

TO: Village of East Troy Plan Commission
CC: Eileen Suhm, Jason Equitz, Tim Lynch
FROM: Orrin Sumwalt, Planning Consultant
RPT DATE: December 30, 2025 (Updated on January 8, 2026)
MTG DATE: January 12, 2026
FOTH FILE: 25E020.01/24
RE: Modern Fence Technologies –
Site Plan Request

BACKGROUND:

1. Petitioner: MFT East Troy, LLC
2. Agent: Ben Freeland (Impact General)
3. Property Owner: Village of East Troy
4. Location/Address: NE corner of Corporate Circle & Executive Drive
5. Tax Key Number: RA470400001
6. Area: 6.975 AC
7. Existing Zoning: LI-Light Industrial District
8. Proposed Zoning: NA
9. Future Land Use: General Industrial

OVERVIEW:

The Petitioner and Agent are requesting approval of a Site Plan and Plan of Operation for an approximately 53,317 square foot industrial building to be the new corporate headquarters for Modern Fence Technologies (MFT East Troy LLC) on NE corner of Corporate Circle & Executive Drive. MFT East Troy LLC is proposing to use the site for light industrial uses including office, metal fabrication, mold shop, and manufacturing warehouse associated with the production of hardware for vinyl fencing. The site encompasses approximately 6.975 acres. The proposed site plan includes:

- An approximately 53,317 SF single-story industrial building.
- Approximately 44,000 SF of future expansion space in 3 phases.
- Thirty-six (36) off-street parking stalls including one (1) ADA accessible stall.
- Approximately thirty-five (35) future off-street parking stalls.
- One (1) 12' x 14' overhead door and two (2) loading docks on the east elevation, One (1) larger 16' x 14' overhead door and a 10' x 10' overhead door on the south elevation, and a 12' x 14' overhead door along the north elevation.
- Dumpster enclosure (10' x 20').
- Approximately 5,950 SF of screened outside storage.
- New sanitary sewer and municipal water services connections.

- Existing wetlands preserved.

PLANNER COMMENTS:

1. **Comprehensive Plan.** Future Land Use is General Industrial, which is consistent with the existing zoning of LI Light Industrial District.
2. **Zoning District Requirements.** The property is zoned LI Light Industrial District in which light industrial uses such as office, metal fabrication, mold shop, and manufacturing warehouse for the production of hardware for vinyl fencing are a permitted use.
3. **Plan of Operation.** The proposed plan of operation includes:
 - a. Uses and activities: An approximately 53,317 square foot industrial building, for office, metal fabrication, mold shop, and manufacturing warehouse for the production of hardware for vinyl fencing.
 - a. Number of Employees:
 - i. Twenty (20) employees initially; 40 long term.
 - b. Hours of operation:
 - i. Primary Business Hours: 6:00 a.m. to 6:00 p.m. Monday – Sunday
 - ii. Operating Hours: Owner access 24/7/365.
 - c. Outdoor Storage: Approximately 5,950 SF (70' x 85') fenced outdoor storage area for products and building materials subject to separate conditional use permit application.
4. **Buildings:** An approximately 53,317 SF industrial building.
5. **Parking.** Thirty-six (36) spaces including one (1) accessible space. The site plan also depicts room for thirty-five (35) future parking spaces. Light industrial uses require a minimum of one space per employee on the largest work shift per Section 510-43 A. (2) of the Village Zoning Code. Applying this to MFT East Troy, LLC's plan of operation would require a minimum of twenty (20) off-street parking spaces. The petitioner is also proposing approximately 5,950 square feet of outdoor storage, which requires a minimum of one space for every 10,000 square feet of gross storage area plus one space per employee on the largest work shift. Applying this to MP System's proposed outdoor storage area requires an additional one (1) off-street parking space for a total of twenty-one (21). The proposed site plan depicts thirty-six (36) off-street parking spaces, which exceeds the Village's minimum requirement.
6. **Architecture:** The petitioner has provided elevation drawings and exterior perspective renderings for the proposed building. The proposed building consists of exposed aggregate natural precast concrete panels. Two large canopies are proposed on the west elevation, which include natural weathered edge stone piers.

According to Section 510-90 G. (3) (a) of the Village's exterior site and building design standards, "Plain faced concrete walls or panels" are a prohibited exterior material for buildings and structures. Foth does not find the proposed panels to be consistent with the Village's exterior site and building design standards as presented. The Plan Commission should determine whether the proposed exposed aggregate precast panels are decorative panels and appropriate given the context of this site.

Foth recommends adding windows or other design elements (e.g., pilasters, vertical wall offsets, decorative bands, colors, etc.) to break up the building's façade on the south and east elevations to be consistent with the character of existing buildings within the area. Both elevations are visible from Corporate Circle.

