

Owner: RANDY LARSON Applicant/Agent: OWNER
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.)
Amendment of the previously approved Home-Based Agricultural Retail Business (HBARB) to be open to the public for the "Taste & Taste Experience" no more than two weekends per calendar month or up to twelve times per calendar year and limit a maximum of 32 guests per day with no more than 10 guests at a time, and to be open to the public for "OPEN-TASTINGS" no more than two Saturdays per calendar month or up to fourteen times per calendar year with a maximum of 32 guests per day, hours of events, 12pm-6pm
AT (site address): 22200 W. 6 mile Rd

Subdivision: Parcel # 010042011023060 Section(s) 11 T4 N R20 E

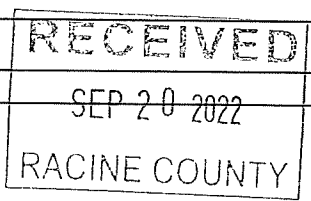
If served by municipal sewer, check here: Sanitary permit #:

- Attached are: zoning permit application, 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, hearing/review fee (Fees are non-refundable, & re-publication/amendment fees will be charged where applicable.), 3 SETS: landscaping/lighting plan, 12 SETS: report/cover letter & operations plan, abutting property owners' names & mailing addresses other, Randy@SPIRITSOFNORWAYVINEYARD.COM e-mail address, print name: RANDY LARSON, address: 22200 W. 6 mile Rd, telephone #: 414-430-5020

signed: Randy Larson

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

- The property is all / partially located in the Unnamed Canal shoreland area.
The project is all / partially located in the shoreland area.
The property is all / partially located in the floodplain.
The project is all / partially located in the floodplain.
The property is all / partially located in the wetland.
The project is all / partially located in the wetland.



The applicant is subject to the following Racine County Ordinance provisions (specify article/section):
Article VI DIV. 24A-2 General Farming & Residential District 11; Section 20-1010 Conditional Uses and Section 20-1226 Uses permitted conditionally
Shoreland contract: yes no checked

Public hearing date: October 17, 2022 Site plan review meeting date: N/A
Submittal received by: EJS Date petition filed: 9.20.2022
cash or check # 11097 amount received: \$ 475.00

APPLICATION FOR ZONING PERMIT  
RACINE COUNTY, WISCONSIN (Rev. 07/22)

PERMIT NO. \_\_\_\_\_  
DATE PERMIT ISSUED \_\_\_\_\_

OWNER Randy Larson  
Mailing Address 22200 W. 6 mile Rd  
FRANKSVILLE WI 53126  
City State Zip

APPLICANT OWNER  
Mailing Address \_\_\_\_\_  
City State Zip

Phone 414-430-5020  
Email Randy@spiritsofnorwayvineyard.com

Phone \_\_\_\_\_  
Email \_\_\_\_\_

Parcel Id. # 010042011023060 Site Address 22200 W. 6 mile Road  
Municipality TOWN OF NORWAY Section(s) 11 Town 04 North, Range 20 East  
Lot - Block - Subdivision Name N/A CSM # -

Proposed Construction/Use | Request a conditional use amendment of the previously approved Home-Based Agricultural Related Business (HBARB) to be open to the public for the "Tour N Taste Experience" no more than two weekends per calendar month or up to twelve time per calendar year and limit a maximum of 32 guests per day with no more than 16 guests at a time; and, to be open to the public for "Open-Tastings" no more than two Saturdays per calendar month or up to fourteen times per calendar year with a maximum of 32 guests per day, hours of events, 12:00pm-6:00pm

New \_\_\_\_\_ Principal Bldg. \_\_\_\_\_ Size (\_\_\_\_ x \_\_\_\_)(\_\_\_\_ x \_\_\_\_)(\_\_\_\_ x \_\_\_\_)  
Addition \_\_\_\_\_ Accessory \_\_\_\_\_ Area (sq ft) (\_\_\_\_)(\_\_\_\_)(\_\_\_\_)  
Alteration  Deck \_\_\_\_\_ Peak Ht. (ft.) \_\_\_\_\_ 100-Yr. Floodplain Elev. \_\_\_\_\_  
Conversion \_\_\_\_\_ Sign \_\_\_\_\_ Eave Ht. (ft.) \_\_\_\_\_ Flood Protection Elev. \_\_\_\_\_  
Temporary \_\_\_\_\_ Other \_\_\_\_\_ Building Ht.-Avg. (ft.) \_\_\_\_\_

