

CONDITIONAL USE / SITE PLAN REVIEW APPLICATION

COM ITEM #3

Racine County, Wisconsin

Owner: John Randy Larson

Applicant/Agent: John Randy Larson

Town: Norway

Zoning district(s): A-2

TO THE RACINE COUNTY ECONOMIC DEVELOPMENT & LAND USE PLANNING COMMITTEE:

The undersigned requests a conditional use / site plan review permit to (specify use, project, structure, size, etc.)

amend previous conditional use condition of approval to allow sales from this site to the public

AT (site address): 22200 W. 6 Mile Rd.

Subdivision: -

Lot(s): 2

CSM Block: 2510

Parcel # 010042011023060

Section(s) 11

T 4 N R 20 E

If served by municipal sewer, check here: -

Sanitary permit #: 462375

Attached are:

[checked] zoning permit application

[checked] hearing/review fee (Fees are non-refundable, & re-publication/amendment fees will be charged where applicable.)

[checked] 12 SETS: drawn-to-scale site plan that is based on a survey (10 of the 12 should be sized or folded to 8.5" x 11") letter of agent status

[] 3 SETS: landscaping/lighting plan [] 12 SETS: report/cover letter & operations plan [] abutting property owners' names & mailing addresses [] other

print name: RANDY LARSON

e-mail address: -

address: 22200 W. Six Mile Rd

telephone #: 414-305-9005

signed: Randy Larson

STAFF USE ONLY:

BASED ON CURRENT MAPPING, check applicable statement(s) below & underline or circle the word "all" or "partially".

[checked] The property is all (partially) located in the Goose Lake Branch Canal shoreland area. N.A. The project is all / partially located in the " " shoreland area.

[checked] The property is all (partially) located in the " " floodplain. N.A. The project is all / partially located in the " " floodplain.

[checked] The property is all (partially) located in the wetland. N.A. The project is all / partially located in the wetland.

RECEIVED FEB 11 2021 RACINE COUNTY

The applicant is subject to the following Racine County Ordinance provisions (specify article/section).

Art. VI Div. 24 A-2, General Farming and Residential District II; Sec 1226 Uses Permitted Conditionally

Shoreland contract: yes [] no [checked]

Public hearing date: -

Site plan review meeting date: March 15, 2021

Submittal received by: BDT

Date petition filed: Feb. 11, 2021

cash [] or (check #) 1443

amount received: \$ 75.00

APPLICATION FOR ZONING PERMIT
 RACINE COUNTY, WISCONSIN (Rev. 11/20)

PERMIT NO. _____
 DATE PERMIT ISSUED _____

OWNER John Randy Larson
 Mailing _____
 Address 22200 W. 6 Mile Rd.

APPLICANT SAME
 Mailing _____
 Address _____

Franksville, WI 53126
 City State Zip

City State Zip
 Phone (H) _____ (W) _____

Phone (H) 414-305-9005 (W) _____

Parcel Id. # 010042011023060 Site Address 22200 W. 6 Mile Rd.

Municipality Norway Section(s) 11 Town 4 North, Range 20 East

Lot 2 Block - Subdivision Name _____ CSM # 2510

Proposed Construction/Use Amendment of previously approved conditional use

New _____	Principal Bldg. _____	Size (____ x ____)	(____ x ____)	(____ x ____)
Addition _____	Accessory _____	Area (sq ft)	(____)	(____)
Alteration _____	Deck _____	# of Units/Stories _____ / _____	Building Ht.-Avg. (ft.) _____	
Conversion _____	Sign _____	Peak Ht. (ft.) _____	100-Yr. Floodplain Elev. _____	
Temporary _____	Other _____	Eave Ht. (ft.) _____	Flood Protection Elev. _____	

