



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

JOINT MEETING OF THE COMMON COUNCIL AND PLAN COMMISSION

MONDAY, OCTOBER 13, 2025- 6:00 P.M.

LAKE GENEVA CITY HALL; COUNCIL CHAMBERS

Council Members

Mayor Todd Krause, Council President Mary Jo Fesenmaier, Council Vice President Cindy Yager
Alderpersons: Sherri Ames, JaNelle Powers, Linda Frame, Joel Hoiland, Brian Smith and Cathy Stoodley

Plan Commission Members

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

1. Meeting called to order by City Council
2. Meeting called to order by Plan Commission
3. Roll Call of members of City Council
4. Roll Call of members of Plan Commission
5. Acknowledgement of Correspondence
6. Verification of proper legal notice
7. Presentation of the Comprehensive Plan Amendments by Vandewalle & Associates
8. Public Hearing on Comprehensive Plan Amendments:
 - a. Request for an amendment to the Comprehensive Plan's Future Land Use Map filed by Celine Haydam, PE14051 State Highway 33 Hillsboro, WI, to change the future land use recommendation for parcels located at 1336, 1340, 1342, and 1350 Elkhorn Road from "Institutional & Community Services" to "Mixed Residential" or "Planned Mixed Use," tax key numbers ZYUP00044A, ZYUP00044C, ZYUP00044D, and ZYUP00044L
 - i. Open Public Hearing by Common Council
 - ii. Reading of submitted comments
 - iii. Comments from the Public
 - iv. Plan Commission & Common Council questions
 - v. Closing of Public Hearing by Common Council
 - b. Request for an amendment to the Comprehensive Plan's Future Land Use Map filed by Red Rock Builders, Inc., 630 S Lakeshore Drive, Fontana, WI, to change the future land use recommendation for parcels located at the northwest corner of Interchange North (STH 120) and USH 12 from "Planned

Neighborhood” to “Planned Mixed Use,” tax key numbers ZYUP 00192, ZYUP 00193, ZYUP 137I, ZYUP 137J, and ZYUP 137K

- i. Open Public Hearing by Common Council
- ii. Reading of submitted comments
- iii. Comments from the Public
- iv. Plan Commission & Common Council questions
- v. Closing of Public Hearing by Common Council

- 9. Response to Public Hearing questions by Vandewalle & Associates and City Staff
- 10. Discussion of Comprehensive Plan Amendments by Plan Commission and Common Council
- 11. Adjournment of the City Council
- 12. Plan Commission Discussion/Recommendation of Resolution PC-047 (Elkhorn Road) recommending an amendment to the City of Lake Geneva Comprehensive Plan to the Common Council
- 13. Plan Commission Discussion/Recommendation of Resolution PC-048 (Interchange North) recommending an amendment to the City of Lake Geneva Comprehensive Plan to the Common Council
- 14. Adjournment of the Plan Commission

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the City Clerk's office in advance so the appropriate accommodations can be made.

NOTICE OF PUBLIC HEARING
City of Lake Geneva
Public Hearing on Amendments
to the Comprehensive Plan

Notice is hereby given that the City of Lake Geneva will hold a public hearing on October 13 at 6:00 p.m. at City Hall. The public hearing will be held at a joint meeting of the Plan Commission and Common Council in order to gather public input on proposed amendments to the City of Lake Geneva Comprehensive Plan. The Comprehensive Plan sets the policy for the growth, development, and preservation of the community.

The proposed amendments involve:

1. A request to change the future land use recommendation for the parcels at the northwest corner of Interchange North (STH 120) and USH 12 from "Planned Neighborhood" to "Planned Mixed Use;" and
2. A request to change the future land use recommendation for parcels located at 1336, 1340, 1342, and 1350 Elkhorn Road from "Institutional & Community Services" to "Mixed Residential" or "Planned Mixed Use"

The Comprehensive Plan and the proposed amendments are available for review at City Hall and online at www.cityoflakegeneva.gov. Written comments on the proposed amendments should be submitted before the public hearing date to the **City** Clerk. All written comments will be forwarded to the City of Lake Geneva Plan Commission and Common Council for consideration.

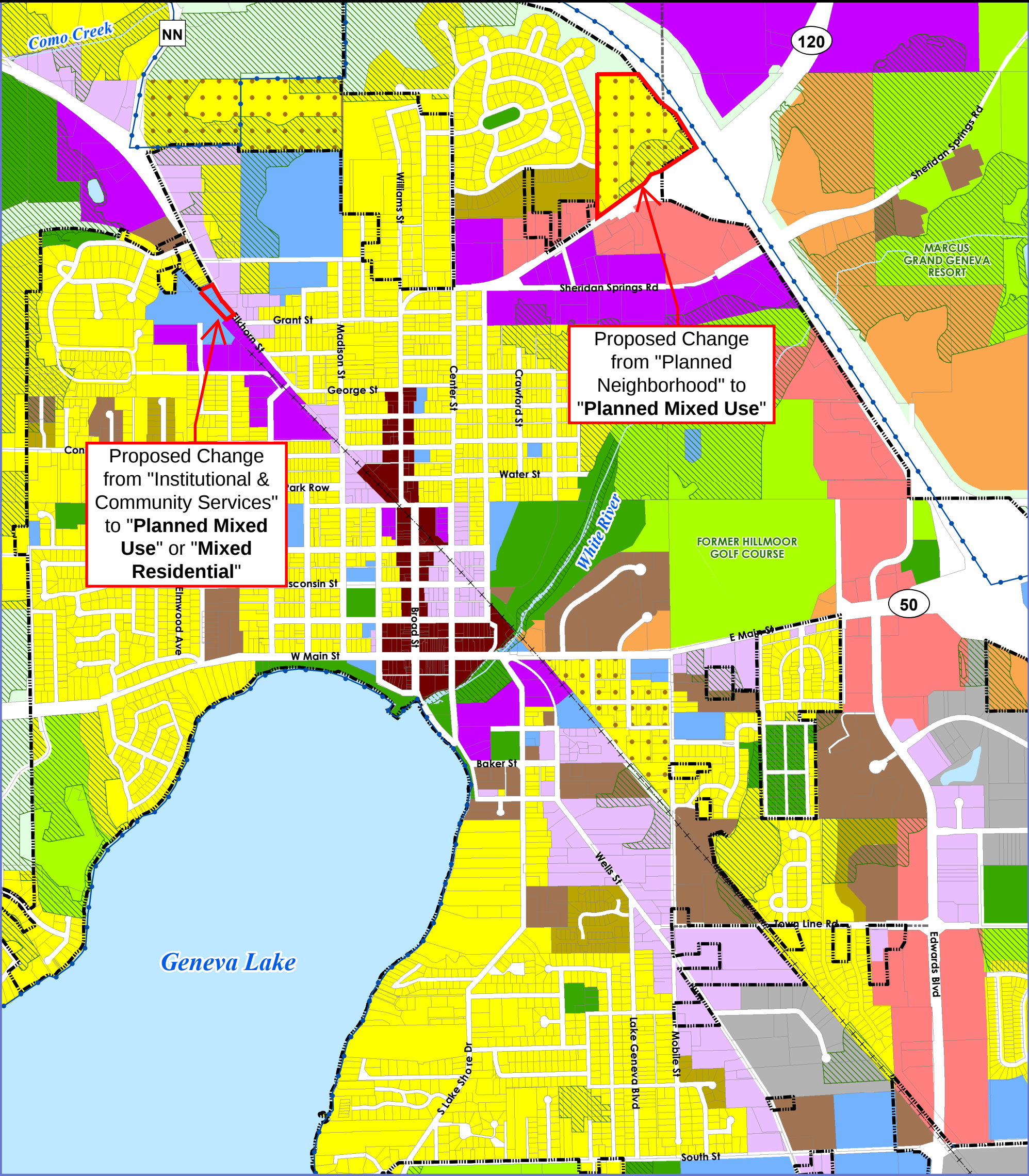
Dated this 10th day of September, 2025.

Mayor Todd Krause
City Plan Commission
City of Lake Geneva, WI

A QUORUM OF ALDERMEN MAY
BE IN ATTENDANCE
PUB: September 10, 2025 #####
WNAJLP

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

*Each "Planned Neighborhood" may include a mix of:

6

1

2

3

4

5

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:

4

1

2

3

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

City of Lake Geneva

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

0

0.25

0.5

Miles

STAFF REPORT
To: Lake Geneva Plan Commission
Meeting Date: October 13, 2025

Agenda Item 8A

To: City of Lake Geneva
From: Jackie Mich, AICP, City Planning Consultant
Date: October 8, 2025
Re: Proposed Amendments to the Comprehensive Plan – Elkhorn Road

Introduction

The City of Lake Geneva holds an annual Comprehensive Plan Amendment cycle to consider requests to amend the Comprehensive Plan. The City has received two Comprehensive Plan Amendment requests for the 2025 cycle. Both are requests to amend the Future Land Use Map (Maps 5a and 5b).