Contractor \_\_\_\_\_ Est. Value w/Labor \$ \_\_\_\_\_ ZONING DISTRICT A-2  
Existing Nonconforming? N/A Yes \_\_\_\_\_ No  Yard Setbacks Proposed OK?  
Structure in Shoreland? (per map) Yes \_\_\_\_\_ No  Street-1<sup>st</sup> \_\_\_\_\_  
Mitigation or Buffer Needed? Yes \_\_\_\_\_ No  Street-2<sup>nd</sup> \_\_\_\_\_  
Structure in Floodplain? (per map) \*Yes \_\_\_\_\_ No  Side-1<sup>st</sup> per submitted plans  
\*Structure's Fair Market Value \$ \_\_\_\_\_ Cumulative % \_\_\_\_\_ Side-2<sup>nd</sup> \_\_\_\_\_  
\* >50% of Fair Market Value? N/A Yes \_\_\_\_\_ No \_\_\_\_\_ Rear \_\_\_\_\_  
Structure in Wetland? (per map) Yes \_\_\_\_\_ No  Shore \_\_\_\_\_  
Substandard Lot? Yes \_\_\_\_\_ No  Total Acc. Structures \_\_\_\_\_  
BOA Variance Needed? Yes \_\_\_\_\_ No  Date of Approval \_\_\_\_\_  
Conditional Use/Site Plan Needed? Yes  No \_\_\_\_\_ Date of Approval \_\_\_\_\_  
Shoreland Contract Needed? Yes \_\_\_\_\_ No  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~~ Pd: \$ 475.00 Randy Larson 9-19-22  
CC Date/Check#/Cash 1097 Signature of Owner/Applicant/Agent Date

Shoreland Contract Fee Pd: \$ \_\_\_\_\_  
CC Date/Check#/Cash \_\_\_\_\_ Print Name(s) RANDY LARSON

Zoning Permit Fee Pd: \$ \_\_\_\_\_  
CC Date/Check#/Cash \_\_\_\_\_ 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 NONREFUNDABLE (OVER)

PN 010-04-20-11-023-000

**Spirits of Norway Vineyard Request to Amend Variance**

SUBJECT: A-2 Conditional Use Amendment of the previously approved Home Based Agricultural Related Business (HBARB) specifically item #6.

REQUEST: Open to the public for the Tour N Taste Experience **no more than two weekends per calendar month or up to twelve times per calendar year.** Reservations to be made online and will be limited to a maximum of **32 guests per day with no more than 16 guests at a time.**

REQUEST: Open to the public for Open Tastings **no more than two Saturday's per calendar month or up to fourteen times per calendar year, with hours of noon to 6:00 pm. With a maximum of 32 guests per day.**

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

Fact: Spirits of Norway Vineyard has been **recognized as the Top Ten Winery in Wisconsin by Choice Wineries.**

Parking: Designated parking via painted lines including handicap and van accessible as per ADA guidelines.

Wine tasting: Adhere to guidelines set forth by the TTB and Department of Revenue.

Seating arrangements: We comfortably provide seating for 20 guests in the outdoor tasting area and 18 guests in the Indoor tasting area with nearby access to rest room facilities.

In closing, we have a genuine need to increase Direct to Consumer revenue from our tasting room to help build our VIP 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

RECEIVED  
SEP 20 2022  
RACINE COUNTY

### **SPIRITS OF NORWAY VINEYARD TOUR N TASTE EXPERIENCE**

For wine enthusiasts, finding the small unique and even obscure winery is part of the fun of being a wine connoisseur. The passion of the people creating these wines shines through and invites you to visit their popular local vineyard & winery! Savor up-scale award winning wines with a down-to-earth attitude.

