

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 –
Site Plan Request

BACKGROUND:

1. Petitioner: Frank Price (dba Frank's Main Street Sweets Station)
2. Property Owner: Barr Investments, LLC
3. Location/Address: 2885 Main Street
4. Tax Key Number: ROP00107
5. Area: 0.174 AC
6. Existing Zoning: Central Business District
7. Proposed Zoning: NA
8. Future Land Use: Downtown Core

OVERVIEW:

The Petitioner is requesting approval of a Site Plan and Plan of Operation to lease the vacant former barbershop space at 2885 Main Street to operate a candy store and ice cream parlor (i.e., restaurant). The petitioner is also proposing the site to serve as a commissary for Frank's Lunchbox food cart. The site is Lot 3 Block 11 of the Original Plat of the Village of East Troy and encompasses approximately 0.174 acres.



PLANNER COMMENTS:

1. **Comprehensive Plan.** Future Land Use is Downtown Core, which is consistent with the existing zoning of CB Central Business District.
2. **Zoning District Requirements.** The property is zoned Central Business District in which Indoor Commercial Entertainment, which includes restaurants, is a conditional use per Section 510-30.1 B. and the Table of Land Uses of the Village Zoning Code.
3. **Plan of Operation.** The proposed plan of operation includes:
 - a. **Uses and activities:** The operation of a restaurant and commissary for Frank's Lunchbox food cart.
 - a. **Number of Employees:**
 - i. Full-time: 0
 - ii. Part-time: 3
 - iii. Maximum 2 employees at any given time.
 - b. **Hours of operation:**
 - i. Business Hours: 12:00 p.m. to 8:00 p.m. Thursday
12:00 p.m. to 9:00 p.m. Friday - Saturday
12:00 p.m. to 6:00 p.m. Sunday
 - c. **Outdoor Storage:** None
4. **Buildings:** An approximately 2,008 SF mixed-use dwelling unit residential and commercial building (29' x 68').
5. **Parking.** Within the Central Business (CB) District, the parking requirements are waived for nonresidential uses per Section 510-93 H. of the Village Zoning Ordinance. There are existing off-street parking spaces at the rear of the building with access from a driveway on Austin Street, along with angled street parking along Main Street.
6. **Landscaping:** No new landscaping proposed at this time.
7. **Exterior Lighting:** No new outdoor lighting proposed at this time.
8. **Signage:** The petitioner is proposing a wall sign on the north elevation of the building near the main entrance. Any business signage shall be required to obtain signage approval through the Village of East Troy's sign application process.
9. **Trash/Recycle Impacts:** The petitioner has not provided details on how refuse will be managed.
10. **Stormwater Management and Erosion Control.** No.
11. **Traffic, Circulation and Access.** The property is accessible via Main Street and a driveway on Austin Street.

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:

Site Plan and Plan of Operation

The Village of East Troy Plan Commission Approves the Site Plan/Plan of Operation Request for Frank Price (dba Frank's Main Street Sweets Station) for the property located at 2885 Main Street, subject to the following conditions:

1. The Site Plan/Plan of Operation approval is limited to Frank Price (dba Frank's Main Street Sweets Station) on the existing parcel known as ROP00107. Use of the property by any other entity, for any purpose, is not permitted. The approval shall reflect the following Plan of Operation:
 - b. Uses and activities: Use is limited to the operation of a restaurant and commissary for Frank's Lunchbox food cart.
2. This Site Plan/Plan of Operation approval is subject to the Petitioner complying at all times with the plans and documents presented to the Village of East Troy Plan Commission on October 13, 2025.
3. Prior to issuance of an occupancy permit, the petitioner must obtain a conditional use approval from the Village for a restaurant and comply with all applicable terms and conditions.
4. Prior to placing any bistro tables in front of the restaurant, the petitioner must obtain a Sidewalk Café Dining Permit from the Village Board and comply with all applicable terms and conditions.
5. The petitioner must obtain all required building permits within 9 months of this date and start construction within 6 months of the date of building permit issuance and continue in good faith to completion. The zoning administrator may allow a one-time extension of 12 months provided the developer submits the request in writing before the above-mentioned time periods and the project still complies with all applicable zoning requirements.
6. The facility shall be operated in a manner that complies with all applicable performance standards in Article J of the Village's zoning code.
7. Any business signage shall be required to obtain signage approval through the Village of East Troy's sign application process.
8. The petitioner must comply with all parts of the municipal code as it relates to this project.
9. The Petitioner shall satisfy all comments, conditions, and concerns of the Village of East Troy Plan Commission, Village Engineer and Village Planner for the site plan, and other documentation.
10. If the approved plans need to be revised to address any of the conditions of approval or to conform to Building and Fire Safety Codes, the zoning administrator is authorized to approve minor modifications so long as the overall project elements remain unchanged. If the proposed revisions are substantial as determined by the zoning administrator, the plans must be submitted to the Plan Commission for review and approval.
11. Building Inspection. The Petitioner and/or Property Owner shall comply with any and all recommendations by the Village Building Inspector (or designee) prior to the issuance of an occupancy & use permit for the subject property. Approval by the Village Building Inspector, if granted, shall be solely for the benefit of the Village of East Troy, and shall not be relied upon by the petitioner or others as proof of structural integrity or safety of any structure on the property, or as proof of compliance with any particular construction standard that would apply to new construction. The petitioner shall independently determine the suitability of all structures on the property for the petitioner's intended uses.
12. Fire Inspection. The Petitioner and/or Property Owner shall comply with any and all recommendations by the Village of East Troy Fire Department Chief (or designee) prior to the issuance of an occupancy & use permit for the subject property. Approval by the Village of East Troy Fire Department Chief (or designee), if granted, shall be solely for the benefit of the Village of East Troy, and shall not be relied upon by the petitioner or others as proof of fire safety of any structure on the property, or as proof of compliance with any particular fire safety standard that would apply to new construction. The petitioner

shall independently determine the fire safety and suitability of all structures on the property for the petitioner's intended uses.

13. This approval is granted for the express conditions stated herein. Changes or alterations including, but not limited to, a change in use, premises, lands, or ownership of the property in question shall require a new Site Plan/Plan of Operation permit with all the zoning procedures at the time being followed. The allowed uses of the property must at no time be hazardous, harmful, obnoxious, offensive, or a nuisance by reasons of appearance, noise, dust, smoke, odor, or other similar factors. Any use not specifically listed, as permitted, shall be considered to be prohibited, except as may be otherwise specified herein.
14. The Property Owner shall keep the exterior condition of the premises in a neat and orderly condition at all times so the premises will not detract from neighboring premises. There shall be no outside storage of junk, debris, construction material, or other refuse materials within the property and all such materials shall be disposed of promptly and properly.
15. The Property Owner shall allow Village of East Troy representatives to inspect the premises following a 24-hour notice for the purposes of determining compliance with this approval.
16. The Petitioner and/or Property Owner shall obtain the appropriate permits from the Village of East Troy.
17. 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