

**CITY OF LAKE GENEVA  
626 GENEVA STREET  
LAKE GENEVA, WI**

**PLAN COMMISSION MEETING  
MONDAY JANUARY 20, 2020 - 6:00 PM  
COUNCIL CHAMBERS, CITY HALL**

**Agenda**

1. Meeting called to order by Tom Hartz.
2. Roll Call.
3. Approve Minutes of the November 26, December 12, & December 16, 2019 Plan Commission meeting as distributed.
4. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to five (5) minutes.
5. Acknowledgment of Correspondence.
6. Downtown Design Review:
  - a. Application by Roger Wolff - DBA Inspiration Coffee, request to install awnings on the front and rear of the building located at 883 W. Main St, in the Central Business (CB) zoning district, Tax Key No. ZOP00258.
7. Presentation of a Conceptual rendering for the property located at 302 Townline Rd. for a possible Planned Development that would allow multiple dwellings on one tax parcel. Applicants Michael Hanley & John Engerman, - DBA Clear Sky LLC. 302 Townline Rd., located in the Planned Industrial (PI) zoning district, Tax Key No. ZYUP00144.
8. Presentation of Draft 3 of the Comprehensive Plan.
  - a. 2020 Comprehensive Plan Update: Overview presentation of Draft 3 Plan recommendations in preparation for the public hearing on February 10. No discussion will occur or decisions will be made at this January 20<sup>th</sup> meeting.

To view or download the Comprehensive Plan Draft #3, go to the link below:

[https://www.cityoflakegeneva.com/vertical/Sites/%7B14619068-6F01-4703-8EEB-EA74850C93B5%7D/uploads/Comprehensive\\_Plan- Draft\\_3- January\\_10\\_2020.pdf](https://www.cityoflakegeneva.com/vertical/Sites/%7B14619068-6F01-4703-8EEB-EA74850C93B5%7D/uploads/Comprehensive_Plan- Draft_3- January_10_2020.pdf)

9. Adjournment.

**QUORUM OF CITY COUNCIL MEMBERS MAY BE PRESENT**

*Requests from persons with disabilities, who need assistance in order to participate in this meeting, should be made to the City Clerk's office, in order for appropriate Accommodations.*

*Posted 1/15/2020*

**PLAN COMMISSION MEETING**  
**MONDAY, NOVEMBER 26, 2019 – 5:00 PM**  
**COUNCIL CHAMBERS, CITY HALL**

Mayor Hartz called the meeting to order 5:00 p.m.

**Roll Call.** Present: Mayor Hartz, Alderman Doug Skates, John Gibbs, Brett Stanczak, Ann Esarco. Absent (Excused) Michael Krajovic, William Catlin. Also Present: City Planner Brian Munson, City Attorney Draper, City Administrator Nord, Building and Zoning Administrator Walling, Building & Zoning Administrative Assistant Follensbee.

**Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to 5 minutes.**

Speaker #1: Dimitri Anagnos, 148 Cass Street, shared history, statistics, and suggestions and asked the City to take time to make decisions regarding the Hillmoor property.

Speaker #2: Tom Reed, 100 E Main Street, shared his suggestions for the Hillmoor property and asked the city officials to work with the citizens when making decisions for this property.

Speaker #3: Rick Steinberg, 1032 Williams Street, shared his thoughts in favor of leaving the property as is and let the developer come up with a proposal.

Speaker #4: David Frost, 1556 Orchard Lane, suggested the map does not need to change and shared his thoughts in favor of keeping the small town atmosphere, lake focused, with a vibrant downtown.

Speaker #5: Don Ogden, 108 Evelyn Lane, asked why a Hillmoor concept needs to be created.

Speaker #6: Spyro Condos, 1760 Hillcrest Drive, opposes the city creating a plan for the developer, the possibility of changing the master plan and asked the Plan Commission to do nothing and adjourn this meeting.

Speaker #7: Hank Sibbing, 1725 Hillcrest Drive, requested an immediate adjournment due to the following: a meeting notice was not given to the newspaper to notify the public of this meeting; it is prior to the open house discussion on the same concepts next week; and one plan commissioner is absent.

Speaker #8: Jim Strauss, N1517 Meadow Ridge Circle, shared his concerns regarding this meeting and past decisions made by the city.

Speaker #9: Jackie Getzen, 15 Lakeview Drive, asked if the city considered creating Hillmoor as a conservancy like Kishwauketo in Williams Bay.

Speaker #10: Pete Peterson, 1601 Evergreen Lane, addressed the Plan Commission as appointed representatives, to listen to the community when making decisions, suggested adjourning the meeting.

Speaker #11: Maureen Marks, 834 Dodge Street, shared her opposition to any changes and asked for this meeting to be adjourned.

Commissioner Catlin arrived at 5:45 pm.

Speaker #12: Charlene Klein, 817 Wisconsin Street, shared her concerns regarding the development of the Hillmoor property, improper procedure, and statistics of the growth in Lake Geneva and also asked the Plan Commission not to vote.

Speaker #13: Ted Harig, owner of 821 Geneva Street, shared his concerns for additional resources needed to service additional development on the Hillmoor property, urged the Plan Commission to walk cautiously in decision-making and asked for adjournment of this meeting due to improper notice.

Speaker #14: Karen Yancey, Geneva Lake Conservancy, shared her concerns regarding this meeting and the short notice which didn't allow the Conservancy time to study these comments or prepare a statement.

Speaker #15: Mary Jo Fesenmaier, 1085 S Lake Shore Drive, shared her concerns about how decisions are made in the city and asked for the meeting to be adjourned.

Speaker #16: Sarah Hill, 1024 George Street, shared her thoughts in favor of responsible development for the Hillmoor property and believes it is time to make a decision.

Speaker #17: Scott Woodley, 302 Country Club Drive, shared his thoughts on the Hillmoor property and asked the city to pause and consider the best use for this property.

Speaker #18: Sherri Ames, 603 Center Street, shared her thoughts in favor of leaving the property as is and asked for the meeting to be adjourned.

Speaker #19: Robert Valkanet, 1208 Madison Street, shared his opposition to allow development of the Hillmoor property.

Speaker #20: Mark Immer, 821 Madison Street, shared his thoughts in favor of preserving the Hillmoor property.

Speaker #21: Grace Hanny, 311 Oakwood Lane, thanked the Plan Commission and City Council, spoke about the history of Lake Geneva and asked city officials to listen to the citizens as decisions are made for the future.

Speaker #22: Dick Malmin, N1991 S Lake Shore Drive, shared his thoughts on the lawsuit and his opposition to contract zoning.

Speaker #23: Marcie Hollmann, 1566 Orchard Lane, shared her experience of a summer vision workshop and asked the mayor and Plan Commission to listen to the people.

Speaker #24: Terry O'Neill, 954 George Street, reflected on his experience with a past lawsuit as an alderman and asked the Plan Commission not to vote for any changes.

#### **Acknowledgement of Correspondence.**

Correspondence was received opposing a map change, land use change, rezoning or unreasonable development to the Hillmoor property from:

Thomas J. Anthony, 482 Country Club Drive

Patrick Myers

Penni and Dave Jones, 1321 Dodge Street

Lou Kagan

Sonette Tippens, N1524 Wildwood Road

Georgianna & Jay Kleiman, 1551 Lake Shore Drive

Grace Hanny, 311 Oakwood Lane

Jeff Bauer, 402 Country Club Drive

Correspondence was received from Hal Cook, opposing high density housing and commercial property development. Charlene Klein shared her dismay at the timing of this special meeting.

All correspondence has been distributed to the Plan Commission and the City Council.

**Adjournment.** Hartz/Skates motion to adjourn at 6:15 p.m. Motion carried unanimously.

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/s/ Brenda Follensbee, Building & Zoning Administrative Assistant

**THESE ARE NOT OFFICIAL MINUTES UNTIL APPROVED BY THE PLAN COMMISSION**

**PLAN COMMISSION MEETING**  
**THURSDAY, DECEMBER 12, 2019 – 6:00 PM**  
**COUNCIL CHAMBERS, CITY HALL**

Mayor Hartz called the meeting to order 6:00 p.m.

**Roll Call.** Present: Mayor Hartz, Alderman Doug Skates, John Gibbs, Brett Stanczak, Ann Esarco, Michael Krajovic. Absent (Excused) William Catlin. Also Present: City Planner Brian Munson, City Attorney Draper, City Administrator Nord, Building and Zoning Administrator Walling, Building & Zoning Administrative Assistant Follensbee.

**Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to 5 minutes.**

Speaker #1: Grace Hanny, 311 Oakwood Lane, thanked the Plan Commission & Council, spoke from the heart, stating how very special Lake Geneva is and the importance of preserving the green space and the zoning of Hillmoor for the future.

Speaker #2: Dimitri Anagnos, 148 Cass Street, shared his thoughts on leaving this beautiful town for future generations, referenced how Library Park came to be a gathering place and gave suggestions to work with the current owner or business leaders, to make good decisions for our children, cater to our guests without losing the charm of our small town, and asked to keep the zoning the same for the Hillmoor property.

Speaker #3: Jackie Getzen, 15 Lakeview Drive, shared her concerns regarding the Hillmoor property and asked the city not to change the Comprehensive Plan at this time.

Speaker #4: John Halverson, 1159 S Wells Street Apt #7, thanked the Council, Plan Commission and citizens for being part of this Comprehensive Plan process, raised questions & comments regarding: the mission statement, will the city gain from the development, the need of an objective traffic study, cost of public ownership & suggested a committee to research the cost, the silent majority should make itself known, legal concerns, property owner's participation. Halverson finally suggested a pause to find answers to the questions above and asked everyone to work together.

Speaker #5: Penny Roehrer, 951 S Lake Shore Drive, Unit 1, encouraged the Plan Commission to take time to do what is right for this property and suggested voting for Option C.

Speaker #6: Karen Yancy, Executive Director of the Geneva Lake Conservancy, shared a statement, based on the land use alternatives proposed by Vandewalle & Associates on the designation of the Hillmoor property Comprehensive Plan Update, which recommends leaving the existing rural holding zoning or delaying a decision until more research can be done on other alternatives.