Contractor _____	Est. Value w/Labor \$ _____	ZONING DISTRICT <u>A-2</u>		
Existing Nonconforming? _____	N/A <input checked="" type="checkbox"/> * Yes _____ No _____	Yard Setbacks	Proposed	OK?
*Structure's Fair Mkt Value \$ _____	Cumulative % _____	Street-1 st	_____	_____
*>50% of Fair Market Value? _____	N/A _____ Yes _____ No _____	Street-2 nd	_____	_____
Structure in Shoreland? (per map) _____	Yes _____ No _____	Side-1 st	_____	_____
Structure in Floodplain? (per map) _____	Yes _____ No _____	Side-2 nd	_____	_____
Structure in Wetland? (per map) _____	Yes _____ No _____	Rear	_____	_____
Substandard Lot? _____	Yes _____ No _____	Shore	_____	_____
Abutting Lot-Same Owner/Closely Related? _____	Yes _____ No _____	Total Acc. Structures	_____	_____
BOA Variance Needed? _____	Yes _____ No <input checked="" type="checkbox"/>	Date of Approval	_____	_____
Conditional Use/Site Plan Needed? _____	Yes <input checked="" type="checkbox"/> No _____	Date of Approval	_____	_____
Shoreland Contract Needed? _____	Yes _____ No <input checked="" type="checkbox"/>	Date of Approval	_____	_____

Additional Zoning Permit Stipulations Listed on Back of this Form? Yes _____ No _____ (If "Yes," see back)

The applicant hereby acknowledges receipt of notice contained herein and certifies that submitted information/ attachments are true and correct to the best of the knowledge and belief of the signer, and that all construction/ use will be done in accordance with the Zoning Ordinance, applicable stipulations, and Wisconsin laws.

BOA/Conditional Use/Site Plan ^{amend} Pd: \$ 75.00
 Cash/Check/CC Date # 1447

Randy Larson 2-11-21
 Signature of Owner/Applicant Date

Shoreland Contract Fee Pd: \$ _____
 Cash/Check/CC Date # _____

RANDY LARSON
 Print Name(s)

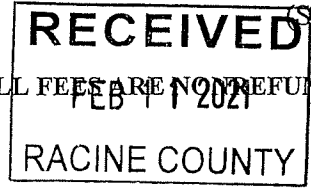
Zoning Permit Fee Pd: \$ _____
 Cash/Check/CC Date # _____

Notes (revisions, extensions, etc.) _____

Other: _____ Pd: \$ _____

if shoreland erosion review fee is included above Zoning Administrator _____ (Staff Initials)

Make checks payable to "Racine County Development Services" - Note: ALL FEES ARE NON-REFUNDABLE (OVER



PIN 0100420-11-023060



Spirits of Norway Vineyard

WE GROW WINE

Locally Made Wine

f From Locally Grown Grapes i

RECEIVED
FEB 11 2021
RACINE COUNTY



RACINE COUNTY

PUBLIC WORKS & DEVELOPMENT SERVICES DEPARTMENT

14200 Washington Avenue, Sturtevant, WI 53177-1253

Phone: (262) 886-8440 Fax: (262) 886-8480

James A. Ladwig
County Executive

Julie A. Anderson
Director of Public Works & Development Services

May 8, 2014

John Randy Larson
22200 W. Six Mile Road
Franksville, WI 53126

Re: Variance Request
22200 W. Six Mile Road, Town of Norway
Parcel Id. No. 010042011023060

Dear Mr. Larson:

The Racine County Zoning Board of Adjustment at their meeting on May 6, 2014, approved your variance request to appeal the Economic Development and Land Use Development Committee (EDLUP) decision to deny a Home Based Agricultural Related Business (Spirits of Norway Vineyard), located at 22200 West Six Mile Road, Section 11, Town 4 North, Range 20 East, in the Town of Norway.

The Board approved this variance request as:

1. The Norway Town Board recommended approval of this request.
2. The Racine County Public Works and Development Services Director had no objection to the request, pursuant to her correspondence dated April 25, 2014.
3. Submitted documentation and public hearing testimony established a need for a temporary approval to allow the applicant to produce a limited amount of wine from grape juice not exclusively grown on subject property and to protect the substantial property rights of the owners that are also enjoyed by others in this area.
4. The variance does not appear to be contrary to the purpose and spirit of the ordinance, as the proposed Home-Based Agricultural-Related Business (HBARB) will be in total compliance after 2018 or after 3,500 bottles are produced, whichever comes first.
5. The request does not appear to create substantial detriment to adjacent property, as there was no opposition shown at the public hearing.
6. To comply with the ordinance would render conformity with such restrictions as unnecessarily burdensome.