Spirits of Norway Vineyard is highly respected for growing top quality hybrid wine grapes. Our personally guided tour includes a vineyard walk with an emphasis on viticulture. Enjoy a stroll through a beautiful working vineyard. We say "WE GROW WINE" because all wine starts in the vineyard. Naturally grown grapes create pure artisan wines.

The tour continues to the winery where all our exceptional specialty wine is handcrafted in this boutique style, craft winery. Our talented Wine Maker creates wines that are pure, artisanal and deliciously clean.

Next stop is the Tasting Room where it's time to delight your senses with award winning, locally made wine from locally grown grapes. A complete portfolio of white's, rose' and red wines await your wine pallet. Three FREE tastings are included or elevate your experience to include a photo opportunity reminiscing the iconic "I Love Lucy Grape Stomp". You may also add additional tastings, enjoy a cheese & cracker plate featuring our signature cheeses, purchase bottles to go, and join the exclusive V. I. P. Wine Club.

This delightfully engaging Tour N Taste Experience is available (2) weekends per month April thru October. The cost is \$10.00 per person, **reservations are required, and availability is limited** so book now! The perfect atmosphere for a small group bridal shower, bachelorette, turning 40 Birthday, engagement, wine night reunion, book club or just plain CHEERS TO LOVE! Be sure to check out some of our exclusive special events including Vineyard Yoga, Art in the Vineyard and Sip N Clay a pottery making event.

Please visit [www.spiritsofnorwayvineyard.com](http://www.spiritsofnorwayvineyard.com) to book your reservation



# Rose/deJong

June 3, 2021

Justin Schwartz  
22130 W. Six Mile Road  
Franksville, WI 53126

**Re: Spirits of Norway Vineyards/J. Randy Larson**

Dear Mr. Schwartz:

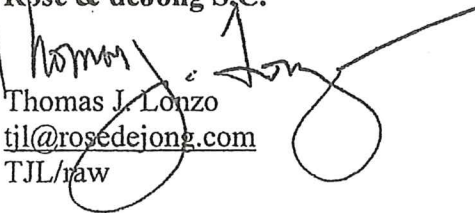
We are the attorneys for your neighbor, Spirits of Norway Vineyards/J. Randy Larson (jointly referred to as "Mr. Larson"). He has brought to our attention several incidents this past weekend involving you which have escalated to the point of seeking legal counsel to determine options through law enforcement and/or the court system to prevent reoccurrence of the incidents which have interfered with lawful activities on Mr. Larson's property.

As you are well aware, Mr. Larson was legally conducting wine tasting events over the Memorial Day weekend for which he sought and obtained approval from town and county governing authorities. We understand you objected to the town and county approving the wine tasting conditional use permits however the government authorities approved such permits despite your objections. You have apparently refused to accept the authorities' decisions and have resorted to threatening, intimidating, distracting and otherwise illegal behavior and acts to ostensibly sabotage the wine tasting events.

First, on Saturday, May 29, 2021, you decided to blare loud music while washing your car. In the 16 years Mr. Larson has lived at the property you never blared loud music like you did on that day. Apparently, that was not enough of a distraction, so you fired multiple rounds from a semi-automatic weapon on May 29 and May 30 at 5:30 pm so as to deliberately attempt to scare the wine tasting guests away. One of the guests was particularly threatened by the gunfire. Then, on Sunday May 30, 2021, at 6:30 pm, as the events were wrapping up with the last couple of guests, you started shouting obscenities, waiving your hands, and flipping everyone off.

We have advised Mr. Larson of several legal remedies available to him should these or similar acts occur in the future. First and foremost, law enforcement may be called, and Mr. Larson will press charges. Second, several civil remedies are available to him including seeking a harassment restraining order under W.S.A. § 813.125(1)(b), as well as suing for damages for causing a private nuisance.

