

TO: Village of East Troy Plan Commission
CC: Eileen Suhm, Jason Equitz, Tim Lynch
FROM: Orrin Sumwalt, Planning Consultant
RPT DATE: October 8, 2025
MTG DATE: October 13, 2025
FOTH FILE: 25E020.01/18
RE: Frank's Main Street Sweets Station –
Sign Permit Request

BACKGROUND:

1. Petitioner: Frank Price
2. Property Owner: Barr Investments, LLC
3. Location/Address: 2885 Main Street, East Troy, WI 53120
4. Tax Key Number: ROP00107
5. Area: 0.17 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 of a Sign Permit for an approximately 9 square foot (3' x 13') new wall sign for Frank's Main Street Sweets Station located at 2885 Main Street, East Troy, WI 53120.

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. **Wall Signs.**
 - 1) Wall signs. Wall signs shall comply with the following requirements:
 - a) Sign area. The maximum sign area shall not exceed one square foot for every linear foot of the building face on which the sign is mounted.
 - b) Placement. A wall sign shall only be installed on those walls that face a public street. A wall sign shall not project above the wall of the building on which it is placed.
 - c) Display. The sign shall be static.

According to Section 510-132 B.

- B. Measuring the area of a wall sign. The area of a wall sign without a distinctive border or background is the smallest rectangle encompassing all words, letters, figures, emblems,

logos, and other elements of the sign message. The area of a wall sign with a distinctive border or background is the smallest rectangle encompassing the border or background.

Measuring the area of a wall sign



The face of the building is approximately 30' wide. The area of a wall sign without a distinctive border or background is the smallest rectangle encompassing all words, letters, figures, emblems, logos, and other elements of the sign message. As presented, the proposed sign appears to exceed the allowable sign area requirements.

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 Frank Price for the property located at 2885 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 sign area requirements for wall signs pursuant to Section 510-135 (1) 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. GIS Property Location Map
- B. Application Materials