The Board granted approval subject to the following conditions:

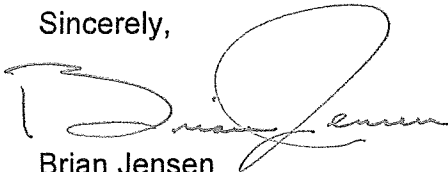
1. **Before beginning this project, the applicant must obtain a zoning permit card from this office after paying the required fee of \$125.00.** This card must be displayed in a prominent location at the project site. In addition, a copy of these conditions must be kept at the project site at all times until the project has been completed.
2. This variance approval will expire on February 6, 2015, unless substantial work has commenced pursuant to such grant. The project may not begin after such time, unless the Racine County Board of Adjustment grants an extension in writing.
3. The proposed vineyard shall be located and operated as shown on the submitted plan.
4. This variance approval "sunset" once the grape vines on this site are mature and are able to provide product for wine making on this property, as described in approval reason Number 4 above. This approval is in no way intended to be a permanent solution or substitute for growing grapes on the subject property. Failure to grow grapes on this site, despite weather conditions or any other factors, within a four (4) year period will cause this variance to be rescinded as the use will not be in compliance with the HBARB ordinance provisions.
5. The applicant is allowed to use grape juice from grapes not grown on this property only as a "blend". The majority of grape juice used to produce wine must be grown on this property.
6. **Sales from this site to the public are prohibited.**
7. The applicant is responsible for abiding by required performance standards listed in Article VII, Division 4, of Chapter 20 of the Racine County Code of Ordinances. (See enclosure.)
8. The applicant is responsible for reporting on an annual basis to the Racine County Development Services Office, the total amount of bottles produced for that year and the total cumulative total for the purpose of substantiating production for up to 3,500 bottles.
9. The exterior of the proposed building for the HBARB use must be of the same as or in harmony with the exterior of the existing buildings on this property.
10. Possible sales of ancillary non-agricultural items are subject to detailed plan approval by the Board and local municipality.
11. The HBARB must be of low-impact and not affect the rural character of this area. The Board reserves the option to bring this use back before the Board if complaints contrary to this approval, substantiated by the Development Services department and/or the Town of Norway, are received.
12. Maximum two (2) persons other than members of the immediate family may be employed in the HBARB at any given time.
13. The approval shall expire upon the sale or transfer of the parcel and/or with the sale and transfer of the business. (Town stipulation).
14. Any signage associated with the HBARB must comply with Chapter 20 Zoning of the Racine County Code of Ordinances and will require zoning permit approval.

15. All exterior lighting must be energy efficient and must be located, oriented, and of an intensity to illuminate only the building site or lot without detrimentally affecting activity on adjacent sites or lots or traffic on streets or highways.
16. The applicant must obtain all necessary federal, state, and local permits, approvals, and licenses.
17. **No additions, deletions, or changes may be made to the project, site plan, or these conditions without the Racine County Board of Adjustment and the Town of Norway's prior approval.** All addition, deletion, and/or change requests must be submitted to this office in writing.
18. The applicants must allow full and unlimited access to the project site at a reasonable time to any Public Works and Development Services Department employee who is investigating the project's construction, operation, or maintenance.
19. The applicants are responsible for obtaining all necessary federal, state, and local permits, approvals, and licenses and for abiding by all applicable codes and regulations.
20. Failure to comply with the terms and conditions stated herein may result in the issuance of citation(s) and/or revocation of this approval/permit.

Your accepting this variance approval and beginning the project means that you have read, understand, and agree to follow all conditions of this approval. John Randy Larson and his heirs, successors, and assigns are responsible for full compliance with the above conditions. It is the property owner's responsibility to inform any subsequent owner or operator of these conditions.

THIS DECISION LETTER WAS FILED MAY 8, 2014, AT THE RACINE COUNTY PUBLIC WORKS AND DEVELOPMENT SERVICES DEPARTMENT, WHICH IS USED AS THE RACINE COUNTY ZONING BOARD OF ADJUSTMENT OFFICE. Any person, jointly or severally, aggrieved by any decision of the Board of Adjustment; any taxpayer; or any officer, department, board or bureau of the County may present an appeal of such decision of the Board of Adjustment within 30 days of the filing, pursuant to **Sec. 59.694(10) of the Wisconsin Statutes.** If you have any questions or comments, please contact the Racine County Development Services Office at (262) 886-8440.

