



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.*

**CITY OF LAKE GENEVA PLAN COMMISSION MINUTES
MONDAY, JUNE 16, 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

Call to Order

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

Roll Call

Present: Krause, Hoiland, Nafziger, Gibbs, Cary & Esarco

Absent: Skates

Approve Minutes of the May 19, 2025, Plan Commission meeting as distributed

Motion by Hoiland to approve, second by Cary. Motion carried: 6-0

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.

No comments were received from the public.

Acknowledgment of Correspondence

No correspondence was received.

Public Participation Plan

Discussion/Action on Resolution PC-024 to approve the Public Participation Plan for the Annual Comprehensive Plan Amendment Process.

The Commission heard a presentation from City Planner Mich regarding the Public Participation Plan for the Annual Comprehensive Plan Amendment process.

Motion by Hoiland to approve; second by Gibbs.

Motion carried: 6-0

Public Hearing, Review, and Recommendation – Glen and Sandra Wegner

Public Hearing for a Conditional Use – application filed by Glen and Sandra Wegner, 708 Madison Street, Lake Geneva, WI, to allow for construction of a second garage and to exceed the one thousand (1,000) square foot total accessory building coverage allowance on the property located at 708 Madison Street, Tax Key No. ZCL00059.

Building & Zoning Director Hanlon presented a Conditional Use application for 708 Madison Street, to allow construction of a second garage and to exceed the one-thousand (1,000) square foot total accessory building coverage allowance on the property. Building & Zoning Director Hanlon subsequently answered questions from the Commission.

It was recommended by the Commission that the exterior match, a condition the applicant accepted.

No comments were received from the public.

Motion by Hoiland to close Public Hearing; second by Gibbs.

Motion carried: 6-0

Discussion/Action on Resolution PC-021 for a Conditional Use – application filed by Glen and Sandra Wegner, 708 Madison Street, Lake Geneva, WI, to allow for construction of a second garage and to exceed the one thousand (1,000) square foot total accessory building coverage allowance on the property located at 708 Madison Street, Tax Key No. ZCL00059.

Motion by Hoiland to approve; second by Cary. To include all staff recommendations and fact findings in the affirmative.

Commissioner Gibbs stressed the importance of consistency that the Plan Commission should uphold. Attorney Draper advised that decisions would be made on a case-by-case basis.
Motion carried: 6-0

Public Hearing, Review, and Recommendation – Katie Coderre

Public Hearing for a Conditional Use – application filed by Katie Coderre, 2125 Hagen Lane, Flossmoor, IL, to allow for construction of a single family dwelling zoned ER-1 in compliance with the SR-4 zoning district requirements, located at 1624 N Lake Shore Drive, Tax Key No. ZLM00037.

City Planner Mich presented a Conditional Use application for 1624 N Lake Shore Dr, to allow for construction of a single-family dwelling zoned ER-1 in compliance with the SR-4 zoning district requirements. The City Planner Mich subsequently answered questions from the Commission.

Public Comment:

Andrea Christian; 250 Havenwood Drive; Voiced concerns about the sidewalks and the need for protection measures on the lake path for public use during construction.

Motion by Gibbs to close Public Hearing; second by Hoiland.

Motion carried: 6-0

Discussion/Action on Resolution PC-022 for a Conditional Use – application filed by Katie Coderre, 2125 Hagen Lane, Flossmoor, IL, to allow for construction of a single family dwelling zoned ER-1 in compliance with the SR-4 zoning district requirements, located at 1624 N Lake Shore Drive, Tax Key No. ZLM00037.

Motion by Hoiland to approve, incorporating all staff recommendations and fact findings in the affirmative, and with the following conditions:

1. A pedestrian easement for the Geneva Shore Path shall be recorded.
2. Permeable pavers shall be installed to the specifications of the City of Lake Geneva Engineer.
3. The City of Lake Geneva Engineer shall inspect the installation of the permeable pavers.
4. The permeable paver shall be maintained annually per the specification of the City of Lake Geneva Engineer.
5. Manor Subdivision Home Owners' Association approval is required before the issuance of a building permit.

Second by Gibbs.

Motion carried: 6-0

Public Hearing, Review, and Recommendation – Building & Zoning Department

Public Hearing for a Zoning Code Text Amendment pertaining to the following sections of the Zoning Code:

Building & Zoning Director Hanlon presented a Zoning Code Text Amendment pertaining to the following sections of the Zoning Code; fence Heights (98-405 and 98-720), residential garage sales (98-206), historic marker signage (98-811), and designation of zoning administration (98-932).

Building & Zoning Director Hanlon made a note to include city signs in the right-of-way on a future agenda. No comments were received from the public.

Motion by Gibbs to close Public Hearing; second by Hoiland.

Motion carried: 6-0

98-405 Intrusions into required yards

98-206 Detailed land use descriptions and regulations

Figure 98-811(3) Miscellaneous sign group

98-932 Zoning Administrator

Discussion/Action on Resolution PC 023 for a Zoning Code Text Amendment pertaining to the following sections of the Zoning Code:

Motion by Cary to approve; second by Hoiland. To include all staff recommendations and fact findings in the affirmative.

Motion carried: 6-0

98-405 Intrusions into required yards

98-206 Detailed land use descriptions and regulations

Figure 98-811(3) Miscellaneous sign group

98-932 Zoning Administrator

Old Business

The issue of Code Enforcement was introduced by Commissioner Gibbs, who highlighted a recent infraction at Pizza Hut and sought further understanding of current enforcement practices.

Adjournment

Motion by Gibbs to adjourn, second by Cary.

Motion Carried; 6-0.

The meeting adjourned at 7:15pm.

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date:
July 2025

Agenda Item: 6

Applicant:

City of Lake Geneva
626 Geneva Street
Lake Geneva, WI 53147

Request: Real estate acquisition of a portion of private property for dedication to public right of way for bike path realignment

Description:

This request is to approve a recommendation for a Fee taking of 585 SF of the northwest corner of parcel ZYUP 00172 for relocation of the existing ADA ramp and bike path with access to South Wells Street. This area is recommended to be dedicated to the city for public Right-of-Way as shown in the attached exhibit.

Action by the Plan Commission:

Recommendation of resolution PC-0036 to the Common Council accepting privately owned parcel for dedication as right-of-way, required for the 2025 Lake Geneva Street Program.

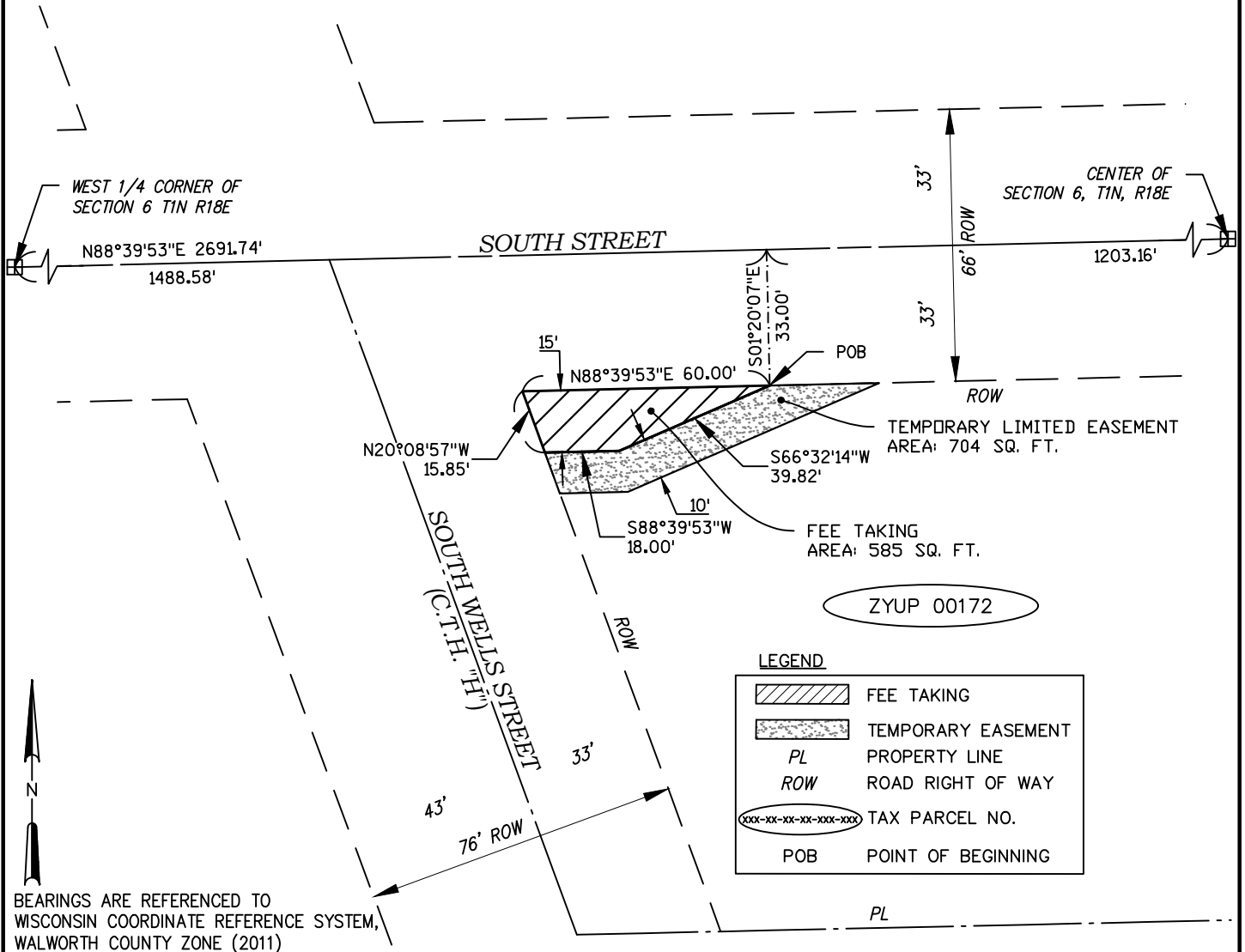
As part of the consideration, the Plan Commission is required to:

- Provide the Common Council with a *recommendation* regarding the proposed Right-of-Way dedication.

Staff Recommendation on the proposed

1. Staff recommends that the Plan Commission recommend *approval* of the Right-of-way dedication as submitted per Exhibit A dated March 26, 2025.

EXHIBIT A



FEE TAKING DESCRIPTION

That part of the Southwest 1/4 of Section 6, Township 1 North, Range 18 East, City of Lake Geneva, Walworth County, Wisconsin, more particularly described as follows:

Commencing at the Northwest corner of said Southwest 1/4; thence North 88°39'53" East along the North line of said Southwest 1/4, 1488.58 feet; thence South 01°20'07" East 33.00 feet to the South line of South Street and the Point of Beginning; thence South 66°32'14" West 39.82 feet; thence South 88°39'53" West 18.00 feet to the East line of South Wells Street (County Trunk Highway "H"); thence North 20°08'57" West along said East line, 15.85 feet to the South line of South Street; thence North 88°39'53" East along said South line 60.00 feet to the Point of Beginning.

The Fee Taking Area contains 585 square feet, more or less

And, a Temporary Limited Easement in the part of the Southwest 1/4 of Section 6, Township 1 North, Range 18 East, City of Lake Geneva, Walworth County, Wisconsin, more particularly described as follows:

A 10 foot strip of land, lying adjacent to and South of the above described Fee Taking.



		REVISIONS:	DATE: 03/26/2025
			SCALE: 1" = 40'
DRAWN BY:	CWW		SHEET NUMBER:
CHECKED:	GRS		2 of 2
APPROVED:	GRS		

RESOLUTION OF THE PLAN COMMISSION			
Resolution recommending to the Common Council authorizing the acceptance of privately owned parcel for dedication of rights-of-way, shown on Exhibit A required for 2025 Lake Geneva Street Program.			
Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-036	Date:	July 21, 2025

WHEREAS, the City of Lake Plan Commission recognizes the importance of providing safe and accessible pedestrian pathways for the residents and visitors of Lake Geneva; and

WHEREAS, the construction of bike paths and ADA ramps enhances public safety, promotes walkability, and contributes to the overall quality of life in the community; and

WHEREAS, the City of Lake Geneva as a governmental entity in the State of Wisconsin desires to accept said dedication on behalf of the public.

WHEREAS, on June 23, 2025 the City of Lake Geneva Public Works Committee has recommended the acceptance of the public Right-of-Way

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission of the City of Lake Geneva, Walworth County, Wisconsin, hereby recommends the acceptance of the following parcels or portions of parcels for dedication as Right of Way as shown in the attached Exhibit A and as described herein:

Fee Title in and to the following tract of land located in the City of Lake Geneva, Walworth County, State of Wisconsin, described as:

That part of the Southwest ¼ of Section 6, Township 1 North, Range 18 East, City of Lake Geneva, Walworth County, Wisconsin, more particularly described as follows:

Commencing at the Northwest corner of said Southwest ¼; thence North 88°39'53" East along the North line of said Southwest ¼, 1488.58 feet; thence South 01°20'07" East 33.00 feet to the South line of South Street and the Point of Beginning; thence South 66°32'14" West 39.82 feet; thence South 88°39'53" West 18.00 feet to the East line of South Wells Street (County Trunk Highway "H"); thence North 20°08'57" West along said East line, 15.85 feet to the South line of South Street; thence North 88°39'53" East along said South line 60.00 feet to the Point of Beginning.

This fee taking area contains **585 sq ft**, more or less.

Recommended by action of the Plan Commission of the City of Lake Geneva this 21st day of July, 2025.

PC Action: **Adopted** **Failed** **Vote** _____

Mayoral Action: **Accept** **Veto**

Todd Krause, Plan Commission Chair

Date

Attest:

Amanda Rotondi, Building & Zoning Clerk

Date



- JUNE 6TH
- JULY 21 PLANNING
- AUGUST 11TH

APPLICATION TO INITIATE PLANNED DEVELOPMENT PROCESS
City of Lake Geneva

Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):
80 EAST GENEVA SQUARE

Name and Address of Current Owner:
GS OUTLOT 3, LLC 2737 CENTRAL STREET, EVANSTON.

Telephone No. with area code & Email of Current Owner: 847-869-4200
GREG@SCHERMELHORN-REALTY.COM

Owner Signature: [Signature] MANAGING AGENT

Name and Address of Applicant:
GS OUTLOT 3, LLC - GENEVA SQUARE
BREGON HUBBS - MANAGING AGENT
2737 CENTRAL STREET, E

Telephone No. with area code & Email of Applicant:
SAME AS ABOVE

Proposed Use: COMMERCIAL RETAIL BUILDING

Zoning District in which land is located: PLANNED DEVELOPMENT

Names and Addresses of architect, professional engineer and contractor of project:
RYAN HUNDT - ARCHITECT - 3058 NORTH NEWHALL MILWAUKEE
INNOVATIVE CONSTRUCTION - N19W24101 RIVERWOOD DRIVE
WAUKESHA

Short statement describing activities to take place on site:
LOOKING TO HAVE THE EXTERIOR FACADE STEPS
APPROVE LIKE PRESENTED IN THE APPROVAL PROCESS.
PLEASE SEE ATTACHED.