Speaker #7: Joseph Zimmer, 415 Wells Street # 105, shared his research from the County GIS & recorded information, the City Zoning Map & City Zoning Ordinance, gave suggestions for future options and asked the City to delay this decision, to leave the RH zoning and pursue a plan with higher standards than is expected.

Speaker #8: Rick Steinberg, 1032 Williams Street, shared his ideas on preserving our small town and opposes the development the Hillmoor property which will also change the town.

Speaker #9: Tom Reed, 100 W Main Street, has attended the meetings, respects the officials, believes a survey should have been sent out and but mostly wants everyone to work together, to compromise, and to create an option D.

Speaker #10: Pete Peterson, 1601 Evergreen Lane, asked the City to leave Hillmoor as it is, suggesting the city could buy this green space and preserve it for future generations.

Speaker #11: Fred Gahl, 661 S Lake Shore Drive, shared his thoughts on the need for intense research and effort when developing the Hillmoor property: reflecting on the master plan, consensus of the community, quality of life, the cost of living, impact on downtown business community, physicals cost and the benefits, consider the consequences. Gahl suggested focusing on where we are today as a community and how we want to preserve this town for the future.

Speaker #12: Ted Harig, 821 Geneva Street, shared his thoughts on preserving this town and asked the city to do their due diligence when making decisions for the future generations.

Speaker #13: Don Root, asked the city to think about the children as decisions are made about the property.

Speaker #14: Sherrie Ames, 603 Center Street, asked to keep our town a small community and not take Lake Geneva for granted.

Speaker #15: Charlene Klein, 817 Wisconsin Street, thanked the citizens, the Plan Commission, Geneva Lake Conservancy for their efforts in this process, emphasized how the Comprehensive Plan should reflect the needs of the city, and stated the meeting should be adjourned since one plan commissioner was absent.

Speaker #16: Maureen Marks, 834 Dodge Street, asked city to consider Option C to consider Hillmoor as a green space, take time to develop it and keep Lake Geneva wonderful the small city that it is.

Speaker #17: Dick Malmin, N1991 S Lake Shore Drive, shared his concerns about the Comprehensive Plan process and options for Hillmoor.

Speaker #18: Ross Magneson, 450 Country Club Drive, shared his thoughts regarding our small town, the need for a consensus of the community for the Comprehensive Plan and believes a natural environment is important for future generations.

#### **Acknowledgement of Correspondence.**

Correspondence was received opposing commercial and residential development to the Hillmoor property from:

Hank & Mary Sibbing, 1725 Hillcrest Drive - also shared concept ideas for Hillmoor

Ann Lehman – opposes high-density development

Karen & Jim Hilt

Maureen Larson

Belinda Bauer, 5354 Angel Lane, Fontana

Correspondence was received opposing any changes to the Hillmoor property including land use designation & zoning from:

Carroll Pearson, 932 George Street

Richard Steinberg

Sonette Tippens, N1524 Wildwood Road

Standley Redmer, 1155 Lake Geneva Blvd

James Good, 100 & 104 Evelyn Lane

Kathy Ecklund

Jodeen & Mark Immer

John & Michele Saridan, 222 West Street

Jeff & Susan Martin

Helen Radloff, 709 G S Lake Shore Drive

Jackie Getzen

Terry O'Neill

James Harig

Don & Alice Ogden, 108 Evelyn Lane, Unit D

Lois Preusser, 479 W South Street

Lou Kagan, 500 S Edwards Blvd #48

Casey Schiche

John Janczak, 355 Havenwood Drive

Scott Woodley, 302 Country Club Drive – requests that the City develop the Hillmoor property in a way that honors its unique natural beauty

George Dewey, 430 Country Club Drive – in favor of the City exploring all financial possibilities with the county, state & federal government to assist with the purchase of the property for the public.

Sonette Tippens, N1524 Wildwood Road, objects to changing the mission statement & developing Hillmoor

All correspondence has been distributed to the Plan Commission and the City Council.

**Discussion/Recommendation of Preferred Concept for Hillmoor Special Area Plan to be incorporated into the Draft Comprehensive Plan.**

Brian Munson, Vandewalle & Associates, presented the 3 Options of the Preferred Concept for the Hillmoor Special Area Plan. He said the current zoning is Rural Holding and the current future land use designation is Private Recreation.

Munson stated these clarifications: not changing the designation does not automatically mean preservation of current site; changing the designation does not rezone the site which is left to the applicant; rezoning, by state law, must be consistent with the Comprehensive Plan; the current designation does allow uses & future development of the Hillmoor site which could lend itself to potential rezoning in support of that.

7:26 pm – Commissioner Gibbs left council chambers

7:29 pm – Commissioner Gibbs returned to council chambers

Munson discussed the environmental corridor designation which is 52% of the site and cannot be developed. Approximately 11% is of site is potential environmental corridor. 37 % has potentially developable sites.

A: Single Family & Mixed Residential

B: Planned Neighborhood

C: Private Recreation

Alderman Skates asked for clarification on Options A & B - the impact for houses and asked for some specifics on house units.

Commissioner Krajovic referenced the newspaper and asked about specifics of the November 26<sup>th</sup> meeting since he could not attend. Mayor Hartz stated the November 26<sup>th</sup> meeting was adjourned after the public comments; one person was in favor of redevelopment and 23 people opposed redevelopment.

A discussion followed.

Each member of the Plan Commission shared their thoughts on the 3 Options for the Hillmoor property.

More discussion followed.

Krajovic/Esarco motion to recommend Option C for the Hillmoor Special Area Plan to include all staff recommendations.

A verbal vote was taken.

Roll Call: Krajovic, Esarco, Gibbs, voted “yes.” Stanczak, Hartz, Skates voted “no.” Results: 3-3, Motion failed.

**Adjournment.** Esarco/Skates motion to adjourn at 9:15 p.m. Motion carried unanimously.

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/s/ Brenda Follensbee, Building & Zoning Administrative Assistant

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**PLAN COMMISSION MEETING  
MONDAY, DECEMBER 16, 2019 – 6:00 PM  
COUNCIL CHAMBERS, CITY HALL**

Mayor Hartz called the meeting to order 6:00 p.m.

**Roll Call.** Present: Mayor Hartz, Alderman Doug Skates, John Gibbs, William Catlin, Brett Stanczak, Ann Esarco, Michael Krajovic. Also Present: City Planner Slavney, City Attorney Draper, City Administrator Nord, Building and Zoning Administrator Walling, Building & Zoning Administrative Assistant Follensbee.

**Approve Minutes of the November 18<sup>th</sup>, 2019 Plan Commission Meeting as distributed.**

Skates/Catlin motion to approve. Motion carried unanimously.

**Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to 5 minutes.**

Speaker #1: Charlene Klein, 817 Wisconsin Street, commented & opposed on the amended agenda item #13, asking that a member of the Plan Commission remove item #13.

Speaker #2: Ted Harig, 821 Geneva Street, commented & opposed on the amended agenda item #13 and shared his thoughts on the Hillmoor property.

Speaker #3: Maureen Marks, 834 Dodge Street, commented on the amended agenda item #13 and asked the city to consider options from the Geneva Lake Conservancy & slow down this process.

Speaker #4: Pete Peterson, 1601 Evergreen Lane, opposed the amended agenda item #13 due to little notice to the public, asked that item #13 appear next on the agenda instead of at the end, and shared his thoughts the Hillmoor property.

Speaker #5: Mary Jo Fesenmaier, 1085 S Lake Shore Drive, commented on the amended agenda item #13, stating there was improper notice and asked that a Plan Commission member remove item #13 from the agenda.

Speaker #6: Scott Storms, 750 Heather Circle, commented on the agenda item #13, shared his thoughts on the need to follow the master plan and his opposition to using taxpayers to pay for alternative plans for Hillmoor.

Speaker #7: Tom Reed, 100 E Main Street, commented on the agenda item #13, shared his thoughts opposing the development of the Hillmoor property, reflecting on the lack of sidewalks on Hwy 50 & the existing traffic issues and asked the city to consider more public input to create an Option D.

Speaker #8: Carroll Pearson, 932 George Street, shared her thoughts on losing land to developers and asked that the city slow down the decision process for Hillmoor and leave the property as it is.

Speaker #9: Dimitri Anagnos, 148 Cass Street, shared his opposition to closing down Wrigley Drive for a boardwalk and his support to finding a different option for the Hillmoor property.

Speaker #10: Sherri Ames, 603 Center Street, commented on the agenda item #13, asked for this item to be removed, and thanked the commissioners who voted for Option C.

Speaker #11: Dick Malmin, N1991 S Lake Shore Drive, shared his concerns on the Comprehensive Plan process and asked the city not to change the mission statement.

Speaker #12: Terry O'Neill, 954 George Street, shared his concerns.

Speaker #13: Tim Dunn, 499 Manning Way, shared citizen feedback he has gathered regarding Hillmoor and asked the Plan Commission not to vote for anything tonight & table the motion until there is sufficient public input.

Speaker #14: Fred Gahl, 661 S Lake Shore Drive, shared his questions & concerns of what the cost will be to the city for the various Hillmoor Plans.

#### **Acknowledgement of Correspondence.**

Correspondence was received opposing commercial development, a change in the land designation for the Hillmoor property from: Cindy Forster Fueredi, 1010 Geneva Street and Carroll Pearson, 932 George Street.

Correspondence was received from Joseph Zimmer with questions regarding Options B & C for the Hillmoor property.

Correspondence was received by Jeremy Houtakker, in favor of Project Veteran Muscle application at 901 Maxwell Street.

Correspondence was also received by Susan Christiansen, Caboose Owner for Units 19-20, and Geralyn Baiocchi 301 Townline Rd. #3, opposing the storage units at 302 Townline Road.

All correspondence has been distributed to the Plan Commission and the City Council.

#### **Downtown Design Review:**

**Application by Dennis Dahl - DBA Parcor LLC, 664 N. Milwaukee Ave., Prospect Heights, IL, 60070, request to install a blade sign to the exterior of the property located at 253 Center St. unit 203, in the Business Central (BC) zoning district, Tax Key No. ZOP00283.**

Dennis Dahl presented his request. Zoning Administrator Walling said the blade sign is needed since the on-building sign is set inside an area at the building entrance. Dahl said it would help with visibility for pedestrian traffic.

