

TO: Village of East Troy Plan Commission
CC: Eileen Suhm, Jason Equitz, Tim Lynch
FROM: Orrin Sumwalt, Planning Consultant
RPT DATE: July 1, 2025
MTG DATE: July 14, 2025
FOTH FILE: 25E020.01/05
RE: Hot Carts –
Sign Permit Request

BACKGROUND:

1. Petitioner: Brian Pacholski (Hot Carts of WI, LLC)
2. Agent: Scott Boese (Bauer Sign and Lighting)
3. Property Owner: Brian Pacholski and Heather Pacholski
4. Location/Address: 3260 Main Street, East Troy, WI 53120
5. Tax Key Number: RA314500003
6. Area: 0.67 AC
7. Existing Zoning: HB Highway Business District
8. Proposed Zoning: NA
9. Future Land Use: General Commercial

OVERVIEW:

The Petitioner is requesting approval of a Sign Permit for an approximately 40 square foot (5' x 8') new wall sign for Hot Carts of WI, LLC located at 3260 Main Street, East Troy, WI 53120. At their regular meeting on February 10, 2025, the Plan Commission conditionally approved the Site plan for Hot Carts of WI, including the following condition, "Any business signage shall be required to obtain signage approval through the Village of Easy Troy's sign application process".

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, but the approved lighting plan for the Hot Carts building included two goose neck lights for this planned wall sign area.
2. **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.
3. **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 Brian Pacholski (Hot Carts of WI, LLC) for the property located at 3260 Main Street, East Troy, WI 53120, subject to the following conditions:

1. 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.
2. 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. GIS Property Location Map
- B. Application Materials