



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

**PLAN COMMISSION AGENDA
MONDAY, OCTOBER 20, 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

1. Call to Order
2. Roll Call.
3. Approve Minutes
 - a. September 15, 2025, Plan Commission meeting as distributed
 - b. October 13, 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. Public Hearing, Review, and Recommendation
 - a. Public Hearing for a Conditional Use Permit application to allow the continued operation of an indoor commercial lodging facility located at 640 W Main Street, Lake Geneva, Tax Key No. ZOP00306 filed by 640 W Main Street, LLC, POB 460, Lake Geneva, WI.
 - b. Discussion /Action on Resolution PC-044 for a Conditional Use Permit application to allow the continued operation of an indoor commercial lodging facility located at 640 W Main Street, Lake Geneva, Tax Key No. ZOP00306 filed by 640 W Main Street, LLC, POB 460, Lake Geneva, WI.
7. Concept Plan Review
 - a. Discussion of Concept Plan for Planned Development filed by Bob Mangen, 333 Bishops Way Suite 160, Brookfield, WI 53005 to provide informal feedback on concept plan for multifamily and commercial development at Tax Keys Nos. ZYUP 00149D1 and ZA284300001.
8. Discussion
 - a. Discussion/Provide Direction to Staff on the drafting of a Zoning Ordinance Text Amendment to allow more time for parking of boats on driveways as requested by the Committee of the Whole.

9. 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, SEPTEMBER 15, 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 PM.

Roll Call

Present: Krause, Hoiland, Nafziger, Skates, Gibbs, Cary

Absent: Esarco

Commissioner Esarco joined the meeting at 6:02 PM.

Approve Minutes of the August 18, 2025, Plan Commission meeting as distributed.

Motion by Hoiland to approve, second by Skates. Motion carried: 7-0

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.

Sherri Ames, 603 Center Street: Spoke in support of Agenda Items 6b and 6c.

Acknowledgment of Correspondence.

No correspondence was received.

Downtown Design Review:

Continuation of Discussion/Action on Resolution PC-032 for a Downtown Project Review Application filed by Shadi Qattawi, 25420 W Cedar Crest Lane, Lake Villa, IL, for property located at 140 Broad Street, Tax Key No. ZOP 00331

Motion by Krause to continue; second by Skates.

Motion carried: 7-0

Discussion/Action on Resolution PC-041 for a Downtown Design Review Application filed by Emily Kornak, 918 W Main Street, Lake Geneva, WI, for a proposed mural on building façade located at 918 W Main Street, Tax Key No. ZOP 00348

No discussion.

Motion by Hoiland to approve; second by Esarco.

Motion carried: 7-0

Discussion/Action on Resolution PC-045 for a Downtown Design Review Application files by Emily Kornak, 918 W Main Street, Lake Geneva, WI, for a proposed building façade improvement located at 918 W Main Street, Tax Key No. ZOP 00348

Building & Zoning Director Hanlon and Library Director Emily Kornak presented and answered Commissioners questions about a proposed building facade improvement located at 918 W Main Street. Due to limited site options, the approved Library improvement plan will remove public access to the existing outdoor restrooms. The plan was formally approved by the Library Board.

The Commission requested that directional signage be posted in the area to guide the public to other available restroom facilities.

Motion by Hoiland to approve; second by Esarco.

Motion carried: 6-1

Extra Territorial Land Division Review

Discussion/Action on Resolution PC 042 for a Certified Survey Map application filed by Megan Theune-Baillargeon, 5000 S Towne Drive, Suite 160, New Berlin, WI, to divide Tax Key No JA432800004 into two (2) lots located along Snake Road

Building & Zoning Director Hanlon Resolution PC-042 for a Certified Survey Map application filed by Megan Theune-Baillargeon, 5000 S Towne Drive, Suite 160, New Berlin, WI, to divide Tax Key No JA432800004 into two (2) lots located along Snake Road.