Skates/Esarco motion to recommend the installation of a blade sign to the exterior of the building and include all staff recommendations.

Roll Call: Hartz, Skates, Gibbs, Catlin, Stanczak, Esarco, Krajovic "yes." Motion carried unanimously.

**Review and a Recommendation for a request on Extraterritorial Zoning (ETZ) land division application for a Certified Survey Map (CSM) submitted by Martin Arenson, 23442 N. Wildwood Ln., Deerfield, IL 60015. Located at W3549 Longwood Dr., Lake Geneva, in the Town of Geneva, the request is to consolidate 4 existing lots into a single lot CSM for Tax Key Nos. JA478700001, JA478700002, JA478700003 & JA478700004.**

Todd Kaufmann, Lowell Management, representing Mr. Arenson, presented the request. Planner Slavney stated the CSM signature block for the City of Lake Geneva needs to be updated.

Hartz/Skates motion to recommend the request to consolidate 4 existing lots into a single lot CSM to include the requirement to change the signature block for the City of Lake Geneva.

Roll Call: Hartz, Skates, Gibbs, Catlin, Stanczak, Esarco, Krajovic "yes." Motion carried unanimously.

**Public Hearing and Recommendation for a Conditional Use Permit filed by Nicholas Pinnt, 1155 LaSalle Ct., for the request to allow for an Indoor Commercial Entertainment land use (24 hour fitness gym) for the property located at 901 Maxwell St. in the Planned Development (PD) zoning district, Tax Key No. ZCL200015.**

Nick Pinnt, 1155 LaSalle Court, presented his request. Walling said this building meets proper egress and parking requirements, will have controlled access, and stated the fire department has approved as well. Alderman Skates asked about lighting, security cameras and exits. Pinnt answered all questions to the satisfaction of the Plan Commission. Slavney said the application is complete.

Krajovic/Skates motion to close the Public Hearing. Motion carried unanimously.

Skates/Gibbs motion to recommend the Conditional Use Permit to allow an Indoor Commercial Entertainment land use and include all staff recommendations and fact finding in the affirmative.

Roll Call: Hartz, Skates, Gibbs, Catlin, Stanczak, Esarco, Krajovic "yes." Motion carried unanimously.

**Public Hearing and Recommendation for a Conditional Use Permit filed by Samantha Strenger, 615 Center St. for a Commercial Indoor Lodging land use for the property located at 715 Williams St. located in the General Business (GB) zoning district, Tax Key No. ZF00042.**

Samantha Strenger, 615 Center Street, presented her request. Walling clarified the garage is considered the 3<sup>rd</sup> parking stall and said the application meets all requirements of the city. Slavney stated the 715 Williams Street property has been zoned commercial for many years which is why this property is eligible for the year round operation instead of the short term rental. Commissioner Esarco asked if this application should be a limited Conditional Use Permit. Slavney agreed it could be a limited to the operator.

Catlin/Krajovic motion to close the Public Hearing. Motion carried unanimously.

Esarco/Krajovic motion to recommend a limited Conditional Use Permit to allow a Commercial Indoor Lodging land use and include all staff recommendations and fact finding in the affirmative.

Roll Call: Hartz, Skates, Gibbs, Catlin, Stanczak, Esarco, Krajovic “yes.” Motion carried unanimously.

**Public Hearing and Recommendation to amend a Conditional Use Permit filed by Robert and Judy Jurewicz, 1201 Townline Rd., for an Indoor Maintenance Service land use for the property located at 1201 Townline Rd. located in the Rural Holding (RH) zoning district, Tax Key No. ZA19740001.**

Robert Jurewicz, 1201 Townline Road, presented his request. Walling said the original CUP allowed race car repair with the racetrack nearby, and the business changed to small engine repair when the racetrack closed, all of which happened before the ordinance was changed. Recently, Walling checked the compliancy of the business with the original CUP and the staff asked the applicant to amend his CUP for Indoor Maintenance Service to comply with his current business. Slavney asked if all maintenance would happen inside the building, if the cement pad behind the building would be used for storage for larger pieces, and ask the type and height of fence around the pad. The applicant said yes. Commissioner Gibbs asked for clarification of the past CUP and the amended CUP. Walling stated the original permit allowed automobiles and auto maintenance. Slavney said the zoning code distinguishes between auto maintenance and other maintenance which occurs indoors. Walling said both indoor & outdoor maintenance allows accessory outdoor storage of materials.

Speaker #1: Roger Wolff, 775 Southwind Drive, on behalf of Southwind Prairie Apartments, shared pictures of the property, said many items have been on the property for a while and asked if it is environmentally safe. Wolff feels the site should be cleaned up.

Speaker #2: Jim Fuss, 1150 Park Drive, Unit 1106, site manager for Prairiewind Townhomes which is adjacent to this property, said the front of the property has been getting cleaned up over the last 6-8 months but shared his concerns about the removal of the remaining machinery, especially concerned about the safety of the environment and has received many complaints as a site manager.

Speaker #3: Brian Borst, 1491 County Road H, has helped with the clean-up of this property over the last 4 months and wants to continue after the thaw.

Speaker #4: Terry O’Neill, shared his support for the applicant.

Speaker #5: Pete Peterson, 1601 Evergreen Lane, shared his support for the applicant.

Speaker #6: Dick Malmin, N1991 S Lake Shore Drive, shared his thoughts.

Speaker #7: Doug Bartz, 1150 Park Drive, shared his concerns for the environmental impact of machinery on the property as well as the current aesthetics of the property.

Commissioner Krajovic asked how soon the property could be cleaned up after the spring thaw. Borst said the property should be cleaned up a month after the ground is completely thawed. Slavney asked about the view from the west to the property and stated, according to the sketch provided, the fence does not appear to continue on the west side of the concrete pad. Borst said a gate and fence would also be placed on the west side of the pad. Slavney asked for clarification of equipment storage. Borst said all remaining large equipment will be removed and the smaller equipment will be placed

within the building or fence area around the concrete pad. Krajovic asked for explanation of equipment stored within the fence. Borst said the equipment within the fence would be waiting for parts, repair and for client pick-up.

Krajovic/ Skates motion to close the Public Hearing. Motion carried unanimously.

Skates/Catlin motion to recommend approval of a limited Conditional Use Permit for an Indoor Maintenance Service land use and include all staff recommendations and fact finding in the affirmative and all equipment must be contained inside the building and 100 % opaque fenced area which includes a gate and fence on west side, with a June, 2020 review of the property conditions for compliance.

Roll Call: Hartz, Skates, Gibbs, Catlin, Stanczak, Esarco, Krajovic “yes.” Motion carried unanimously.

**Public Hearing and Recommendation to amend a Conditional Use Permit filed by Michael Hanley & John Engerman, - DBA Clear Sky LLC. 302 Townline Rd., for a Personal Storage Facility land use at the property located at 302 Townline Rd. located in the Planned Industrial (PI) zoning district, Tax Key No. ZYUP00144.**

Michael Hanley, 302 Townline Road, presented his request and also asked if the 80'x 90' fire department turn around could be created in gravel. Discussion followed regarding the submittal process for this project. Esarco stated the current plan would change this area and asked for clarification on the option for small affordable houses was a possibility. Mayor Hartz asked for clarification on the staff discussion regarding issues with the small house concept. Walling said the Utilities Commission had questions and concerns on getting services to the individual properties, the Fire Department had concerns on access for their equipment and the site would need to be a Planned Development since it does not meet our lot sizes or setbacks. Hanley asked if he could submit another application while his Conditional Use Permit is continued and asked about Planned Development process. Slavney said a Planned Development combines the zoning step and a site plan review step and allows the applicant to ask for flexibilities on zoning requirements. Hartz stated a concept plan can be presented without engineering for a Planned Development.

Gibbs/ Skates motion to continue the Public Hearing to the January Plan Commission Meeting so staff and applicant can identify and include all missing materials and any items agreed upon. Motion carried unanimously.

**Continuation until February of the Public Hearing and Recommendation for a request to amend an existing Conditional Use Permit filed by Daniel Schuld, 281 Keyes Ave. Hampshire IL, 60140 to renovate the exterior of the property located at 727 Geneva Street, in the Central Business (CB) zoning district, Tax Key No. ZOP00157.**

Applicant has requested to continue the Public Hearing.

Skates/ Esarco motion to continue the Public Hearing to the February Plan Commission Meeting. Motion carried unanimously.

**Discussion/recommendations to City Planners for Draft 3 of the Comprehensive Plan.**

Slavney explained the need for further discussion on Draft 3 of the Comprehensive Plan based on the Joint Council & Plan Commission Meeting on Wednesday, December 11<sup>th</sup>. Slavney presented the concepts gathered from the Joint Meeting discussion and stated it is not necessarily a complete list, but a draft list.

1. Closing Wrigley Drive to create a Walking Plaza. A discussion followed, generating questions: Will closing Wrigley Drive help or harm the businesses? Will the metropolitan size be considered?

2. Limit Big Box Development. A discussion followed, generating comments: limit the size, base it on a case by case, mapping approach in limited areas, slow down development on S Edwards Blvd for 10 years, re-designate the land use along S Edwards Blvd from Planned Business to Neighborhood Business.

3. Greenbelt Concept. Discussion of wetlands, floodplain areas, mature forests, large lot residential – it is a multi-jurisdictional effort.

4. Phosphorus Bans. A discussion followed, generating comments: limiting ban to the watershed area instead of entire city, set example in Lake Geneva and share with other municipalities, work with other communities.

5. Clean Boat, Clean Water Initiative. Agreed to include in Comprehensive Plan.

6. Explore Incentives for Sustainable Stormwater & Building Practices. A discussion followed, generating comments: develop a program & list of recommendations for incentives, program to included current solar regulations, the importance of sustainable energy is on the rise.