5-22-2025
Date

[Signature]
Signature of Applicant

Hughes, Greg 80 E. Geneva Sq. Cost Recovery # 25-445
 Petitioner Name Project Address AR # 3777
 OFFICE USE ONLY Description of Request DRT

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

GREGORY HUGHES, as applicant/petitioner for
 Project: GS OUTLOT 3, LLC
 Project Address: 80 EAST GENEVA SQUARE
 Parcel No. ZYUP00137C1
 Name: GS OUTLOT 3
 Address: 80 EAST GENEVA SQUARE
OR 2737 CENTRAL STREET, ELANSTON
 Cell Phone: (817) - 869 - 4200 Phone: (817) - 869 - 4200
 Email: GREG@SCHERMEHORN-REAL ESTATE.COM
 Dated this 22 Day of MAY, 2025

Printed Name of Applicant / Petitioner
GREGORY HUGHES

Signature of Applicant/Petitioner



Applicant/Petitioner agrees that in addition to those normal costs payable by an applicant/petitioner (e.g., filing or permit fees, publication expenses, recording fees, etc.), that in the event the action applied or petitioned for requires the City of Lake Geneva, in the judgment of its staff, to obtain additional professional service(s), (e.g., engineering, surveying, planning, legal) than would be routinely available "in house" to enable the City to properly address, take appropriate action on, or determine the same, applicant/petitioner shall reimburse the City for the costs thereof

Section 98-935 Fees:

(1) Fees for Procedures or Permits Requested by a Private Party: The fees for the procedures and permits established by this Chapter shall be established by resolution of the Common Council of the City of Lake Geneva

(2) Fees for Procedures Requested by the City of Lake Geneva: There shall be no fee in the case of applications filed in the public interest by the Common Council or the Plan Commission, other agency, or official of the City of Lake Geneva.

(3) Payment of Fees: Fees shall be payable at the time applications are filed with the appropriate officer of the City (per the requirements of this Chapter), and are not refundable.

(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. The City may apply the charges for these services to the Petitioner. The City will require the Petitioner to sign a professional consultant review services form. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until such fees are paid by the Petitioner. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal. Review fees which are applied to a Petitioner, but which are not paid, may be assigned by the City as a special assessment to the subject property.

Development Review Committee (DRC) Application

Complete as much detailed information as possible to allow for a comprehensive departmental review prior to a Development Review Committee meeting. This application must be returned to the Building Inspector, with all conceptual plans, designs and other information prior to the scheduling a DRC meeting.

Applicant Information

Property Address 80 EAST GENEVA SQUARE
Applicant name RES. 001 LOT 3, LLC
Applicant email GREG@SONERMOHORN-RENTAL.ESTATE.COM Phone Number 847-869-4200
Architect/Contractor/Designer Name HUNT ARCHITECTURE
Architect/Contractor/Designer Email RYAN HUNT Phone Number 414-554-3853
Type of Construction: New Addition _____ Remodel _____
Type of Development: Single-family _____ Multi-family _____ Commercial Industrial _____
Type of Business RETAIL

Engineering

Site Plans should include the following: Project title and owner's/developer's name and address noted, architect's and/or engineer's name and address noted, property boundaries and dimensions, abutting property zoning classifications, general description of building materials, façade and roof detail, setback lines indicated, easements for access, if any, 100-year floodplain identification, existing and proposed topography shown at a contour interval of one foot, indicating proposed grade and location of improvements, signage and outdoor lighting, number of parking spaces provided, type, size and location of all structures with all building dimensions shown, location of existing and general location of proposed sanitary sewers, storm sewers, water-mains, and any proposed stormwater management facilities, location, extent and type of proposed landscaping and landscaping plantings and buffers to adjacent property, including fencing or other screening, location of pedestrian sidewalks and walkways, graphic outline of any development staging that is planned, driveway locations and sizes, handicap accessibility, environmental concerns (odor, smoke, noise, graphic scale and north arrow.

- Storm water management provisions provided? YES / NO
 - As-built/certification notification
- Erosion control plan provided? YES / NO
- Wetlands, floodplains, environmental corridors, groundwater Identified. YES / NO
- Utility Plans Provided
 - Watermain
 - Sanitary Sewer
 - Storm Water
- Is a Land Division required? YES / NO
- Access points and dimensions shown? YES / NO
 - WISDOT Right-of-way?
 - County Right-of-way?

- Estimated Traffic impacts _____
 - Traffic Study Required YES/NO
 - Traffic Control Plan Required YES/NO
 - Will construction affect street parking or intersections? YES / NO
- Paving Materials, Typical Sections? YES / NO
- WDNR Notice of Intent required? (Land disturbance more than 1 acre)? YES / NO
- Watermain extension required? YES / NO
- Sanitary sewer extension required? YES / NO
- SEWRPC Service Area Amendment needed? YES / NO
- Is a Chapter 30 Permit (wetland/waterway) required? YES / NO
- Proposed building/expansion dimensions _____
- Will there be signage? YES / NO type (mounted, freestanding) _____
- Exterior lighting plans? YES / NO
- What kind of noise or level of noise will the business have? _____
- Detailed property Site Plan? YES / NO Date of Plan: _____
- Green Space Calculations (Existing vs. Proposed) YES / NO
- Are landscape plans provided? YES / NO
- Is a Land Division required? YES / NO

Water/Sewer Utilities

If an existing structure please circle the following:

- Will existing sewer & water connections be used? YES / NO
- Will your project require the installation of a grease interceptor? YES / NO

If the development is Commercial or Industrial, please provide the following:

- Water service size requirement _____
- Estimated daily water usage in gallons per day _____
- Estimated maximum water flow in gallons per minute _____
- Number of bathrooms _____
- Brief description of process (if Industrial) _____

If the development is a multi-family dwelling, please provide the following:

- Number of units _____
- Number of bedrooms in each unit _____
- Water service size requirement _____

GENEVA SQUARE
GS OUTLOT 3 – New Building

Proposed Signage

Total linear feet of frontage 217'

-North 40'

-East 63' + 35' + 44' = 142'

-South 35'

.....
-Summer Moon 103' of frontage

-Jersey Mike's 79' of frontage

-Middle space 35'

Total Proposed Signs 191 sq.ft.

-Summer Moon 56 sq.ft.

12 sq.ft.

21 sq.ft.

89 sq.ft. total (14 sq.ft. less than allowed)

-Jersey Mike's 17 sq.ft.

50 sq.ft.

67 sq.ft. total (12 sq.ft. less than allowed)

Space B – TBD **35 sq.ft. total**

TOTAL 217'

NEW COMMERCIAL BUILDING

Schemerhorn & Co. - 80 E. Geneva Square, Lake Geneva, WI 53147

1421

SHEET INDEX

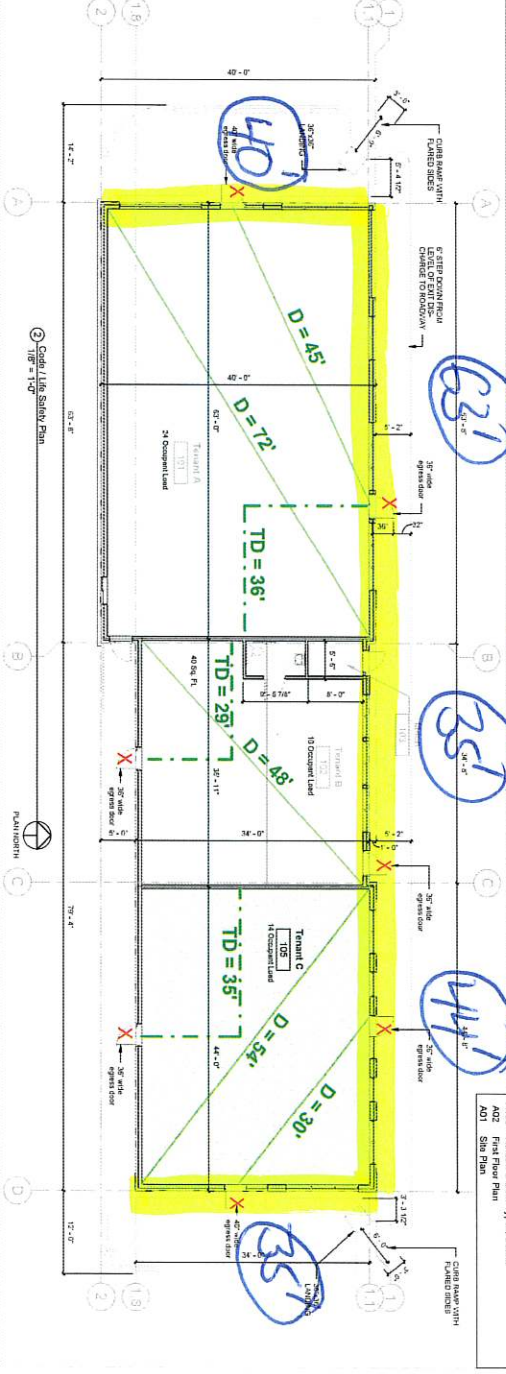
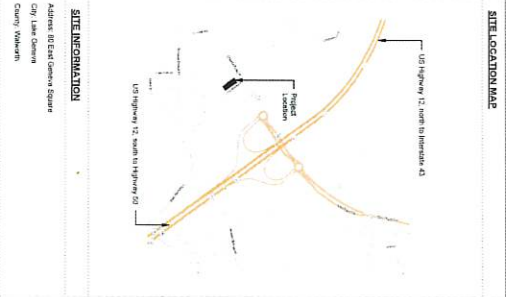
A100	Title, Location Map, Code Plan, Site Plan
A101	General Notes
A102	Exterior Elevations, Wall Sections
A103	Building Sections, Wall Sections
A104	Roof Plan, Ceiling Plan
A105	Window & Door Types, Details
A106	Site Plan

HUNDT
ARCHITECTS

Schemerhorn & Co.
241 W. Wisconsin
Geneva Square, Suite 3

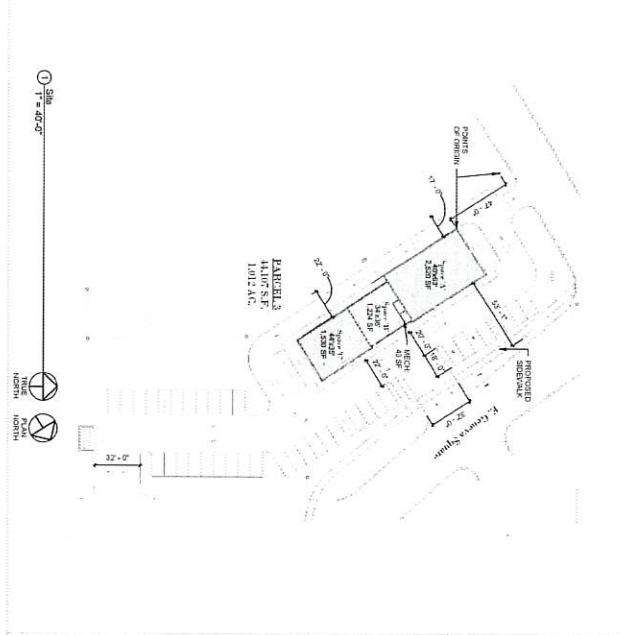
PROJECT ADDRESS:
80 E. Geneva Square,
Lake Geneva, WI 53147

DATE: 10/20/2024
DRAWN BY: RSH



GENERAL NOTES

- The Contractor is responsible for performing all the work contained in these plans, and is to coordinate any of the work in connection with the work of other trades and disciplines. The Contractor is responsible for all details of construction and coordination of work. It is the Contractor's responsibility to provide a complete and coordinated set of drawings for the work and to coordinate with the architect and other trades. The Contractor shall be responsible for providing all necessary permits and approvals for the work, including but not limited to, building, fire, and life safety. The Contractor shall be responsible for providing all necessary permits and approvals for the work, including but not limited to, building, fire, and life safety. The Contractor shall be responsible for providing all necessary permits and approvals for the work, including but not limited to, building, fire, and life safety.



SCOPE PLAN SYMBOLS KEY

BACKCOURTY (RETIRED A)	RETIRED A
BACKCOURTY (RETIRED B)	RETIRED B
BACKCOURTY (RETIRED C)	RETIRED C
TRAVEL DISTANCE	X
EXIT	X

