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MEMO

DATE:	April 22, 2026
TO:	Town of Troy Plan Commission
FROM:	Robert Jones
REGARDING:	Settlement Hill Farm – Conditional Use Permit (CUP) Amendment

Conditional Use Permit (CUP) Amendment – Settlement Hill Farm
Applicant: Evonne and Michael Ganz
Address: 565 County Road U
Zoning: Agricultural Residential (AG-RES)

1. Background / Approved CUP

The subject property is a 7.53-acre farmstead located along County Road U in the AG-RES District. In 2018, the Town Board approved a Conditional Use Permit authorizing operation of a seasonal wedding and event venue under the Town's agricultural tourism framework. The approved CUP established the following parameters:

- Seasonal operation (May–October)
- Maximum of 24 events annually
- Maximum attendance of 275 people
- Hours limited to 8:00 a.m. to 11:00 p.m.
- Use of existing buildings and grounds only
- On-site parking and limits on outdoor amplified music

The CUP has been in place and operational, however the 2018 approval did not explicitly address alcohol consumption or service.

2. Proposed Revisions to the CUP

The applicant is requesting an amendment to explicitly allow the consumption of alcohol on the premises in conjunction with the approved event venue use to compliant with changes to liquor licensing in the state.

The request:

- Does not expand the use
- Does not increase event frequency, attendance, or hours
- Does not propose new construction or site changes

The applicant has provided updated operational narrative confirming:

- Continued use as a low-frequency, seasonal event venue
- Typical events consistent with past operations
- No history of complaints from adjacent properties

3. Town Process and Framework

Relationship to Liquor Licensing

This request is tied to State and Town regulatory requirements.

- Wisconsin Statutes (Ch. 125) regulate alcohol sale and consumption
- Consumption at an event venue may require a license, even if alcohol is not sold

Town ordinance (Chapter 74) provides that:

- A liquor license may be issued in non-commercial districts only if:
    - The use is permitted, or
    - A CUP specifically authorizes alcohol consumption or sale

Conditional Use Permits (Chapter 170)

Conditional uses are generally afforded a presumption of approval, provided that reasonable conditions can address potential impacts.

- CUPs are allowed uses within a zoning district when standards are met
- CUPs run with the land and are transferable
- The role of the Plan Commission and Town Board is to:
    - Evaluate likely impacts
    - Apply reasonable conditions to mitigate those impacts

Approval of this CUP amendment does not grant a liquor license. It instead establishes the zoning framework in which the Town Board could issue a license.

4. Considerations

The Plan Commission is evaluating a modification to an existing approved use, not a new land use. The event venue has been operating under the approved CUP, and the amendment does not change the intensity, footprint, or overall character of the use. The request adds explicit authorization for alcohol consumption within the AG-RES District as part of the approved operations, consistent with State law and Town liquor license requirements.

Conditional Use Permits must be supported by findings that the use will not be detrimental to public health, safety, or welfare; will not impair neighboring properties; will remain compatible with surrounding land uses; and will be supported by adequate access, utilities, and site conditions. Impacts such as traffic, drainage, and nuisances should attempt to be mitigated with site specific conditions.

The existing CUP and operational history provide a basis for these findings. As part of this review, the Plan Commission may consider the overall performance of the existing CUP, while focusing its evaluation on whether the addition of alcohol consumption remains compatible.

Potential Conditions Related to Alcohol Consumption

1. Compliance with Wisconsin Statutes Chapter 125 and all applicable licensing requirements, including consistency between CUP authorization and any license issued by the Town
2. Consideration of whether existing hours of operation remain appropriate in the context of alcohol consumption
3. Consideration of whether additional limitations on the location or manner of alcohol service are necessary beyond those established through licensing
4. Continued application of noise and nuisance standards, including limitations on outdoor amplified sound
5. Consideration of whether existing parking and site circulation are adequate or if modifications are warranted based on operational characteristics

5. Possible Motions

Motion to recommend approval of the Conditional Use Permit amendment for the Settlement Hill Farm property, 565 County Road U, to allow alcohol consumption in conjunction with the approved event venue use, subject to conditions, based on the following findings:

1. The Plan Commission conducted public hearing on April 30, 2026, and has considered all oral and written testimony received as part of the record.
2. The proposed amendment is a modification to an existing approved conditional use and does not expand the intensity, footprint, or operational scale of the use.
3. The use, as amended, remains consistent with the purpose and intent of Chapter 170 and is compatible with the surrounding agricultural and rural residential context.
4. The addition of alcohol consumption represents an operational component commonly associated with event venues and does not inherently alter the character of the approved use.
5. Any potential impacts related to the amendment can be reasonably mitigated through conditions applied to the Conditional Use Permit.
6. Approval of the amendment provides the necessary zoning framework for the Town Board to consider issuance of a liquor license in compliance with Wisconsin Statutes and Town ordinance.
7. The Conditional Use Permit shall incorporate the following additional or modified conditions as determined appropriate by the Town Board based on the Plan Commission recommendation and public hearing record: [Insert conditions discussed and agreed upon during deliberation]