The Commission recommended acknowledging the designated items on the map to ensure the preservation of the primary environmental corridor. Additionally, the applicant should be verbally reminded that the City of Lake Geneva is designated a Tree City USA.

Motion by Hoiland to approve; second by Skates.

Motion carried: 7-0

Public Hearing, Review, and Recommendation

Continuation of Public Hearing for a Conditional Use Permit application to allow the operation of an indoor entertainment facility on the first floor and expansion of the commercial apartment on the second floor of the building located at 140 Broad Street, Tax Key No. ZOP 00331 filed by Shadi Qattawi, 25420 W Cedar Crest Lane, Lake Villa, IL.

Motion by Krause to continue; second by Skates.

Motion carried: 7-0

Continuation of Discussion/Action on Resolution PC-035 for a Conditional Use Permit application to allow the operation of an indoor entertainment facility on the first floor and expansion of the commercial apartment on the second floor of the building located at 140 Broad Street, Tax Key No. ZOP 00331 filed by Shadi Qattawi, 25420 W Cedar Crest Lane, Lake Villa, IL.

Motion by Krause to continue; second by Skates.

Motion carried: 7-0

Adjournment

Motion by Hoiland to adjourn, second by Skates.

Motion Carried; 7-0. The meeting adjourned at 6:26 PM.

Joint Meeting of the Common Council and Plan Commission Minutes

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

Meeting called to order by City Council. Mayor Krause called the meeting to order at 6:00 pm.

Meeting called to order by Plan Commission. Mayor Krause called the meeting to order at 6:00 pm.

Roll Call of members of City Council. Present: Mayor Todd Krause, Alderpersons Sherri Ames, JaNelle Powers (via zoom), Linda Frame, Joel Hoiland, Cathy Stoodley and Cindy Yager (via zoom). Absent: Mary Jo Fesenmaier and Brian Smith.

Roll Call of members of Plan Commission. Present: Mayor Todd Krause, Alderperson Joel Hoiland, Commissioners John Gibbs, Doug Skates, Jeremy Nafziger, Kyle Cary and Ann Esarco.

Others Present: City Administrator Dave De Angelis, City Clerk Lacey L. Reynolds, City Attorney Dan Draper, Finance Director Laura Pisarcik, Zoning Administrator Renee Hanlon, City Planner Jackie Mich and other interested persons.

Acknowledgement of Correspondence. Clerk Reynolds reported correspondence received was forwarded on.

Verification of proper legal notice. Clerk Reynolds noted the legal notice was published in the paper and a copy of the notice is in the packet.

Presentation of the Comprehensive Plan Amendments by Vandewalle & Associates. City Planner Jackie Mich reviewed the comp plan amendment process, role of the Common Council and Plan Commission, reviewed both applications, staff reports and recommendations.

Public Hearing on Comprehensive Plan Amendments:

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

Open Public Hearing by Common Council. Mayor Krause opened the public hearing and asked the applicant to present their application. Gretchen Coleman presented the application and reported they are looking for a land use change to Planned Mix Use. The Plan Commission and Council members asked questions of the applicant. City Planner Jackie Mich reviewed her staff report and noted the Town of Geneva parcels JG260031 & JG260004 should be included in the resolution if approved.

Reading of submitted comments. Clerk Reynolds reviewed an email submitted by Alder Hoiland regarding the item and noted copies were available at the meeting and will be added to the meeting page on the city website.

Comments from the Public. Sam Berg representing Deborah Duggan and Peg Esposito spoke.

Plan Commission & Common Council questions. None

Closing of Public Hearing by Common Council. Motion by Hoiland to close the public hearing, second by Frame. Roll call vote: Hoiland, yes; Frame, yes; Powers, yes; Ames, yes; Yager, yes; Stoodley, yes. Motion carried. The public hearing closed at 6:38 pm.

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

Open Public Hearing by Common Council. Mayor Krause opened the public hearing and asked the applicant to present their application. Martin Murphy of Red Rock Builders presented the application and reported he is looking for a land use change to Planned Mix Use. The Plan Commission and Council members asked questions of the applicant and discussion took place. City Planner Jackie Mich reviewed her staff report.

