

TO: Village of East Troy Plan Commission
CC: Eileen Suhm, Jason Equitz, Tim Lynch
FROM: Orrin Sumwalt, Planning Consultant
RPT DATE: April 9, 2026
MTG DATE: April 22, 2026
FOTH FILE: 26E020.01/12
RE: Overlook Ridge –
Sign Permit Request

BACKGROUND:

1. Petitioner: Jordan Marshall (Marshall Sign)
2. Property Owner: Overlook Ridge, LLC
3. Location/Address: 2775 and 2889 Main Street, East Troy, WI 53120
4. Tax Key Number: RA519700001
5. Area: 4.94 AC
6. Existing Zoning: MR-10 Multifamily Residential and Overlook Ridge Planned Development District
7. Proposed Zoning: NA
8. Future Land Use: Mixed Residential and Ecological Areas

OVERVIEW:

The Petitioner is requesting approval of a Sign Permit for two monument signs and two wall signs for Overlook Ridge located at 2775 and 2889 Main Street, East Troy, WI 53120.

- Monument Sign 1 – Approximately 40 square feet (6' x 6.67')
- Monument Sign 2 – Approximately 12 square feet (4' x 3')
- Wall Sign 1 – Approximately 3.65 square feet (1' x 3.65')
- Wall Sign 2 – Approximately 3.65 square feet (1' x 3.65')

PLANNER COMMENTS:

1. **General description.** The proposed wall sign is a black aluminum panel with digitally printed graphics on the front façade and complies with the maximum sign area requirements. The proposed wall sign is non-illuminated.

2. **Permitted Residential Signs.**

In addition to those permitted signs not requiring a permit pursuant to § 510-141, the following nonflashing, nonilluminated signs are permitted with a permit under the conditions specified in all residential and planned development (residential) districts established by this chapter:

- A. Permanent real estate development signs. A sign may be placed at the entrance to a residential complex, subdivision, or development provided the sign is at least five feet from a side or rear lot line. The Plan Commission may permit a permanent development sign within a street right-of-way or median after determining that the sign will not have an adverse impact on

public safety. The maximum size shall not exceed 20 square feet if single-sided, or 20 square feet per side if double-sided. The applicant shall include a mechanism for maintenance of the sign as a part of the application (i.e., homeowners' association or adjacent land owner).

The sign code only allows one permanent real estate development sign at the entrance to a residential complex. The petitioner's plan includes 2 monument signs. Mon. 1 as depicted on the Sign Plan is not located at the entrance.

Foth recommends the petitioner submit a revised Sign Plan for review and approval by the Village Building Inspector that complies with the permitted residential signs requirements pursuant to Section 510-136 A. of the Village Zoning Code.

3. **Review procedures.** With regard to sign permits for new projects, the Plan Commission makes the final decision. The Plan Commission may (1) approve, (2) approve with conditions, or (3) deny the application. If approval is granted, the Plan Commission can impose conditions deemed necessary to protect the public health, safety, and welfare.
4. **Public notice.** Aside from being included on the meeting agenda, no other public notice is required.

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:

Sign Permit

The Village of East Troy Plan Commission **Approves** the Sign Permit Request for Jordan Marshall (Marshall Sign) for the Overlook Ridge property located at 2775 and 2889 Main Street, East Troy, WI 53120, subject to the following conditions:

1. The petitioner shall submit a revised Sign Plan for review and approval by the Village Building Inspector that complies with the permitted residential signs requirements pursuant to Section 510-136 A. of the Village Zoning Code.
2. The Petitioner shall satisfy all comments, conditions, and concerns of the Village of East Troy Plan Commission, Village Engineer, Village Planner, and Building Inspector for the sign permit, and other documentation.
3. 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. Application Materials