SCOPE SUMMARY

SCOPE SUMMARY	REMARKS
Building	IBC 2015, 507.2.3.1.1, 507.2.3.1.2, 507.2.3.1.3, 507.2.3.1.4, 507.2.3.1.5, 507.2.3.1.6, 507.2.3.1.7, 507.2.3.1.8, 507.2.3.1.9, 507.2.3.1.10, 507.2.3.1.11, 507.2.3.1.12, 507.2.3.1.13, 507.2.3.1.14, 507.2.3.1.15, 507.2.3.1.16, 507.2.3.1.17, 507.2.3.1.18, 507.2.3.1.19, 507.2.3.1.20, 507.2.3.1.21, 507.2.3.1.22, 507.2.3.1.23, 507.2.3.1.24, 507.2.3.1.25, 507.2.3.1.26, 507.2.3.1.27, 507.2.3.1.28, 507.2.3.1.29, 507.2.3.1.30, 507.2.3.1.31, 507.2.3.1.32, 507.2.3.1.33, 507.2.3.1.34, 507.2.3.1.35, 507.2.3.1.36, 507.2.3.1.37, 507.2.3.1.38, 507.2.3.1.39, 507.2.3.1.40, 507.2.3.1.41, 507.2.3.1.42, 507.2.3.1.43, 507.2.3.1.44, 507.2.3.1.45, 507.2.3.1.46, 507.2.3.1.47, 507.2.3.1.48, 507.2.3.1.49, 507.2.3.1.50, 507.2.3.1.51, 507.2.3.1.52, 507.2.3.1.53, 507.2.3.1.54, 507.2.3.1.55, 507.2.3.1.56, 507.2.3.1.57, 507.2.3.1.58, 507.2.3.1.59, 507.2.3.1.60, 507.2.3.1.61, 507.2.3.1.62, 507.2.3.1.63, 507.2.3.1.64, 507.2.3.1.65, 507.2.3.1.66, 507.2.3.1.67, 507.2.3.1.68, 507.2.3.1.69, 507.2.3.1.70, 507.2.3.1.71, 507.2.3.1.72, 507.2.3.1.73, 507.2.3.1.74, 507.2.3.1.75, 507.2.3.1.76, 507.2.3.1.77, 507.2.3.1.78, 507.2.3.1.79, 507.2.3.1.80, 507.2.3.1.81, 507.2.3.1.82, 507.2.3.1.83, 507.2.3.1.84, 507.2.3.1.85, 507.2.3.1.86, 507.2.3.1.87, 507.2.3.1.88, 507.2.3.1.89, 507.2.3.1.90, 507.2.3.1.91, 507.2.3.1.92, 507.2.3.1.93, 507.2.3.1.94, 507.2.3.1.95, 507.2.3.1.96, 507.2.3.1.97, 507.2.3.1.98, 507.2.3.1.99, 507.2.3.1.100
Code	IBC 2015, 507.2.3.1.1, 507.2.3.1.2, 507.2.3.1.3, 507.2.3.1.4, 507.2.3.1.5, 507.2.3.1.6, 507.2.3.1.7, 507.2.3.1.8, 507.2.3.1.9, 507.2.3.1.10, 507.2.3.1.11, 507.2.3.1.12, 507.2.3.1.13, 507.2.3.1.14, 507.2.3.1.15, 507.2.3.1.16, 507.2.3.1.17, 507.2.3.1.18, 507.2.3.1.19, 507.2.3.1.20, 507.2.3.1.21, 507.2.3.1.22, 507.2.3.1.23, 507.2.3.1.24, 507.2.3.1.25, 507.2.3.1.26, 507.2.3.1.27, 507.2.3.1.28, 507.2.3.1.29, 507.2.3.1.30, 507.2.3.1.31, 507.2.3.1.32, 507.2.3.1.33, 507.2.3.1.34, 507.2.3.1.35, 507.2.3.1.36, 507.2.3.1.37, 507.2.3.1.38, 507.2.3.1.39, 507.2.3.1.40, 507.2.3.1.41, 507.2.3.1.42, 507.2.3.1.43, 507.2.3.1.44, 507.2.3.1.45, 507.2.3.1.46, 507.2.3.1.47, 507.2.3.1.48, 507.2.3.1.49, 507.2.3.1.50, 507.2.3.1.51, 507.2.3.1.52, 507.2.3.1.53, 507.2.3.1.54, 507.2.3.1.55, 507.2.3.1.56, 507.2.3.1.57, 507.2.3.1.58, 507.2.3.1.59, 507.2.3.1.60, 507.2.3.1.61, 507.2.3.1.62, 507.2.3.1.63, 507.2.3.1.64, 507.2.3.1.65, 507.2.3.1.66, 507.2.3.1.67, 507.2.3.1.68, 507.2.3.1.69, 507.2.3.1.70, 507.2.3.1.71, 507.2.3.1.72, 507.2.3.1.73, 507.2.3.1.74, 507.2.3.1.75, 507.2.3.1.76, 507.2.3.1.77, 507.2.3.1.78, 507.2.3.1.79, 507.2.3.1.80, 507.2.3.1.81, 507.2.3.1.82, 507.2.3.1.83, 507.2.3.1.84, 507.2.3.1.85, 507.2.3.1.86, 507.2.3.1.87, 507.2.3.1.88, 507.2.3.1.89, 507.2.3.1.90, 507.2.3.1.91, 507.2.3.1.92, 507.2.3.1.93, 507.2.3.1.94, 507.2.3.1.95, 507.2.3.1.96, 507.2.3.1.97, 507.2.3.1.98, 507.2.3.1.99, 507.2.3.1.100

A100



OPTION #1

93.55 TOTAL SQ FT



2022 BUCK ROAD | HOUSTON, TX 77059
T: 713.964.2010 | F: 713.964.1792

PROJECT INFO

CLIENT: SUMMER MOON • GENEVA SQUARE
ADDRESS: 80 E GENEVA SQUARE
CITY/STATE: LAKE GENEVA, WI 53147
DATE: 04.07.25
SALES REP: RA
DRAWN BY: KR

THIS IS ONLY AN ARTIST RENDERING - FINISHED PROJECT MAY VARY SLIGHTLY IN SIZE AND COLOR.

P R O J E C T

#	DATE	REV	REVISIONS	HR	SIGNATURES	ESTIMATION
1	04.08.25	REV		KR	CLIENT APPROVAL	APPROVAL _____
2	04.11.25	REV		KR	LAND OBD APPROVAL	APPROVAL _____
3	04.21.25	REV		KR		APPROVAL _____
4	04.23.25	ADDED OPTIONS		KR		APPROVAL _____
5						APPROVAL _____
6						APPROVAL _____

ESTIMATION

ILLUMINATED

120 W/ 277 VOLT ELECTRICAL SERVICE

ELECTRICAL LOAD

20 AMP CIRCUITS

CLIENT IS RESPONSIBLE FOR SUPPLYING VECTOR AND/OR PROPER DIMENSIONS FILED PRIOR TO PRODUCTION

SPECIFICATION

THE SIGN IS DESIGNED TO BE

120 W/ 277 VOLT ELECTRICAL SERVICE

ELECTRICAL LOAD

20 AMP CIRCUITS

CLIENT IS RESPONSIBLE FOR SUPPLYING VECTOR AND/OR PROPER DIMENSIONS FILED PRIOR TO PRODUCTION

PAGE 4 OF 9

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565 LAWRENCE DR. DE PERE, WI 53115
920.538.6900 CREATIVESIGNCOMPANY.COM

CLIENT: JERSEY MIKES

LOCATION: 80 EAST GENOA SQUARE, LAKE GENEVA, WI 53147

DRAWN BY: TMOOTHY P

SALESPERSON: KELLIL

DATE: 03/18/25

LEAD #: 3570

PAGE: 1

REVISION LOG: INTL DATE DESCRIPTION

TO 04/02/2025 SDF 10:50

FACELT BACKLIT CHANNEL LETTERS

QUANTITY: 1

LETTERS: FACELT/BACKLIT CHANNEL LETTERS

LIGHTING: FACELT - LED (WHITE)

BACKLIT - LED (WHITE)

FACES: 3/16" WHIT TRANS ACRYLIC

TRIM CAP: 1" JEWELITE (BRUSHED SILVER)

RETURNS: 5" STANDARD (BRUSHED SILVER)

MOUNTING: OFFSET 1 1/2" FROM BACK CABINET

BACK CABINET: FABRICATED ALUM. (2")

FACES: 1/25" ALUM. ROUTED & BACKED W/LEXAN

LIGHTING: BACKLIT-LED (WHITE)

GRAPHICS: CUT VINYL, 1ST SURFACE

MOUNTING: OFFSET 1 1/2" FROM WALL

PHOTO ETCHER: BY ELECTRICIAN

RECEWAY: NO

INSTRUC TION: PRODUCE & INSTALL

COLORS:

C-1/1-P-1 BRACK. 751-010 WHITE VINYL (MATE)

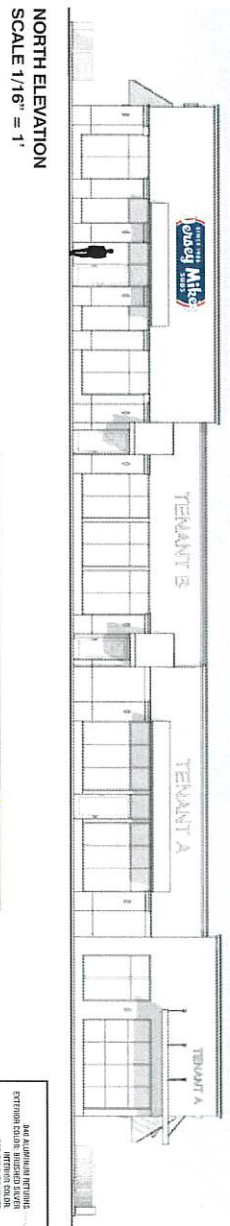
C-2 BRUSHED SILVER

P-3 PMS 485C (MATE FINISH)

P-4 PMS 534C (MATE FINISH)

CUSTOMER SIGNATURE FOR DESIGN APPROVAL:

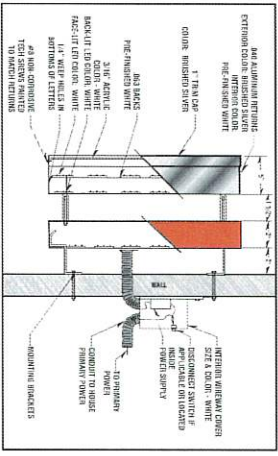
SIGNATURE: _____ DATE: _____



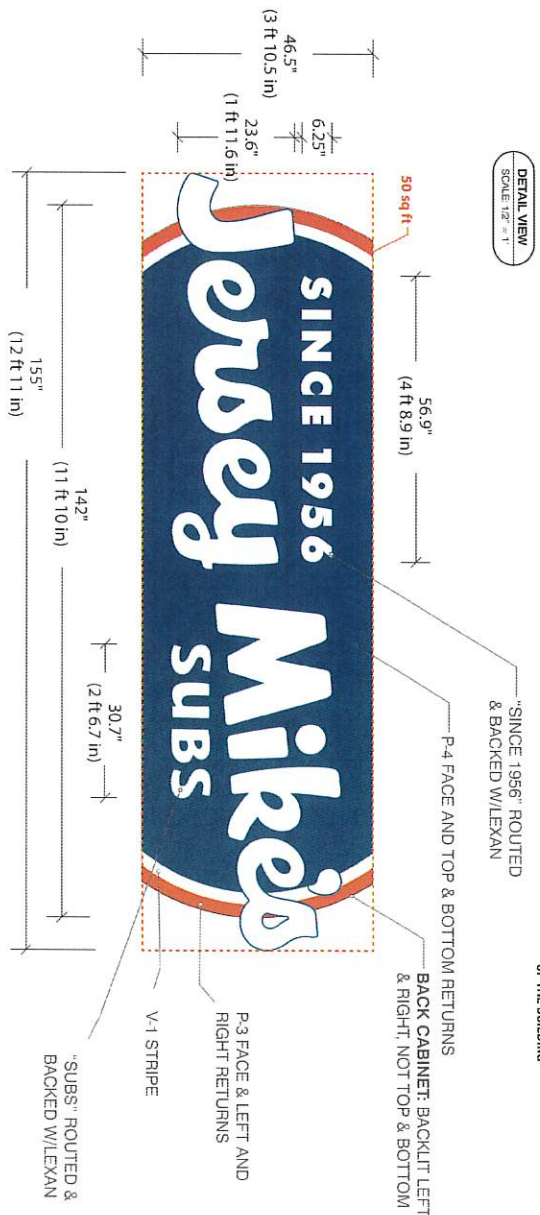
NORTH ELEVATION
SCALE 1/16" = 1'



NIGHT VIEW



FACE-ILLUMINATED AND BACK-ILLUMINATED CH. LETS. (REMOTE DS.)
LETTER WITH REMOTE POWER SUPPLY LOCATED IN RECEWAY ON THE INTERIOR OF THE BUILDING



DETAIL VIEW
SCALE 1/2\"/>

"SINCE 1956" ROUTED & BACKED W/LEXAN

P-4 FACE AND TOP & BOTTOM RETURNS

BACK CABINET: BACKLIT LEFT & RIGHT, NOT TOP & BOTTOM

P-3 FACE & LEFT AND RIGHT RETURNS

V-1 STRIPE

"SUBS" ROUTED & BACKED W/LEXAN

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CONCEPTUAL DRAWING ONLY

All sizes and dimensions are illustrated for conceptual purposes only. All sizes and dimensions are approximate. Some changes may occur based on production needs. While Creative Sign will make every effort to closely match colors, including PMS, where specified, we cannot guarantee exact matches due to varying compatibility of surface materials and paints used.

CUSTOMER RESPONSIBILITIES

Please review all drawing details closely, as Creative Sign will produce signs as approved drawing information. Some changes may occur based on production needs. While Creative Sign will make every effort to closely match colors, including PMS, where specified, we cannot guarantee exact matches due to varying compatibility of surface materials and paints used.





SIGNWORX
 2022 PECH ROAD | HOUSTON, TX 77055
 T. 713.984.2010 | F. 713.984.1992

PROJECT INFO
 CLIENT: SUMMER MOON - GENEVA SQUARE
 ADDRESS: 88 E GENEVA SQUARE
 CITY, STATE: LAKE GENEVA, WI 53147
 DATE: 04.07.25
 SALES REP: RA
 DRAWN BY: KR

DRAWING NUMBER
 PRO25-0380-6
W.O. / E24 NUMBER

#	DATE	REV	REVISIONS	KR
1	04.08.25	REV		KR
2	04.11.25	REV		KR
3	04.12.25	REV		KR
4	04.26.25	ADDED OPTIONS		KR
5				
6				

SIGNATURES
 CLIENT APPROVAL: _____ DATE: _____
 SALES: _____ DATE: _____

ESTIMATION
 APPROVAL: _____
 FOR ACTUAL COLORS OF ITEMS SPECIFIED IN THIS DESIGN REFER TO SAMPLES AS MONITORS & PRINTERS VARY.
 CLIENT IS RESPONSIBLE FOR SUPPLYING VECTOR ARTWORK HIGHEST TYPICAL RESOLUTIONS FILES PRIOR TO PRODUCTION TO AVOID A \$500 FEE.

SPECIFICATION
 ILLUMINATED
 THE SIGN IS BURNED, ONE SIDE, WITH AN ANTI-REFLECTIVE FINISH. ALL LETTERS AND GRAPHICS ARE BURNED INTO THE SIGN. ELECTRICAL CODE AND/OR 20 AMP CIRCUITS. CLIENT TO PROVIDE ALL ELECTRICAL WORK AND CONNECTIONS TO THE SIGN. THIS INCLUDES PIPING, CONDUITING AND BURNING OF THE SIGN.

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P R O J E C T

GENEVA SQUARE

GS OUTLOT 3 – New Building

Proposed Signage

Total linear feet of frontage 217'

-North 40'

-East 63' + 35' + 44' = 142'

-South 35'

.....

-Summer Moon 103' of frontage

-Jersey Mike's 79' of frontage

-Middle space 35'

.....

Approved Signs – East Side

Summer Moon 21 sq.ft.

 12 sq.ft.

Jersey Mike's 44 sq.ft.

Proposed Signs – North Side (for meeting 7/21/25)

Summer Moon 56 sq.ft.

Jersey Mike's 17 sq.ft.

.....

Total Approved & Proposed 150 sq.ft.

Total Allowed 217 sq.ft.