Reading of submitted comments. Clerk Reynolds reviewed an email submitted by Alder Hoiland regarding the item and noted copies were available at the meeting and will be added to the meeting page on the city website.

Comments from the Public. Bob McCormick and Peg Esposito spoke.

Plan Commission & Common Council questions. Alder Frame asked the applicant questions.

Closing of Public Hearing by Common Council. Motion by Ames to close the public hearing, second by Frame. Roll call vote: Ames, yes; Frame, yes; Yager, yes; Stoodley, yes; Hoiland, yes; Powers, yes. Motion carried. The public hearing closed at 6:58 pm.

Response to Public Hearing questions by Vandewalle & Associates and City Staff. There were no additional comments from the City Planner or City staff at this time.

Discussion of Comprehensive Plan Amendments by Plan Commission and Common Council. Discussion took place.

Adjournment of the City Council. Motion by Ames to adjourn, second by Frame. Voice vote, approved, motion carried. Council adjourned at 7:07 pm.

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. Motion by Cary to approve and include Town of Geneva tax keys parcels JG260031 & JG260004, second by Nafziger. Voice vote, 5-approved, 1-opposed (Hoiland), motion carried.

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. Motion by Hoiland to approve, second by Gibbs. Voice vote, approved, motion carried.

Adjournment of the Plan Commission. Motion by Cary to adjourn, second by Gibbs. Voice vote, approved, motion carried. Plan Commission adjourned and the meeting concluded at 7:15 pm.

Lacey L. Reynolds
City Clerk

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date October 20, 2025

Agenda Item: #6a

Applicant:
640 W Main Street, LLC
Thomas Keefe
POB 460
Lake Geneva, WI

Request:
640 W Main Street
Conditional Use Permit:

- Continued operation of Commercial Indoor Lodging facility under New Ownership

Description:
This application is for a Conditional Use Permit (CUP) to allow the existing building at 640 W Main Street to continue to be used as a Commercial Indoor Lodging facility under new ownership.

Project Details from CUP Submittal

- The previous owner of this property was granted a Conditional Use Permit to operate a Commercial Indoor Lodging facility in 2018. That CUP was limited to ownership.
- The applicant is the contract purchaser of this property and is proposing continuing the Commercial Indoor Lodging use as currently operated.
- Upon change of ownership, the existing CUP will expire. This application is being made to continue the use under a new Conditional Use Permit with new owner as operator.
- This property consists of nine (9) total bedrooms over two (2) floors.
- The required number of parking spaces to support this use is one (1) off-street space per bedroom plus one (1) off-street parking space per employee at highest peak shift. There are six (6) parking spaces on site, and another four (4) off-street parking spaces are being provided, by lease agreement, across Main Street.

Action by the Plan Commission:

Recommendation to the Common Council on the proposed Conditional Use Permit (CUP):

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

- Provide the Common Council with a *recommendation* regarding the proposed CUP;
- Include *findings* required by the Zoning Ordinance for CUPs; and,
- Provide specific suggested *conditions* to modify the project as submitted.

Staff Review Comments:

The proposed Commercial Indoor Lodging facility has operated at this location for a few years. The Building and Zoning Department has no records of complaints or code violation cases against this property. This application is required due to change of ownership as the current Conditional Use Permit is a Limited Conditional Use Permit with expiration upon change of ownership. The applicant is proposing no use change and will manage the property through a management company in which the applicant also holds an ownership interest.

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 conditional use 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 conditional use 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 conditional use 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 conditional use 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 conditional use 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 conditional use 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 recommend the Plan Commission to recommend approval of the proposed Conditional Use Permit as submitted.
2. Staff recommend the Plan Commission adopt the *affirmative set of findings* provided above.
3. Finally, staff recommend that *the following additional condition of approval* be recommended:
 - a. The applicant shall apply for a City of Lake Geneva Business License and a Room Tax Permit within thirty (30) days of approval of this CUP.