7. Greenspace Requirements. A discussion followed, generating comments: greenspace used for recreation.

8. Variety of Housing Types and Promoting Housing Affordability. A discussion followed, generating comments: special zoning district for affordable housing, offering a variety of housing options, visual character of housing, broad range of affordable homes, form-based control.

Slavney offered to orientate/educate new and current plan commissioners, once a quarter, for 30 minutes or more, to maintain progress on implementing the plan; suggested meeting on a regular basis for 15 minutes with new plan commissioners, talking about the best practices, the role of the plan commission, history of planning in the city, things working in other communities; and asked if the Plan Commission was open to Mr. Slavney providing an orientation for new members shortly after they are appointed. The Plan Commission agreed it would be very helpful.

9. Maintaining Small City Character. The feedback from past meetings & workshops suggests keeping the small city character as a key focus in the Comprehensive Plan. Hartz said his objective at the time was to make the vision statement fit with where we are as a city and agreed that small town character is important and formed based code can help. Slavney stated the City of Lake Geneva's zoning code is a hybrid. Krajovic also presented his research on the future development, population growth, and affordable housing. More discussion followed.

10. The potential interchange at Bloomfield Road and Hwy 12. A discussion followed, generating comments: potential interchange should be studied, choose top transportation priority, study the south section of the city, add language to study impacts with advantages and disadvantages.

11. Add language to the Plan, identifying the White River as a natural and recreation resource. A discussion followed, generating comments: recommended for environmental protection, and language about taking full advantage of its recreational potential.

12. Studying relocating Lake Shore Drive near the beach & studying relocating the boat launch. A discussion followed, generating comments and questions: Will this project be significant or minor? DNR has a plan for the beach, the beach is unsafe and options need to be studied.

13. Integrated long-range planning, the land use, the transportation modeling of land use to be a high priority to understand the implications of the Land Use Plan Map. Hartz agreed it is better planning for the city. Slavney said the city engineering firm can do that kind of work. Krajovic referenced the phosphorus on the lakeshore and recalled Mayor Hartz found the DNR's vegetation standards for landscaping on the lakeshore, asking for these standards to be adopted to protect the shore. Hartz reiterated it was for the lake and health of the wildlife living on the lake. Krajovic also referenced the discussion of protecting the gateway corridors of the city.

**Adjournment.** Gibbs/Catlin motion to adjourn at 9:53 p.m. Motion carried unanimously.

---

/s/ Brenda Follensbee, Building & Zoning Administrative Assistant

**THESE ARE NOT OFFICIAL MINUTES UNTIL APPROVED BY THE PLAN COMMISSION**

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: January 20, 2020

Agenda Item #6A

Applicant:

Roger Wolff / DBA Inspired Coffee  
P.O. Box 877  
Lake Geneva, WI 53147

Request:

883 W. Main St  
Downtown Design Review for Exterior Awnings  
Tax Key No. ZOP00253

Description:

The applicant is submitting an application for Downtown Design Review on the request to install awnings to the front of the building and rear entry of the building located at 883 W. Main St. Tax Key No. ZOP00253.

The City reviews all exterior alteration in the CB zoning district to confirm that they conform to the Downtown Design standards, particularly quantity, size, and color requirements.

Staff Recommendations:

Staff recommends *approval* of the Alteration and installation request as submitted.



City of Lake Geneva  
 Building and Zoning  
 626 Geneva Street  
 Lake Geneva, WI 53147

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

883 W Main Street, Lake Geneva, WI 53147  
Parcel Number ZOP 00253

Name & Address of Current Building Owner:

Lake Geneva Retail DST  
PO Box 3666, Oak Brook, IL 60523

Telephone Number of Current Building Owner:

630-218-4948

Email Address:

JOE@INLANDGROUP.COM

Name & Address of Applicant:

Inspired Coffee  
PO Box 877, Lake Geneva, WI 53147

Telephone Number of Applicant:

262-903-3222

Email Address:

roger@rogerwolff.com

Proposed Design Change:

New front and back awnings

Zoning District:

Planned Development

Names & Address of Architect, Engineer, and/or Contractor of Project:

ADAM ST. MARJE  
OAT DESIGN  
1444 DODGE ST  
LAKE GENEVA, WI 53147

Description of Project:

Replace front & back awnings with new ones.

Date:

1-7-2020

Signature of Applicant:

INSPIRED COFFEE  
by Roger Wolff





 **Inspired**

GREAT COFFEE. GREATER PURPOSE.

ENTRANCE

  
Waste Disposal  
373

217361  
36  
14

NORTHROP  
Awning Company 1890

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: January 20, 2020

Agenda Item #7

Applicant:

Michael Hanley & John Engerman  
DBA Clear Sky LLC.  
302 Townline Rd.  
Lake Geneva, WI 53147

Request:

Conceptual Planned Development Tiny Homes  
302 Townline Rd  
Tax Key No. ZYUP00144

Description:

The applicant is submitting a conceptual plan for a proposed Planned Development for multiple dwellings (Tiny Homes) on one tax parcel. Tax Key No. ZYUP00144 located at 302 Townline Rd.

January 5, 2019

## PLANNED RESIDENTIAL COMMUNITY

Preliminary concept discussion of a proposed residential development at 302 Townline Rd Lake Geneva, Wisconsin 53147.

Property Owner: Michael Hanley/John Engerman, dba Clear Sky LLC

Developers: Michael Hanley & John Engerman (Engerman Contracting). Project Name: Big Sky Village

Lot Dimensions: 1000' x 100'

Plan: Develop a planned residential community consisting of as many as 20 individual residences.

Total square footage of residence will be between 700sq ft – 1000 sq ft., 1.5 story.

These residences will be each be very similar in design and layout. There would be (2) different 'models' depending on number of bedrooms and baths. They would be offered starting at \$199,900.00. See attached drawing and floor plan.

The homes will be built in (2) rows on either side of a central driveway. Utilities will be located in an easement beneath that driveway. There will be landscaped buffers on both the East and West property lines to shield the development from neighbors and the pedestrian path.

There will be a common area including a clubhouse structure, sports court and potentially a swimming pool. There will be considerable green space along with landscaping and shared paths and walkways to enhance the 'community' feel of the development.

The planned residential community will be developed and marketed as an 'association' wherein the owners will share the costs of common maintenance, management, etc. through a Home Owners Association.

The units will be available for rent by the homeowners in compliance with local and state ordinances. We understand your concerns regarding short term rental, but we feel this development gives investment property buyers a more viable option than purchasing property in the downtown neighborhood. Rental customers who stay in our development would not impact the city's infrastructure as much. They would utilize a shuttle service or the pedestrian path into town, so no parking impact.

Rental customers would use our amenities and public areas for group functions and get together. Again, no impact to the neighborhoods in town.

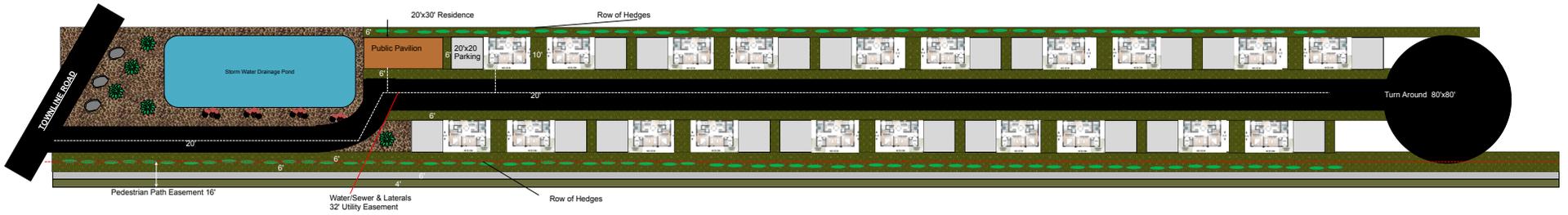
In general, rental customers at our development would still patronize local businesses, but would have far less negative impact on the downtown community.

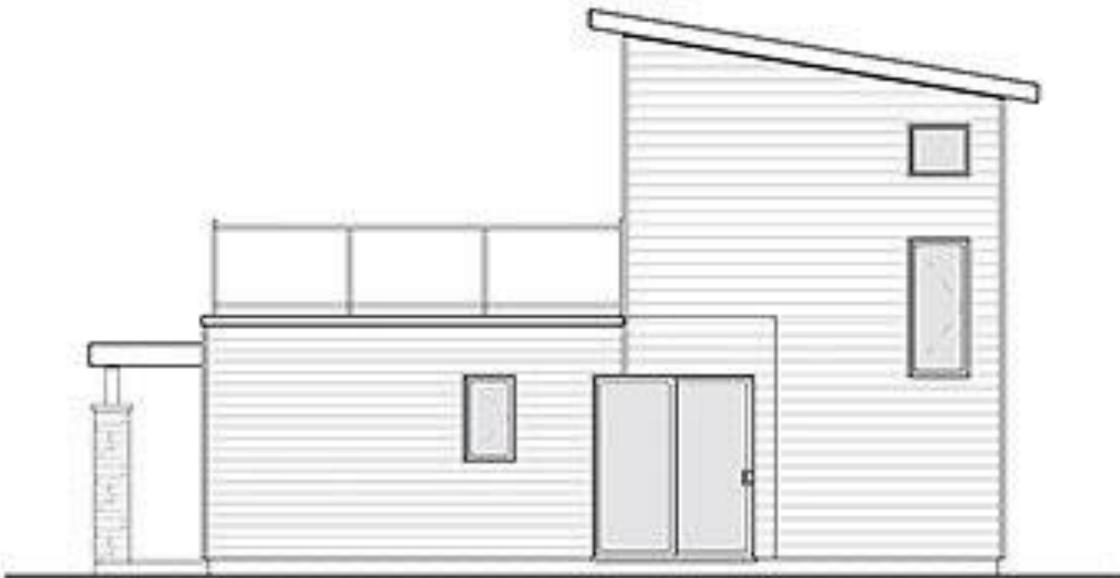
We will be seeking a zoning variances to Planned Development. We will be asking for some relief from driveway and curb and gutter requirements as well as other traditional zoning and density restrictions. There would be parking for 2 cars per unit. The driveway would be for two way traffic with an adequate turn around as per the fire department's requirement.