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.

Proposed Amendment – Elkhorn Road

This request involves four parcels located at 1336, 1340, 1342, and 1350 Elkhorn Road. The applicant, Celine Haydam, requests to change the future land use recommendation for these parcels from “Institutional and Community Services” to “Mixed Residential” or “Planned Mixed Use.”

The properties at 1340, 1342, and 1350 Elkhorn Road contain small-scale commercial uses and are zoned Neighborhood Business (NB). The property at 1336 Elkhorn Road is residential and is zoned General Business (GB). The applicant seeks to develop an eight-unit apartment building at 1350 Elkhorn Road, the northernmost parcel. That parcel, a portion of which is in the Town of Geneva, currently contains a commercial building. The portion of that property in the Town would need to be annexed to the City of Lake Geneva to enable multi-family development. The applicant intends to remodel and update the buildings on the three parcels to the south.

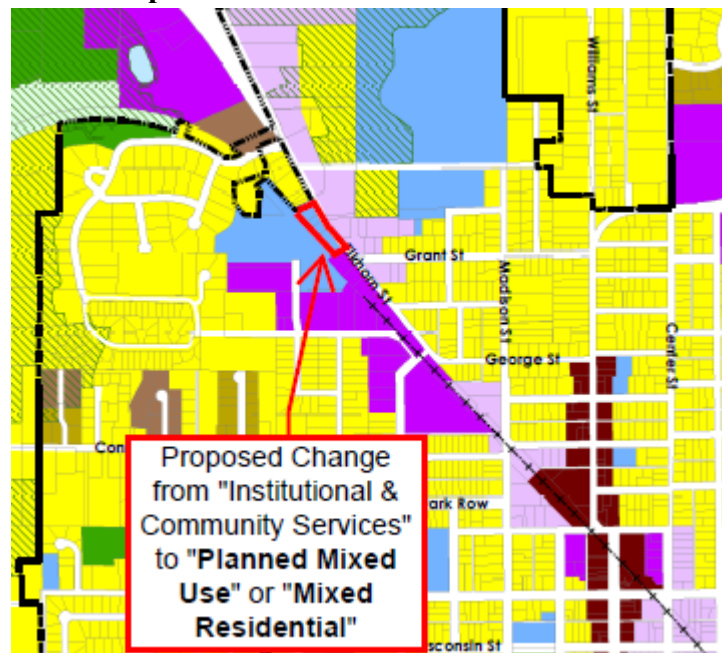
The four parcels are surrounded by commercial development to the east, the City of Lake Geneva Public Works Department and yard to the west, the entrance to the Public Works site to the south, and residential development in the Town of Geneva to the north.

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 is needed before the City could consider a future rezoning to enable the proposed multi-family development.

The Comprehensive Plan describes Elkhorn Road as an area for redevelopment. Many parcels along this corridor are recommended for mixed use development (either Planned Mixed Use or Neighborhood Mixed Use), which encourages reinvestment by property owners by enabling a range of different uses. While the subject property is planned for Institutional and Community Services, the Comprehensive Plan recommends Neighborhood Mixed Use to the east, Institutional and Community Services to the west (Public Works site), Planned Mixed Use to south, and Single Family Residential to the north.

The applicant is requesting either the “**Mixed Residential**” future land use category or the “**Planned Mixed Use**” future land use category for their properties. 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 two categories are provided at the end of this report.

Proposed Amendment – Elkhorn Road



If the Comprehensive Plan Amendment is approved, future steps for this project would 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. The City will require high-quality building materials and architectural design, landscaping, pedestrian improvements, greenspace for residents, and substantial screening/buffering of the Public Works site.

If the Comprehensive Plan Amendment is denied, the properties will be limited to the development options under current NB and GB zoning.

Staff Comments

The adjacent City of Lake Geneva Public Works Department and yards are not an ideal neighbor for residential development, given the noise and high level of activity that occur at the Public Works site. It may be difficult to buffer the multi-family development from the impacts from the Public Works site entirely. However, the Comprehensive Plan recommends opportunities for new housing in a variety of formats. The Plan emphasizes the importance of redevelopment within developed parts of the City and specifically recommends reinvestment and redevelopment of properties along Elkhorn Road. A policy in the Land Use Chapter states that the City should “actively promote infill development and redevelopment where opportunities exist as a means to improve neighborhood conditions, increase local economic and shopping opportunities, and make use of existing infrastructure investments” (page 78). Approving the proposed amendment would encourage the future redevelopment of the property and likely improve conditions along Elkhorn Road.

Staff recommends that the Plan Commission adopt a resolution recommending that the Common Council approve the proposed Comprehensive Plan Amendment.

Of the two categories requested, Staff recommends the Planned Mixed Use category, as this category would provide the property owner with a wider range of future options. This category allows for multi-family, but it also enables other residential formats, as well as Planned Office, Planned Business, Planned Industrial, and Institutional and Community Services land uses.

Procedure

Following the public hearing, the Plan Commission should consider the resolution to amend the Comprehensive Plan. The Plan Commission may approve, deny, or modify the resolution.

Sample Plan Commission Motion: A motion to *[approve/deny/modify]* the Resolution recommending a change to the Comprehensive Plan’s Future Land Use Map filed by Celine Haydam, PE14051 State Highway 33 Hillsboro, WI, to change the future land use recommendation for parcels located at 1336, 1340, 1342, and 1350 Elkhorn Road from “Institutional & Community Services” to “_____,” tax key numbers ZYUP00044A, ZYUP00044C, ZYUP00044D, and ZYUP00044L.

- *Since the applicant asked the City to consider two potential future land use categories, the motion should specify which category (“Mixed Residential” or “Planned Mixed Use”).*

If the Plan Commission recommends approval of a Comprehensive Plan amendment, then the City Council should consider an ordinance to approve the amendment as recommended by the Plan Commission. This would occur at a future Council meeting. At that meeting the Council could approve, deny, or modify the amendment. However, if the amendment is modified, then it must go back to the Plan Commission for recommendation.

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.

Support projects that include a strong program for maintaining the quality, value, and safety of the development over time.



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.

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?

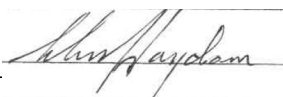
2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