Foth recommends rooftop mechanicals be fully screened.

7. **Landscaping:** The petitioner has provided a detailed landscape plan. The proposed plantings exceed the Village's minimum point totals for street frontages, paved areas, and developed lots. However, please see Foth's review comments (attached) for comments regarding the landscaping. Foth recommends the applicant submit a revised landscape plan for review and approval by the Village Zoning Administrator, prior to issuance of a Building Permit. A bufferyard is not required for this development.
8. **Exterior Lighting:** The petitioner has submitted a lighting plan including a photometric report. The proposed exterior lighting meets the Village's requirements. Foth recommends the petitioner submit manufacturers' cut sheets for the proposed lighting fixtures for review and approval by the Zoning Administrator.
9. **Signage:** The renderings depict planned wall signage on the west elevation of the building near the main entrance. Any business signage shall be required to obtain signage approval through the Village of East Troy's sign application process.
10. **Trash/Recycle Impacts:** An approximately 200 SF dumpster enclosure with vinyl fencing sidewalls and gates is proposed on the east elevation.
11. **Stormwater Management and Erosion Control.** There is an existing regional stormwater basin serving the industrial park. The Village Engineer is recommending the site directly connect to the storm sewer in Corporate Circle.
12. **Traffic, Circulation and Access.** The property is accessible via two (2) proposed driveways. One (1) driveway to S. Executive Drive in the NW corner of the site and another driveway to Corporate Circle in the SE corner of the site.
13. **Environmentally Sensitive Lands.** The petitioner intends to preserve the portion of a wetland located along the east property line, which is identified on the Site Plan. There is also a small portion of Primary Environmental Corridor in the NE corner of the site.

ENGINEER COMMENTS:

Lynch Engineering, Village of East Troy Village Engineer has provided separate correspondence regarding technical review of the Modern Fence Technologies Civil Plans.

STAFF RECOMMENDATION:

Depending on confirmation by the Village of East Troy Plan Commission of the above-described comments, the Village of East Troy Plan Commission may take the following actions:

Site Plan and Plan of Operation

The Village of East Troy Plan Commission **Approves** the Site Plan/Plan of Operation Request for MFT East Troy, LLC for the property located at NE corner of Corporate Circle & Executive Drive, subject to the following conditions:

1. The Site Plan/Plan of Operation approval is limited to Fred Carlson (MFT East Troy, LLC) on the existing parcel known as RA470400001. Use of the property by any other entity, for any purpose, is not permitted. The approval shall reflect the following Plan of Operation:
 - a. **Uses and activities:** Use is limited to an approximately 53,317 square-foot industrial building, for office, metal fabrication, mold shop, and manufacturing warehouse for the production of hardware for vinyl fencing.
 - b. **Number of employees:**

- i. Twenty (20) employees initially; 40 long term.
 - c. Hours of operation:
 - i. Primary Business Hours: 6:00 a.m. to 6:00 p.m. Monday – Sunday
 - ii. Operating Hours: Owner access 24/7/365.
 - d. Outdoor storage of any materials or equipment is prohibited, except what is allowed by a separate conditional use permit for outdoor storage and wholesaling.
2. This Site Plan/Plan of Operation approval is subject to the Petitioner complying at all times with the plans and documents presented to the Village of East Troy Plan Commission on January 12, 2026.
 3. All activities, except loading and unloading, shall be conducted entirely within the confines of a building.
 4. Prior to issuance of a zoning permit, the developer must obtain a conditional use approval from the Village for outdoor storage and wholesaling and comply with all applicable terms and conditions.
 5. Subject to the submittal of a revised Site Plan addressing Foth's review comments for review and approval by the Village Zoning Administrator, prior to issuance of a Building Permit.
 6. Subject to the submittal of revised architectural elevations for review and approval by the Zoning Administrator that add windows or other design elements (e.g., pilasters, vertical wall offsets, decorative bands, colors, etc.) to break up the building's façade on the south and east elevations to be consistent with the character of existing buildings within the area.
 7. Subject to the submittal of a revised Landscape Plan addressing Foth's review comments for review and approval by the Village Zoning Administrator, prior to issuance of a Building Permit.
 8. Subject to the submittal of manufacturers' cut sheets for the proposed lighting fixtures for review and approval by the Zoning Administrator, prior to issuance of a Building Permit.
 9. The developer must obtain all required building permits within 9 months of this date and start construction within 6 months of the date of building permit issuance and continue in good faith to completion. The zoning administrator may allow a one-time extension of 12 months provided the developer submits the request in writing before the above-mentioned time periods and the project still complies with all applicable zoning requirements.
 10. The developer is solely responsible for ensuring the proposed project complies with any private restrictions (e.g., covenants) and easements that may apply to the subject property.
 11. Prior to issuance of the zoning permit, a pre-construction meeting must be held with the applicant's representatives and primary contractors, and Village department heads and representatives.
 12. Prior to issuance of the zoning permit, the developer must submit an erosion control plan to the Village engineer and obtain approval of the same.
 13. Prior to issuance of the zoning permit, the developer must obtain a NOI from the Wisconsin DNR along with any other state approvals as may be needed. A copy of the NOI must be provided to the building inspector and Village engineer prior to issuance of a building permit.
 14. Prior to issuance of the final occupancy permit, the zoning administrator must determine that all site improvements and required landscaping have been completed consistent with approved plans.
 15. The facility shall be operated in a manner that complies with all applicable performance standards in Article J of the Village's zoning code.
 16. Any business signage shall be required to obtain signage approval through the Village of East Troy's sign application process.
 17. The developer must comply with all parts of the municipal code as it relates to this project.

