



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

**PLAN COMMISSION ~~AMENDED~~ AGENDA
MONDAY, JULY 21, 2025 - 6:00 PM
COUNCIL CHAMBERS, CITY HALL**

Members:

Chair - Mayor Todd Krause; Alderperson Joel Hoiland, Commissioners: John Gibbs, Doug Skates, Jeremy Nafziger, Kyle Cary, and Ann Esarco

City of Lake Geneva's live stream: <https://cityoflakegeneva.gov/319/City-Meetings-Video-Stream>

1. Call to Order
2. Roll Call
3. Approve Minutes of the June 16, 2025 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. Discussion/Recommendation of Resolution PC-0036 accepting privately owned parcel for dedication as right-of-way, required for 2025 Lake Geneva Street Program
7. ~~Discussion/Recommendation of Resolution PC-0037 transferring city owned property to adjacent property owners per requirement of CUP-06-R28~~
8. Public Hearing, Review, and Recommendation – 80 E Geneva Square
 - a. Public Hearing for an Amendment to a Precise Implementation Plan – application filed by Greg Hughes, 2737 Central Street, Evanston, IL, to allow for additional signage allowances on a multi-tenant building, located at 80 E Geneva Square, Tax Key Number ZYUP 00137C1.
 - b. Discussion/Action on Resolution PC-028 for an Amendment to a Precise Implementation Plan – application filed by Greg Hughes, 2737 Central Street, Evanston, IL, to allow for additional signage allowances on a multi-tenant building, located at 80 E Geneva Square, Tax Key Number ZYUP 00137C1.
9. Downtown Design Review
 - a. Discussion/Action on Resolution PC-033 for a Downtown Design Review Application filed by Justin Bender, W3187 Wildwood Lane, Lake Geneva, WI, for a proposed mural on building façade located at 601 W Main Street, Tax Key No. ZOP 00291.
 - b. Discussion/Action on Resolution PC-038 for a Downtown Design Review Application filed by Leanne Anthon, 704 W Main Street, Lake Geneva, WI, for proposed signage on

building façade located at 704 W Main Street, Tax Key No. ZOP 00307.

- c. Discussion/Action on Resolution PC-040 for a Downtown Design Review Application filed by Kelsey Bradford, 729 Walker Street, Lake Geneva, WI for proposed signage on building façade located at 726 Geneva Street, Tax Key No. ZOP 00262.

10. Comprehensive Plan Amendment

- a. Request to change the future land use recommendation for parcels at the northwest corner of Interchange North (STH 120) and US 12) from “Planned Neighborhood” or “Planned Mixed Use”.
- b. Request to change the future land use recommendation for parcels located at 1336, 1340,1342, and 1350 Elkhorn Rd from “Institutional” to “Mixed Residential” or “Planned Mixed Use”.

11. Old Business

12. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk’s office in advance so that the appropriate accommodations can be made.*