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 #

_____ 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.

_____, 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

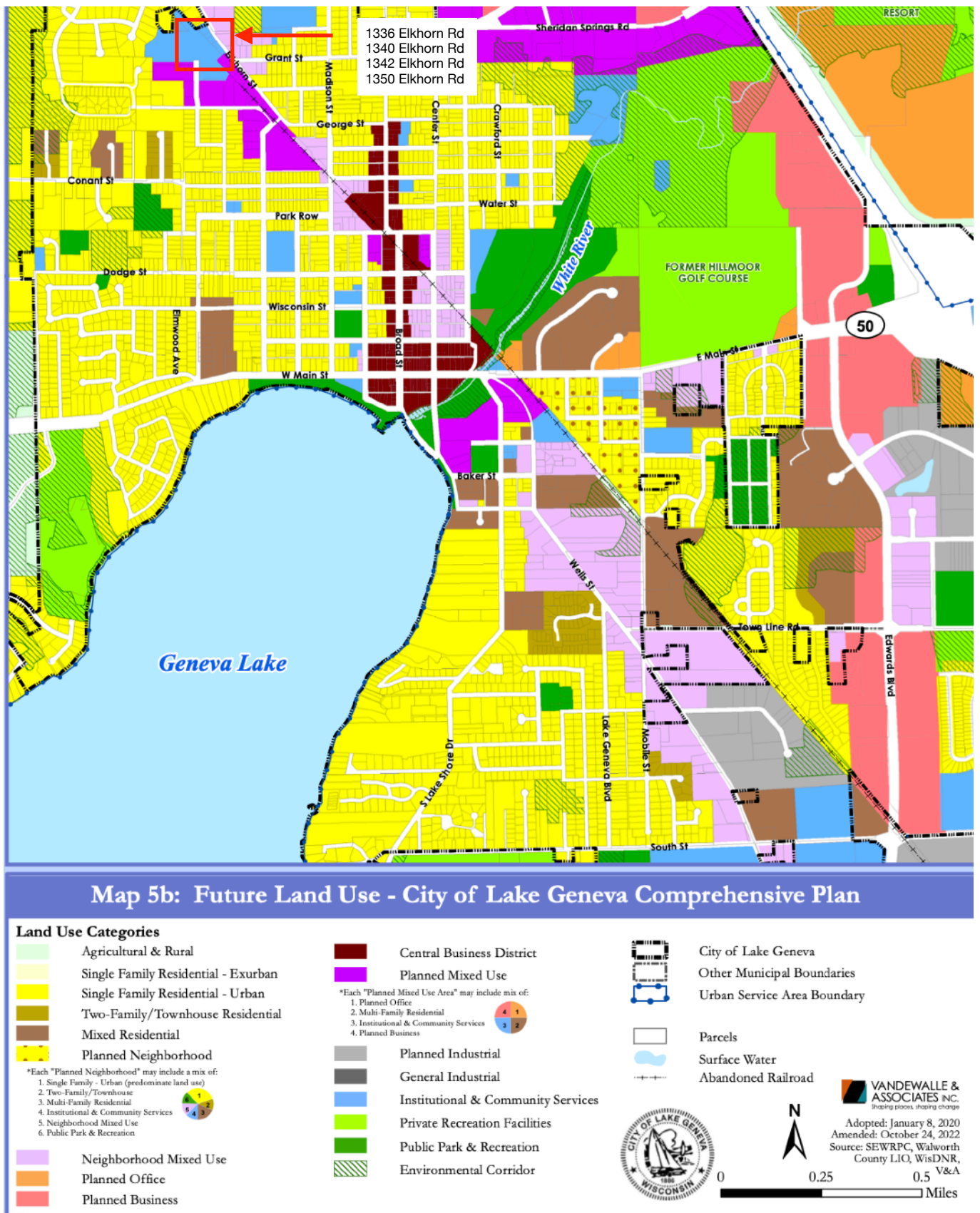
Section 98-935 Fees:

(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.

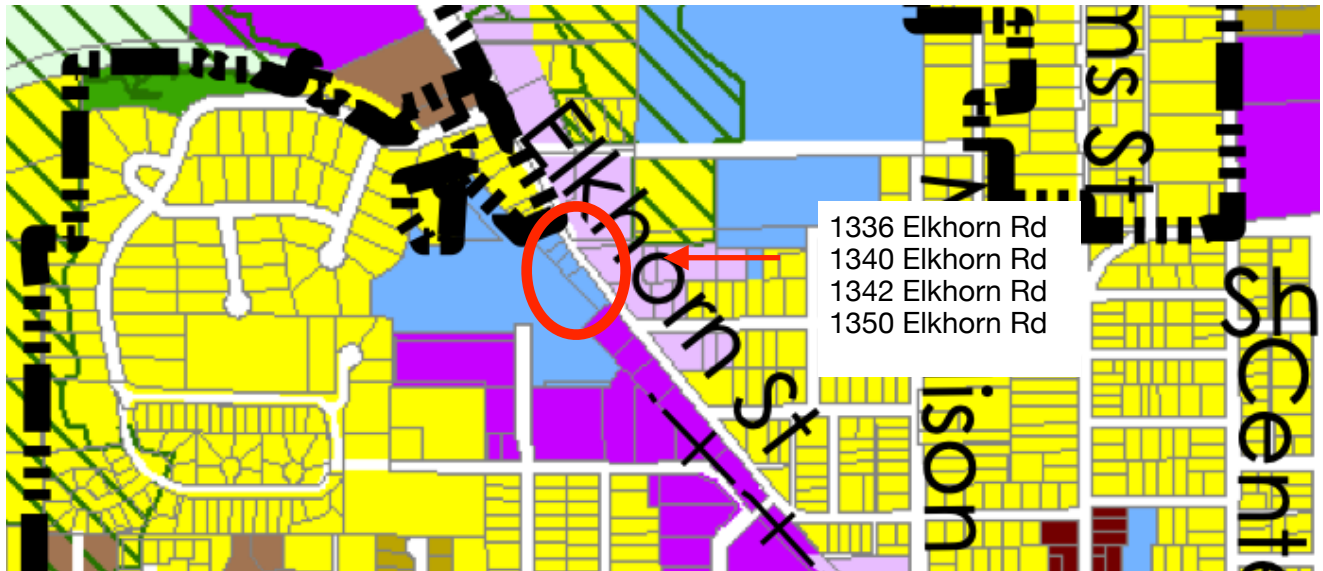
(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. 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.



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.



Multifamily Housing Development 1350 Elkhorn Road - Lake Geneva, WI

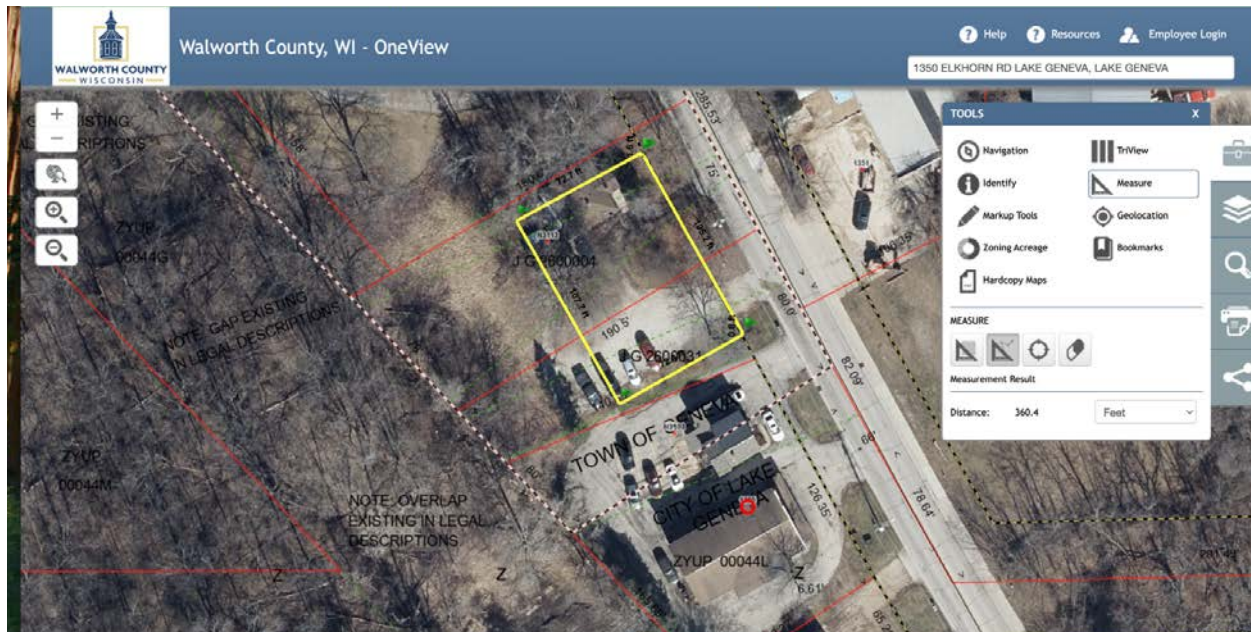
Project Overview

We are pleased to present a proposal for (re)development of five parcels beginning at 1350 Elkhorn Rd. Lake Geneva, WI. We are proposing to first annex N3113 County Hwy H (Town of Geneva Tax ID JG2600031 and JG2600004) into the City of Lake Geneva (below in yellow) and re-zone to mixed residential. Next, we would propose to extend the existing City of Lake Geneva sewer line to connect existing properties and propose an 8 unit apartment building with 2 bedroom, 1 bath units to replace the existing single family residence on the property.

This would be **Phase 1** of the redevelopment.

Phase 2 would remodel and update properties 1350-1336 Elkhorn Road to provide continuity with the new construction.