APPLICATION FOR CONDITIONAL USE

City of Lake Geneva

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

640 W Main Street Lake Geneva, WI 53147; ZOP 00306

Name and Address of Current Owner: Letitia A. Bennett @ N3102 Grandview Dr. Lake Geneva, WI 53147

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

920-723-1317 lakegenevapremiumrentals@gmail.com

Owner Signature: Letitia Bennett

Name and Address of Applicant:

640 W Main Street, LLC
PO Box 460 Lake Geneva, WI 53147

Telephone No. with area code & Email of Applicant: 262-729-2015; tkeefe@ajaxpm.com

Proposed Conditional Use: Commercial Indoor Lodging

Zoning District in which land is located: Central Business District

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

n/a

Short statement describing activities to take place on site:

This will be a commercial indoor lodging establishment, as it is currently operating.

Conditional Use Fee payable upon filing application: \$450.00 [\$100.00 for Application Under Sec. 98-407(3)]

Sep 04 2025

Thomas Keefe

Date 08/06/2025

Signature of Applicant

Keefe Thomas 640 W Main St. Cost Recovery # 25-458
Petitioner Name Project Address AR# 3701

OFFICE USE ONLY Description of Request Comm Indoor Lodging.

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.

Project: Thomas Keefe, as applicant/petitioner for
Downtown CUP
Project Address: 640 W Main Street Lake Geneva, WI 53147
Parcel No. ZOP 00306
Name: Thomas Keefe
Address: PO Box 460
Lake Geneva, WI 53147

Cell Phone: (262) 729-2015 - _____ Phone: (____) - _____ - _____

Email: tkeefe@ajaxpm.com

Dated this _____ Day of Sep 04 2025, 20____

Thomas Keefe

Printed Name of Applicant / Petitioner
Thomas Keefe

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 PROCEDURAL CHECKLIST FOR:
CONDITIONAL USE REVIEW AND APPROVAL (Requirements per Section 98-905)**

This form should be used by the Applicant as a guide to submitting a complete application for a conditional use and by the City to process said application. Parts II and III should be used by the Applicant to submit a complete application; Parts I - IV should be used by the City as a guide when processing said application.

I. RECORDATION OF ADMINISTRATIVE PROCEDURES

___ **Pre-submittal staff meeting scheduled:**

Date of Meeting: _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

Follow-up pre-submittal staff meetings scheduled for:

___ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

___ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

___ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

___ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

___ **Application form filed with Zoning Administrator:** **Date:** _____ **by:** _____

___ **Application fee of \$ _____ received by Zoning Administrator:** **Date:** _____ **by:** _____

___ **Reimbursement of professional consultant costs agreement executed:** **Date:** _____ **by:** _____

II. APPLICATION SUBMITTAL PACKET REQUIREMENTS

Prior to submitting the 1 final complete applications as certified by the Zoning Administrator, the Applicant shall submit 1 initial draft application packet and 1 digital copy for staff review, followed by one revised draft final application packet based upon staff review and comments.

Initial Packet (1 Copy and 1 Digital Copy to Zoning Administrator) **Date:** _____ **by:** _____

↓ *Draft Final Packet (1 Copies and 1 Digital Copy to Zoning Administrator)* **Date:** _____ **by:** _____

↓

___ (a) **A map of the proposed conditional use:**

- ___ Showing all lands for which the conditional use is proposed;
- ___ Clearly indicating the current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control;
- ___ Map and all its parts are clearly reproducible with a photocopier;
- ___ Map size of 11" by 17" and map scale not less than one inch equals 800 ft;
- ___ All lot dimensions of the subject property provided;
- ___ Graphic scale and north arrow provided.