Sincerely,



Brian Jensen
Development Services Superintendent

BDJ/ni

cc: Senta Hall, Town of Norway Clerk
Jean Jacobson, Town of Norway Chair
Robert Grove, District #17 Supervisor
File Copy

Art. VII, Div. 4. PERFORMANCE STANDARDS*

Sec. 20-1061. Compliance.

This chapter permits specific uses in specific districts; and these performance standards are designed to limit, restrict, and prohibit the effects of those uses outside their premises or district. All structures, lands, air, and waters shall hereafter, in addition to their use, site and sanitary, floodland and shoreland regulations, comply with the following performance standards.

(Code 1975, § 7.091)

Sec. 20-1062. Water quality protection.

No residential, commercial, industrial, institutional, or recreational use shall locate, store, discharge, or permit the discharge of any treated, untreated, or inadequately treated liquid, gaseous, or solid materials of such nature, quantity, obnoxiousness, toxicity, or temperature that might run off, seep, percolate, or wash or be harmful to human, animal, plant, or aquatic life. This section shall not apply to uses other than those enumerated in it.

(Code 1975, § 7.092)

Sec. 20-1063. Noise.

All noise shall be so muffled or otherwise controlled as not to become objectionable due to intermittence, duration, beat frequency, impulse character, periodic character, or shrillness.

(Code 1975, § 7.093)

Sec. 20-1064. Radioactivity and electrical disturbances.

No activity shall emit radioactivity or electrical disturbances so as to endanger the use of neighboring premises.

(Code 1975, § 7.094)

Sec. 20-1065. Exterior lighting.

Any lighting source on any use, lot or parcel which is for the purpose of illuminating any structure exterior, sign, parking lot or outdoor area shall be established in a manner which satisfies the following conditions:

- (1) Such lighting shall be arranged, oriented, or shielded in such a manner that direct radiation or glare from such source does not penetrate adjacent or nearby parcels or the public right-of-way.
- (2) The source of such illumination shall be arranged, oriented, or shielded in a manner which will not endanger the safety of pedestrian or vehicular traffic.

(Ord. No. 86-86, § 7.095, 8-26-86)

Sec. 20-1066. Maintenance.

Any fence, wall, hedge, yard space or landscaped area required by this chapter or grant of variance or conditional use shall be kept free of an accumulation of refuse or debris. Plant materials must be well kept in a healthy, growing condition; and structures, such as walls and fences, shall be maintained in sound conditions, and good repair and appearance at all times.

(Ord. No. 86-86, § 7.096, 8-26-86)

Sec. 20-1067. Odors.

No residential, commercial, industrial, institutional, or recreational use shall emit an odor of such nature or quantity as to be offensive or unhealthful which is detectable at the lot line. The guide for determining odor measurement and control shall be Chapter NR 429 of the Wisconsin Administrative Code and amendments thereto.

(Ord. No. 93-3, 5-11-93)

Cross reference-Outdoor burning, § 13-51 et seq.

*Cross reference-Schedule of deposits for violation of the provisions in this division, §5-3.

Spirits of Norway Vineyard Overview

Randy Larson: President

Cindee Henrichs: General Manager

Jordann Eplenier: Wine Maker

Location: 13.490 acres at 22200 W. Six Mile Road located in the Town of Norway

July 2012 planted vineyard, agricultural crop consisting of 700 cold climate hybrid wine grapes

May 6th 2014 Racine County approved variance for Home Based Agricultural Related Business

2015 completed construction of 32' X 32' SIP panel winery building to make wine from grape crop

2017 obtained all necessary Federal, State, local permits, approvals and license to operate winery

2018 Earned our first of many Gold Medals in major International Wine Competitions

To date: Spirits of Norway Vineyard has abided by all conditions and have had NO complaints

Spirits of Norway Vineyard Request to Amend Variance

Amend item #6: *sales from this site to public are prohibited*

Request: "Open to the Public" an average of (1) weekend per month or (12) times a year

Fact: Most start-up wineries fail in the first five years. Please review documentation

Fact: Overall, an average of 47% of Direct to Customer revenues were derived from **tasting rooms**

Fact: The Wisconsin Wine Industry creates a **\$3.6 Billion Total Economic Impact in Wisconsin**

Business Model: Vineyard Experience

Goal: To offer our local clients the enhanced **experience** of visiting a working vineyard, along with a scheduled tour of the operation, and to educate our guests about the process of grapes to glasses

Hours: The designated weekends consist of Saturday noon to 6 pm, Sunday noon to 5 pm.