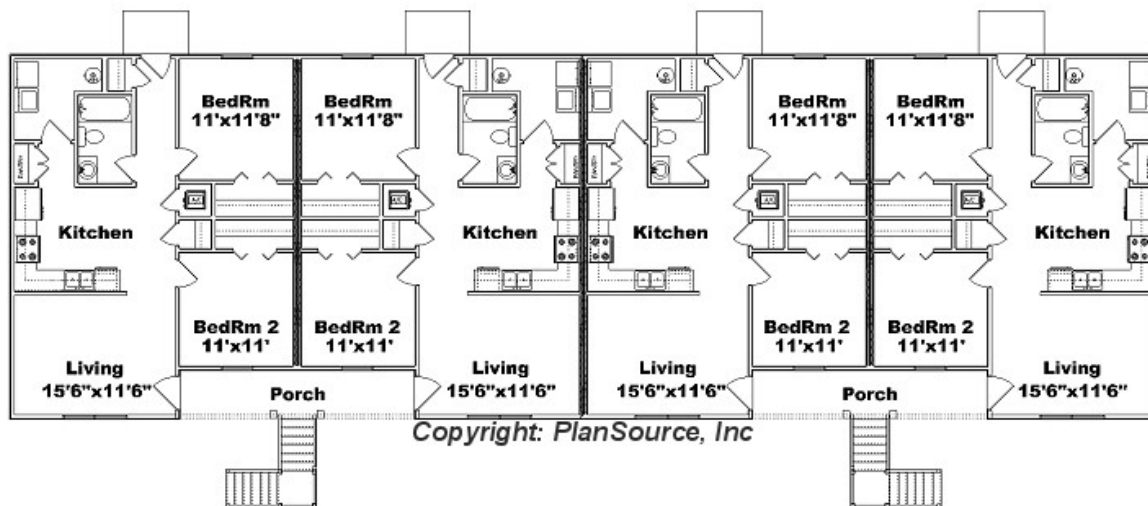


Phase 1- 8 Unit Apartment Building

This 8 unit apartment building features residences tailored to modern lifestyles, each offering 2 bedrooms and 1 bathroom. With a generous living area of 836 sq. ft. per unit, residents will enjoy open and adaptable spaces suited for individuals, couples, or small families. The entire living area encompasses 6,688 sq. ft., complemented by an additional 392 sq. ft. of common or utility space, bringing the total building area to 7,080 sq. ft. Additionally, there will be 20-24 parking spaces in the back allowing for 2 cars per apartment unit, plus guest parking.

Architectural Layout

- Total Width: 105'-8"
- Total Depth: 33'-6"
- Living Area per Unit: 836 sq. ft.
- Number of Units: Approximately 8 (based on total living area)
- Common Areas: 392 sq. ft. (lobby, mailroom, shared amenities)



Design Features

- Open-plan kitchens and living rooms to foster a sense of spaciousness and light
- Private bedrooms oriented for peace and privacy
- Efficient, stylish bathrooms with modern fixtures
- Carefully planned storage and closet space in each unit
- High-performance windows to maximize natural light while ensuring energy efficiency

Site Considerations

Situated on a lot measuring approximately 145'-8" wide and 179' deep, the building is designed to optimize the use of available space while adhering to zoning and setback requirements. The structure will complement the neighborhood fabric, offering a contemporary facade with thoughtful landscaping and green space.

Sustainability and Accessibility

The official building proposal would include energy-efficient construction, quality materials, an aesthetically pleasing design, and accessible entrances, ensuring the building serves a wide range of resident needs while operating within the City of Lake Geneva guidelines and policies.

Conclusion

This proposal holds the opportunity to re-imagine the current residences and address pressing needs such as affordable workforce housing and safer, more connected communities. This project proposes a comprehensive approach to the rehabilitation and redevelopment of existing properties, aiming not only to increase the stock of workforce housing but also to foster environments where individuals and families can thrive. Overall, our plan is to not only improve the condition of these properties, but create a mutual benefit for both the City of Lake Geneva and its residents.

Proposed By:

Haydam Family Trust

Leon & Celine Haydam

Gretchen Coulman, Anna Bakhru, Herbert Haydam

Contact:

Leon & Celine Haydam | lhaydam@gmail.com

Gretchen Coulman | coulmanproperties@gmail.com

Anna Bakhru | ambakhru@gmail.com

Herbert Haydam | herbiehaydam1@gmail.com

STAFF REPORT
To: Lake Geneva Plan Commission
Meeting Date: October 13, 2025

Agenda Item 8b

To: City of Lake Geneva
From: Jackie Mich, AICP, City Planning Consultant
Date: October 8, 2025
Re: Proposed Amendments to the Comprehensive Plan – Interchange North

Introduction

The City of Lake Geneva holds an annual Comprehensive Plan Amendment cycle to consider requests to amend the Comprehensive Plan. The City has received two Comprehensive Plan Amendment requests for the 2025 cycle. Both are requests to amend the Future Land Use Map (Maps 5a and 5b).

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.

Proposed Amendment – Highway 12 & 120

This request involves five parcels located at the northwest corner of Interchange North (STH 120) and US 12. The property is immediately east of Stone 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.

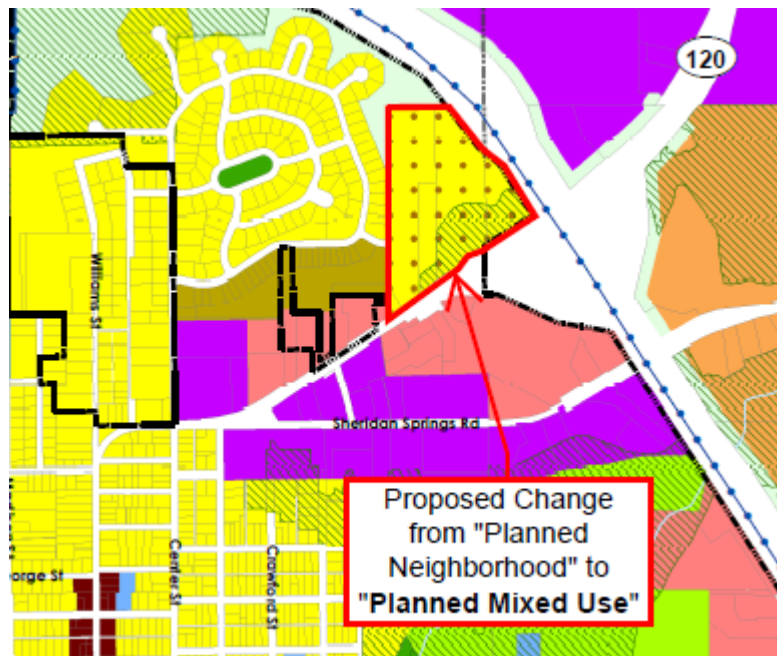
This area is recommended for “Planned Neighborhood” in the Comprehensive Plan. The Planned Neighborhood future land use category is intended for a mixture of housing types, with single family dwellings as the predominant type, with limited amounts of two-family and multi-family dwellings, as well as 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.

These parcels are surrounded by commercial development to the south along Interchange North, Stone Ridge residential neighborhood to the west, and an excavation operation across Highway 12 to the north and east (in the Towns of Lyons and Geneva). The Comprehensive Plan recommends Planned Mixed Use

across Highway 12 to the north and east, Mixed Residential and Planned Business to the west and south, and single family to the west.

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 at the end 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 Stone Ridge, which is consistent with the City’s long-term objective of providing another connection from 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.*

Staff feels that the proposed commercial and senior multi-family uses are appropriate in this location, as Interchange North is a commercial area. The proposed senior housing would be sufficiently set back from Interchange North and residential use could complement the neighborhood to the west. The City will continue to need senior housing as the population ages, and this location is suitable.

In addition to the requirements of the zoning code, the City will require buffering between this property and the homes on the east end of Stone Ridge. Further discussion is still needed on the number and location of access points on Interchange North as well as the impact to the woodlands and steep slopes. These and other issues would be addressed through the zoning review process.

Approving the amendment will accommodate commercial uses and senior housing and provide a new road connection between Stone Ridge and Interchange North. Approving the amendment would also enable development that would likely result in significant tree removal and the removal of steep slopes, which is a drawback to the development.

Considering the strengths and weaknesses of the request, Staff recommends that the Plan Commission adopt a resolution recommending that the Common Council approve the proposed Comprehensive Plan Amendment. This would allow the applicant to continue to refine the project, evaluate constraints to development, and determine feasibility.

If the Comprehensive Plan Amendment is denied, the property will be limited to the development options under current zoning (Rural Holding), or the property could be rezoned to allow for uses consistent with the Planned Neighborhood future land use category.

Procedure

Following the public hearing, the Plan Commission should consider the resolution to amend the Comprehensive Plan. The Plan Commission may approve, deny, or modify the resolution.

Sample Plan Commission Motion: A motion to *[approve/deny/modify]* the Resolution recommending a change to the future land use recommendation for parcels located at parcels at the northwest corner of Interchange North (STH 120) and USH 12 from “Planned Neighborhood” to “Planned Mixed Use,” tax key numbers ZYUP 00192, ZYUP 00193, ZYUP 137I, ZYUP 137J, and ZYUP 137K.