___ (b) **A map, such as the Land Use Plan Map, of the generalized location of the subject property in relation to the City as a whole:**

___ (c) **A written description of the proposed conditional use describing the type of activities, buildings, and structures proposed for the subject property and their general locations;**

_____ (d) A site plan (conforming to the requirements of Section 98-908(3)) of the subject property as proposed for development OR if the proposed conditional use is a group development (per Section 98-208) a proposed preliminary plat or conceptual plat may be substituted for the required site plan, provided said plat contains all information required on said site plan per Section 98-908.

_____ (e) Written justification for the proposed conditional use:

_____ Indicating reasons why the Applicant believes the proposed conditional use is appropriate with the recommendations of the City of Lake Geneva Comprehensive Master Plan, particularly as evidenced by compliance with the standards set out in Section 98-905(4)(b)1.-6. (See below)

III. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

1. How is the proposed conditional use (the use in general, independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?

This property will offer a private lodging option in the central business district of Lake Geneva, WI.

2. How is the proposed conditional use, in its specific location, in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?

Location in the CBD, this conditional use will assist in bringing visitors to our area to enjoy the local amenities.

3. Does the proposed conditional use, in its proposed location and as depicted on the required site plan (see Section 98-905(3)(d)), result in any 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 ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development?

This CUP will not adversely affect the location as it is currently operating in this manner.

4. How does the proposed conditional use maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property?

We are not changing the use.

5. Is the proposed conditional use located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property?

This property and usage will not impose an undue burden on services provided by public agencies.

6. Do the potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use (as identified in Subsections 98-905(4)(b)1.-5.), after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts?

Yes, increase tourists in the CBD will positively affect neighboring businesses.

IV. FINAL APPLICATION PACKET INFORMATION

____ Receipt of 1 full scale copy in blue/line or black/line of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

____ Receipt of 1 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

____ A digital copy of Final Application Packet shall be emailed to the Building and Zoning Department upon submittal deadline. Date: _____ by: _____

____ Certification of complete Final Application Packet and required copies to the Zoning Administrator by City Clerk: Date: _____ by: _____

____ Class 2 Legal Notice sent to official newspaper by City Clerk: Date: _____ by: _____

____ Class 2 Legal Notice published on _____ and _____ by: _____

____ Conditional Use recorded with the County Register of Deeds Office: Date: _____ by: _____

**CITY OF LAKE GENEVA PROCEDURAL CHECKLIST FOR:
SITE PLAN REVIEW AND APPROVAL (Requirements per Section 98-908)**

This form should be used by the Applicant as a guide to submitting a complete application for a site plan review and by the City to process said application. Part II should be used by the Applicant to submit a complete application; Parts I - III should be used by the City as a guide when processing said application.

I. RECORDATION OF ADMINISTRATIVE PROCEDURES

___ Pre-submittal staff meeting scheduled:

Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

Follow-up pre-submittal staff meetings scheduled for:

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Application form filed with Zoning Administrator: Date: _____ by: _____

___ Application fee of \$ ___ received by Zoning Administrator: Date: _____ by: _____

___ Reimbursement of professional consultant costs agreement executed: Date: _____ by: _____

II. APPLICATION SUBMITTAL PACKET REQUIREMENTS

Prior to submitting the 1 final complete applications as certified by the Zoning Administrator, the Applicant shall submit 1 initial draft application packet and 1 digital copy for staff review, followed by one revised draft final application packet based upon staff review and comments.

Initial Packet (1 Copy and 1 Digital Copy to Zoning Administrator) Date: _____ by: _____

↓ *Draft Final Packet (1 Copies and 1 Digital Copy to Zoning Administrator)* Date: _____ by: _____



___ (a) **A written description of the intended use describing in reasonable detail the:**

- ___ Existing zoning district(s) (and proposed zoning district(s) if different);
- ___ Land use plan map designation(s);
- ___ Current land uses present on the subject property;
- ___ Proposed land uses for the subject property (per Section 98-206);
- ___ Projected number of residents, employees, and daily customers;
- ___ Proposed amount of dwelling units, floor area, impervious surface area, and landscape surface area, and resulting site density, floor area ratio, impervious surface area ratio, and landscape surface area ratio;
- ___ Operational considerations relating to hours of operation, projected normal and peak water usage, sanitary sewer or septic loadings, and traffic generation;