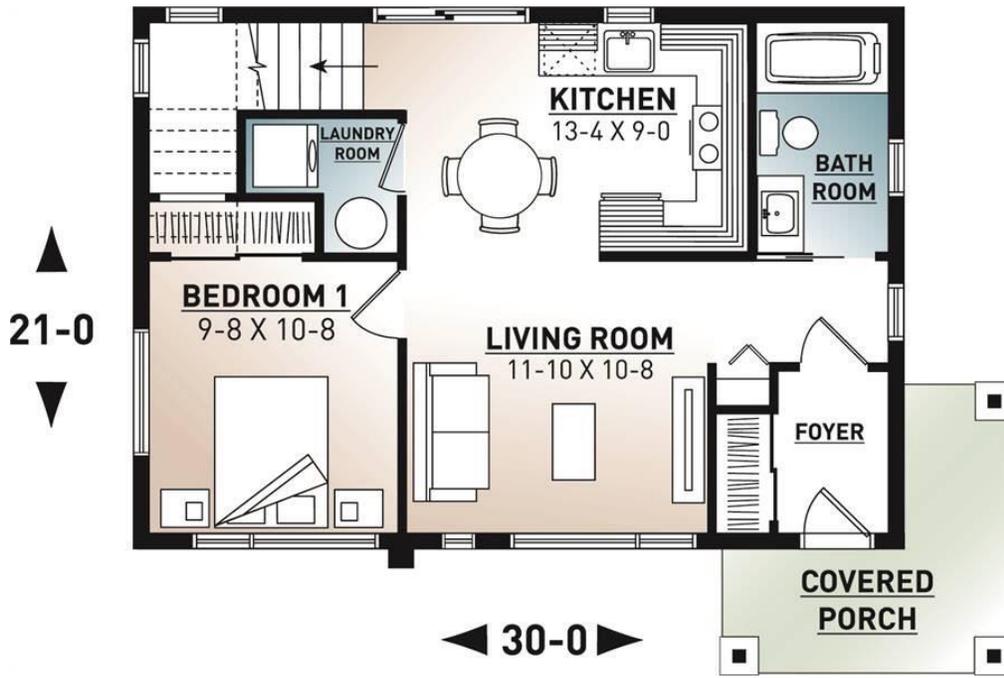
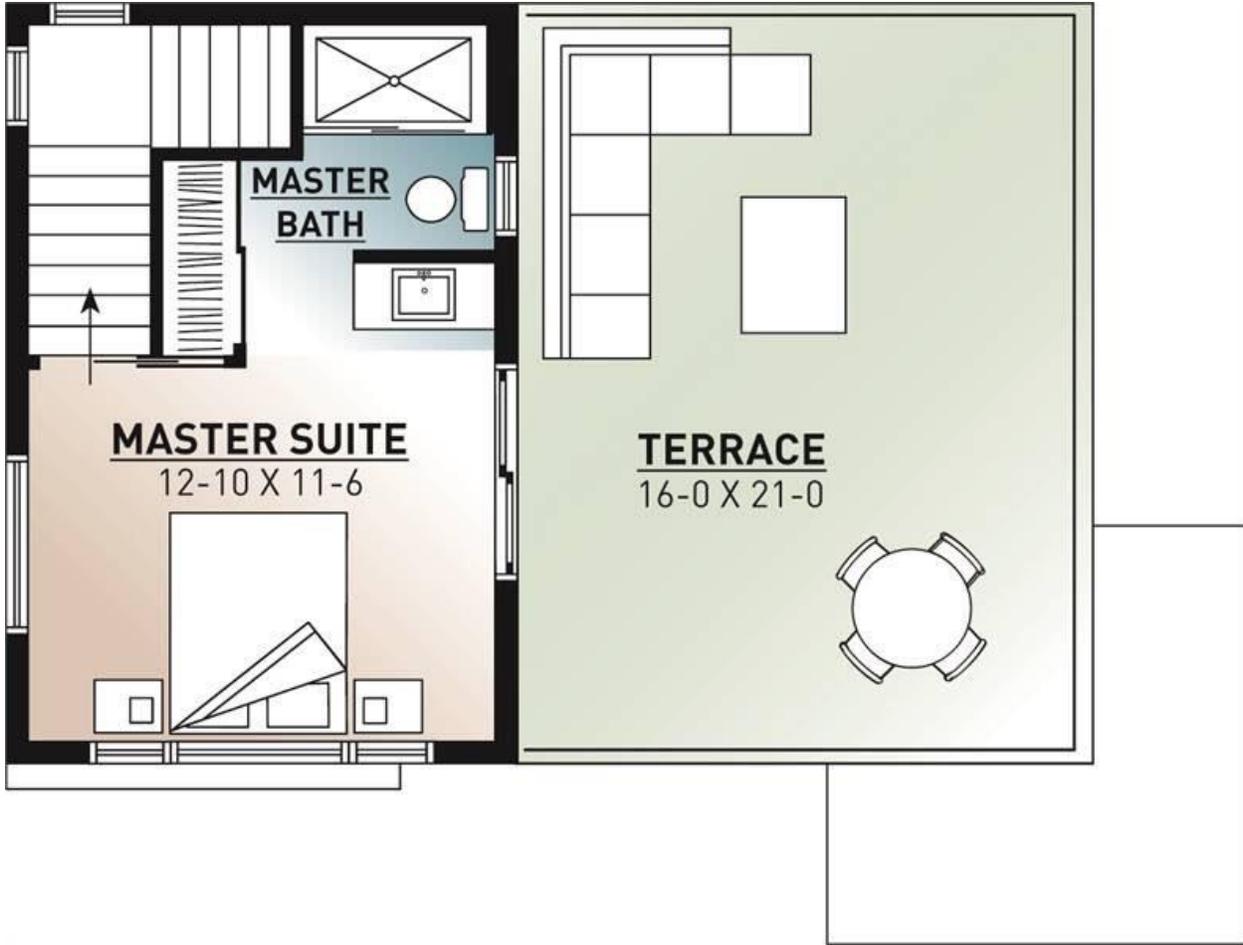
We will provide all necessary utilities and will install conforming to all local and state codes. We are open to discussing the possibility of running water and sewer with a hookup either at Townline Rd or, depending on cost, the South end of the property near water tower to avoid a 'dead end' in the water service.

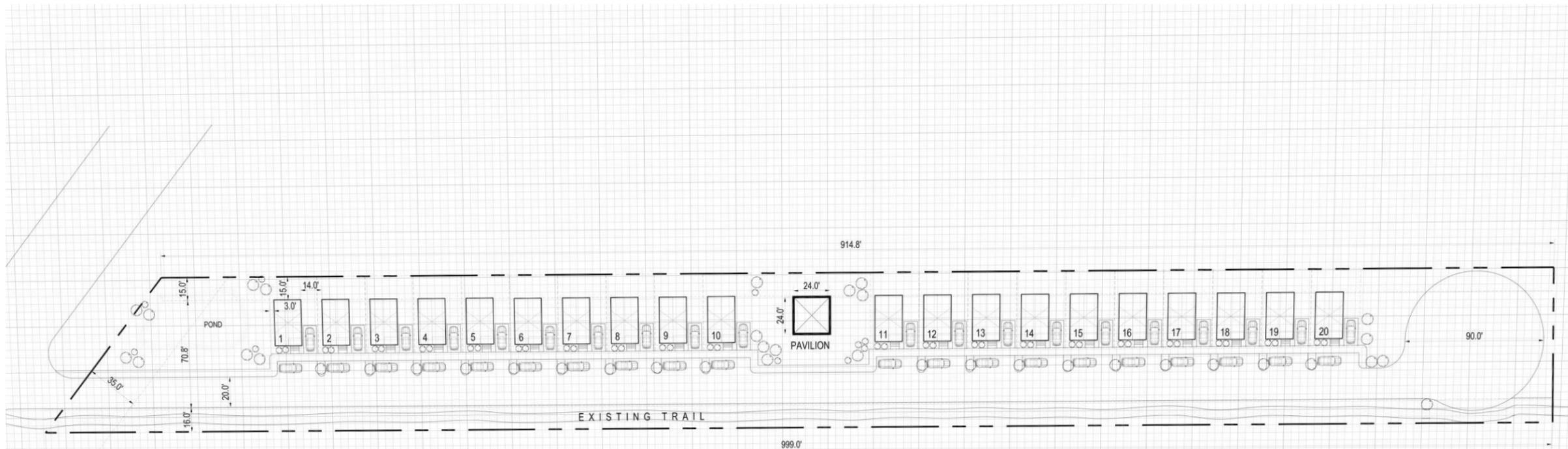
The dwellings would be an affordable alternative for residents looking to downsize yet stay in the area. This would offer an affordable alternative to expensive property downtown.