Reservations: We will advertise on our social media platforms and website: **reservations required**

Group size: Limited to (24) guests based on our experience of friends & family helping at harvest. We may book (3) groups of four noon to 3pm, then another (3) groups of four 3 to 6 pm.

Parking: Designated parking via painted lines to include ADA guidelines for van accessible

Wine tasting: Adhere to guidelines set forth by Wisconsin Department of Revenue

Tasting room: Will be constructed in one of our existing storage buildings. We will provide indoor & outdoor seating with a nearby access to rest room facilities

In Closing: We have a genuine need to generate Direct to Customer revenue from a tasting room and to help build our Wine Club Memberships. We also desire to do our part to enhance the Economic Impact here in Racine County. Thank you for your assistance!

Randy Larson

4 Answers



Don Dougherty

Answered 1 year ago · Author has 613 answers and 158K answer views

Do most start-up wineries fail?

Most startup businesses fail. And, the odds are stacked against a winery.

First they are a farm business. Every year's crop is dependent on weather. A bad year and you have no product for a year. Second, they are a chemistry experiment each year. The product is not made from predictable and consistent ingredients. Each year provides a different harvest and if the winemaker makes bad decisions you could lose a year's worth of product. Third, assuming you have a good crop, and a good production in the winery, now you must market the product (unlike farm produce). Marketing is hard, the market is fickle and ever-changing, and you have no control over the rise and fall of production from your competitors. You

WINES VINES ANALYTICS
WINE ANALYTICS REPORT
WINE BUSINESS MONTHLY
GOMBERG FREDRIKSON

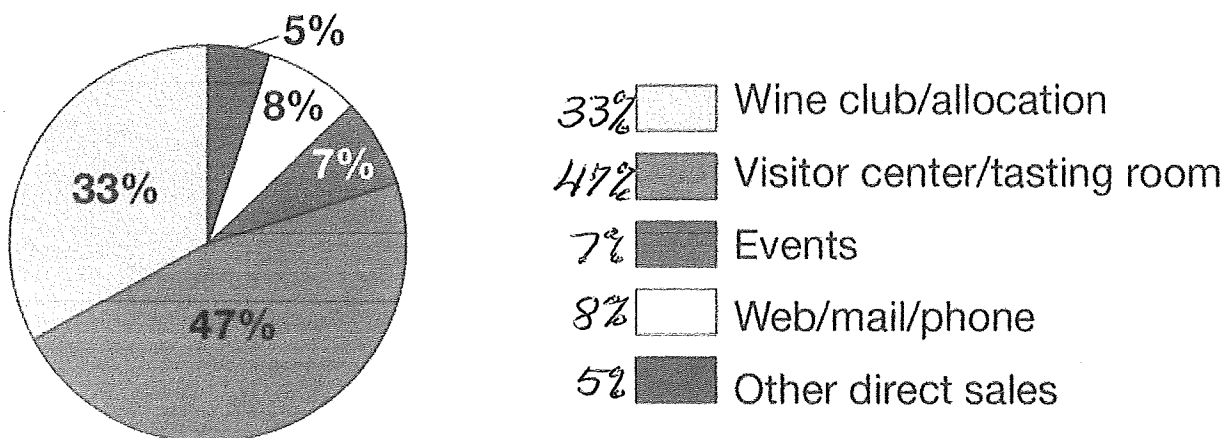
05.12.2016

Tasting Room Survey Discloses Disparities

Wages and lifetime value of wine club members vary widely by region

by Paul Franson

CONSUMPTION OF DIRECT-TO-CONSUMER SALES



Source: Silicon Valley Bank/Wine Business Monthly 2016 Tasting Room Survey

Santa Rosa, Calif.—For their annual survey about trends in tasting rooms, Silicon Valley Bank and *Wine Business Monthly* query bank customers and other wineries about their practices. The results always seem to turn up some surprises, and the questions are tweaked each year to reflect current trends.

This year, 839 wineries provided valid results—a significant sample of the roughly 8,000 wineries in the United States and Canada.

Cookies required for full site functionality. Click for guide to enable. CLOSE

Those responding generate an average of 60% of total revenue from direct-to-consumer (DtC) sales, with the percentage dropping from 74% for wineries producing fewer than 2,500 cases to 15% for those making more than 250,000 cases.