Very truly yours,  
**Rose & deJong S.C.**

  
Thomas J. Lonzo  
[tjl@rosedejong.com](mailto:tjl@rosedejong.com)  
TJL/raw



ATTORNEYS AT LAW

1134 N. 9<sup>th</sup> Street, Suite 220  
Milwaukee, WI 53233

Phone 414.274.1400 / Fax 844.273.1311

[www.RosedeJong.com](http://www.RosedeJong.com)

**Randy Larson**

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**From:** "Randy Larson" <randy@purposecontracting.com>  
**Date:** Saturday, January 09, 2021 7:19 AM  
**To:** <randy@purposecontracting.com>  
**Subject:** Wine Stats

**Wine: The All-American Art Form**

Wine is made and consumed in all 50 states, and affects the economy of each one in a wide variety of ways. On a national level, the American wine industry generates more than \$220 billion for the American economy while benefiting many sectors from agriculture to manufacturing and transportation.

In 2017, WineAmerica commissioned the first-ever national economic impact study of the American wine industry, conducted by John Dunham & Associates. The overall findings:

- \$219.9 total economic impact
- 10,236 wine producers in all 50 states
- 677,581 vineyard acres
- 1.7 million jobs
- \$75.8 billion in annual wages
- 43 million tourist visits
- \$17.7 tourist expenditures
- \$31.3 total taxes
- \$18.1 billion federal taxes
- \$13.2 billion state and local taxes

Having reliable data is vital to effective lobbying, and we have made good use of this over the past several years. We hope to update it this year or next.

**Cheers!**

Jim Trezise  
President, WineAmerica



## 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





# Glacial Hills Region

www.wisconsinwineries.org

## Northleaf Winery

Northleaf Winery is a premier Wisconsin winery with locally esteemed wines; nearly all have also won multiple awards in international competition. Three generations work in our family-run winery, which specializes in small batch hand-crafted wines, fermented, aged and bottled on-site. We source most of our fruit from California, New York, Wisconsin, and Chile. We are an urban winery, in a Milton residential area, and on the beautiful Ice Age Trail. Our tasting room is an historic building on the National Registry of Historic Places. It's an inviting place – community style warmth and historical gravitas all in one package, an atmosphere that feels both lively and chill, insider-ish and open-armed! While you're here, also visit the Taproom at Northleaf, right next door with a huge outdoor deck.



ADDRESS 232 S. Janesville Street, Milton, WI 53563  
WEBSITE www.northleafwinery.com  
PHONE 608-580-0575  
EMAIL info@northleafwinery.com



## Timber Hill Winery

Join us in our tasting room to see we have more than twenty different varieties from our family-run winery in southern Wisconsin. We create wines that leave an impression from start to finish, built from Wisconsin vineyards. Our winemaker enjoys coming up with varieties made for the appreciation, the joy, and the pure love of making and sharing delicious wine. Our boutique winery located just off the Ice Age Trail in Rock County between Madison and Janesville, has a unique appeal in pairing people, wine, and experiences perfectly. We offer a surprising treat of affordable wines made with a variety of cold climate Wisconsin grapes. From the crushing of the grapes to the pour in your glass, we do it all with the joy of helping you appreciate the wine drinking moment you are in.



ADDRESS 1223 Storrs Lake Road, Milton, WI 53563  
WEBSITE www.timberhillwinery.com  
PHONE 608-247-4615  
EMAIL info@timberhillwinery.com



38 | www.wisconsinwineries.org

## Pieper Porch Winery

Pieper Porch Winery is a family owned and operated artisan winery located on the scenic Vernon Marsh in Waukesha County. All wines are crafted on-site in small batches. We offer wine tasting flights (5 wines per flight) for your enjoyment. Each flight is \$5. In addition to wine, we have a wine themed gift shop with many unique items for sale. Our "Porch" offers scenic views for sipping and snacking. We have the wine - you are welcome to bring the snacks! We look forward to offering you an enjoyable and relaxing experience at our winery. Please visit and "WINE" with us soon!