PLANNED RESIDENTIAL COMMUNITY at 302 Townline Rd Lake Geneva





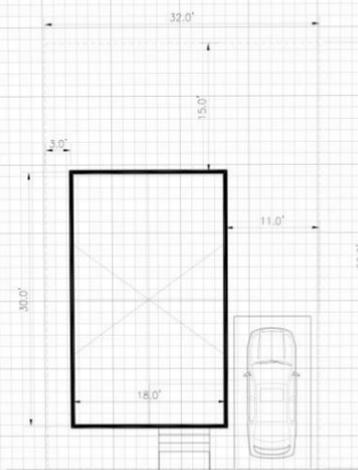




2.3 - ACRE SITE

TOTAL UNITS = 20

**1** CONCEPT SITE PLAN  
1"=40'

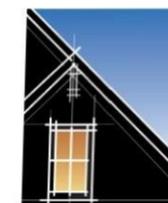


**2** TYPICAL LOT  
N.T.S.

BUILDING TYPE 1, 2 & 3  
18' X 30' UNITS  
TOTAL - 20 UNITS

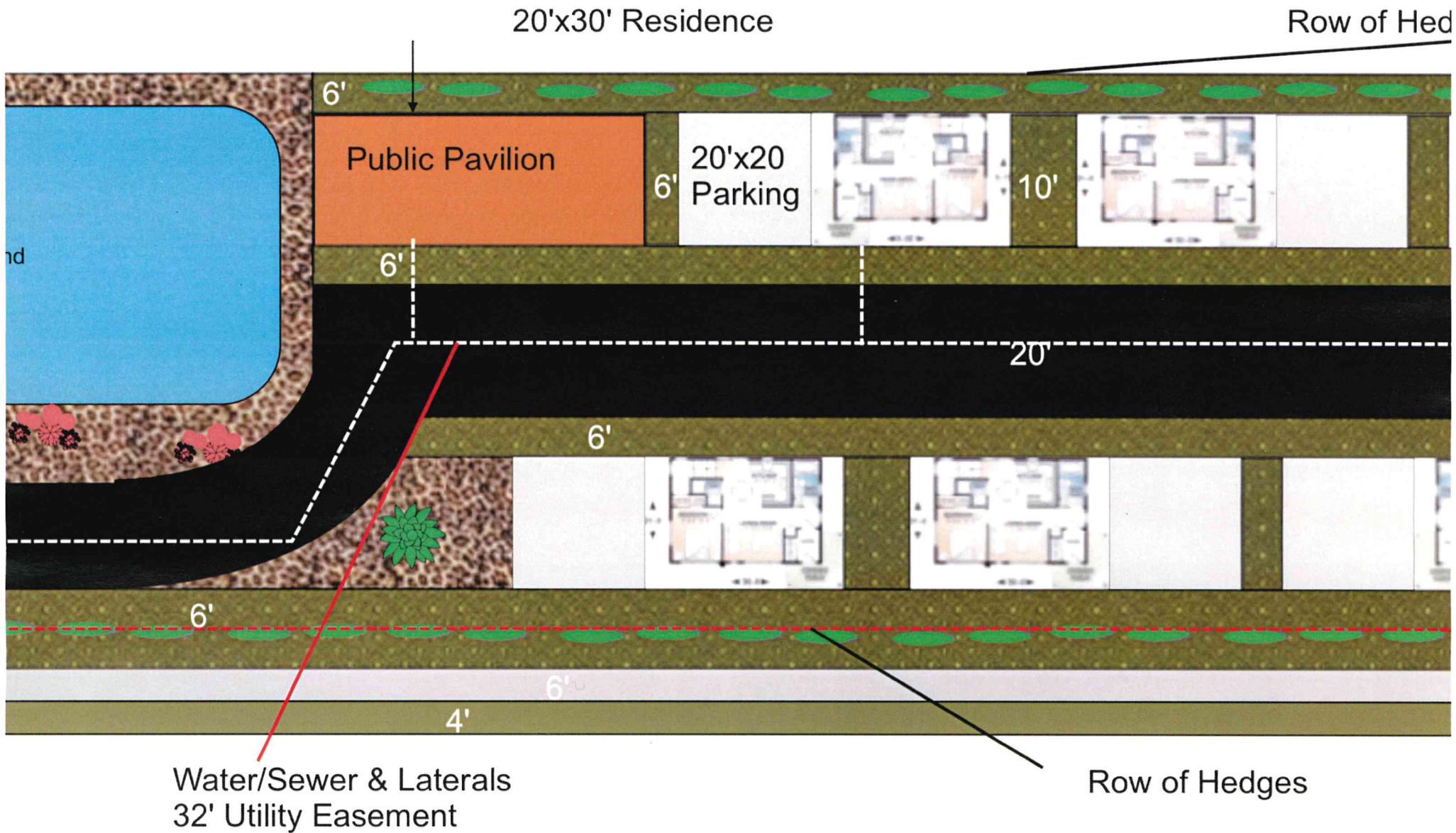
TOTAL SURFACE PARKING  
-40 STALLS

PARKING - 2 / UNIT



HOUSING  
DESIGN  
MATTERS

# 302 Townline Rd Lake Geneva



Planned Residential Community at 302 Townline Rd Lake Geneva

Landscape Percentage:

Total square feet of property = 100,000

Landscape requirements by city zoning code = 50% of total square footage.

Proposed impervious surfaces:

Blacktop = 16,000 sqft

Residence foundation = 20,000 sqft

Storm water retention pond = 7,600 sqft

Public pavilion = 1,000 sqft

Total = 43,600 sqft (43% of total sqft)

Allows for 56,400 sqft for landscaped surface (56+%)



# CITY OF LAKE GENEVA, WISCONSIN COMPREHENSIVE PLAN

Draft 3: January 9, 2020

VANDEWALLE &  
ASSOCIATES INC. 



**ACKNOWLEDGEMENTS**

---

Plan Commission:

Tom Hartz, Mayor  
Doug Skates, Alderperson  
Fred Walling, Building & Zoning Administrator  
Ann Esarco, Park Board President  
William Catlin  
Brett Stanczak  
John Gibbs  
Michael Krajovic

City Council:

Tom Hartz, Mayor  
Shari Straube, District 1  
Selena Proksa, District 1  
John Halverson, District 2  
Doug Skates, District 2  
Richard Hedlund, District 3  
Tim Dunn, District 3  
Ken Howell, District 4  
Cindy Flower, District 4

City Staff:

Dave Nord, City Administrator  
Lana Kropf, City Clerk  
Fred Walling, Building & Zoning Administrator  
Brenda Follensbee, Building & Zoning Assistant  
Tom Earle, Public Works Director/Street Department  
Thomas Foht, Consulting City Engineer  
Josh Gajewski, Utility Commission Director  
Michael Slavney, FAICP, Planner

Planning and Design Assistance by:

VANDEWALLE & ASSOCIATES  
Jackie Mich, AICP, Associate Planner  
Meredith Perks, Assistant Planner  
Benjamin Rohr, Assistant Planner  
Dan Eckberg, AICP, GIS Specialist  
Nicole Anderson, Project Assistant

247 West Freshwater Way, Suite 530  
Milwaukee, WI 53204  
(414)988-8631

120 East Lakeside Street  
Madison, WI 53715  
(608) 255-3988  
[www.vandewalle.com](http://www.vandewalle.com)

Adoption Record

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This Plan was adopted on .

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## GROWTH POLICY

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The City of Lake Geneva has adopted a progressive, long-range Comprehensive Plan that focuses on enhancing environmental quality and community character while accommodating a modest amount of future growth at the City's edge. The Comprehensive Plan recommends growth within developed areas of the City (in the form of infill or redevelopment), in undeveloped areas within the City limits, and in undeveloped areas outside of the City limits but which could be efficiently served by the City's existing water and sewer facilities. This growth policy was adopted in the City's 2009 Comprehensive Plan and upheld in subsequent amendments to the Plan in the following years. During the process of updating the Comprehensive Plan in 2019-2020, some City leaders expressed interest in changing the City's growth policy to reduce or eliminate additional growth at the City's edge. Specifically, this would be accomplished by decreasing the number of acres designated for development on the Future Land Use Map (Maps 5a and 5b) in this *Plan*.

Two potential alternative growth policies were discussed by City officials. Both alternatives involved encouraging infill and redevelopment of lands within already-developed areas of the City and limiting future growth at the City's edge. One alternative policy was a "slow growth" policy, which would recommend growth within current municipal limits but would support little to no new annexations until there is inadequate developable area available within the City limits to accommodate the projected population, residential, and non-residential development areas for the City within the 20-year planning horizon of the Comprehensive Plan. The second alternative was a "shrink/reduction" policy, which would recommend growth only in the form of infill and redevelopment and recommend detaching (de-annexing) the large undeveloped areas currently within City limits. This would prevent development by the City in areas long-planned for City expansion. Both policies should be accompanied by criteria for approving future annexations (e.g., proximity of City utilities) and policies to phase development in an orderly and logical sequence.

Adopting either of these two policies would reflect a significant shift in established City policy, upending longstanding goals and objectives for growth and development. For this reason, it was generally agreed that further study would be needed to understand the impacts of growth. Specifically, it was recommended that the City engage in the following:

- Cost-Benefit Analysis for Development and Redevelopment by Land Use Type – Conduct an analysis of the fiscal impacts of different forms of growth on the City (e.g., low density residential, industrial, etc.), particularly as it relates to cost to provide City services, impact on the School District, and tax revenues generated. This type of analysis could be conducted by researchers at UW-Madison or UW-Milwaukee, or possibly a consulting firm that specializes in fiscal impact analysis.
- Traffic Study Based on Planned Growth Pattern – Use the Future Land Use Map to study potential traffic impacts based on proposed land use types. After meeting with representatives from WisDOT Southeast Region and SEWRPC, understand what types of transportation improvements may be needed to accommodate future growth and help understand the possible impacts of a possible Bloomfield Road interchange and North 50 Bypass.

Additionally, cooperation with adjoining jurisdictions is essential for the City to limit growth at its edge. This is because the City generally does not control development outside of its boundaries. The success of many City objectives pertaining to natural resource protection such as farmland preservation, greenbelt preservation, water quality protection, and limitation on rural sprawl depend on the cooperation of the communities that surround Lake Geneva. Thus, intergovernmental discussions will be necessary to further the following goals and objectives:

- Establish a Greenbelt Corridor – Establish a permanently protected, undeveloped Greenbelt Corridor surrounding the City of Lake Geneva. This corridor would serve as a community separation area, and improve groundwater infiltration, protect wildlife habitat, and provide recreational opportunities. Because Lake Geneva does not control land use outside of its boundaries, establishing a Greenbelt Corridor will require an intergovernmental agreement that designates areas for preservation (and for growth) that is agreed to by all parties. This could be further supported by establishing a purchase of development rights (PDR) program to enable municipalities to purchase rights to develop from property owners to ensure they are not developed. The Town of Dunn in Dane County is the very successful example in Wisconsin for large scale open space preservation purposes. Whichever preservation approaches are pursued, the City would need to work closely with nearby Towns and Villages, property owners, Walworth County, and WisDNR to establish permanent protection of the Greenbelt Corridor. Another component of this process would be to map the proposed Greenbelt Corridor by identifying specific locations to be preserved in their current natural state, beginning with designated environmental corridors and environmentally sensitive areas.
- Preserve farmland – Similarly, the City will have to work closely with its neighbors to preserve farmland. This could be accomplished through an intergovernmental agreement and could be further supported by establishing a purchase of development rights (PDR) program described above.
- Adopt an extraterritorial zoning ordinance – Adopting an extraterritorial zoning ordinance would give the City of Lake Geneva land use and zoning control in certain areas outside of its current municipal limits. The ordinance would have to be negotiated in cooperation with one or more of the surrounding Towns. Extraterritorial zoning ordinances have been adopted by other Walworth County communities such as Williams Bay, Fontana, Elkhorn, and Delavan. Extraterritorial zoning could be especially helpful as a short-term regulatory solution for open space and farmland preservation, followed by a PDR program to preserve the land permanently.