If the Plan Commission recommends approval of a Comprehensive Plan amendment, then the City Council should consider an ordinance to approve the amendment as recommended by the Plan Commission. This would occur at a future Council meeting. At that meeting the Council could approve, deny, or modify the amendment. However, if the amendment is modified, then it must go back to the Plan Commission for recommendation.

Excerpt 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*



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.

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, 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: martym@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, 00137I, 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 137I, 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:

Name:

Address:

NW Corner St Hwy 120 & US 12

Red Rock Builders Inc.

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

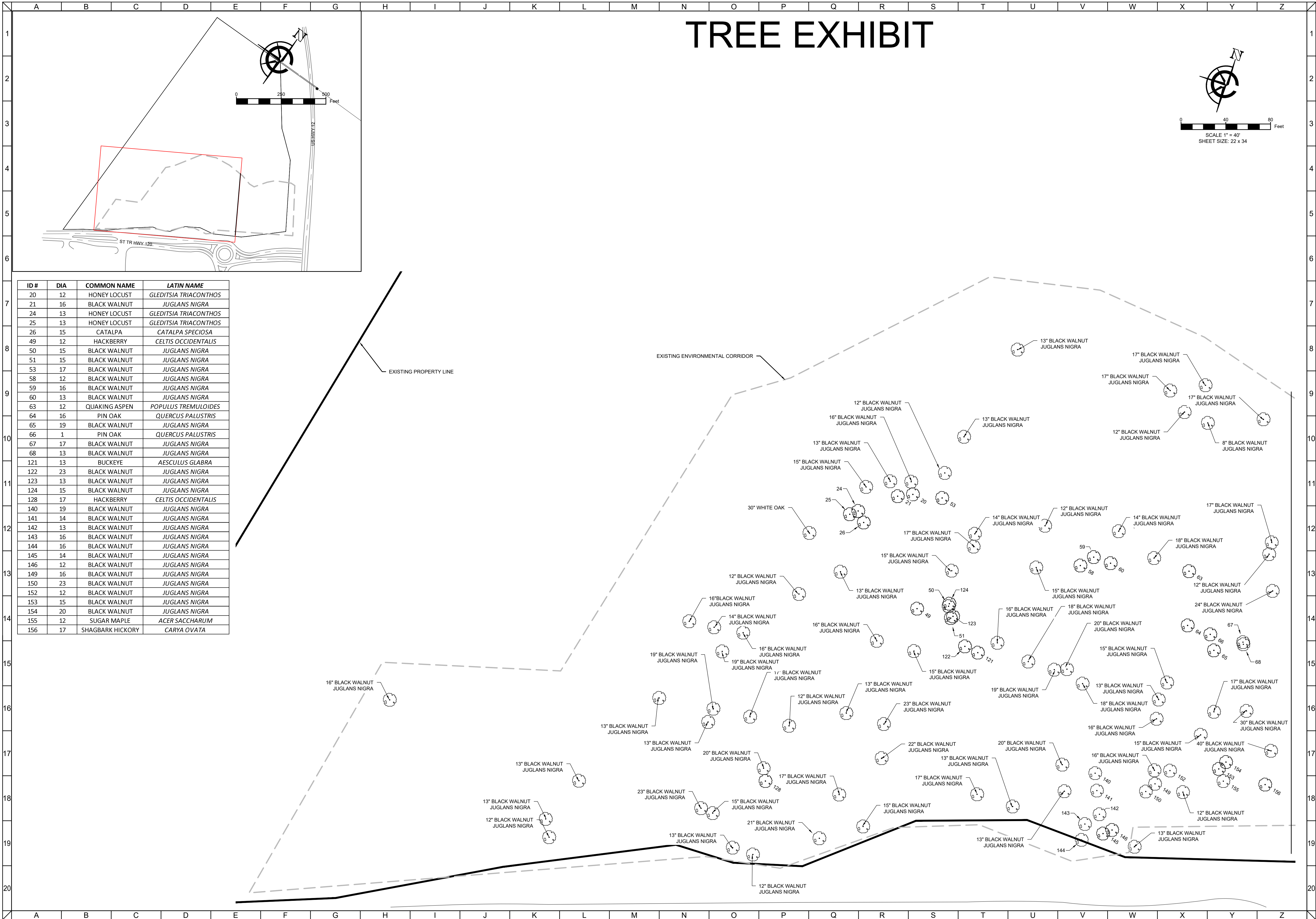
Section 98-935 Fees:

(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.



TREE EXHIBIT

ID #	DIA	COMMON NAME	LATIN NAME
20	12	HONEY LOCUST	<i>GLEDITSIA TRIACANTHOS</i>
21	16	BLACK WALNUT	<i>JUGLANS NIGRA</i>
24	13	HONEY LOCUST	<i>GLEDITSIA TRIACANTHOS</i>
25	13	HONEY LOCUST	<i>GLEDITSIA TRIACANTHOS</i>
26	15	CATALPA	<i>CATALPA SPECIOSA</i>
49	12	HACKBERRY	<i>CELTIS OCCIDENTALIS</i>
50	15	BLACK WALNUT	<i>JUGLANS NIGRA</i>
51	15	BLACK WALNUT	<i>JUGLANS NIGRA</i>
53	17	BLACK WALNUT	<i>JUGLANS NIGRA</i>
58	12	BLACK WALNUT	<i>JUGLANS NIGRA</i>
59	16	BLACK WALNUT	<i>JUGLANS NIGRA</i>
60	13	BLACK WALNUT	<i>JUGLANS NIGRA</i>
63	12	QUAKING ASPEN	<i>POPULUS TREMULOIDES</i>
64	16	PIN OAK	<i>QUERCUS PALUSTRIS</i>
65	19	BLACK WALNUT	<i>JUGLANS NIGRA</i>
66	1	PIN OAK	<i>QUERCUS PALUSTRIS</i>
67	17	BLACK WALNUT	<i>JUGLANS NIGRA</i>
68	13	BLACK WALNUT	<i>JUGLANS NIGRA</i>
121	13	BUCKEYE	<i>AESCULUS GLABRA</i>
122	23	BLACK WALNUT	<i>JUGLANS NIGRA</i>
123	13	BLACK WALNUT	<i>JUGLANS NIGRA</i>
124	15	BLACK WALNUT	<i>JUGLANS NIGRA</i>
128	17	HACKBERRY	<i>CELTIS OCCIDENTALIS</i>
140	19	BLACK WALNUT	<i>JUGLANS NIGRA</i>
141	14	BLACK WALNUT	<i>JUGLANS NIGRA</i>
142	13	BLACK WALNUT	<i>JUGLANS NIGRA</i>
143	16	BLACK WALNUT	<i>JUGLANS NIGRA</i>
144	16	BLACK WALNUT	<i>JUGLANS NIGRA</i>
145	14	BLACK WALNUT	<i>JUGLANS NIGRA</i>
146	12	BLACK WALNUT	<i>JUGLANS NIGRA</i>
149	16	BLACK WALNUT	<i>JUGLANS NIGRA</i>
150	23	BLACK WALNUT	<i>JUGLANS NIGRA</i>
152	12	BLACK WALNUT	<i>JUGLANS NIGRA</i>
153	15	BLACK WALNUT	<i>JUGLANS NIGRA</i>
154	20	BLACK WALNUT	<i>JUGLANS NIGRA</i>
155	12	SUGAR MAPLE	<i>ACER SACCHARUM</i>
156	17	SHAGBARK HICKORY	<i>CARYA OVATA</i>