18. The Petitioner shall satisfy all comments, conditions, and concerns of the Village of East Troy Plan Commission, Village Engineer and Village Planner for the site plan, and other documentation.
19. If the approved plans need to be revised to address any of the conditions of approval or to conform to Building and Fire Safety Codes, the zoning administrator is authorized to approve minor modifications so long as the overall project elements remain unchanged. If the proposed revisions are substantial as determined by the zoning administrator, the plans must be submitted to the Plan Commission for review and approval.
20. Building Inspection. The Petitioner and/or Property Owner shall comply with any and all recommendations by the Village Building Inspector (or designee) prior to the issuance of an occupancy & use permit for the subject property. Approval by the Village Building Inspector, if granted, shall be solely for the benefit of the Village of East Troy, and shall not be relied upon by the petitioner or others as proof of structural integrity or safety of any structure on the property, or as proof of compliance with any particular construction standard that would apply to new construction. The petitioner shall independently determine the suitability of all structures on the property for the petitioner's intended uses.
21. Fire Inspection. The Petitioner and/or Property Owner shall comply with any and all recommendations by the Village of East Troy Fire Department Chief (or designee) prior to the issuance of an occupancy & use permit for the subject property. Approval by the Village of East Troy Fire Department Chief (or designee), if granted, shall be solely for the benefit of the Village of East Troy, and shall not be relied upon by the petitioner or others as proof of fire safety of any structure on the property, or as proof of compliance with any particular fire safety standard that would apply to new construction. The petitioner shall independently determine the fire safety and suitability of all structures on the property for the petitioner's intended uses.
22. This approval is granted for the express conditions stated herein. Changes or alterations including, but not limited to, a change in use, premises, lands, or ownership of the property in question shall require a new Site Plan/Plan of Operation permit with all the zoning procedures at the time being followed. The allowed uses of the property must at no time be hazardous, harmful, obnoxious, offensive, or a nuisance by reasons of appearance, noise, dust, smoke, odor, or other similar factors. Any use not specifically listed, as permitted, shall be considered to be prohibited, except as may be otherwise specified herein.
23. The Property Owner shall keep the exterior condition of the premises in a neat and orderly condition at all times so the premises will not detract from neighboring premises. There shall be no outside storage of junk, debris, construction material, or other refuse materials within the property and all such materials shall be disposed of promptly and properly.
24. The Property Owner shall allow Village of East Troy representatives to inspect the premises following a 24-hour notice for the purposes of determining compliance with this approval.
25. The Petitioner and/or Property Owner shall obtain the appropriate permits from the Village of East Troy.
26. The Petitioner and/or Property Owner shall, on demand, reimburse the Village of East Troy for all costs and expenses of any type incurred by the Village in connection with the review and approval of this application, including, but not limited to, the cost of professional services incurred by the Village for the review and preparation of required documents, attendance at meetings or other related professional services as well as to enforce the conditions in this approval due to a violation of these conditions. Additionally, any unpaid bills owed to the Village of East Troy by the Subject Property Owner and/or Agent, for reimbursement of professional fees (as described above); or for personal property taxes; or for real property taxes; or for licenses, permit fees or any other fees or forfeitures owed to the Village of East Troy must be paid on demand and prior to issuance of any permits and shall be placed upon the tax roll for the Subject Property if not paid within thirty (30) days of the billing by the Village of East Troy, pursuant to Section 66.0627, Wisconsin Statutes. Such unpaid bills also constitute a breach of the requirements of this conditional approval that is subject to all remedies available to the Village of East Troy, including possible cause for termination of the conditional approval.

EXHIBIT:

- A. Petitioner Application
- B. Foth's Review Comments
- C. Lynch Engineering's Review Comments