Having crucial intergovernmental conversations and completing the fiscal impact analysis and traffic study described above will help the City to understand the impacts of future growth, development, and preservation and how that fits in within a growing County. Following these important efforts, it is recommended that the City revisit its current growth policy and areas shown for City expansion and preservation on the Future Land Use Map.

## EXECUTIVE SUMMARY

---

The City of Lake Geneva has adopted a progressive, long-range plan that focuses on enhancing environmental quality and community character while directing modest future growth into infill and redevelopment areas. To carry out the City's ambitious vision, this *Comprehensive Plan* includes detailed goals, objectives, policies, and programs. These are organized in chapters according to the State's required comprehensive plan elements: agricultural, natural, and cultural resources; transportation; utilities and community facilities; housing and neighborhood development; economic development; land use; intergovernmental cooperation; and implementation. The following is a brief summary of the key recommendations of this *Plan* organized by these elements. The City invites you to read the full *City of Lake Geneva Comprehensive Plan* to explore these recommendations in significantly greater detail.

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### Agricultural, Natural, and Cultural Resources Recommendations Summary

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- Promote compact, efficient, and well-planned City and Town development to preserve farmland.
- Support the use of local foods as an economic, farmland preservation, and community health initiative.
- Protect Lake Geneva and its watershed as the defining feature of the City and the region.
- Participate in the Clean Boats, Clean Waters watercraft inspection program to limit the spread of aquatic invasive species.
- Collaborate with nearby Towns and Villages on establishing a “Greenbelt Corridor” around the long-range growth area.
- Collaborate with WisDNR and the Town of Linn to relocate S. Lake Shore Drive away from the shoreline, expand Big Foot Beach, and relocate the public boat launch.
- Support public-private partnerships for open space preservation.
- Expand Flat Iron/White River Parks to include environmental corridor areas along the White River. Improve the dog park and sledding hill.



---

### Land Use Recommendations Summary

---

- Prioritize development of lands currently planned and approved for development.
- Actively promote infill development and redevelopment where opportunities exist as a means to improve neighborhood conditions, increase local economic and shopping opportunities, and make use of existing infrastructure investments.
- Retain the Private Recreation designation for the former Hillmoor Golf Course to enable development of the site as a resort or other privately-owned recreational use.
- Limit premature development in rural and exurban areas by requiring development to pay for gradual extensions of the public utility, roadway, and stormwater management network at the edges of the City, rather than “leap-frog development” with utility extensions subsidized by the public.
- Plan for non-residential growth along the USH 12 and STH 120 corridors, prioritizing infill development.
- Develop and adopt zoning ordinance updates to accomplish City objectives and reflect recent changes to state law:
  - Adopt gateway overlay zoning districts, which require improved building and site design, extensive landscaping, signage, and controlled access for commercial development. Form-based regulations would be appropriate in these zoning districts, particularly for properties or districts that contribute greatly to Lake Geneva’s character and unique sense of place.
  - Consider a “downtown periphery” design overlay district to require improved building materials, signage, and landscaping in a manner that complements the downtown zoning district.
  - Consider a new small lot single family zoning district with high quality design standards to provide new homes with smaller footprints that are attainable for first-time homebuyers.

- Adopt new zoning districts to better control large-scale land uses, given the limitations on using conditional use permits to accomplish this purpose under Wisconsin Act 67. Recommended zoning districts include “Private Recreation,” “Intensive Outdoor Activity,” “Extensive Outdoor Storage,” and other uses that typically have impacts on surrounding properties.
- Consider further limitations on big box development.
- Update the sign ordinance to encourage blade signs and create a consistent and appealing commercial aesthetic in the Downtown. Revise provisions that are not consistent with the *Reed v. Gilbert* Supreme Court decision.
- Reflect changes to state legislation, including changes to conditional use permit approvals.
- Prepare an updated woodland inventory to ensure that the existing Woodland Protection Overlay Zoning District remains an effective tool for preservation of forests and trees.
- Adopt requirements for shoreline habitat restoration.
- Adopt zoning changes to support local agriculture and food production. Remove zoning barriers if any exist.
- Adopt incentives for green practices such as sustainable design and materials, use of alternative energy, and LEED/net-zero energy practices.
- Research options to adapt to a less predictable climate in the future – consider changes to landscaping provisions, stormwater management, etc.
- Consider requiring a public open house or neighborhood meeting for certain types of development proposals.

#### Transportation Recommendations Summary

---

- Continue to participate in discussions on regional transportation facilities in coordination with WisDOT and Walworth County, including a STH 50 bypass and a new interchange on Bloomfield Road, to relieve congestion along STH 50 through the City.
- To encourage the continued economic vitality of the Downtown area, explore options to expand parking facilities, such as through the site review process or additional new municipal parking.
- Enhance Lake Geneva as a walkable, bikeable City through continued development of an interconnected sidewalk and trail network, carefully considering the needs of bicyclists and pedestrians in road design and requiring designs of new developments that have the pedestrian in mind.
- Explore transportation options such as a Community Car program and circulating shuttles.

#### Utilities and Community Facilities Recommendations Summary

---

- Supplement the recommendations of City’s 2015 Park and Open Space Plan with the recommendations in this *Plan*, including establishment of a “Greenbelt Corridor,” as part of the next park plan update.
- Prioritize development of bike and pedestrian trails to enhance non-vehicular connectivity and provide tourism and recreational opportunities.
- Consider developing a detailed Sustainability Plan to support and strengthen the City’s current sustainability initiatives.

---

### Housing and Neighborhood Development Recommendations Summary

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- Support quality housing at all levels, including visitor housing, housing rehabilitation, senior housing, workforce housing, and upper story Downtown housing, to contribute to the diversity, character, and economic vitality of the City.
- Develop design standards for multi-family housing that require high-quality design and materials.
- Require detailed neighborhoods development plans for large areas in advance of subdivision plat approvals for smaller pieces of those areas.

---

### Economic Development Recommendations Summary

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- Prepare a Downtown Revitalization and Reinvestment Plan that establishes a vision for Downtown and lays out actionable steps for the City to accomplish this vision and attract residents and visitors while supporting small businesses.
- Continue to support tourism development based on the City's natural and recreational resources. Partner with local businesses, recreation providers, and economic development organizations to explore new initiatives that will strengthen the tourism industry and address changing market demands by leveraging the Lake Geneva brand name, including a regional farmers market and eco-tourism.
- Foster "green" business growth and increase the potential for new green jobs by providing support throughout the community for green practices.
- Encourage the redevelopment or rehabilitation of underutilized/deteriorated properties and corridors.

---

### Intergovernmental Cooperation Recommendations Summary

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- In addition to these essential intergovernmental discussions related to growth, development, and preservation described above, several other important City objectives could be accomplished through intergovernmental cooperation:
  - Protection of water quality – Regional cooperation is needed to reduce or prohibit the use of certain lawn chemicals and road salt throughout the Geneva Lake watershed. Additionally, jurisdictions could work together to limit large lot development in the Lake tributary area, as recommended in the SEWRPC Lake Management Plan for Geneva Lake
  - Preservation and maintenance of the Lake Shore Path
  - Restriction of new billboards and elimination of existing billboards
  - Development of regional bike facilities
  - Resolution of municipal boundary issues
  - Shared services
- Lobby the state legislature to allow local governments to opt-out of the state's short-term rental provisions or limit shot-term rentals to only owner's primary residence.

### Key Implementation Recommendations

- Adopt an Official Map to reserve rights-of-way for transportation-related features and community facilities such as water towers, lift stations, and stormwater management areas.
- Consider developing a detailed redevelopment and revitalization plan for Downtown to ensure its continued success.
- Consider developing conceptual revitalization and redevelopment plans for the Neighborhood Mixed Use and Planned Mixed Use areas identified in Maps 5a and b.
- Invest in improvements improve bicycle and pedestrian access and safety.
- Provide an annual Common Council and Plan Commission update on Comprehensive Plan implementation and annual planning education sessions for the Plan Commission and Common Council.



## INTRODUCTION

Established in 1837, Lake Geneva was originally developed as a recreational retreat for upper class families from the metropolitan areas of Chicago, Milwaukee, and Racine. Located in southeastern Walworth County on the eastern shore of Geneva Lake, the City of Lake Geneva is now a popular tourist destination as well as a vibrant full-service city. The resort economy has emphasized environmental protection and high-quality commercial and residential architecture, which over the years has made Lake Geneva a very nice place to live, work, and visit.



*City of Lake Geneva*

### A. Purpose of this Plan

This Comprehensive Plan Update is being prepared under the State of Wisconsin's Smart Growth legislation contained in §66.1001, Wisconsin Statutes. The *Plan* is organized into chapters that specifically address each of the nine elements required by the State's Smart Growth law. Each chapter presents background information on the respective element (e.g. Transportation, Land Use, Economic Development) and then presents an outline of the City's goals, objectives, and policies for that element. These documented policies are the basis for the recommendations that are presented at the end of each chapter. The final chapter of the document (Implementation) indicates proposed strategies and implementation timelines to ensure that the recommendations presented in this *Plan* become a reality.

## B. Planning Process

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The State of Wisconsin's Smart Growth legislation describes how a comprehensive plan must be developed and adopted (see sidebar on next page). After 2010, only those plans that contain the nine required elements and were adopted under the prescribed procedures will have legal standing. Any program or action undertaken by the City after 2010 that affects land use will have to be consistent with this *Plan*. These programs or actions include zoning and subdivision ordinances and official mapping.