CLIENT

RED ROCK BUILDERS

LAKE GENEVA DEVELOPMENT
CITY OF LAKE GENEVA, WALWORTH COUNTY, WI

TREE SURVEY

PRELIMINARY



CARDINAL
PLAN•SURVEY•ENGINEER
DESIGNING IN TRUE DIRECTIONS

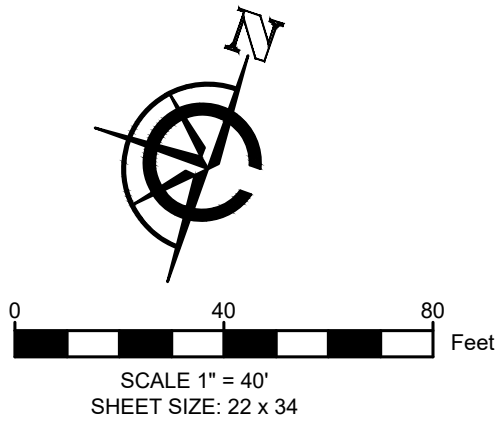
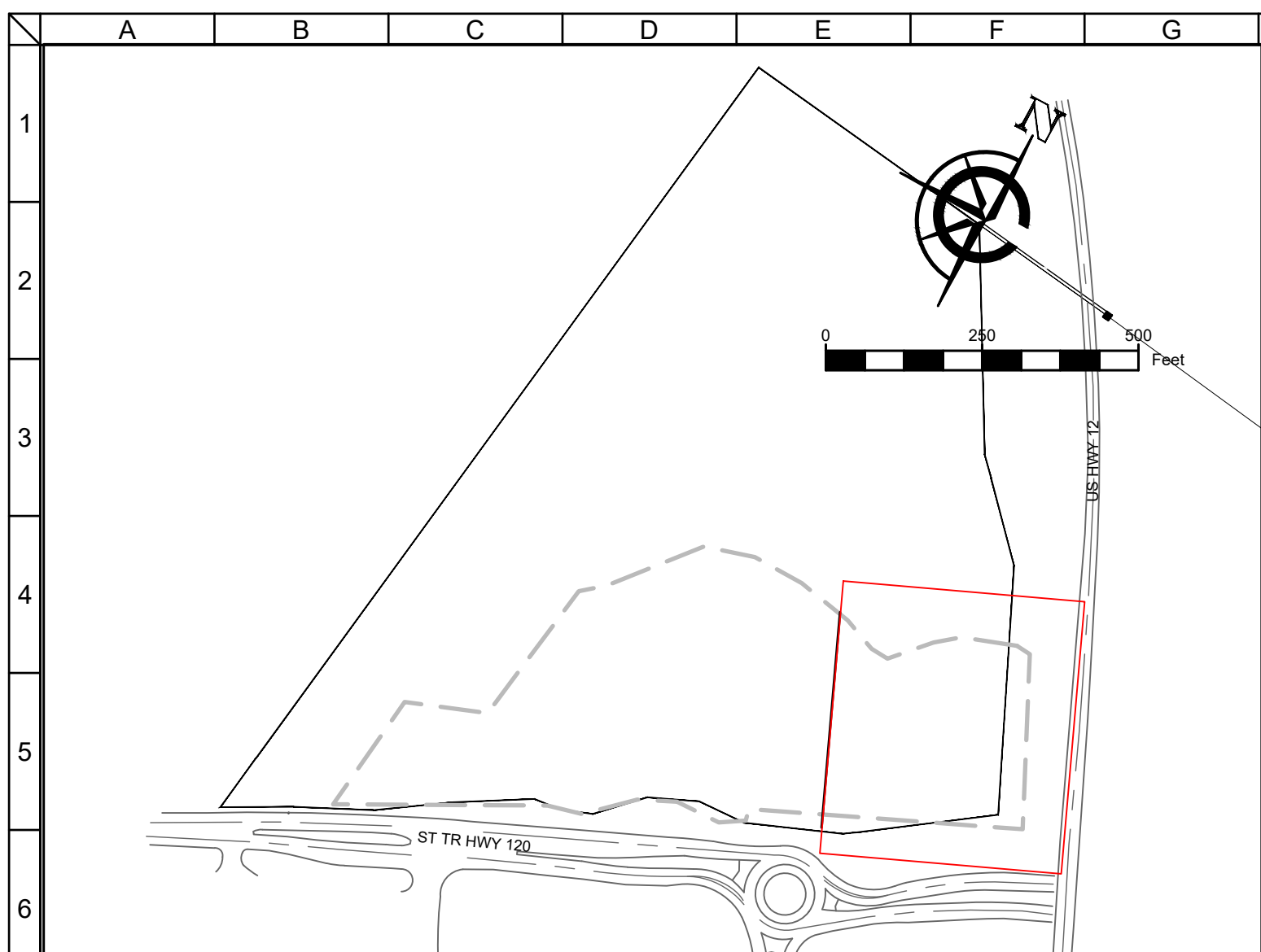
526 S WELLS STREET,
LAKE GENEVA, WI 53147
262-757-8776
PLANSURVEYENGINEER.COM

NO.	REVISION DESCRIPTION	REV DATE
SCALE		1" = 40'
PROJECT NUMBER		25174
DATE		07-11-2025
PROJECT MGR		RYAN CARDINAL, PE
DRAWN BY		SMV
DESIGNED BY		SMV