ADDRESS S67W28435 River Road (Hwy 1), Waukesha, WI 53189  
WEBSITE www.pieperporchwines.com  
PHONE 262-349-9092  
EMAIL info@pieperporchwines.com



## Spirits of Norway Vineyard

WE GROW WINE! Spirits of Norway Vineyard is highly respected for growing quality hybrid wine grapes. Our personally guided tours include a vineyard walk with an emphasis on viticulture. We say "We Grow Wine," because all wine starts in the vineyard! We go into great detail explaining the process of grapes to glass, including a behind the scenes winery tour. Then it's time to taste award winning, locally made wine from locally grown grapes. Our specialty wines are handcrafted in our boutique style winery. To top off your "experience," we offer a delightful photo opportunity reminiscing the iconic "I Love Lucy" stomping grapes episode. Your "experience" will be educational and great fun! We look forward to your visit. **Availability is limited. Reservations are required.**



ADDRESS 22200 W. 6 Mile Road, Franksville, WI 53126  
WEBSITE www.spiritsofnorwayvineyard.com  
PHONE 414-430-0128  
EMAIL randy@spiritsofnorwayvineyard.com



www.wisconsinwineries.org | 39



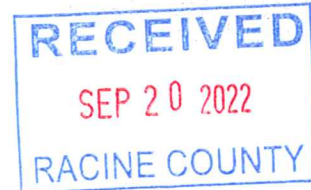


4 Answers



**Don Dougherty**

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



## **Do most start-up wineries fail?**

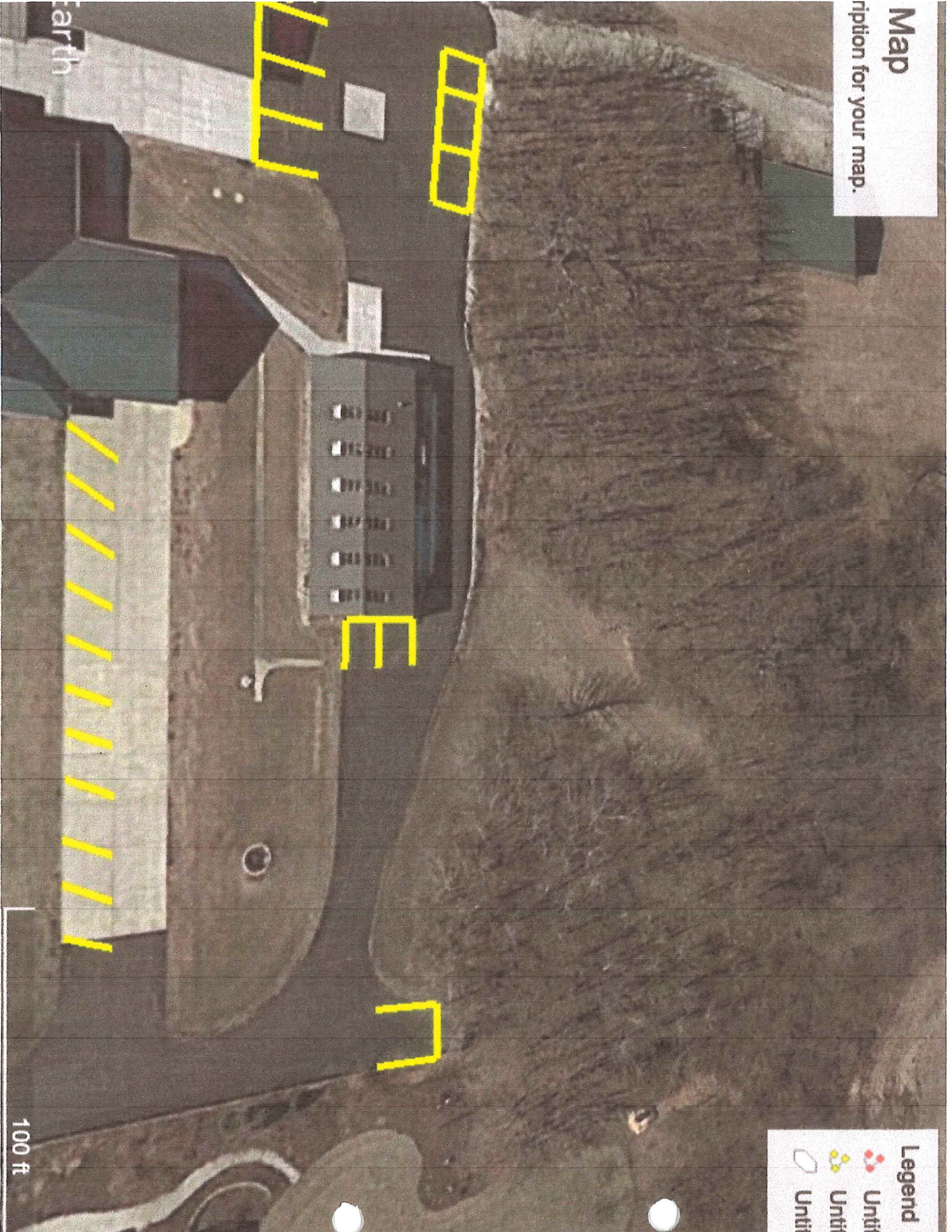
Most startup businesses fail. And, the odds are stacked against a winery.

