROAD.

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BOARD COMMENTS

Chairman Henderson asked the Board for any questions or comments.

Supervisor Schatzman inquired if there is a bypass lane in the double drive through. Ms. Bagley responded that during non-peak hours, the outside lane could serve as a bypass lane. Directional signage could be used to direct people away from drive through should they decide it is too busy for them to wait. Robert Ponto, a civil engineer with RA Smith, indicated that making a U-turn to the north before getting into drive through line could be considered.

Supervisor Schatzman asked where cars would wait for their order if necessary. Mr. Ponto responded that by having orders taken sooner in the line, the intent is to speed up the process so wait times would be minimized. Ms. Bagley responded that all the food is made fresh to order, and pointed out an area to the west that could be used for waiting if needed.

Supervisor Stanelle opined that using the iPad system to order food sooner in the drive through line does seem to work in other drive throughs using that same system.

Supervisor Kohlmann inquired what percentage of the restaurant is expected to be drive through vs. eat-in. Ms. Bagley responded that similar models indicate a 60-70 percent range as being drive through business.

Commissioner Smeltzer opined that he is very concerned with traffic on Barker Road during peak hours at Shake Shack.

Mr. Paglianti noted that traffic has decreased on Barker Road due to the former Motel 6 being closed, but depending on what happens with that parcel, and possible access to further development, it will add to the volume on Barker Road once again.

ADJOURN

There being no further questions or comments, Chairman Henderson closed the Public Hearing at 7:26pm.

Respectfully Submitted,

Lois Ricci, Inspections Clerk