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 21, 2025

Agenda Item #8

Applicant:
Greg Hughs
2737 Central Street
Evanston, IL

Request:
80 Geneva Square
Tax Key No. ZYUP00137C1
Amended PD-Precise Implementation Plan

Summary Description:

The parcel in question is improved with a multitenant building still under construction. Precise Implementation Plan approval was granted by the Common Council in November 2024. The existing PIP was not specific to the wall signage placement or allowance. This application is for the precise size and placement of signage on the north façade of the building that does not otherwise comply with section 98-801 Signs of the City of Lake Geneva Zoning Ordinance.

Project Details from Amended PIP Request:

The City of Lake Geneva Zoning Ordinance Section 98-811 provides that each business in a multitenant building is permitted one (1) wall sign per building façade that their space occupies. The maximum square footage of sign area is determined at a rate of one (1) square foot of sign area per one (1) linear foot of space width occupied by the business.

The sign regulation would limit the north façade to:

- One (1) wall sign and a maximum surface area of forty (40) square feet.

This Amended PIP request is asking to waive the above requirements to allow:

- Two (2) wall signs on the north façade with a total surface area of one hundred six (106) square feet.

The unique location of this building is the justification given for requesting this flexibility. The tenant space which will be occupied by Jersey Mikes does not have frontage oriented toward the public street. The applicant maintains that the visibility from that street is important to the success of this business. For that reason, this request was submitted to allow Jersey Mikes visibility from Interchange North.

Action by the Plan Commission:

Recommendation to the Common Council on the proposed Amended Precise Implementation Plan (PIP):

As part of the consideration of the requested Amended PIP, the Plan Commission is required to:

- Provide the Common Council with a *recommendation* regarding the proposed Amended PIP;

- Include *findings* required by the Zoning Ordinance for PIPs; and,
- Provide specific suggested *requirements* to modify the project as submitted.

Staff Review Comments:

The proposed Amended PIP provides for the installation of two (2) wall signs on the north building facade which is permitted only one (1) wall sign by Zoning Ordinance standards. The proposed Amended PIP also provides for more total surface area of wall signage on the north facade than permitted by the Zoning Ordinance. The approval of this request would solve the current problem of street visibility for the tenant space on the south side of the building.

Required Plan Commission Findings on the CUP for Recommendation to the Common Council:

A proposed CUP must be reviewed by the standards, below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be all of the following:
- a. In general, the proposed Amended PIP is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 - b. Specific to this site, the proposed Amended PIP is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 - c. The proposed Amended PIP in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
 - d. The proposed Amended PIP maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
 - e. The proposed Amended PIP is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
 - f. The potential public benefits of the proposed Amended PIP outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

Staff Recommendation on the proposed Conditional Use Permit:

1. Staff recommends that the Plan Commission recommend approval of the proposed Amended PIP as submitted.
2. Staff recommends the Plan Commission adopt the *affirmative set of findings* provided above.

3. Finally, staff recommends that *the following additional conditions of approval* be attached to the approval:
 - a. Substantial conformance to the Sign Plan drawn by Signworx dated 4.08.25 revised 4.25.25.
 - b. Owner shall secure sign permits from the City of Lake Geneva prior to installation of signs.

RESOLUTION OF THE PLAN COMMISSION

Resolution recommending to the Common Council an Amended Planned Development – Precise Implementation Plan (PIP) application filed by Gregory Hughs, GS Outlot 3, LLC, 2737 Central Street, Evanston, IL to allow flexibility in the placement of wall signs on the multitenant building located at 80 Geneva Square, Tax Key No. ZYUP 00137C1.

Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-028	Date:	July 21, 2025

WHEREAS, the City of Lake Geneva Plan Commission has considered an Amended Planned Development – Precise Implementation Plan application filed by Gregory Hughs, GS Outlot 3, LLC, 2737 Central Street, Evanston, IL to allow flexibility in the placement of wall signs on the multitenant building located at 80 Geneva Square, Tax Key No. ZYUP 00137C1, and

WHEREAS, the Plan Commission held a Public Hearing thereon pursuant to proper notice given on July 21, 2025, and

WHEREAS, the Plan Commission made the following findings of fact:

1. In general, the proposed amended PIP is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
2. Specific to this site, the proposed amended PIP is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
3. The proposed amended PIP in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
4. The proposed amended PIP maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
5. The proposed amended PIP is located in an area that will be adequately served by and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
6. The potential public benefits of the proposed amended PIP outweigh all potential adverse impacts of the proposed PIP after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts, and

WHEREAS, the Plan Commission has recommended the following conditions:

1. Substantial compliance with Sign Plan drawn by Signworx and dated 4.08.25 revised 4.25.25.
2. Owner shall secure Sign Permits from the City of Lake Geneva prior to installation of signs.

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission hereby recommends approval to the Common Council of the Amended Planned Development – Precise Implementation Plan application filed by Gregory Hughs, GS Outlot 3, LLC, 2737 Central Street, Evanston, IL to allow flexibility in the placement of wall signs on the multitenant building located at 80 Geneva Square, Tax Key No. ZYUP 00137C1, per the findings of fact and additional conditions stated above.

Recommended to the Common Council of the City of Lake Geneva this 21st day of July 2025.

PC Action: **Adopted** **Failed** **Vote** _____

Mayoral Action: **Accept** **Veto**

Todd Krause, Plan Commission Chair Date

Attest:

Amanda Rotondi, Building & Zoning Clerk Date

APPLICATION FOR SITE PLAN REVIEW

City of Lake Geneva

Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):

601 W Main St., Lake Geneva, WI 53147. ZOP 00291 PT NE1/4 SEC 36 T2N R17E DESC AS COM SW COR BLK 28 OP, E 360' TO POB, N0D33'10"W 175' TO S LN ALLEY IN BLK 28, E 119.25' TO W LN MILL ST, S0D11' W 26', ALS ARC OF CURVE, BEING WLY LN MILL ST TO PT OF INTER WITH N LN MAIN ST, W 47.50' TO POB. ORIGINAL PLAT CITY OF LAKE GENEVA

Name and Address of Current Owner: Justin Bender

JB262-1 LLC, W3187 WILDWOOD LN., LAKE GENEVA, WI 53147

Telephone No. with area code & Email of Current Owner: _____

262.215.4031

benderjr03@gmail.com

Owner Signature: _____



Name and Address of Applicant:

Justin Bender

JB262-1 LLC, W3187 WILDWOOD LN., LAKE GENEVA, WI 53147

Telephone No. with area code & Email of Applicant: _____

262.215.4031

benderjr03@gmail.com

Proposed Use: Installation of mural on Eastern Facing wall adjacent to Mill Street painted on the current facade

Zoning District in which land is located: C-1

Names and Addresses of architect, professional engineer and contractor of project:

Contracted by Lake Geneva Business Improvement District (BID) - 626 Geneva St, Lake Geneva, WI 53147

Short statement describing activities to take place on site:

During the last 2 weeks of July (but most likely only 1 week project) will need sidewalk closed to allow the installation of the mural using electric bucket lifts and possibly scaffolding. The artist will paint the mural and seal upon finishing with anti-graffiti and UV protectant finishing product to preserve the artwork

Site Plan Review Fee: \$450.00, payable upon filing application

04/06/2025

Date

03/03/2025



Signature of Applicant

Petitioner Name _____

Project Address _____

OFFICE USE ONLY

Description of Request _____

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City’s review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City’s consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

JB262-1 LLC, as applicant/petitioner for

Project: Mural Painted on East-facing wall

Project Address: 601 W Main Street, Lake Geneva

Parcel No. ZOP 00291

Name: JP262-1 LLC

Address: W3187 WILDWOOD LN., LAKE GENEVA, WI 53147


Cell Phone: (262 215 4031) - _____ Phone: (____) - _____ - _____

Email: benderjr03@gmail.com

Dated this _____ Day of _____, 2004/06/2025

JB262-1 LLC

Printed Name of Applicant / Petitioner

 _____

Signature of Applicant/Petitioner

Development Review Committee (DRC) Application

Complete as much detailed information as possible to allow for a comprehensive departmental review prior to a Development Review Committee meeting. This application must be returned to the Building Inspector, with all conceptual plans, designs and other information prior to the scheduling a DRC meeting.

Applicant Information

Property Address 601 W Main St

Applicant name JB262-1 LLC

Applicant email benderjr03@gmail.com Phone Number 262.215.4031

Architect/Contractor/Designer Name Lake Geneva BID

Architect/Contractor/Designer Email director@downtownlakegeneva.org Phone Number 262.716.9529

Type of Construction: New Addition Remodel

Type of Development: Single-family Multi-family Commercial Industrial

Type of Business _____

Engineering

Site Plans should include the following: Project title and owner's/developer's name and address noted, architect's and/or engineer's name and address noted, property boundaries and dimensions, abutting property zoning classifications, general description of building materials, façade and roof detail, setback lines indicated, easements for access, if any, 100-year floodplain identification, existing and proposed topography shown at a contour interval of one foot, indicating proposed grade and location of improvements, signage and outdoor lighting, number of parking spaces provided, type, size and location of all structures with all building dimensions shown, location of existing and general location of proposed sanitary sewers, storm sewers, water-mains, and any proposed stormwater management facilities, location, extent and type of proposed landscaping and landscaping plantings and buffers to adjacent property, including fencing or other screening, location of pedestrian sidewalks and walkways, graphic outline of any development staging that is planned, driveway locations and sizes, handicap accessibility, environmental concerns (odor, smoke, noise, graphic scale and north arrow.

- Storm water management provisions provided? YES / NO
 - As-built/certification notification
- Erosion control plan provided? YES / NO
- Wetlands, floodplains, environmental corridors, groundwater Identified. YES / NO
- Utility Plans Provided
 - Watermain
 - Sanitary Sewer
 - Storm Water
- Is a Land Division required? YES / NO
- Access points and dimensions shown? YES / NO
 - WISDOT Right-of-way?
 - County Right-of-way?

- Estimated Traffic impacts _____
 - Traffic Study Required YES/NO
 - Traffic Control Plan Required YES/NO
 - Will construction affect street parking or intersections? YES/NO
- Paving Materials, Typical Sections? YES/NO
- WDNR Notice of Intent required? (Land disturbance more than 1 acre)? YES/NO
- Watermain extension required? YES/NO
- Sanitary sewer extension required? YES/NO
- SEWRPC Service Area Amendment needed? YES/NO
- Is a Chapter 30 Permit (wetland/waterway) required? YES/NO
- Proposed building/expansion dimensions _____
- Will there be signage? YES/NO type (mounted, freestanding) _____
- Exterior lighting plans? YES/NO
- What kind of noise or level of noise will the business have? Just Painting
- Detailed property Site Plan? YES/NO Date of Plan: _____
- Green Space Calculations (Existing vs. Proposed) YES/NO
- Are landscape plans provided? YES/NO
- Is a Land Division required? YES/NO

Water/Sewer Utilities

If an existing structure please circle the following:

- Will existing sewer & water connections be used? YES/NO
- Will your project require the installation of a grease interceptor? YES/NO

If the development is Commercial or Industrial, please provide the following:

- Water service size requirement _____
- Estimated daily water usage in gallons per day _____
- Estimated maximum water flow in gallons per minute _____
- Number of bathrooms _____
- Brief description of process (if Industrial) _____

If the development is a multi-family dwelling, please provide the following:

- Number of units _____
- Number of bedrooms in each unit _____
- Water service size requirement _____



MURAL INSTALLATION AND MAINTENANCE AGREEMENT

This MURAL INSTALLATION AND MAINTENANCE AGREEMENT (the “Agreement”) made between Lake Geneva Business Improvement District, a municipal commission located in Walworth County, Wisconsin (“BID”), and JB262-1 LLC (“Owner”), as of the final date executed below 02/06/2025 DATE SIGNED).

WITNESSETH:

WHEREAS, BID understand the value and importance of public art and the role murals play in the development of identity, tourism, preservation of culture, beautification of the city, and advancing the arts; and

WHEREAS, Owner recognizes the Mural shall not be designed in such a manner as to constitute a “sign”, as that term is defined in Section 98-803 of the City of Lake Geneva Municipal Code; and

WHEREAS, Owner recognizes that the purpose of the project, which is to enhance the community and encourage tourism and commerce in the City of Lake Geneva, is mutually beneficial to the BID and the Owner and therefore desires to have a mural painted on the side of his or her building; and

WHEREAS, Owner and BID desire to execute an agreement establishing each parties’ rights and responsibilities with respect to site preparation installation, maintenance, and ownership of the mural,

NOW, THEREFORE, in consideration of the premises and the mutual covenants contained in this agreement and for other good and valuable consideration, the receipt and adequacy of which hereby acknowledged, the parties hereto agree as follows:

Article 1 Definitions

- 1.1 “Permitted Site” means **Eastern-Facing Wall Adjacent to Mill Street across from the Geneva Lake Museum** located at **601 W MAIN STREET, Lake Geneva, WI.**
- 1.2 “Mural” means the previously agreed upon design concept to be installed on the Permitted Site.
- 1.3 “Materials” means equipment, medium, or other supplies needed to construct and/or create the Mural.

- 1.4 “Artist” means person, or people, commissioned to design, install, and paint the Mural on the Permitted Site.

Article 2 Term, Preparation, Funding

- 2.1 Authorization. Owner authorizes BID to permit the Artist to install the Mural at the Permitted Site.
- 2.2 Term. The owner hereby agrees to maintain the mural in place for a period of not less than five (5) years from the Effective Date, unless terminated pursuant to Section 3.2 below or extended by the parties in writing.
- (i) Effective Date. The Effective Date for this agreement to commence on **JUNE 2, 2025**
- 2.3 Preparation. Owner will grant BID permission to a) allow the Artist to prepare the Permitted Site for installation and/or b) inspect and repair the Permitted Site of any structural damage and potential hazards. Structural damage and potential hazards includes, but is not limited to, the following:
- Loose or peeling paint
 - Loose or broken concrete
 - Cracked stucco material
 - Signs of water leaks (new or old)
 - Staining or rusting
 - The ability to remove metal screws, anchors, or nails
 - Foreign material, such as plant or synthetic material growing through or being deposited from an adjacent or nearby source
 - Bird or bat droppings, insects, etc.
 - Electrical wiring or other nearby safety and access hazards
- 2.4 Funding. BID shall cover the cost of all materials, in addition to an artist’s stipend to install the Mural at the Permitted Site.

Article 3 Installation, Termination, Extension

- 3.1 Owner’s Termination. Owner may choose to terminate this Agreement without any liability to BID if Artist a) fails to install the Mural as specified in this Agreement; or b) fails to complete the installation of the Mural by the designated completion date.

- 3.2 BID's Termination. BID may choose to terminate the Agreement without any liability to Owner.
- 3.3 Extension. All parties may mutually agree in writing to extend the term of this Agreement.