First they are a farm business. Every year's crop is dependent on weather. A bad year and you have not 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



# Map

Description for your map.



**Legend**

- Unit (Red diamond icon)
- Unit (Yellow diamond icon)
- Unit (White diamond icon)

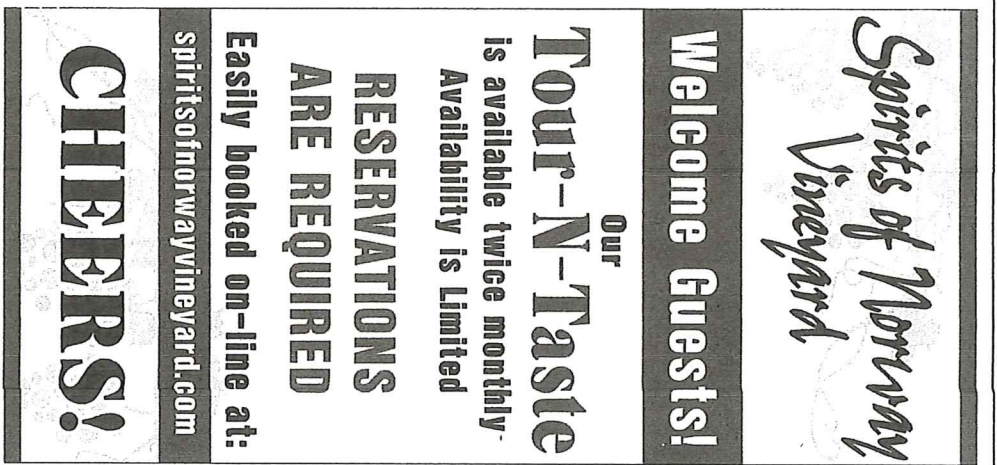
100 ft

Earth

CUSTOMER / PROJECT SPIRITS OF NORWAY - WELCOME GUESTS SIGN



INSTALL  PICKUP  SHIP REMOVE EXISTING GRAPHICS  YES  NO WORK ORDER # 26352



**QTY 1**  
**28" X 60"**  
**2 SIDED**  
**6 ML DIBOND**  
**W/CUT GRAPHICS**



ARTWORK CHARGE - With your drawing/estimate, you are allowed one artwork revision. There will be an artwork charge for any additional drawings. DESIGN LAYOUTS ARE COPYRIGHT © 2021.