Overall, an average of 47% of DtC revenues were derived from tasting room sales, 33% from wine club members and allocation lists, 8% by web, mail and phone sales, 5% from events and 5% from other direct channels.

“Wineries don’t make money on events,” said Rob McMillan, executive vice president and founder of Silicon Valley Bank’s Wine Division in a webcast about the report. “They support other sales.”

“Wine clubs let us connect with our guests,” said Carol C. Reber, chief marketing officer for Duckhorn Wine Co. “They’re affordable luxuries, like the country clubs of yesterday.”

U.S. wineries received an average of 1,360 visitors per month from public and appointments, with Anderson Valley seeing the fewest at 421 per month and New York wineries reporting the highest number of visitors at 2,776.

Napa and Sonoma wineries averaged around 1,480 visitors per month. If you counted only tastings open to the public, Napa jumped to 2,763 visitors per month.

But Reber warned, “Napa is an outlier. Look at what’s possible, but be realistic about expectations in your region.”

Wineries offer a number of formats for tasting. The traditional standing tasting bar is offered by 62% of survey respondents, with 16% offering casual or group seated tastings, 10% have a seated tasting bar and 7% said they offer private or formal seated tasting. (Five percent specified “other.”)

But when you look at visitors who bought wine, the private or formal tastings resulted in 71% buying wine, 69% seated at the tasting bar bought wine, 64% of standing tasting bar visitors made purchases and 61% of those in casual seated tastings spent money.

The average purchase was \$102, with Napa buyers spending an average of \$246 and Sonoma County reporting \$124 spent per visitor.

The lowest average buys were at wineries in the Midwest (\$36) and New York (\$38).

Cookies required for full site functionality. Click for guide to enable. [CLOSE](#)

Wisconsin Wine Country

Wisconsin's location in the **upper midwest** makes it a natural for a wide diversity of grape varieties, from cold-hardy vinifera like Riesling to French-American, Cornell, Minnesota and other cultivars that can withstand the harsh winters.

While there are no formal AVA's, the regions include **Driftless, Northwoods, Door County, Fox Valley, and Glacial Hills. Wollersheim Winery** has been a consistent winner of Gold medals in various competitions around the country.

Like all 50 states, **Wisconsin** enjoys significant economic benefits from the American wine industry.

American Wine Industry Economic Impact in **Wisconsin**:

- \$3.6 Billion Total Impact**
- 80 Wine Producers**
- 200 Vineyard Acres**
- 33,992 Jobs**
- \$1.2 Billion Wages**
- 137,998 Tourist Visits**
- \$56.7 Million Tourist Expenditures**
- \$443.7 Million Total Taxes**
- \$251.3 Million Federal Taxes**
- \$192.4 Million State and Local Taxes**

We appreciate the support of WineAmerica members **Dancing Dragon Vineyard & Winery, Vines & Rushes Winery, and Wollersheim Winery.**

Cheers!

Jim Trezise
President, WineAmerica

Spirits of Norway Vineyard

Drinking Wine With a Purpose

RANDY LARSON

President

22200 W. Six Mile Road
Town of Norway
Franksville, WI 53126

414.430.0128

www.spiritsofnorwayvineyard.com

Randy Larson, President of Spirits of Norway Vineyard is proud to be an active member of the following trade associations:

- Wisconsin Grape Growers Association (WGGA) sits on the Board of Directors
- Wisconsin Winery Association (WWA)
- WineAmerica
- Craft Wine Association
- Wisconsin Vintners Association (WVA)
- Prairie Home Vintners
- Racine County Farm Bureau
- Tichigan Lake Lions Club sponsored by Mark Knudsen
- Union Grove Chamber of Commerce
- Burlington Chamber of Commerce

Untitled Map

Write a description for your map.

