

TO: Village of East Troy Plan Commission
CC: Eileen Suhm, Jason Equitz, Tim Lynch
FROM: Orrin Sumwalt, Planning Consultant
RPT DATE: October 27, 2025 (Updated on November 3, 2025)
MTG DATE: November 10, 2025
FOTH FILE: 25E020.01/23
RE: Honey Creek Planned Development District – General Development Plan (GDP) Amendment

BACKGROUND:

1. Petitioner: I-43 Investments, LLC
2. Agent: Paul Van Henkelum, PE, PLS
3. Property Owner: I-43 Investments, LLC
4. Location/Address: Honey Creek Road west of Executive Drive
5. Tax Key Number: RA 491500002
6. Area: 6.18 AC
7. Existing Zoning: LI-Light Industrial District and Honey Creek Planned Development District
8. Proposed Zoning: NA
9. Future Land Use: General Industrial

OVERVIEW:

On April 20, 2020, the Village Board adopted Ordinance No. 2020-04, which created subsection 510-201 Honey Creek Planned Development District in Article XX of the Village Zoning Code.

Since the creation of the planned development district, Teronomy Builders has completed The Lofts at Honey Creek multifamily development on Lot 1 of CSM 4915 (approximately 8.6 acres) but have yet to start the personal storage facility development on Lot 2 of CSM 4915 (approximately 6.1 acres).

In August of 2025, the property owner applied for a Final Development Plan Amendment to move forward with the personal storage facility development with some proposed changes. Upon review, staff realized the height of Building 19 and Building 20 were higher than 20 feet, which is the maximum building height allowed, per Section 510-201 C. (2) of the PDD.

On October 20, 2025, the Village Board adopted Ordinance No. 2025-09, to repeal and recreate subsection 510-201 C. (2) to allow a maximum building height of 30 feet. The previously approved maximum building height was 20 feet.

Subsequently, the property owner has applied to amend the General Development Plan to change the personal storage facilities standards for Lot 2 of CSM 4915 to allow electrical services to certain units. The proposed change is provided below and more fully set forth in the attached public hearing draft of the ordinance.

§ 510-201. Honey Creek Planned Development District.

C. Development standards.

- (2) Development on Lot 2 of CSM 4915 shall comply with all development requirements for the LI zoning district and all relevant provisions related to personal storage facilities, except as set forth in the following tables:

Standard	LI District	Approved
Maximum building height	45 feet	30 feet
Maximum building coverage	40%	30%
Maximum impervious surface	85%	80%

Standard	Section 510-44 D. (3)	Approved
Personal storage facilities	No electrical power shall be run to the storage facilities, except for exterior lighting.	Climate control and electrical power will be available in Buildings 17, 18, 19 20 (RV, boat, storage, typ.). If market demands exist, then the developer can add these features to Buildings 13, 14, 15 and 16.

PLANNER COMMENTS:

1. **Personal Storage Facilities.** According to Section 510-201 C (see snip below), "Development on Lot 2 of CSM 4915 shall comply with all development requirements for the LI zoning district and all relevant provisions related to personal storage facilities, except as set forth in the following table.". As there are no standards related to personal storage facilities listed in this table (only LI District standards), they all apply to this development.

C. Development Standards

Development on Lot 2 of CSM 4915 shall comply with all development requirements for the LI zoning district and all relevant provisions related to personal storage facilities, except as set forth in the following table:

Standard	LI District	Approved
Maximum building height	45 feet	20 feet
Maximum building coverage	40 percent	30 percent
Maximum impervious surface	85 percent	80 percent

§ 510-44. Storage land uses.

D. Personal storage facility. Personal storage facilities, also known as "mini warehouses," are land uses oriented to the indoor storage of items entirely within partitioned buildings having an individual access to each partitioned storage area. Such storage areas may be available on either a condominium or a rental basis. Personal storage facilities shall adhere to the following listed regulations:

- (1) Facility shall be designed so as to minimize adverse visual impacts on nearby developments. The color, exterior materials, and orientation of proposed buildings and structures shall complement surrounding development.
- (2) Facility shall be surrounded by a bufferyard with a minimum opacity of 0.80 along all property borders abutting residentially zoned property (see Article XIV).
- (3) No electrical power shall be run to the storage facilities, except for exterior lighting.
- (4) Minimum required parking: one space for each employee on the largest work shift.

Foth recommends the general development plan approval specify the number of units within Buildings 17, 18, 19 and 20 that will be served by climate control and electrical power [i.e., Building 17 (1-3 Units on the south side), Building 18 (3 units on the south side), Building 19 (16 units), Building 20 (4-units)].

Foth also recommends adding a sentence to the beginning of the general development plan request stating, "Climate control will be available in Buildings 11 (66 units) and Building 12 (66 units) and"

Finally, Foth recommends the general development plan approval be limited to the current request and not include hypothetical future conversions of buildings and/or units (i.e., removing the sentence stating, "If market demands exist the developer can add these features to Buildings 13, 14, 15 and 16)". If the Plan Commission wishes to accommodate the developer's request for potential future conversions of building and/or units to climate-controlled and/or to add electrical power service to individual units, then Foth recommends the conversions be subject to a Final Development Plan amendment.

2. **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.
3. **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.
4. **Public Comment.** As of this date, no written comments have been received.

STAFF RECOMMENDATION:**Code Amendment**

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:

The Village of East Troy Plan Commission recommends to the Village Board Approval of the proposed ordinance as drafted amending the Honey Creek Planned Development District for the property located on Honey Creek Road west of Executive Drive (RA 491500002) subject to the following conditions:

1. Subject to the general development plan amendment specifying the number of units within Buildings 17, 18, 19 and 20 that will be climate-controlled and served by electrical power [i.e., Building 17 (1-3 Units on the south side), Building 18 (3 units on the south side), Building 19 (16 units), Building 20 (4-units)].
2. Subject to adding a sentence to the beginning of the general development plan amendment stating, "Climate control will be available in Buildings 11 (66 units) and Building 12 (66 units) and".
3. Subject to striking the last sentence of the general development plan amendment stating, "If market demands exist the developer can add these features to Buildings 13, 14, 15 and 16)".
4. 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.
5. 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. Public hearing notice
- C. Proposed ordinance (Public Hearing draft)