Article 4
Maintenance and Repairs, Alteration, Removal

- 4.1 Maintenance and Repairs. Owner shall be responsible for reporting to BID any major or minor damage inflicted on the Mural. BID is responsible for removal of graffiti on or near Mural. BID shall be responsible for any other cosmetic maintenance or repairs needed to be done on the Mural.
- 4.2 Grounds for Removal. Owner may remove the Mural at Owner's expense if Owner reasonably determines that the Mural is harming the permitted site, or limiting Owner's ability to use the permitted site for what it was intended for.
- 4.3 Necessary Artistic Repairs. BID will compensate the Artist for such work on a time and materials basis as is appropriate.
- 4.4 Removal Post Contractual Obligation. Renegotiation of contract is required after 5 years in the maintenance of the Mural for continued BID liability. After the 5 year term, if Owner should opt to terminate agreement with BID or let contract expire without renegotiation, Owner is responsible for removal of Mural or maintenance in accordance with the City of Lake Geneva ordinance guidelines.

Article 5
Mural Specifications

- 5.1 Artist Selection. The BID will select the Artists to paint the Mural. The Mural will not be commercial, offensive, indecent, or obscene.
- 5.2 Commercial Content. The Mural shall not include an advertisement or be commercial in nature, or be designed as to constitute a "sign", defined in Section 98-803 of the City of Lake Geneva Municipal Code. Mural shall not contain copy, lettering, symbols or references directly to the promotion of any product, business, brand, organization, service, cause or place. Mural may contain limited commercial elements so long as they are not included for the purpose of promoting a commercial transaction.
- 5.3 Offensive, Obscene and Indecent Content. Mural shall not contain iconography, or allude to activity that displays or promotes indecency, obscenity or offensive subject matter. The terms in the prior sentence shall be interpreted in the sole discretion of the BID or the Owner.

Article 6
Intellectual Property

- 6.1 Ownership. BID, its successors and assigns, shall own all rights in the Mural except as specified below.
- 6.2 Copyright. Subject to the restrictions and usage rights and licenses granted to Owner hereunder, and unless otherwise agreed to by the parties in writing, Artist shall retain all 17 U.S.C. §106 copyrights in all original works produced under this Agreement. If Artist is comprised of two or more individual persons, the individual persons shall be deemed joint creators of the Mural.
- 6.3 Publicity. Owner and BID shall have the right to use Artist’s name, likeness, and biographical information, in connection with the display or reproduction and distribution of the Mural.
- 6.4 Owner’s Intellectual Property License. Artist hereby grants to Owner, and to Owner’s agents, authorized contractors and assigns, and to BID, an unlimited and irrevocable license to do the following with respect to the Mural:
- (i) Owner may use and display the Mural on the Property only.
 - (ii) Owner and BID may make, display, and distribute, and authorize the making, display, and distribution of photographs and other reproductions of the Mural. Owner and BID may use such reproductions for any Owner-related or BID-related purpose, including advertising, educational and promotional materials, brochures, books, flyers, postcards, print, broadcast, film, electronic, and multimedia publicity. Owner and BID shall ensure that such reproductions are made in a professional and tasteful manner, in their sole and reasonable judgment. Owner and BID shall make reasonable efforts to ensure that such reproductions include the following credit line and copyright notice where practicable: “Reflections of Lake Geneva: Where Nature Meets Geometry” © 2025 by Mauricio Ramirez”. Failure to include such credit line and notice in any reproductions shall not constitute a breach of this agreement. Neither Owner nor BID may license or sublicense its rights for any private or commercial purpose. The license granted hereunder does not include the right to sell photographs or reproductions of the Mural or to market reproductions as standalone items for sale or use by others.

6.5 Waiver of Artist’s Rights. With respect to the Mural produced under this Agreement, and in consideration of the procedures and remedies specified in this Agreement, Artist hereby waives any and all claims, arising at any time and under any circumstances, against Owner and BID, its officers, agents, employees, successors and assigns, arising under the federal Visual Artists Rights Act (17 U.S.C. §§106A and 113(d)) , and any other local, state, federal or international laws that convey rights of the same nature as those conveyed under 17 U.S.C. §106A, or any other type of moral right protecting the integrity of works of art. Specifically, Artist hereby waives any and all such claims against Owner or any future owners of the Property, and its agents, officers and employees, and BID. Artist hereby represents and warrants that the Artist is authorized to sign this waiver.

Article 7

Insurance, Indemnification

- 7.1 Third Party Infringement. Neither Owner nor BID is responsible for any third-party infringement of Artist’s copyright or for protecting Artist’s intellectual property rights.
- 7.2 Indemnification and Coordination. Artist represents and warrants that the Mural is the sole work of the Artist and does not infringe the intellectual property rights of any third parties. Artist agrees to indemnify Owner and/or BID against any claims brought against Owner or BID alleging that the Mural infringes the intellectual property rights of any third parties.

Article 8

Notices and Other Communications

8.1 Requirements. Unless otherwise specifically provided herein, all notices, consents, directions, approvals, instructions, requests and other communications hereunder shall be in writing, shall be addressed to the person and address set forth below and shall be (a) deposited in the U.S. mail, first class, certified with return receipt requested and with appropriate postage, (b) hand delivered or (c) sent via facsimile (if a facsimile number is provided below):

Owner: JB262-1 LLC
c/o JUSTIN BENDER
W3187 WILDWOOD DRIVE
LAKE GENEVA, WI 53147

BID: Lake Geneva Business Improvement District
626 Geneva Street
Lake Geneva, WI 53147
Executive Director
director@downtownlakegeneva.org

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the last date specified herein.

Owner



JUSTIN BENDER
JB262-1 LLC

02/06/2025

DATE

BID



ALEXANDRIA BINANTI – EXECUTIVE DIRECTOR
DOWNTOWN LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT

09/06/2025

DATE

Approved as to Form and Execution:

PROPERTY AGKNOWLEDGEMENT FOR CITY OF LAKE GENEVA

I acknowledge that, as the property owner, I am ultimately responsible for compliance with Section 98-726 of the City Zoning Ordinance, notwithstanding any agreements with the Business Improvement District or other parties. I further acknowledge that if the mural is peeling, faded, or damaged, it is my responsibility, as property owner, to see that the mural is repainted, repaired, or removed. I further acknowledge that upon removal of the mural, the surface shall be returned to its original condition and any materials used to adhere the mural shall be removed at the same time, including but not limited to, brackets, mounting hardware, caulk or grout, and adhesive glues.

JB262-1 LLC Name of Property Owner

 Signature of Property Owner

6/2/2025 DATE

SUBSEQUENT PROPERTY RESPONSIBILITY FROM BUSINESS IMPROVEMENT DISTRICT TO THE CITY OF LAKE GENEVA

If upon issuances of complaint from the City of Lake Geneva in accordance with noncompliance of Section 98-726 of the City Zoning Ordinance, I further acknowledge that it is the property owner's responsibility to notify the Lake Geneva Business Improvement District within ten (10) business days of any required action under the responsibility of the BID under the stipulations listed in the 'Mural Installation and Maintenance Agreement.'

_____ **Name of Property Owner**

_____ **Signature of Property Owner**

_____ **Name of BID Representative**

_____ **Signature of BID Representative**

_____ **DATE**



STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 21, 2025

Agenda Item 9a

Applicant:

Justin Bender
W3187 Wildwood Lane
Lake Geneva, WI 53147

Request:

601 W Main Street
Downtown Design Review of Mural

Description:

The applicant proposes installing a wall painted Mural on the east façade of the building located at 601 W Main Street. The mural will be painted directly on the building wall surface. This Mural is consistent in color and theme to the existing murals located throughout Downtown Lake Geneva.

Staff has reviewed the application for consistency with the standards for Murals (Section 98-726) and find no inconsistency between this proposal and the standards.

Staff Recommendations:

Staff recommend *approval* of the proposed Mural.

RESOLUTION OF THE PLAN COMMISSION

Resolution approving a request for Downtown Design Review filed by Justin Bender, W3187 Wildwood Lane, Lake Geneva, WI, to paint a Mural on the east façade of the building located at 601 W Main Street, Tax Key No. ZOP00291.

Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-033	Date:	July 21, 2025

WHEREAS, the City of Lake Geneva Plan Commission has considered a Downtown Design Review application filed by Justin Bender, W3187 Wildwood Lane, Lake Geneva, WI, to paint a Mural on the east façade of a building located at 601 W Main Street, Tax Key No. ZOP00291, and

WHEREAS, the Plan Commission made the following finding of fact:

1. The proposed Mural is consistent with the Downtown Design Standards of Section 98-913(9), and
2. The proposed Mural is consistent with the Mural Standards of Section 98-726, and

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission hereby approves the Downtown Design Review application filed by Justin Bender, W3187 Wildwood Lane, Lake Geneva, WI, to paint a Mural on the east façade of the building located at 601 W Main Street, Tax Key No. ZOP00291, per the findings of fact stated above.

PC Action: **Adopted** **Failed** **Vote** _____

Mayoral Action: **Accept** **Veto**

Todd Krause, Plan Commission Chair Date

Attest:

Amanda Rotondi, Building & Zoning Clerk Date



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

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

704 W. Main St., Lake Geneva, WI 53147

Name & Address of Current Building Owner:

Angele & Nicholas Petros Trust c/o Cherie Shanahan
11217 Miller Rd
Lake Geneva, WI 53147

Telephone Number of Current Building Owner: 414-412-1660

Email Address: cherie.shanahan@me.com

Owner Signature: Cherie Shanahan Angele Petros

Name & Address of Applicant:

Leanne Anthon, Pine Hill Farm

Telephone Number of Applicant: 920-988-4027

Email Address: Leanne@pinehill-farm.co

Proposed Design Change:

Install "Pine Hill Farm" signage (words only) on existing wood panels above windows on side + front of building. Install vertical sign under existing lights on side of building.

Zoning District:

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

N/A

Description of Project:

See attached

Date:

6/24/25
02/27/2025

Signature of Applicant:

Leanne Anthon

Leanne Arthon 704 W Main St Cost Recovery # _____
Petitioner Name Project Address

OFFICE USE ONLY Description of Request Sign Installation

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). An advanced deposit shall be required for the application related to Extraterritorial matters. Surplus deposits shall be returned to the Applicant at the conclusion of the project.

Leanne Arthon, as applicant/petitioner for

Project: Sign Installation

Project Address: 704 W Main St Lake Geneva, WI

Parcel No. _____

Name: Leanne Arthon

Address: 704 W Main St

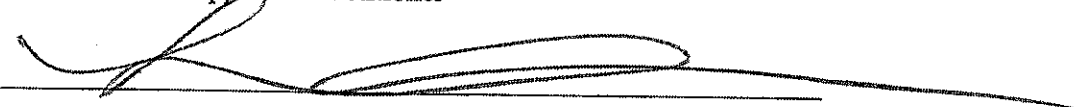
Cell Phone: (920) - 988 - 4027 Phone: () - -

Email: leanne@pmehillfarm.co

Dated this 24 Day of June, 2005

Leanne Arthon

Printed Name of Applicant / Petitioner



Signature of Applicant/Petitioner

Applicant/Petitioner agrees that in addition to those normal costs payable by an applicant/petitioner (e.g., filing or permit fees, publication expenses, recording fees, etc.), that in the event the action applied or petitioned for requires the City of Lake Geneva, in the judgment of its staff, to obtain additional professional service(s), (e.g., engineering, surveying, planning, legal) than would be routinely available "in house" to enable the City to properly address, take appropriate action on, or determine the same, applicant/petitioner shall reimburse the City for the costs thereof

Section 98-935 Fees:

(1) Fees for Procedures or Permits Requested by a Private Party: The fees for the procedures and permits established by this Chapter shall be established by resolution of the Common Council of the City of Lake Geneva

(2) Fees for Procedures Requested by the City of Lake Geneva: There shall be no fee in the case of applications filed in the public interest by the Common Council or the Plan Commission, other agency, or official of the City of Lake Geneva.

(3) Payment of Fees: Fees shall be payable at the time applications are filed with the appropriate officer of the City (per the requirements of this Chapter), and are not refundable.

(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. The City may apply the charges for these services to the Petitioner. The City will require the Petitioner to sign a professional consultant review services form. The City Administrator at any time may require an applicant to submit an advance deposit of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until such fees are paid by the Petitioner. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal. Review fees which are applied to a Petitioner, but which are not paid, may be assigned by the City as a special assessment to the subject property.



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

Permit Number 20250581
 City use only

ZONING PERMIT APPLICATION

Property located at:

Address: 704 W Main St
 Tenant Space Pine Hill Farm

Tax ID / Parcel Number(s): 2000307

Owner Angel & Nicholas Pinos Trust
 Address: 1018 Myler Rd
Lake Geneva, WI 53147
 Phone: 414-412-6666
 Email: Cherie.Sharhan@me.com

Applicant Pine Hill Farm / Leanne Anthon
 Address: 704 W Main St
Lake Geneva 53147
 Phone: 920-988-4027
 Email: leanne@pinhillfarm.co

TO THE ZONING ADMINISTRATOR: The undersigned hereby applies for a permit to do work herein described and located as shown on this application. The undersigned agrees that all work done will be in accordance with the zoning ordinance and all other ordinances of the City of Lake Geneva and with all laws of the State of Wisconsin, applicable to said premises. I expressly grant the zoning administrator, or the zoning administrator's authorized agent, permission to enter the premises for which this permit is sought at all reasonable hours and for any proper purpose to inspect the work which is being done.

Signed [Signature] Agent/ Owner

Work consists of: (check)

- New Building
- Addition
- Alteration
- Driveway
- Home Occupation
- Accessory Structure
- Swimming Pool
- Fence
- Sign
- Erosion Control
- Temporary Use
- Other _____

Site Development Plan: The site development plan shall be submitted as a part of the permit application and should contain the following information drawn to scale:

- Provide survey showing dimensions and area of the lot,
- Location of all existing and proposed structures with distances measured from the lot lines,
- Location of the ordinary high watermark or any abutting navigable waterways, boundaries of all wetlands, floodplains and floodways,
- Existing and proposed topographic and drainage features and vegetative cover,
- Location of existing or future access roads or driveways,
- Description of the type of structure; existing and proposed operation or use of the structure or site

Estimated Cost of Proposed Site Improvements \$ 1,000.00

Zoning Administrator Approval: _____ Date: _____ Fees: _____

City of Lake Geneva
 626 Geneva Street
 Lake Geneva, WI 53147
 Phone: 262-248-3673
 www.cityoflakegeneva.com

Lake Geneva Utility Commission
 P.O. Box 187, 361 W. Main Street
 Lake Geneva, WI 53147
 Phone: 262-248-2311
 www.lgutilitycommission.com



Utility & Public Works Construction Permit

Date of application: 6/24/2025 Permit No. 20250581 Permit Expiration Date: _____

A detailed site plan and certificate of insurance is required with submission of application.