In addition to providing sound public policy guidance, a comprehensive plan should also incorporate an inclusive public participation process to ensure that its recommendations reflect a broadly supported future vision. An extensive process of citizen review and approval was critical to the planning process. This includes not only formal requirements outlined in §66.1001, but also more informal mechanisms such as public workshops and meetings which are summarized in Chapter One.

At the outset of this planning process in February 2019, the City Council adopted by resolution its public participation plan to ensure that this *Plan* accurately reflects the vision, goals, and values of its residents. This public participation plan reflects the dedicated commitment of Lake Geneva's City Council, Plan Commission, and City staff to seek on-going input from local citizens, community and special interest groups, and representatives from neighboring jurisdictions. Due to this extensive public participation process, the recommendations of this *Plan* are generally consistent with other adopted local and regional plans, long-standing state and regional policies, and sound planning practices.

### PLAN ADOPTION PROCESS

Preparation of a comprehensive plan is authorized under §66.1001, Wisconsin Statutes. Before adoption, a *Plan* must go through a formal public hearing and review process. The Plan Commission adopts by resolution a public hearing draft of the *Plan* and recommends that the City Council enact an ordinance adopting the *Plan* as the City's official *Comprehensive Plan*.

Following Plan Commission approval, the City Council holds a public hearing to discuss the proposed ordinance adopting the *Plan*. Copies of the public hearing draft of the *Plan* are forwarded to a list of local and state governments for review. A Class 1 notice must precede the public hearing at least 30 days before the hearing. The notice must include a summary of the *Plan* and information concerning where the entire document may be inspected or obtained. The City Council may then adopt the ordinance approving the *Plan* as the City's official *Comprehensive Plan*.

This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and City Council assures that both bodies understand and endorse the *Plan's* recommendations.

## C. General Regional Context

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Map 1 shows the relationship of the City to neighboring communities in the region. The City lies within Walworth County and is located roughly 45 miles southwest of Milwaukee, 75 miles north of Chicago, 45 miles west of Racine, 35 miles east of Janesville, and 10 miles north of the Illinois border. The nearest incorporated municipalities include the Village of Williams Bay and the Village of Fontana on Geneva Lake; both are west of the City and located along the shores of Geneva Lake. The City of Elkhorn, Walworth's County Seat, is located 10 miles northwest of the City, and the City of Delavan is located 12 miles west of the City. The City encompasses approximately five square miles of land.

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#### D. Selection of the Planning Area

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The planning area includes the City and its 1.5-mile extraterritorial jurisdiction (ETJ) as illustrated in Map 1. Within the ETJ, state statutes enable the City to plan for those areas that bear relation to the City's development, review land divisions, enact extraterritorial zoning, and establish and implement an Official Map. The City has an interest in identifying areas of possible future growth, areas for preservation, and areas in which conflicts over land use decisions within and between communities may occur. The City also has an interest in ensuring that the types of development allowed in its ETJ areas prior to annexation are compatible with the City's long-term goals and anticipated pattern of development. The City's ETJ radius automatically expands as the City annexes land, except when the ETJ boundary has been fixed by intergovernmental agreement or where the City's ETJ overlaps that of another city or village. For that reason, this *Plan* considers the future and makes recommendations for the area within and slightly beyond the City's current 1.5-mile ETJ.

The planning area includes a substantial portion of the Towns of Geneva, Lyons, Bloomfield, and Linn; as well as the majority of the Geneva-Genoa School District.

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#### E. Concurrent Planning Efforts

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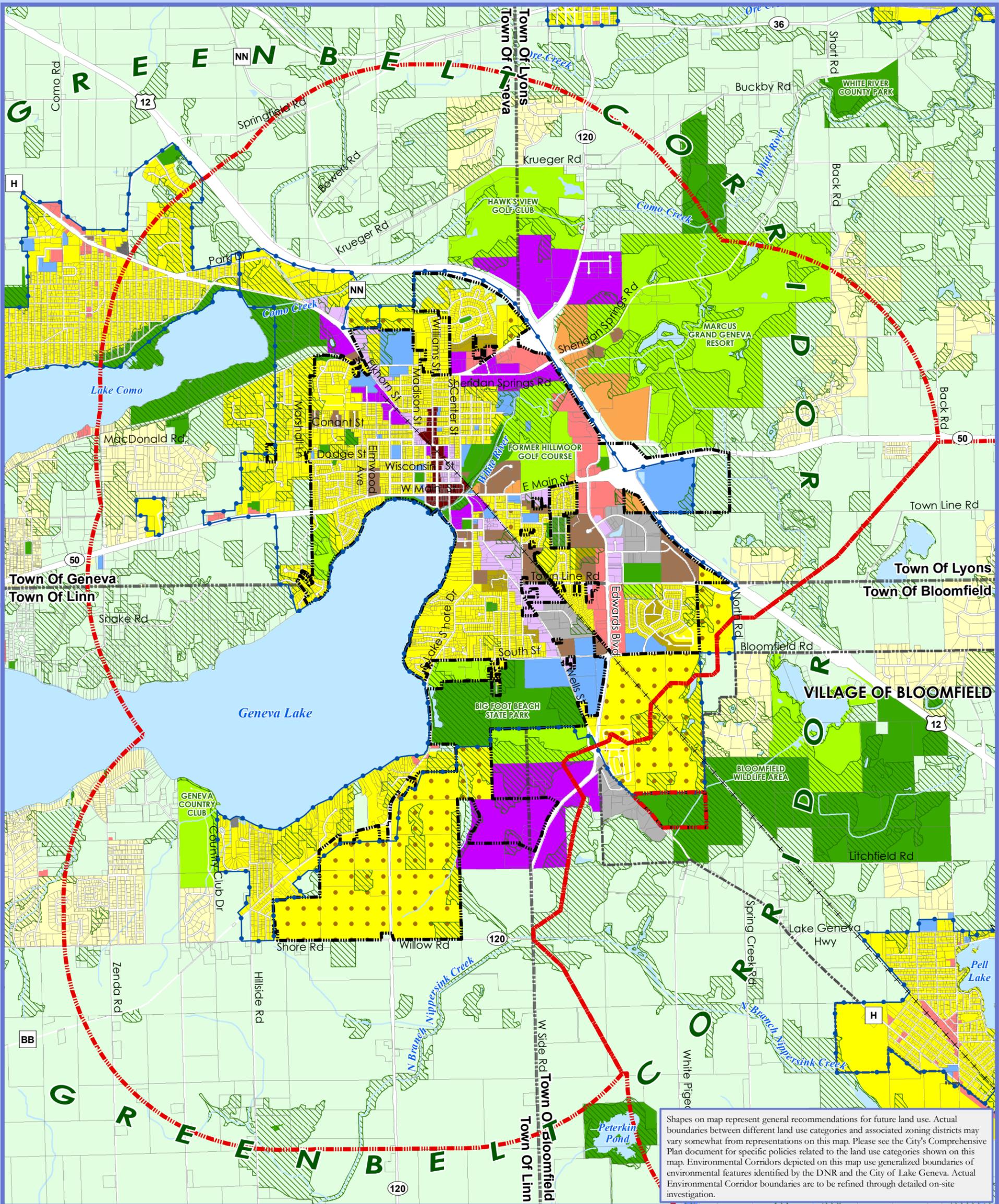
##### **Downtown and Tourism Planning**

In the fall of 2018, four Lake Geneva organizations, VISIT Lake Geneva, the Streets of Lake Geneva BID, Lake Geneva Economic Development Corporation, and Lake Geneva Tourism Commission, worked together to bring downtown and tourism expert Roger Brooks to Lake Geneva. Brooks and his team assessed the City of Lake Geneva and researched its downtown market to make a series of observations and recommendations.

Roger Brooks presented his recommendations in November of 2018. These recommendations included:

- Improve business and develop a comprehensive wayfinding system
- Create and update marketing and business promotion materials
- Make façade improvements and beautify sidewalks
- Activate the streets with gathering space, public art, sidewalk cafes, etc.
- Extend downtown shopping hours
- Create a programmed public plaza by closing Wrigley Drive

Task force groups have been organized to consider the recommendations presented by Roger Brooks and advance improvements to the City's downtown as a vibrant regional destination and local economic engine.



Shapes on map represent general recommendations for future land use. Actual boundaries between different land use categories and associated zoning districts may vary somewhat from representations on this map. Please see the City's Comprehensive Plan document for specific policies related to the land use categories shown on this map. Environmental Corridors depicted on this map use generalized boundaries of environmental features identified by the DNR and the City of Lake Geneva. Actual Environmental Corridor boundaries are to be refined through detailed on-site investigation.

Map 5a: Future Land Use - City of Lake Geneva Comprehensive Plan

**Land Use Categories**

- Agricultural & Rural
  - Single Family Residential - Exurban
  - Single Family Residential - Urban
  - Two-Family/Townhouse Residential
  - Multi-Family Residential
  - Planned Neighborhood
  - Neighborhood Mixed Use
  - Planned Office
  - Planned Business
- \*Each "Planned Neighborhood" may include a mix of:
1. Single Family - Urban (predominate land use)
  2. Two-Family/Townhouse
  3. Multi-Family Residential
  4. Institutional & Community Services
  5. Neighborhood Mixed Use
  6. Public Park & Recreation
- 

- Central Business District
  - Planned Mixed Use
  - Planned Industrial
  - General Industrial
  - Institutional & Community Services
  - Private Recreation Facilities
  - Public Park & Recreation
  - Environmental Corridor
  - Extraterritorial Jurisdiction Boundary
- \*Each "Planned Mixed Use Area" may include mix of:
1. Planned Office
  2. Multi-Family Residential
  3. Institutional & Community Services
  4. Planned Business
- 

- Other Municipal Boundaries
- City of Lake Geneva
- Urban Service Area Boundary
- Parcels
- Surface Water
- Abandoned Railroad



**VANDEWALLE & ASSOCIATES INC.**  
 Shaping places, shaping change  
 Date: January 8, 2020  
 Source: SEWRPC, Walworth County LIO, WisDNR, V&A