

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: 25E020.01/15  
RE: 2931 Union Street Planned Development District – General Development Plan (GDP) Amendment

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**BACKGROUND:**

1. Petitioner: Steve Lambrechts
2. Property Owner: 2931 Union, LLC
3. Location/Address: 2931 Union Street, East Troy, WI 53120
4. Tax Key Number: RA 502100002
5. Area: 0.24 AC
6. Existing Zoning: 2931 Union Street Planned Development District
7. Proposed Zoning: NA
8. Future Land Use: Institutional and Public Service

**OVERVIEW:**

At the February 10, 2025, Plan Commission meeting, following a properly noticed public hearing, the Plan Commission took the following action “Motion to recommend to the Village Board approval of the proposed ordinance as drafted amending the 2931 Union Street Planned Development District for the property located at 2931 union Street, East Troy, WI 53120 (RA 502100002) subject to the three conditions stated in the ordinance”.

On February 17, 2025, the Village Board adopted Ordinance No. 2025-01, which repealed and recreated subsection 510-202 (B) to read as revised below.

B. Permissible development. The portion of the church/school building that was previously used for church/fellowship hall activities may be used for retail sales. That portion of the church/school building previously used for a parochial school (main floor, second floor and lower level) may be used for general office and person or professional services purposes. On-site parking for uses permitted in the church/school building is not required.

Since the adoption of Ordinance No. 2025-01, the Wilted Rose (former retail tenant) has vacated the building. Mr. Lambrechts is requesting the current amendment to the Planned Development District because he has a church interested in leasing the sanctuary portion of the church/school building for worship space as well as the rooms on the second floor of the portion of the church/school building previously used for a parochial school (Room Nos. 201, 202, 203 and 204) for their youth ministry. The long-term plan is for the church to purchase the building from Mr. Lambrechts. The Planned Development District originally allowed church activities in that portion of the building that was previously used for a church. That was changed in 2023 with an amendment allowing retail activities for the Wilted Rose

operation.

Mr. Lambrechts is currently leasing to the following tenants in the portion of the church/school building previously used for a parochial school (main floor, second floor and lower level):

Lower Level

Room #10	Tattoo Artist
Rooms #20, #30, and #40	Personal Trainer

First Floor

Room #101	Hair Salon
Rooms #102 and #103b	Massage Therapist

Second Floor

Rooms #201, #202, #203, and #204	Vacant (proposed for church youth ministry activities)
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Upon petition, the Village approved the 2931 Union Street Planned Development district in 2022. The parameters for the district are codified in Section 510-202 of the Village's zoning code. The property owner has submitted a petition to amend that section to allow general office, personal or professional services, church activities and a commercial kitchen in the portion of the building previously used for church/fellowship hall activities (in addition to the previously approved retail sales) and to allow retail sales and church activities in the portion of the building previously used as a parochial school (in addition to the previously approved office and/or personal or professional services). The proposed changes are provided below and more fully set forth in the attached public hearing draft of the ordinance.

**§ 510-202. 2931 Union Street Planned Development District.**

- B. Permissible development. ~~That portion of the church/school building that was previously used for church/fellowship hall activities may be used for retail sales.~~ **The portion of the church/school building that was previously used for church/fellowship hall activities may be used for retail sales, general office, personal or professional services, church activities and a commercial kitchen.** ~~That portion of the church/school building that was previously used for a parochial school (main floor, second floor, and lower level) may be used for general office and/or personal or professional services purposes.~~ **That portion of the church/school building that was previously used for a parochial school (main floor, second floor and lower level) may be used for retail sales, general office and personal or professional services and church activities.** On-site parking for uses permitted in the church/school building is not required.

**PLANNER COMMENTS:**

1. **Proposed Uses.** The petitioner is proposing a mixture of uses that will allow the greatest flexibility in leasing the building moving forward. However, the church is the only known proposed future tenant at this time. Given the requested mixture of uses, future parking demand will vary depending on the future tenant mix within the building at any given time. The Plan Commission should determine whether approving the requested mixture of uses is appropriate. If the Plan Commission has concerns regarding the potential parking implications of the requested mixture of uses, then a condition requiring Plan Commission approval of a plan of operation for each individual future tenant could be added (e.g., Operations plans for future tenants shall be submitted for review and approval by the Plan Commission, prior to the issuance of an Occupancy Permit).
2. **Parking.** When the 2931 Union Street Planned Development District was initially created, off-street parking was not required. Section 510-202 B. Permissible Development states, "On-site parking for

uses permitted in the church/school building is not required". On June 16, 2025, the Village Board approved a new Site Plan for parking on Clark Street, which includes twelve (12) angled spaces on the west side of Clark Street along the 2931 Union Street building. Since that approval, the Village DPW stiped Clark Street per the approved layout. The minutes and packet materials from the June 16<sup>th</sup> Village Board meeting are included in your packet for reference.



I visited the property on July 14<sup>th</sup> at 7:00 p.m. and observed four (4) cars parked in the angled parking stalls along Clark Street (see above photograph).

The Plan Commission should determine whether allowing the requested additional uses is appropriate while being solely served by on-street parking.

3. **Signage.** The petitioner was issued a Sign Permit and installed a multi-tenant monument sign near the entrance to the school portion of the building along Clark Street. The sign is substantially consistent with what the General Sign Plan the Plan Commission approved on February 10<sup>th</sup>, 2025.



4. **Village Review Procedures.** The Plan Commission is advisory with regard to code amendment applications. The Village Board makes the final decision. The Village Board may approve the amendment as originally proposed, may approve the proposed amendment with modifications, or

may deny approval of the proposed amendment. If the Village Board wishes to make significant changes in the proposed amendment to the zoning map, as recommended by the Plan Commission, the procedure in s. 62.23(7)(d), Wis. Stats., must be followed prior to Village Board action.

5. **Public Notice.** As required by the Village's zoning code and state statute, a class II public hearing notice was published, a copy of which is attached.
6. **Public Comment.** As of this date, no written comments have been received.

## **STAFF RECOMMENDATION:**

### **Code Amendment**

Depending on confirmation of 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:

The Village of East Troy Plan Commission recommends to the Village Board **Approval** of the proposed ordinance as drafted amending the 2931 Union Street Planned Development District for the property located at 2931 Union Street, East Troy, WI 53120 (RA 502100002) subject to the following conditions:

1. Hospitals, medical offices and clinics, and veterinary clinics are prohibited.
2. The Petitioner shall satisfy all comments, conditions, and concerns of the Village of East Troy Plan Commission, Village Engineer and Village Zoning Administrator for the planned development district general development plan amendment, 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. Petitioner Application
- B. Minutes and packet materials from the June 16<sup>th</sup> Village Board meeting
- C. Public hearing notice
- D. Proposed ordinance (Public Hearing draft)