Applicant: Pine Hill Farm Property Owner: Angela + Nicolas Paris Trust c/o Cherie Shanahan
 Address: 704 W. Main St Lake Geneva Address: 1618 Miller Rd Lake Geneva
 Phone: 920-985-4027 Phone: 414-412-6606
 Email: leanne@pinehillfarm.co Email: cherie.shanahan@me.com

Description of work being performed: Install "Pine Hill Farm" signage on existing wood panels above windows on front & side of building. Install vertical sign under existing lights on side of building.

Date work is to be performed: upon approval

Certificate of Insurance included with application? Yes No On File
 Site plan included with application? Yes No

TYPE OF WORK:

Storm Sewer	<input type="checkbox"/>	Driveway/Curb Cut	<input type="checkbox"/>
Sanitary Sewer	<input type="checkbox"/>	Sidewalk	<input type="checkbox"/>
Water	<input type="checkbox"/>	Right-of-Way Occupancy	<input type="checkbox"/>
Communication*	<input type="checkbox"/>	Right-of-Way Excavation*	<input type="checkbox"/>
Gas	<input type="checkbox"/>	- max depth _____	
Electric	<input type="checkbox"/>	*Street Excavations must be closed within 24 hours	

Plan Review & Permit \$60.00

Total Permit Fee (admin use): \$ _____ Invoice # (admin use): _____

* Phone, Cable TV, Fiber Optic etc.

I hereby agree to perform all construction work which is subject to this permit in accordance with the most recent edition of the standard specifications for water & sewer main construction in Wisconsin, the standard specifications for road and bridge construction in Wisconsin, the Wisconsin Department of Natural Resources, the Public Service Commission of the State of Wisconsin and the Lake Geneva Municipal Code.

Signature of Applicant: [Signature] Permit issued by: _____
 Date: 6/24/2025 Date: _____

Admin Use:
 Permit Approved: Yes No
 Conditions of approval/Reasons for denial:

Approved by: Utility Commission Public Works Parking
 02/11/2025

Permits must be available for inspection at the job site

WELLNESS
BOUTIQUE

42"X18"

Pine Hill Farm

13 INCH TALL
LETTERS
"BRITTANY" FONT

13 INCH TALL
LETTERS,
"BRITTANY" FONT

Pine Hill Farm



4X8 BOARD

4'x8'

One (1) Wall Sign



Main Signage 13":x12'

Pine Hill Farm

Chagned from 5' to 3'

WELLNESS
BOUTIQUE

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 21, 2025

Agenda Item 9b

Applicant:
Leanne Anthon
704 W Main Street
Lake Geneva, WI 53147

Request:
704 W Main Street
Downtown Design Review of Proposed Signs

Description:

The applicant proposes installing the following signs at 704 W Main Street:

- A non-illuminated wood suspended sign measuring three (3) square feet.
- An externally illuminated wall sign measuring thirteen (13) square feet in surface area.
- An externally illuminated wall sign measuring thirty-two (32) square feet in surface area.

Staff Recommendations:

The proposed sign plan submitted have been reviewed and complies with the Downtown Design Overlay Sign requirements (Section 98-828).

Staff recommend *approval* of the proposed improvements, provided that the following conditions are met:

1. The applicant shall secure sign permits prior to installation of the signs.



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

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

726 Geneva St., Lake Geneva, WI 53147

Name & Address of Current Building Owner:

Josh Siehoff / BBTS Investments LLC
2421 Aviation Dr.
Waukesha, WI 53188

Telephone Number of Current Building Owner: 262-751-6900

Email Address: josh@springcityaviation.com

Owner Signature: _____

Name & Address of Applicant:

Kelsey Bradford / Salt + Kai
729 Walker St.
Lake Geneva, WI 53147

Telephone Number of Applicant: 903-227-4326 (cell)

Email Address: hello@saltandkai.com

Proposed Design Change:

Storefront Signage - overhead main doors, overhead side door,
projecting sidewalk sign main doors

Zoning District: Lake Geneva

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

Description of Project:

see attached photo renderings

Date: 07/02/2025
02/27/2025

Signature of Applicant: Kelsey Bradford
1

Helsey Bradford 726 Geneva St. Cost Recovery # _____

Petitioner Name Project Address

OFFICE USE ONLY Description of Request _____

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

Helsey Bradford as applicant/petitioner for

Project: Salt + Kai storefront signage

Project Address: 726 Geneva St.

Parcel No. _____

Name: Salt + Kai

Address: 726 Geneva St.

Lake Geneva, WI 53147

Cell Phone: (903) 227-4326 Phone: (262) 203-5309

Email: hello@saltandkai.com

Dated this 3rd Day of July, 2025

Helsey Bradford

Printed Name of Applicant / Petitioner

Helsey Bradford

Signature of Applicant/Petitioner



STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 21, 2025

Agenda Item 9c

Applicant:
Kelsey Bradford
729 Walker Street
Lake Geneva, WI 53147

Request:
726 Geneva Street
Downtown Design Review of Proposed Signs

Description:

The applicant proposes installing the following signs at 803 W Main Street:

- An externally illuminated wood wall sign measuring thirty (30) square feet on the north facade.
- A non-illuminated wood wall sign measuring thirty (30) square feet on the east façade.
- A non-illuminated wood suspended sign measuring three (3) square feet.

Staff Recommendations:

The sign plan submitted has been reviewed and complies with the Downtown Design Overlay Sign requirements (Section 98-828).

Staff recommend *approval* of the proposed sign plan, provided that the following conditions are met:

1. The applicant shall secure sign permits from the City of Lake Geneva prior to installation of the signs.

RESOLUTION OF THE PLAN COMMISSION

Resolution approving a request for Downtown Design Review filed by Kelsey Bradford, 729 Walker Street, Lake Geneva, WI, to install two (2) wall signs and a suspended sign on a building located at 726 Geneva Street, Tax Key No. ZOP00262

Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-040	Date:	July 21, 2025

WHEREAS, the City of Lake Geneva Plan Commission has considered a Downtown Design Review application filed by Kelsey Bradford, 729 Walker Street, Lake Geneva, WI, to install two (2) wall signs and a suspended sign on a building located at 726 Geneva Street, Tax Key No. ZOP00262 , and

WHEREAS, the Plan Commission made the following finding of fact:

1. The proposed sign plan is consistent with the Downtown Design Standards of Section 98-828, and

WHEREAS, the Plan Commission has recommended the following conditions:

1. The applicant shall secure sign permits prior to installation of the signs.

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission hereby approves the Downtown Design Review application filed by Kelsey Bradford, 729 Walker Street, Lake Geneva, WI, to install two (2) wall signs and a suspended sign on a building located at 726 Geneva Street, Tax Key No. ZOP00262 , per the findings of fact and additional conditions stated above.

PC Action: **Adopted** **Failed** **Vote** _____

Mayoral Action: **Accept** **Veto**

Todd Krause, Plan Commission Chair Date

Attest:

Amanda Rotondi, Building & Zoning Clerk Date

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 21, 2025

Agenda Item: 10

To: City of Lake Geneva
From: Jackie Mich, AICP, City Planning Consultant
Date: July 21, 2025
Re: Proposed Amendments to the Comprehensive Plan

Introduction

Every year, the City of Lake Geneva holds a Comprehensive Plan Amendment cycle to consider requests to amend the Comprehensive Plan. The Annual Plan Amendment cycle allows for informal Plan Commission review of Plan Amendment proposals at meetings held prior to the public hearing. This allows applicants to present their proposals to the Plan Commission and explain why the proposed changes are beneficial to the property, the surrounding area, and the community as a whole. The Commission members may ask questions of the applicants and may discuss the proposals with one another. Members of the public may identify questions and concerns about the proposal during the public comment portion of the agenda.

No action will be taken by the Plan Commission at the July and August meetings. State law requires that amendments to a Comprehensive Plan be approved by both the Plan Commission and the Common Council following a public hearing. These steps are planned for October.

The City has received two Comprehensive Plan Amendment requests for the 2025 cycle. Both are requests to amend the Future Land Use Map. They include:

1. A request to change the future land use recommendation for the parcels at the northwest corner of Interchange North (STH 120) and US 12 from “Planned Neighborhood” to “Planned Mixed Use”
2. A 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”

Per state law, the City cannot approve a rezoning that is inconsistent with the Comprehensive Plan. Since each of the proposed projects would require rezoning to a zoning district that is not consistent with the Comprehensive Plan, each requires a Comprehensive Plan Amendment before rezoning can be considered.

Interchange North

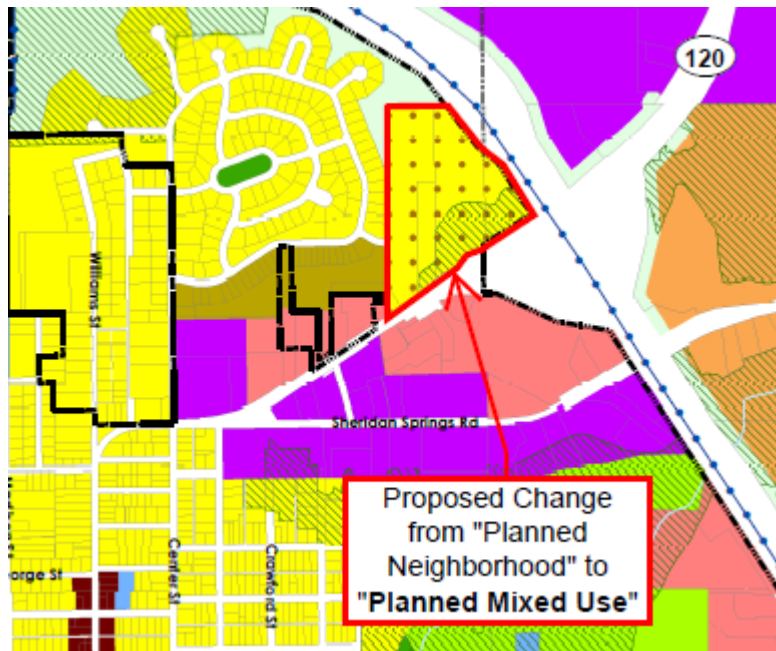
Proposed Amendment

This request involves five parcels located at the northwest corner of Interchange North (STH 120) and US 12. The property is immediately east of Sone Ridge and north of Geneva Square shopping center. The property is currently undeveloped and zoned Rural Holding (RH). The applicant, Red Rock Builders, seeks to reconfigure the property into 11 development lots containing a mix of commercial and senior multi-family residential land uses.

This area is recommended for “Planned Neighborhood” in the Comprehensive Plan. The Planned Neighborhood future land use category is intended for a mixture of housing types, with single family dwellings as the predominant type, with limited amounts of two-family and multi-family dwellings, as well as some small-scale, neighborhood-serving commercial and institutional uses. The applicant proposes no single family development and proposes a greater intensity of commercial development than recommended for the Planned Neighborhood category. Therefore, a Plan Amendment would be needed before the City could consider a future rezoning to enable the proposed commercial and senior multi-family residential development.

The applicant is requesting the “**Planned Mixed Use**” future land use category, which allows for a mix of multi-family residential, office, commercial, light industrial, and institutional uses. A full description of this future land use category is provided on page 5 of this report.

Proposed Amendment – Interchange North



If the Comprehensive Plan Amendment is approved, future steps for this project would involve subdividing the land into 11 lots, rezoning the lots to commercial and multi-family districts, and

conditional use permit or site plan review and approval for each lot. Through the conditional use permit or site plan review process, the City will ensure the zoning regulations are met.

Staff Comments

The concept plan for the property includes road connections to the Stone Ridge development, which is consistent with the City’s long-term objective of providing another connection out of Stone Ridge to Interchange North.

The southern portion of the subject property contains steep slopes and woodland areas, both of which are only somewhat protected from development by the zoning ordinance. Specifically, the site is subject to the Woodland Overlay Zoning District and the Steep Slope Overlay Zoning District.

The Woodland Overlay Zoning District includes lands containing larger wooded areas as mapped by the Southeastern Wisconsin Regional Planning Commission (SEWRPC). Within woodlands, removal of 30% or less of the wooded area is permitted by right. The City can approve the removal of more than 30% of the trees through the conditional use permit process.

The Steep Slope Overlay Zoning District includes lands containing slopes of 12% gradient or greater. The zoning code allows steep slopes to be mitigated by regrading or by stabilizing the slopes to prevent erosion. This mitigation is permitted by right and would not require a conditional use permit. Some slopes are over 20% in this area. The slopes on the site will require significant mitigation to allow for the construction of roads and development as proposed by the applicant. This will result in significant loss of trees, possibly up to 75% of the wooded area within the Woodland Overlay on the southern end of the property.

Approximate Locations of Woodland and Steep Slopes:



*Green striped area indicates the approximate location of the Woodland Overlay.
Red outlines indicate the approximate location of the Steep Slope Overlay.*

Elkhorn Road

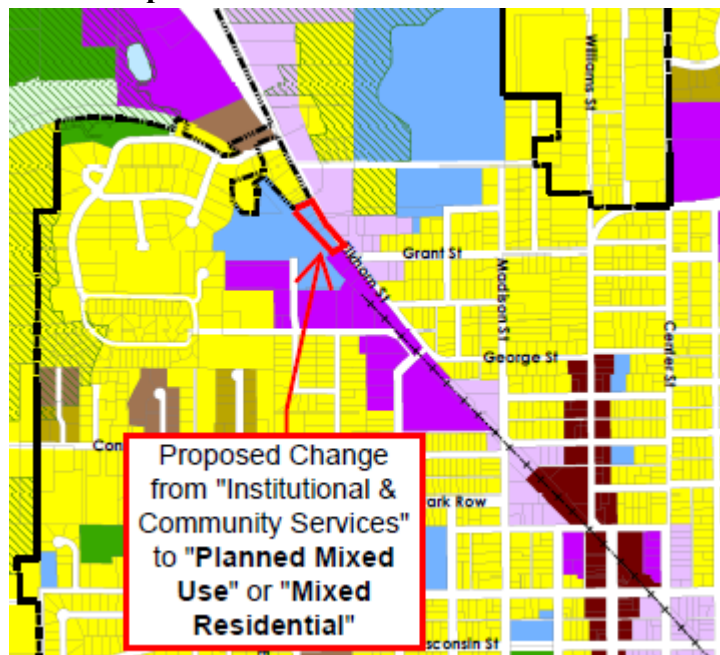
Proposed Amendment

This request involves four parcels located at 1336, 1340, 1342, and 1350 Elkhorn Road. The properties at 1336 and 1340 Elkhorn Road contain residential uses and are zoned General Business (GB). The properties at 1342 and 1350 Elkhorn Road contain small-scale commercial uses and are zoned Neighborhood Business (NB). The applicant, Celine Haydam, seeks to develop workforce multi-family housing on these lots.