Legend

- Untitled Path
- Untitled Path
- Untitled Polygon



100 ft

Google Earth

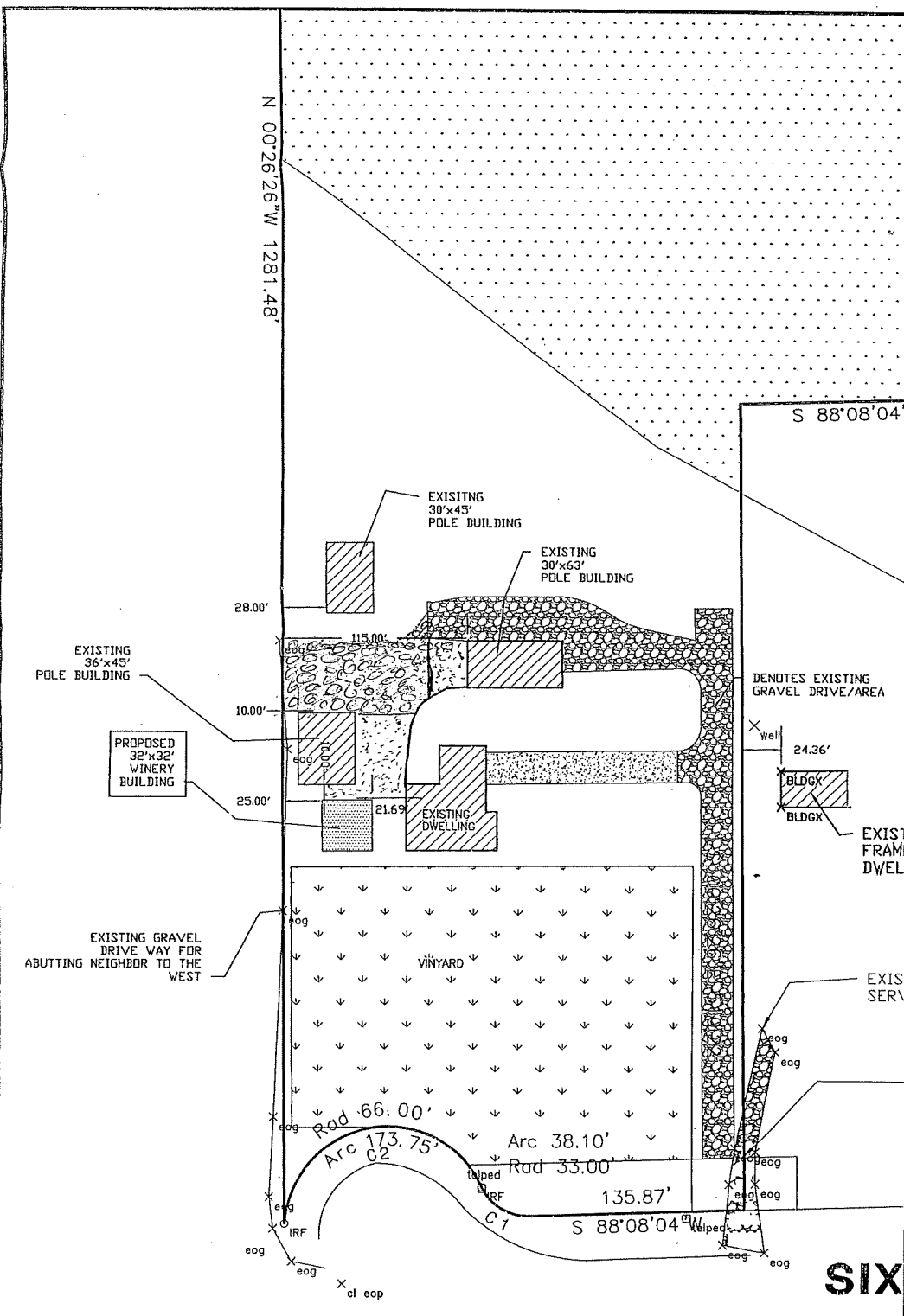
© 2021 Google

AMERICAN SURVEYING COMPANY, INC.
 12207 C.T.H. "K" FRANKSVILLE, WISCONSIN 53126
 TEL. (262) 835-4774 FAX: (262) 835-2379
 beau@arabicity.com

DRAWN BY:	PLB	REVISIONS:	DATE
CHECKED BY:	PLB	11/16/13	REVIS
PLOT SCALE:	1 = 40	01/09/14	REVIS
DATE:	11/15/13		
JOB NO.:	2005046A		
DWG. FILE:	JN205098B	CLIENT NO.	03295

TOWN OF NORWAY
 PROJECT:
SITE PLAN
 PREPARED FOR: RANDY LARSON

Sheet
 01



Curve	Radius	Tangent	Length	Delta
C1	33.00'	21.49'	38.10'	66°09'10"
C2	66.00'	253.66'	173.75'	150°49'54"

SIX