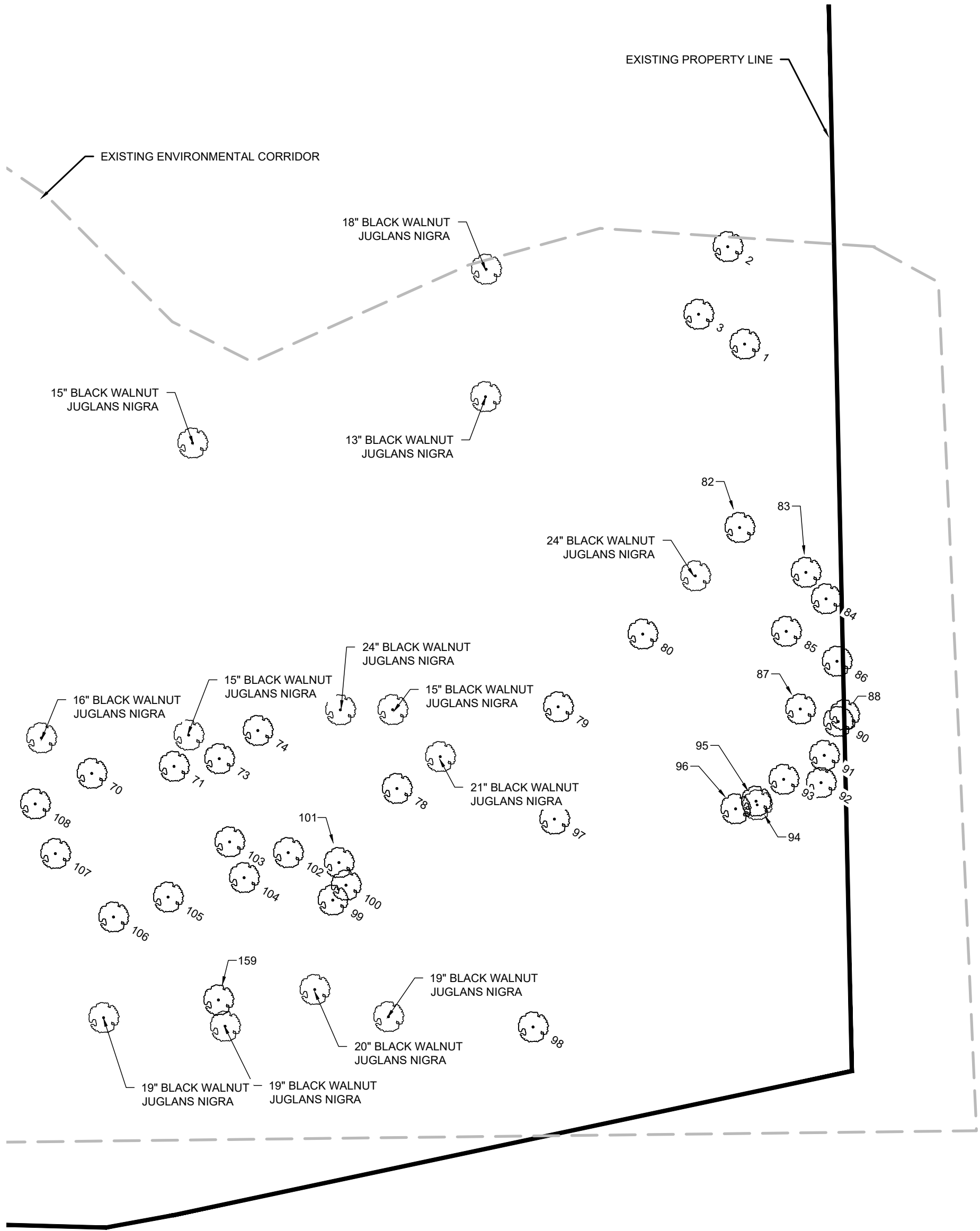
SHEET NUMBER

1 OF 2

TREE EXHIBIT



ID #	DIA	COMMON NAME	LATIN NAME
1	16	MULLBERRY	MORBUS NIGRA
2	22	HONEY LOCUST	GLEDITSIA TRIACANTHOS
3	14	HONEY LOCUST	GLEDITSIA TRIACANTHOS
70	24	BLACK WALNUT	JUGLANS NIGRA
71	17	BLACK WALNUT	JUGLANS NIGRA
73	21	BLACK WALNUT	JUGLANS NIGRA
74	19	BLACK WALNUT	JUGLANS NIGRA
78	26	WHITE OAK	QUERCUS ALBA
79	16	HONEY LOCUST	GLEDITSIA TRIACANTHOS
80	12	MULLBERRY	MORBUS NIGRA
82	12	MULLBERRY	MORBUS NIGRA
83	12	BLACK WALNUT	JUGLANS NIGRA
84	15	HONEY LOCUST	GLEDITSIA TRIACANTHOS
85	15	HONEY LOCUST	GLEDITSIA TRIACANTHOS
86	15	HONEY LOCUST	GLEDITSIA TRIACANTHOS
87	17	HONEY LOCUST	GLEDITSIA TRIACANTHOS
88	13	HONEY LOCUST	GLEDITSIA TRIACANTHOS
90	13	HONEY LOCUST	GLEDITSIA TRIACANTHOS
91	12	HONEY LOCUST	GLEDITSIA TRIACANTHOS
92	13	HONEY LOCUST	GLEDITSIA TRIACANTHOS
93	16	HONEY LOCUST	GLEDITSIA TRIACANTHOS
94	15	HONEY LOCUST	GLEDITSIA TRIACANTHOS
95	15	HONEY LOCUST	GLEDITSIA TRIACANTHOS
96	13	HONEY LOCUST	GLEDITSIA TRIACANTHOS
97	27	MULLBERRY	MORBUS NIGRA
98	13	HONEY LOCUST	GLEDITSIA TRIACANTHOS
99	17	BLACK WALNUT	JUGLANS NIGRA
100	16	BLACK WALNUT	JUGLANS NIGRA
101	20	BLACK WALNUT	JUGLANS NIGRA
102	15	BLACK WALNUT	JUGLANS NIGRA
103	12	BLACK WALNUT	JUGLANS NIGRA
104	20	BLACK WALNUT	JUGLANS NIGRA
105	17	BLACK WALNUT	JUGLANS NIGRA
106	13	BLACK WALNUT	JUGLANS NIGRA
107	17	BLACK WALNUT	JUGLANS NIGRA
108	13	BLACK WALNUT	JUGLANS NIGRA
159	30	BLACK WALNUT	JUGLANS NIGRA



CLIENT

RED ROCK BUILDERS

LAKE GENEVA DEVELOPMENT
CITY OF LAKE GENEVA, WALWORTH COUNTY, WI

TREE SURVEY

PRELIMINARY



CARDINAL
PLAN•SURVEY•ENGINEER
DESIGNING IN TRUE DIRECTIONS

526 S WELLS STREET,
LAKE GENEVA, WI 53147
262-757-8776
PLANSURVEYENGINEER.COM

NO.	REVISION DESCRIPTION	REV DATE
SCALE		1" = 40'
PROJECT NUMBER		25174
DATE		07-11-2025
PROJECT MGR		RYAN CARDINAL, PE
DRAWN BY		SMV
DESIGNED BY		SMV

SHEET NUMBER

2 OF 2

TITLE OF SUBDIVISION

PRELIMINARY PLAT
PART OF THE NE 1/4 & SE 1/4 OF THE NE 1/4
OF SECTION 25, TOWN 2 NORTH, RANGE 17 EAST, CITY OF
LAKE GENEVA, WALWORTH COUNTY, WISCONSIN

SURVEYOR'S CERTIFICATE

I, MICHAEL J. MARTIN, PROFESSIONAL LAND SURVEYOR, HEREBY CERTIFY THAT
I HAVE SURVEYED, DIVIDED, AND MAPPED THE LAND HEREIN DESCRIBED:

BEING A SUBDIVISION OF LANDS LOCATED IN THE NORTHEAST 1/4 AND THE SOUTHEAST 1/4 OF THE
NORTHEAST 1/4 OF SECTION 25, TOWNSHIP 2 NORTH, RANGE 17 EAST AND THE NORTHWEST 1/4 OF
SECTION 30, TOWNSHIP 2 NORTH, RANGE 18 EAST, IN THE CITY OF LAKE GENEVA, COUNTY OF
WALWORTH, STATE OF WISCONSIN, BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT THE NORTHEAST CORNER OF THE NORTHEAST 1/4 OF SAID SECTION 25; THENCE SOUTH
89° 04' 41" WEST, ALONG THE NORTH LINE OF THE NORTHEAST 1/4 OF SECTION 25, A DISTANCE OF 299.90
FEET TO A POINT ON THE WESTERLY RIGHT-OF-WAY LINE OF UNITED STATES HIGHWAY 12 (USH 12) AND
THE POINT OF BEGINNING OF LANDS TO BE DESCRIBED;

THENCE SOUTH 37° 41' 44" EAST, ALONG SAID RIGHT-OF-WAY, 437.86 FEET; THENCE SOUTH 51° 42' 31"
EAST, ALONG THE RIGHT-OF-WAY OF USH 12, A DISTANCE OF 47.54 FEET; THENCE SOUTH 51° 00' 56" EAST,
ALONG SAID RIGHT-OF-WAY, 173.23 FEET; THENCE SOUTH 32° 45' 08" EAST, ALONG SAID RIGHT-OF-WAY,
TO A POINT ON THE NORTHERLY RIGHT-OF-WAY LINE OF WISCONSIN STATE TRUNK HIGHWAY 120 (STH
120); THENCE SOUTH 46° 29' 26" WEST, ALONG THE RIGHT-OF-WAY OF STH 120, A DISTANCE OF 272.95
FEET, THENCE SOUTH 48° 07' 52" WEST ALONG SAID RIGHT-OF-WAY, 26.91 FEET; THENCE SOUTH 60° 03' 13"
WEST, ALONG SAID RIGHT-OF-WAY, 1888.59 FEET; THENCE SOUTH 79° 16' 38" WEST, ALONG SAID
RIGHT-OF-WAY, 93.45 FEET; THENCE SOUTH 58° 06' 30" WEST, ALONG SAID RIGHT-OF-WAY, 99.37 FEET,
THENCE SOUTH 36° 43' 33" WEST ALONG SAID RIGHT-OF-WAY, 109.58 FEET, THENCE SOUTH 61° 23' 15"
WEST, ALONG SAID RIGHT-OF-WAY, 61.94 FEET, THENCE SOUTH 75° 55' 21" WEST, ALONG SAID
RIGHT-OF-WAY, 53.41 FEET; THENCE SOUTH 51° 14' 07" WEST, ALONG SAID RIGHT-OF-WAY, 155.25 FEET,
THENCE SOUTH 47° 57' 12" WEST, ALONG SAID RIGHT-OF-WAY, 153.21 FEET; THENCE 56° 01' 56" WEST,
ALONG SAID RIGHT-OF-WAY, 151.73 FEET, THENCE SOUTH 53° 13' 58" WEST, ALONG SAID RIGHT-OF-WAY,
140.03 FEET, THENCE NORTH 00° 22' 35" WEST, 1629.28 FEET, TO A POINT ON THE NORTH LINE OF THE
NORTHEAST 1/4 OF SECTION 25; THENCE NORTH 89° 04' 41" EAST ALONG SAID NORTH LINE, 516.74 FEET
TO THE POINT OF BEGINNING. SAID PARCEL CONTAINS 1,313,714.37 SQUARE FEET (29.93 ACRES), MORE
OR LESS.

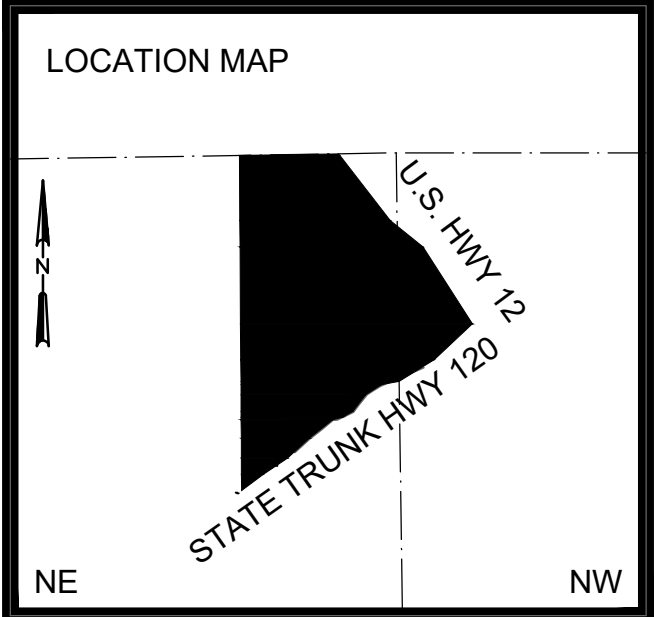
I FURTHER CERTIFY THAT I HAVE MADE SAID SURVEY, LAND DIVISION, AND PLAT
BY THE DIRECTION OF OWNER OF SAID LAND.