The Comprehensive Plan recommends these parcels for “Institutional and Community Services.” The Institutional and Community Services future land use category is intended for large-scale public buildings, schools, religious institutions, power plants and substations, hospitals, and special care facilities. The applicant proposes multi-family residential, which is not consistent with the Institutional and Community Services category. Therefore, a Plan Amendment would be needed before the City could consider a future rezoning to enable the proposed multi-family development.

The applicant is requesting either the “**Mixed Residential**” future land use category or the “**Planned Mixed Use**” future land use category. The Mixed Residential category accommodates a variety of residential housing types but is focused on multi-family housing, usually developed at densities that exceed six units per acre. The Planned Mixed Use category accommodates a mix of multi-family residential, office, commercial, light industrial, and institutional uses. Descriptions of these future land use categories are provided on page 5-6 of this report.

Proposed Amendment – Elkhorn Road



If the Comprehensive Plan Amendment is approved, future steps for this project would involve combining the lots, rezoning the lots to allow for multifamily use, and conditional use permit approval. Through the conditional use permit review process, the City will ensure the zoning regulations are met.

Staff Comments

The Comprehensive Plan recommends these parcels for Institutional and Community Services, because they are adjacent to the City of Lake Geneva Public Works Department and yards. This may not be a suitable location for residential given the noise and high level of activity that occurs at the Public Works site.

Excerpts from the Comprehensive Plan

Planned Mixed Use – page 90

Description

*This future land use category is intended to facilitate a carefully controlled mix of commercial and residential uses on public sewer, public water, and other urban services and infrastructure. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots. This category advises a carefully designed blend of **Mixed Residential, Planned Office, Planned Business, Planned Industrial, and Institutional and Community Services** land uses. As depicted on Map 5a, Planned Mixed Use areas are planned for the northeast and northwest quadrants of the STH 120/USH 12 interchange, adjacent to the railroad, along Sheridan Springs Road west of USH 12, and along STH 120 south of the City.*

Recommended Zoning

The best option for future zoning of the lands mapped under the Planned Mixed Use future land use category is often a Planned Development zoning district. This district allows the desired mix in uses and provides flexibility in layout, in exchange for superior design. The zoning is tied to City approval of a specific plan for the project. Alternatively, a mix of the City's MR, PB, PO, and PI zoning districts are also appropriate for areas within this future land use category.

Policies and Programs

1. *Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.*
2. *Delay rezoning any area designated for Planned Mixed Use development until the provision of public sanitary sewer and water service is ensured and the City has approved an overall conceptual development plan and covenants.*
3. *Encourage environmentally sustainable site and building design, including stormwater best management practices, the use of passive solar energy, and the integration of alternative transportation networks and green spaces.*
4. *Develop conceptual plans for Planned Mixed Use areas as a starting point for individual redevelopment plans and actual redevelopment for each these areas.*
5. *Generally, adhere to the design guidelines listed below when reviewing proposals for Planned Mixed Use developments.*
 - *Walking relationship between uses*
 - *Street activity from morning through evening*
 - *Multi-story buildings, generally with more active uses on first floor*

- *Minimal front setbacks*
- *Buildings and sites designed for pedestrians not automobiles*
- *Parking located on streets, to rear of buildings, and/or in structures*
- *Transit service potential*
- *Building entrances oriented to street*

Mixed Residential – page 84

Description

This future land use category is intended for a variety of residential units focused on **multiple family housing** (3+ unit buildings), usually developed at densities that exceed six units per acre and served by public sanitary sewer and water systems. Single family detached housing, attached single family residences with individual entries (e.g., townhouses, rowhouses), and small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be within lands mapped in this category. Future multi-family development is also planned for portions of new neighborhoods.

Recommended Zoning

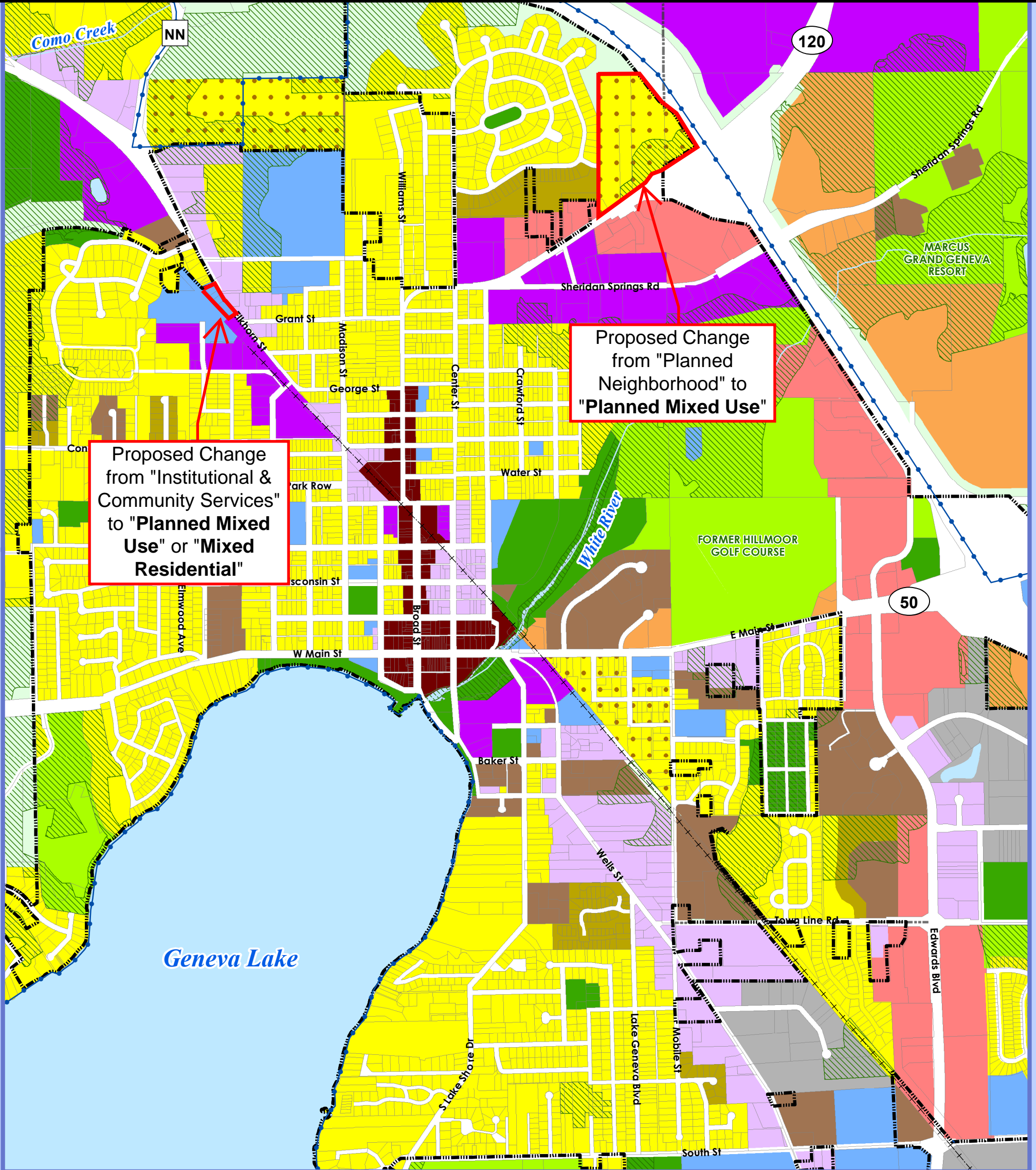
The City’s MR-8 multi-family zoning district, along with Planned Development zoning, is most appropriate to implement this future land use category.

Policies and Programs

1. Disperse small areas of future Mixed Residential development throughout the City, rather than creating large concentrations of this type of development in just a few areas.
2. Multi-family residential projects appropriate for the City’s Mixed Residential category should meet the minimum design standards presented in Chapter Eight: Housing and Neighborhood Development.
3. Require that all proposed projects submit a detailed site plan, building elevations, landscape plan, lighting plan, grading/stormwater management plan, and signage plan prior to development approval, through appropriate zoning ordinance updates.
4. Support projects that include a strong program for maintaining the quality, value, and safety of the development over time.

Proposed Comprehensive Plan Amendments

7.21.2025



Map 5b: 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
- Mixed Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

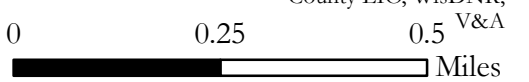
- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor

*Each "Planned Mixed Use Area" may include mix of:
 1. Planned Office
 2. Multi-Family Residential
 3. Institutional & Community Services
 4. Planned Business



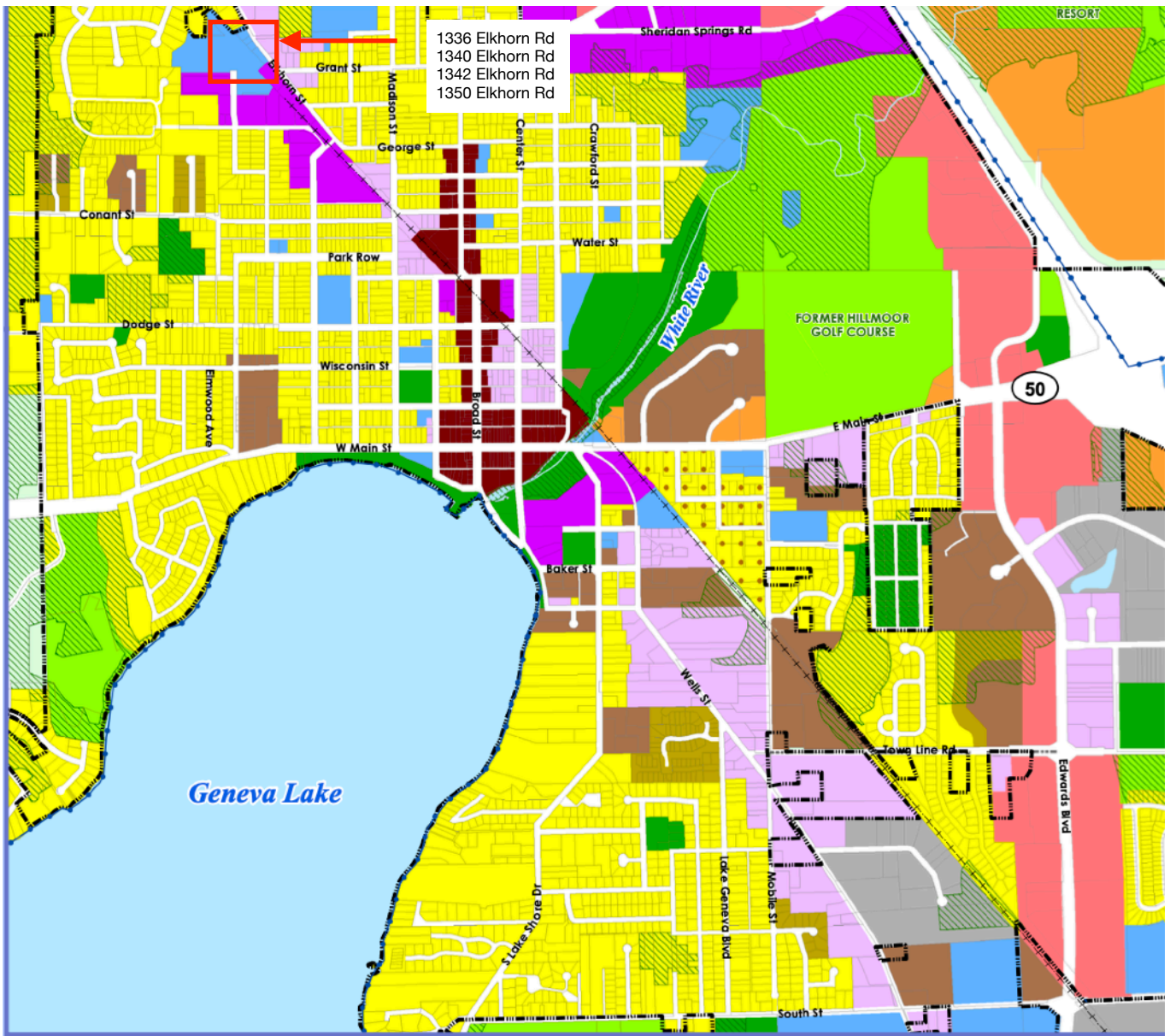
- City of Lake Geneva
- Other Municipal Boundaries
- Urban Service Area Boundary

- Parcels
- Surface Water
- Abandoned Railroad



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Adopted: January 8, 2020
 Amended: October 24, 2022
 Source: SEWRPC, Walworth County LIO, WisDNR, V&A



Map 5b: 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
- Mixed Residential
- Planned Neighborhood

*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

- Neighborhood Mixed Use
- Planned Office
- Planned Business

- Central Business District
- Planned Mixed Use

*Each "Planned Mixed Use Area" may include mix of:

1. Planned Office
2. Multi-Family Residential
3. Institutional & Community Services
4. Planned Business

- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor

- City of Lake Geneva
- Other Municipal Boundaries
- Urban Service Area Boundary

- Parcels
- Surface Water
- Abandoned Railroad



0 0.25 0.5 Miles

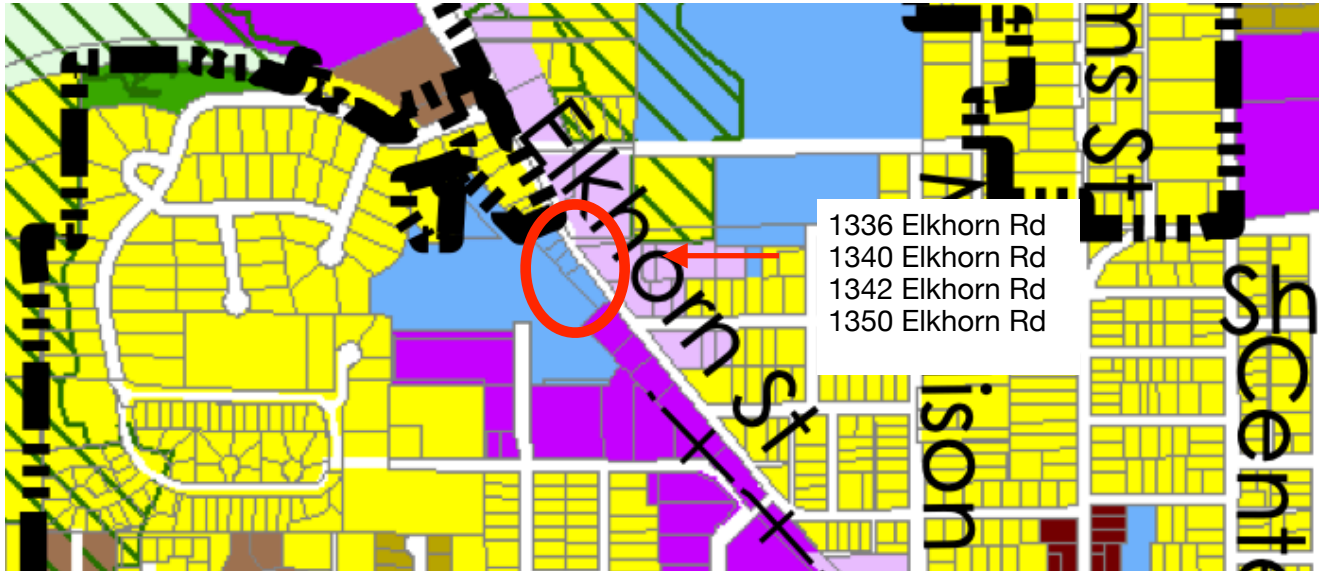
VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Adopted: January 8, 2020
Amended: October 24, 2022
Source: SEWRPC, Walworth County LJO, WisDNR, V&A

REQUEST:

We would like to request the land use category be changed from "Institutional" to "Mixed Residential" or "Planned Mix Use" allowing the redevelopment of multi family residential.