# ARTWORK APPROVAL

-PLEASE PROOFREAD CAREFULLY-

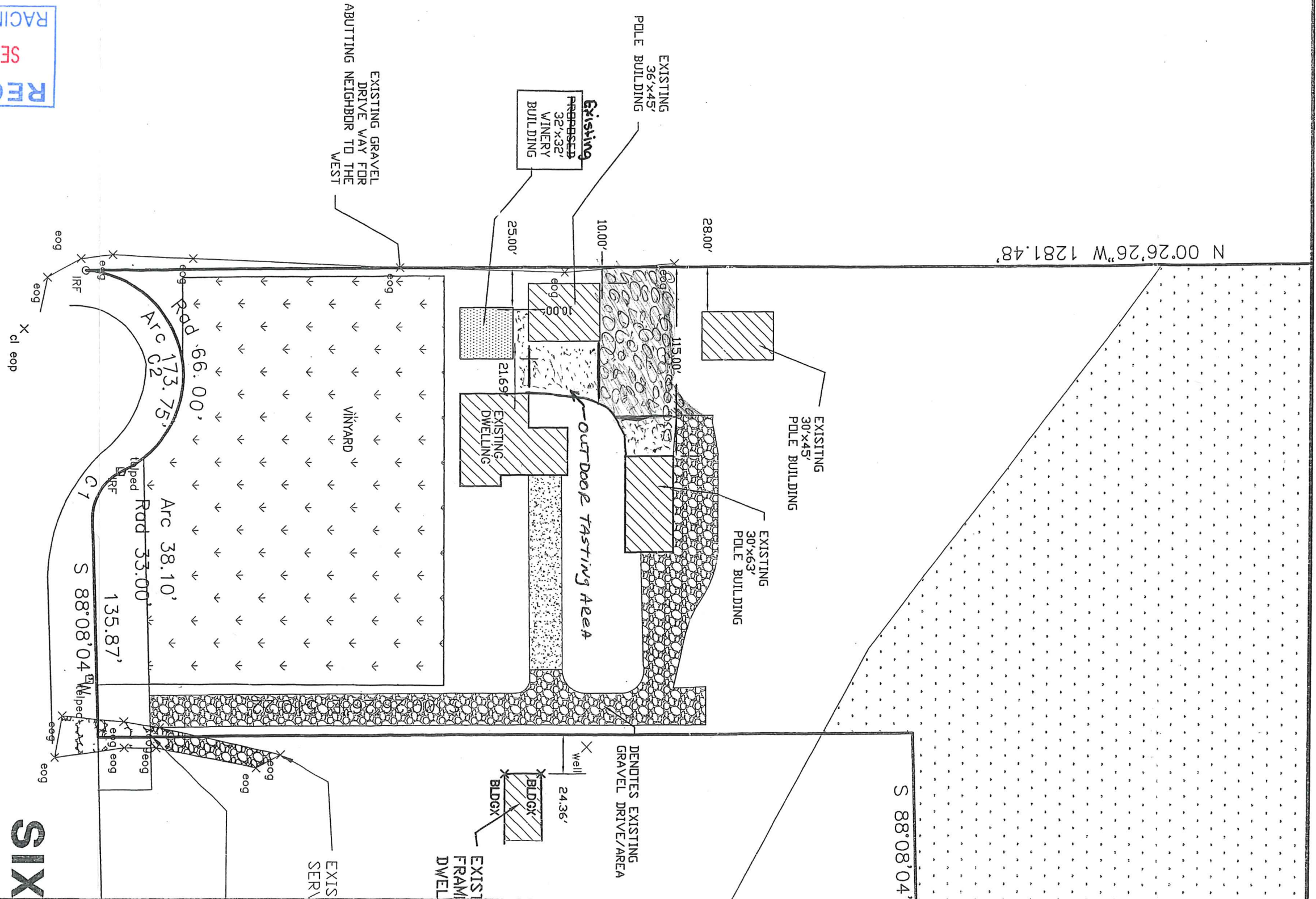
I have checked the DETAILS of this proof and approve the design. Signs & Lines by Stretch is not responsible for typographical errors. My signature authorizes Signs & Lines by Stretch to proceed with production of this order. I understand that I will be charged for product and labor, even if I cancel the order after this date.

X Ann Klein  
ADDRESS SIGNATURE

Color  
 Spelling  
 Copy Content  
 Placement

UNIT # \_\_\_\_\_  
USDOT # \_\_\_\_\_  
DRAWN BY: Ann Kleinhans  
DATE: 4/29/2021  
FILE NAME: WELCOME GUESTS - SIGN.PLT  
MATERIALS USED \_\_\_\_\_  
DATE: 4-29-21

RECEIVED  
 SEP 20 2022  
 RACINE COUNTY



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

Sheet  
 1  
 of  
 1

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

DRAWN BY: PLB	REVISIONS: DATE
CHECKED BY: PLB	11/16/13: REVISED PER COUNTY REVIEW
PLOT SCALE: 1 = 40	01/06/14: REVISED PER COUNTY REVIEW
DATE: 11/15/13	
JOB NO.: 2005046A	
DWG. FILE: JN205098B	CLIENT NO. 03295

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