THAT SUCH PLAT IS A CORRECT REPRESENTATION OF ALL THE EXTERIOR
BOUNDARIES OF THE LANDS SURVEYED AND THE SUBDIVISION THEREOF MADE.

THAT I HAVE FULLY COMPLIED WITH THE PROVISIONS OF CHAPTER 236 OF THE
WISCONSIN STATUTES AND THE SUBDIVISION REGULATIONS OF THE CITY OF
LAKE GENEVA IN SURVEYING, DIVIDING, AND MAPPING THE SAME.

DATED THIS _____ DAY OF _____, 20____.

MICHAEL J. MARTIN,
WISCONSIN PROFESSIONAL LAND SURVEYOR, NO. 2307
(original if signed in red)



NE 1/4 OF SECTION 25 - T2N - R17E
NW 1/4 OF SECTION 30 - T2N - R17E
SCALE: 1" = 1000'



OWNER/DEVELOPER:
RED ROCK BUILDERS INC.
630 S LAKESHORE DRIVE,
FONTANA, WI, 53125

SURVEYOR / ENGINEER:
MICHAEL J. MARTIN
526 S WELLS STREET,
LAKE GENEVA, WI, 53147
PHONE 262-757-8776

PARCEL LINES		
LINE NUMBER	LENGTH (FT)	DIRECTION
L1	47.54	N51° 42' 31"W
L2	26.91	S48° 07' 52"W
L3	188.59	S60° 03' 13"W
L4	93.45	S79° 16' 38"W
L5	99.37	S58° 06' 30"W
L6	109.58	S36° 43' 33"W
L7	61.94	S61° 23' 15"W
L8	53.41	S75° 55' 21"W
L9	155.25	S51° 14' 07"W
L10	153.21	S47° 57' 12"W
L11	151.73	S56° 01' 56"W
L12	140.03	S53° 13' 56"W
L13	116.03	S00° 22' 35"E

RECORDED AS PARCEL LINES		
LINE NUMBER	LENGTH (FT)	DIRECTION
L4	93.00	N80° 44' 51"E
L5	99.39	N59° 16' 51"E
L6	110.28	N37° 32' 48"E
L7	61.68	N62° 09' 04"E
L8	53.35	N76° 54' 01"E
L9	155.22	N52° 17' 50"E
L10	153.40	N48° 30' 19"E
L11	151.73	N56° 51' 10"E
L12	183.84	N54° 03' 11"E

LEGEND	
	EXISTING CONCRETE
	EXISTING BRICK
	RECORDED AS
	FOUND 2" IRON PIPE
	FOUND 1" IRON PIPE
	FOUND IRON ROD
	FOUND CONC. MONUMENT
	CALCULATED CONC. MONUMENT
	FOUND ELECTRIC PEDESTAL
	FOUND MANHOLE
	SET 2" I.D. IRON PIPE
	SET 1.313" I.D. IRON PIPE

BEARINGS ARE BASED ON WISCONSIN COORDIANTE REFERENCE SYSTEM (WISCRS),
NAD 83 (2011) THE SOUTH LINE OF THE SE ¼ 7-2-16 WAS TAKEN TO BEAR N88° 50'

54° E
BASIS OF ELEVATION:
ELEVATIONS ARE REFERENCED TO THE NORTH AMERICAN
VERTICAL DATUM OF 1988 ("NAD88")

NOTES:

- TOTAL AREA: 1,303,714.37 SQ FT. (29.93 AC)
- EXISTING ZONING: RH
- PROPOSED ZONING: PD, MR-8, PB

PROPOSED SETBACKS:

PD (SENIOR LIVING) SETBACKS:
FRONT/STREET: 25 FT
SIDE YARD: 10 FT
REAR YARD: 30 FT

MR-8 (APARTMENTS) SETBACKS:
FRONT/STREET: 25 FT
SIDE YARD: 10 FT
REAR YARD: 30 FT
MINIMUM LOT SIZE: 4,500 SQ FT/ DU
MINIMUM FRONTAGE: 50 FT

PB (COMMERCIAL) SETBACKS:
FRONT/STREET: 25 FT
SIDE YARD: 10 FT
REAR YARD: 30 FT
BUILDING MAX HEIGHT: 45 FT
MINIMUM LOT SIZE: 20,000 SQ FT
MINIMUM FRONTAGE: 50 FT

JOB No. 25174
DATE:07/14/2025
SHEET 1 OF 1

INSTRUMENT DRAFTED BY: MICHAEL J. MARITN, P.L.S., S-2307

RESOLUTION OF THE PLAN COMMISSION			
Resolution approving a request for an amendment to the Comprehensive Plan’s Future Land Use Map filed by Celine Haydam, PE14051 State Highway 33 Hillsboro, WI, to change the future land use recommendation for parcels located at 1336, 1340, 1342, and 1350 Elkhorn Road from “Institutional & Community Services” to “Mixed Residential” or “Planned Mixed Use,” tax key numbers ZYUP00044A, ZYUP00044C, ZYUP00044D, and ZYUP00044L.			
Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-047	Date:	October 13, 2025

WHEREAS, the City of Lake Geneva on March 9, 2020, adopted the City of Lake Geneva Comprehensive Plan, (hereinafter “Plan”) as the City’s comprehensive plan under Section 66.1001(4), Wisconsin Statutes, with said Plan including procedures for consideration of amendments to it; and

WHEREAS, Section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to amend a comprehensive plan once it has been initially adopted; and

WHEREAS, the City of Lake Geneva Plan Commission has the authority and responsibility to recommend amendments to the Plan to the City Council, under Section 66.1001(4)(b); and

WHEREAS, on October 13, 2025, the Plan Commission reviewed proposed amendments to the Comprehensive Plan’s Future Land Use Map (Map 5a and 5b) which are described in the report provided by Vandewalle & Associates dated October 8, 2025, copies of which are attached hereto and incorporated by reference herein as Exhibit A; and,

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the City of Lake Geneva hereby recommends that, following a public hearing, the City Council adopt an ordinance to constitute official City approval of the proposed amendment to the City of Lake Geneva Comprehensive Plan.

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

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

Todd Krause, Plan Commission Chair Date

Attest:

Lacey L Reynolds, City Clerk Date

RESOLUTION OF THE PLAN COMMISSION			
Resolution approving a request for an amendment to the Comprehensive Plan’s Future Land Use Map filed by Red Rock Builders, Inc., 630 S Lakeshore Drive, Fontana, WI, to change the future land use recommendation for the parcels located at the northwest corner of Interchange North (STH 120) and USH 12 from “Planned Neighborhood” to “Planned Mixed Use,” tax key numbers ZYUP 00192, ZYUP 00193, ZYUP 137I, ZYUP 137J, and ZYUP 137K.			
Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-048	Date:	October 13, 2025

WHEREAS, the City of Lake Geneva on March 9, 2020, adopted the City of Lake Geneva Comprehensive Plan, (hereinafter “Plan”) as the City’s comprehensive plan under Section 66.1001(4), Wisconsin Statutes, with said Plan including procedures for consideration of amendments to it; and

WHEREAS, Section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to amend a comprehensive plan once it has been initially adopted; and

WHEREAS, the City of Lake Geneva Plan Commission has the authority and responsibility to recommend amendments to the Plan to the City Council, under Section 66.1001(4)(b); and

WHEREAS, on October 13, 2025, the Plan Commission reviewed proposed amendments to the Comprehensive Plan’s Future Land Use Map (Map 5a and 5b) which are described in the report provided by Vandewalle & Associates dated October 8, 2025, copies of which are attached hereto and incorporated by reference herein as Exhibit A; and,

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the City of Lake Geneva hereby recommends that, following a public hearing, the City Council adopt an ordinance to constitute official City approval of the proposed amendment to the City of Lake Geneva Comprehensive Plan.

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

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

Todd Krause, Plan Commission Chair Date

Attest:

Lacey L Reynolds, City Clerk Date