Except from current City of Lake Geneva Future Land Use Map (5b).



Overhead View from Walworth County GIS of Current Properties.



VANDEWALLE & ASSOCIATES INC.

To: City of Lake Geneva
From: Jackie Mich, AICP, and Sonja Kruesel, AICP, City Planners
Date: May 5, 2025
Re: Annual Comprehensive Plan Amendment Process

The City adopted the updated Comprehensive Plan on March 9, 2020. As a dynamic community facing a myriad of growth issues, the City regularly receives requests for Plan amendments before the next ten-year update in 2030. To provide a manageable, predictable, and cost effective process, the City has established a single plan amendment cycle every year.

Several Wisconsin communities use an annual plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable and efficient manner. The City Clerk will accept applications for Plan amendments from **May 13 through June 30, 2025**. Applications will be reviewed by the Plan Commission at its July and August meetings. Applicants may adjust their applications to respond to Plan Commission concerns, and all revised applications must be finalized by **August 25, 2025**.

The procedures to adopt or amend a Comprehensive Plan are defined under Section 66.1001(4), Wisconsin Statutes. The City process needs to follow these requirements. The timeline on the following page presents a proposed five-month process to allow for plan amendment requests, consider amendments, and go through the adoption procedures in compliance with the State Statutes.

This approach features a combined meeting of the Plan Commission and Common Council.

During the meeting:

1. Common Council holds a Public Hearing on the requested Plan amendments; and
2. Plan Commission considers Plan amendment requests and public testimony, and then adopts a resolution making a specific recommendation on each of the requested Plan amendments to the Common Council.

At a subsequent meeting of the Common Council, the Council will consider the Plan Commission's recommendations, vote on motions for each requested Plan amendment, and finally, adopt an ordinance to officially adopt the Plan amendments per their individually voted motions.

This combined meeting approach allows for the Plan Commission and Council to hear the same public testimony, prior to the Plan Commission's recommendation, and the Council's actions.

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**City of Lake Geneva
2025 Annual Comprehensive Plan Amendment Process**

Activity	May	June	July	August	Sept.	Oct.
City Announces the Opening of the Plan Amendment Process	May 12					
City Clerk Accepts Plan Amendment Applications	May 13 through June 30th					
Plan Commission Recommends Adoption of the Public Participation Plan		June 16				
Common Council Adopts Public Participation Plan		June 23				
Plan Commission Reviews Plan Amendment Applications			July 21	August 18		
Plan Commission Recommends Setting Public Hearing and Amendment Approvals by Council						
Council Sets Public Hearing date (applications frozen)				August 25		
City Clerk Distributes Requested Plan Amendments to Surrounding and Overlapping Jurisdictions				August 27		
Public Review Period (Newspaper publishes Wed., 9/10)					Sept. 10 – Oct. 13	
Committee of the Whole review of Amendment requests					September (date TBD)	
Joint Meeting: 1. Council Holds Public Hearing 2. Plan Commission Adopts Resolution Recommending Plan Amendments						Oct. 13
Council Adopts Ordinance on Recommended Plan Amendments						October 27
City Clerk Distributes Amended Plan to Surrounding and Overlapping Jurisdictions						After Adoption

**CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN**

NOTE: All applications for amendments to the Comprehensive Plan must be submitted to the City Clerk on or before June 30th.

PART A: AMENDMENT REQUEST

I, _____, HEREBY REQUEST THE CITY OF LAKE GENEVA PLAN COMMISSION AND COMMON COUNCIL TO HOLD A PUBLIC HEARING ON THE FOLLOWING REQUEST FOR AMENDMENT TO THE LAKE GENEVA COMPREHENSIVE PLAN:

Please check all that apply:

- _____ Amendment to the Future Land Use Map
- _____ Amendment to the Community Facilities & Utilities Map
- _____ Amendment to Other Maps
- _____ Text Amendment (policies, programs, etc.)
- _____ Other

PART B: CONTACT INFORMATION

APPLICANT:

Name (Person OR Firm): _____ Address: _____

Email Address: _____ Daytime Telephone: _____

PROPERTY OWNER:(if different from Applicant) MY SIGNATURE INDICATES THAT I AUTHORIZE AND AGREE WITH ALL ASPECTS OF THIS REQUEST:

Name: _____ Signature: _____

PART C: BRIEF DESCRIPTION OF THIS PROPERTY AND PROPOSED LAND USE:

(IF request is NOT linked to a particular property, skip to PART D.)

Parcel Number: _____ Address: _____

BRIEF DESCRIPTION OF THE PROPOSED AMENDMENT REQUEST:

CURRENT ZONING:

Zoning District: _____

FUTURE PROPOSED USE (be specific)

PART D: The Plan Commission and Common Council consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions: *(If you need additional space for your response, please attach to the back of this application form.)*

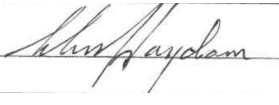
1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City’s Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

PART E: Please describe below (or on a separate sheet) what your specific request for a Comprehensive Plan amendment is. Provide any necessary maps, charts, or other supporting data as needed, including conceptual development plans (if applicable). Applicant also **MUST ATTACH** a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment.

Signature of Applicant(s) 

Date _____

REQUESTED COMPREHENSIVE PLAN AMENDMENT FOR:

Subject Property Address(s)

NAME OF OWNER(S)	ADDRESS(S):	
SUBJECT PROPERTY:	ADDRESS(S):	PARCEL/LOT #
PROPERTY OWNERS WITHIN 200 FEET OF SUBJECT PROPERTY: (for Map Amendments only)		
NAME	ADDRESS	PARCEL/LOT #

Petitioner Name _____

Project Address _____

OFFICE USE ONLY

Description of Request _____

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City’s review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City’s consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

_____, as applicant/petitioner for

Project: _____

Project Address: _____

Name: _____

Address: _____

Cell Phone: (____) - _____ - _____

Phone: (____) - _____ - _____

Email: _____

Dated this _____ Day of _____, 20_____

Printed Name of Applicant / Petitioner

Signature of Applicant/Petitioner

Applicant/Petitioner agrees that in addition to those normal costs payable by an applicant/petitioner (e.g., filing or permit fees, publication expenses, recording fees, etc.), that in the event the action applied or petitioned for requires the City of Lake Geneva, in the judgment of its staff, to obtain additional professional service(s), (e.g., engineering, surveying, planning, legal) than would be routinely available "in house" to enable the City to properly address, take appropriate action on, or determine the same, applicant/petitioner shall reimburse the City for the costs thereof

Section 98-935 Fees:

(1) Fees for Procedures or Permits Requested by a Private Party: The fees for the procedures and permits established by this Chapter shall be established by resolution of the Common Council of the City of Lake Geneva

(2) Fees for Procedures Requested by the City of Lake Geneva: There shall be no fee in the case of applications filed in the public interest by the Common Council or the Plan Commission, other agency, or official of the City of Lake Geneva.

(3) Payment of Fees: Fees shall be payable at the time applications are filed with the appropriate officer of the City (per the requirements of this Chapter), and are not refundable.

(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. The City may apply the charges for these services to the Petitioner. The City will require the Petitioner to sign a professional consultant review services form. The City Administrator at any time may require an applicant to submit an advance deposit of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until such fees are paid by the Petitioner. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal. Review fees which are applied to a Petitioner, but which are not paid, may be assigned by the City as a special assessment to the subject property.



VANDEWALLE & ASSOCIATES INC.

To: City of Lake Geneva
From: Jackie Mich, AICP, and Sonja Kruesel, AICP, City Planners
Date: May 5, 2025
Re: Annual Comprehensive Plan Amendment Process

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CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN

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PART A: AMENDMENT REQUEST

I, Red Rock Builders, Inc., HEREBY REQUEST THE CITY OF LAKE GENEVA PLAN COMMISSION AND COMMON COUNCIL TO HOLD A PUBLIC HEARING ON THE FOLLOWING REQUEST FOR AMENDMENT TO THE LAKE GENEVA COMPREHENSIVE PLAN:

Please check all that apply:

- Amendment to the Future Land Use Map
- Amendment to the Community Facilities & Utilities Map
- Amendment to Other Maps
- Text Amendment (policies, programs, etc.)
- Other

PART B: CONTACT INFORMATION

APPLICANT:

Name (Person OR Firm): Red Rock Builders, Inc. Address: 630 S Lakeshore Drive, Fontana, WI 53125

Email Address: marty@m@villageinvestments.com Daytime Telephone: 312-933-3200

PROPERTY OWNER:(if different from Applicant) MY SIGNATURE INDICATES THAT I AUTHORIZE AND AGREE WITH ALL ASPECTS OF THIS REQUEST:

Name: _____ Signature: _____

PART C: BRIEF DESCRIPTION OF THIS PROPERTY AND PROPOSED LAND USE:

(IF request is NOT linked to a particular property, skip to PART D.)

Parcel Number: ZYUP 00192, 000193, 001371, J, & K Address: NW Corner of State Highway 120 Interchange North and US 12

BRIEF DESCRIPTION OF THE PROPOSED AMENDMENT REQUEST:

Request to change the future land use recommendation for parcels ZYUP 00192, ZYUP 00193, ZYUP 1371, ZYUP 137J, and ZYUP 00137K from Planned Neighborhood to Planned Mixed Use.

CURRENT ZONING:

Zoning District: Rural Holding

FUTURE PROPOSED USE (be specific)

Planned Mixed Use consisting of commercial and residential multifamily senior independent living rentals

PART D: The Plan Commission and Common Council consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions: *(If you need additional space for your response, please attach to the back of this application form.)*

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

Provide additional access to nearby residential neighborhood for residents, visitors and city emergency vehicles commercial uses that will serve and benefit the neighborhood and provide rental alternatives for senior independent living

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

The existing plan intended to have this area used for primarily residential (SFH) development. There is an ample supply of existing and planned new homes in the area, but a shortage of new rental housing and commercial development.

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

There has been the addition of hundreds of homes in the area and hundreds more approved which need additional commercial alternatives away from the busy city central with easy access to highways and more parking

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

The property is at the entry to the City of Lake Geneva and the addition of quality services and housing will be of great value as well as the addition of tax revenue for the city.

PART E: Please describe below (or on a separate sheet) what your specific request for a Comprehensive Plan amendment is. Provide any necessary maps, charts, or other supporting data as needed, including conceptual development plans (if applicable). Applicant also **MUST ATTACH** a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment. The division of the five existing lots into 6 commercial and 5 multi-family residential lots. The commercial is expected to be service/educational oriented and the residential is intended for senior (55+) independent living rentals.



Signature of Applicant(s)

6-23-2025

Date

REQUESTED COMPREHENSIVE PLAN AMENDMENT FOR:

NW Corner of State Highway 120 Interchange North and US 12

Subject Property Address(s)

NAME OF OWNER(S)	ADDRESS(S):	
Red Rock Builders, Inc.	630 S Lakeshore Drive, Fontana, WI 53125	
SUBJECT PROPERTY:	ADDRESS(S):	PARCEL/LOT #
	NW Corner St Hwy 120 & US	ZYUP 00192, 000193, 001371, J, & K
PROPERTY OWNERS WITHIN 200 FEET OF SUBJECT PROPERTY: (for Map Amendments only)		
NAME	ADDRESS	PARCEL/LOT #
To be attached		

Red Rock Builders Inc. NW Corner St Hwy 120 & US 12 Cost Recovery # _____

Petitioner Name Project Address

OFFICE USE ONLY Description of Request Amend Comp Plan

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City’s review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City’s consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

Red Rock Builders, Inc., as applicant/petitioner for

Project: _____

Project Address: NW Corner St Hwy 120 & US 12

Name: Red Rock Builders Inc.

Address: 630 S Lakeshore Drive

Fontana,. WI 53125

Cell Phone: (312) - 933 - 3200 Phone: () - -

Email: martym@villageinvestments.com

Dated this 23 Day of June, 2025

Red Rock Builders Inc., By Martin Murphy

Printed Name of Applicant / Petitioner



Signature of Applicant/Petitioner

Applicant/Petitioner agrees that in addition to those normal costs payable by an applicant/petitioner (e.g., filing or permit fees, publication expenses, recording fees, etc.), that in the event the action applied or petitioned for requires the City of Lake Geneva, in the judgment of its staff, to obtain additional professional service(s), (e.g., engineering, surveying, planning, legal) than would be routinely available "in house" to enable the City to properly address, take appropriate action on, or determine the same, applicant/petitioner shall reimburse the City for the costs thereof

Section 98-935 Fees:

(1) Fees for Procedures or Permits Requested by a Private Party: The fees for the procedures and permits established by this Chapter shall be established by resolution of the Common Council of the City of Lake Geneva

(2) Fees for Procedures Requested by the City of Lake Geneva: There shall be no fee in the case of applications filed in the public interest by the Common Council or the Plan Commission, other agency, or official of the City of Lake Geneva.

(3) Payment of Fees: Fees shall be payable at the time applications are filed with the appropriate officer of the City (per the requirements of this Chapter), and are not refundable.

(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. The City may apply the charges for these services to the Petitioner. The City will require the Petitioner to sign a professional consultant review services form. The City Administrator at any time may require an applicant to submit an advance deposit of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until such fees are paid by the Petitioner. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal. Review fees which are applied to a Petitioner, but which are not paid, may be assigned by the City as a special assessment to the subject property.