

**CITY OF LAKE GENEVA ~~AMENDED~~ PLAN COMMISSION MINUTES  
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

**Call to Order**

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

**Roll Call**

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

**Approve Minutes of the June 16, 2025 Plan Commission meeting as distributed**

Motion by Cary to approve, second by Hoiland. 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.

**Discussion/Recommendation of Resolution PC-0036 accepting privately owned parcel for dedication as right-of-way, required for 2025 Lake Geneva Street Program**

The Commission heard a presentation from Engineer Rauch about accepting a privately owned parcel for dedication as right-of-way, required for 2025 Lake Geneva Street Program.

Motion by Hoiland to approve; second by Skates.

Motion carried: 6-0

**~~Discussion/Recommendation of Resolution PC-0037 transferring city-owned property to adjacent property owners per requirement of CUP-06-R28~~**

**Public Hearing, Review, and Recommendation – 80 E Geneva Square**

**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.**

Building & Zoning Director Hanlon and the applicant presented an Amendment to a Precise Implementation Plan, to allow for additional signage allowances on a multi-tenant building, located at 80 E Geneva Square.

No comments were received from the public.

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

Motion carried: 6-0

**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.**

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

Motion carried: 6-0

**Downtown Design Review**

**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.**

Building & Zoning Director Hanlon & representatives from the B.I.D presented a Downtown Design Review Application filed by Justin Bender, W3187 Wildwood Lane, Lake Geneva, WI, for a proposed mural on a building façade located at 601 W Main Street.

Motion by Hoiland to approve; second by Cary.

Motion carried: 6-0

**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.**

Building & Zoning Director Hanlon & representative of the applicant presented a Downtown Design Review Application filed by Leanne Anthon, 704 W Main Street, Lake Geneva, WI, for proposed signage on July 21, 2025 Plan Commission Agenda 2 building façade located at 704 W Main Street.

Motion by Hoiland to approve; second by Cary.

Motion carried: 6-0

**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.**

Building & Zoning Director Hanlon & applicant presented a Downtown Design Review Application filed by Kelsey Bradford, 729 Walker Street, Lake Geneva, WI for proposed signage on the building façade located at 726 Geneva Street.

Motion by Cary to approve; second by Skates.

Motion carried: 6-0

**Comprehensive Plan Amendment**

**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”.**

The Commission heard a presentation from City Planner Mich regarding 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.”

**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”.**

The Commission heard a presentation from City Planner Mich regarding 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”.

**Old Business**

There was no old business to discuss.

**Adjournment**

Motion by Skates to adjourn, second by Cary.

Motion Carried; 6-0.

The meeting adjourned at 6:50pm.