

TO: Village of East Troy Plan Commission  
CC: Eileen Suhm, Jason Equitz, Tim Lynch  
FROM: Orrin Sumwalt, Planning Consultant  
RPT DATE: August 6, 2025  
MTG DATE: August 11, 2025  
FOTH FILE: 25E020.01/16  
RE: East Troy Brewery –  
Downtown Design - Renovation Request

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**BACKGROUND:**

1. Petitioner: Lance Rosenmayer (East Troy Holdings, LLC)
2. Property Owner: East Troy Holdings, LLC
3. Location/Address: 2905 Main Street
4. Tax Key Number: ROP-00093
5. Area: 0.93 AC
6. Existing Zoning: CB Central Business District and Downtown Design Overlay District
7. Proposed Zoning: NA
8. Future Land Use: Downtown Core

**OVERVIEW:**

The Petitioner is requesting approval repaint a portion of the cornices and decorative brackets on all four elevations of the East Troy Brewery building located at 2905 Main Street. The cornices and decorative brackets are currently white. Mr. Rosenmayer is proposing to change the color to Sherwin Williams Iron Ore (7069) to match the color of the paint on the bricks, which is shown below.



The current exterior architecture of the East Troy Brewery was approved by the Plan Commission on September 10, 2018. The building elevation from the 9.10.18 Plan Commission packet is attached for your reference.

**PLANNER COMMENTS:**

1. **Comprehensive Plan.** Future Land Use is Downtown Core. Downtown Core is consistent with the existing zoning of CB Central Business District.
2. **Zoning District Requirements.** The subject property is zoned CB Central Business District in which the indoor commercial entertainment land use category is allowed as a conditional use.
3. **Design Review.** Applications involving only a change in the appearance of a property (such as painting, roofing, siding, architectural component substitution, fencing, paving, or signage with different colors, finishes, or materials) are subject to design review by the Zoning Administrator and the Plan Commission. The Zoning Administrator shall facilitate the thorough and expedient review of the application and shall ensure that the technical and procedural requirements of this chapter are met. The Plan Commission shall serve as the final discretionary review body and shall focus its review of the application on compliance with sound aesthetic, land use, site design, and economic revitalization practices. In part, this effort shall be guided by the Comprehensive Plan.
4. **Exterior Colors.** Section 510-77 (C) (9) of the zoning code addresses colors in the Downtown Design Overlay District.
  - (9) Exterior colors. Selected exterior colors for structures and appurtenances, including fixtures and signs, shall be compatible and harmonious with those of existing buildings in the immediate area which conform to the overall design theme. Specifically, throughout the district:
    - (a) Fluorescent, day glow and/or neon colors shall not be permitted. Where such colors constitute a component of a standardized corporate theme or identity, muted versions of such colors shall be used.
    - (b) High-gloss paints, lacquers, varnishes or other shiny nonglazing surfaces shall not be used.
    - (c) Color combination schemes shall be limited to no more than four different colors for all the structures and appurtenances on a property. Varying shades, tints or intensities of a color shall count as a different color for this purpose.
    - (d) Color schemes shall be used consistently throughout the property, including on both the upper and lower portions of buildings, and on all facades of a building or structure.

I've attached Google Street View images of the East Troy Brewery elevations and the elevations of other existing buildings in the immediate area for reference.

**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 action:

**Downtown Design - Renovation**

The Village of East Troy Plan Commission **Approves** the Downtown Design – Renovation Request for Lance Rosenmayer (East Troy Holdings, LLC) to change the color of the cornices and decorative brackets on all

four elevations of the East Troy Brewery building located at 2905 Main Street, 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 and Village Planner for the color change, 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. 2018 Approved Building Elevation
- B. Google Street View Document
- C. Petitioner Application