- _____ Operational considerations relating to potential nuisance creation pertaining to noncompliance with the performance standards addressed in Article VII (Sections 98-701-98-721) including: street access, traffic visibility, parking, loading, exterior storage, exterior lighting, vibration, noise, air pollution, odor, electromagnetic radiation, glare and heat, fire and explosion, toxic or noxious materials, waste materials, drainage, and hazardous materials;
- _____ If no nuisances will be created (as indicated by complete and continuous compliance with the provisions of Article VII), then include the statement "The proposed development shall comply with all requirements of Article VII.";
- _____ Exterior building and fencing materials (Sections 98-718 and 98-720);
- _____ Possible future expansion and related implications for points above;
- _____ Any other information pertinent to adequate understanding by the Plan Commission of the intended use and its relation to nearby properties.

_____ (b) A **Small Location Map** at 11" x 17" showing the subject property, all properties within 300 feet, and illustrating its relationship to the nearest street intersection. (A photocopy of the pertinent section of the City's Official Zoning Map with the subject property clearly indicated shall suffice to meet this requirement.)

_____ (c) A **Property Site Plan drawing which includes:**

- _____ A title block which indicates the name, address and phone/fax number(s) of the current property owner and/or agent(s) (developer, architect, engineer, planner) for project;
- _____ The date of the original plan and the latest date of revision to the plan;
- _____ A north arrow and a graphic scale (not smaller than one inch equals 100 feet);
- _____ A reduction of the drawing at 11" x 17";
- _____ A legal description of the subject property;
- _____ All property lines and existing and proposed right-of-way lines with bearings and dimensions clearly labeled;
- _____ All existing and proposed easement lines and dimensions with a key provided and explained on the margins of the plan as to ownership and purpose;
- _____ All required building setback lines;
- _____ All existing and proposed buildings, structures, and paved areas, including building entrances, walks, drives, decks, patios, fences, utility poles, drainage facilities, and walls;
- _____ The location and dimension (cross-section and entry throat) of all access points onto public streets;
- _____ The location and dimension of all on-site parking (and off-site parking provisions if they are to be employed), including a summary of the number of parking stalls provided versus required by the Ordinance;
- _____ The location and dimension of all loading and service areas on the subject property and labels indicating the dimension of such areas;
- _____ The location of all outdoor storage areas and the design of all screening devices;
- _____ The location, type, height, size and lighting of all signage on the subject property to include a photometric plan;
- _____ The location, height, design/type, illumination power and orientation of all exterior lighting on the subject property -- including the clear demonstration of compliance with Section 98-707;
- _____ All engineering requirements for utilities, site designs, etc;
- _____ The location and type of any permanently protected green space areas;
- _____ The location of existing and proposed drainage facilities for storm water;

___ In the legend, data for the subject property on:

- ___ Lot Area;
- ___ Floor Area;
- ___ Floor Area Ratio (b/a);
- ___ Impervious Surface Area;
- ___ Impervious Surface Ratio (d/a);
- ___ Building Height.

___ ___ (d) **A Detailed Landscaping Plan of the subject property:**

- ___ Scale same as main plan (> or equal to 1" equals 100')
- ___ Map reduction at 11" x 17"
- ___ Showing the location of all required buffer yard and landscaping areas
- ___ Showing existing and proposed Landscape Point fencing
- ___ Showing berm options for meeting said requirements
- ___ Demonstrating complete compliance with the requirements of Article VI
- ___ Providing individual plant locations and species, fencing types and heights, and berm heights;

___ ___ (e) **A Grading and Erosion Control Plan:**

- ___ Same scale as the main plan (> or equal to 1" equals 100')
- ___ Map reduction at 11" x 17"
- ___ Showing existing and proposed grades including retention walls and related devices, and erosion control measures.

___ ___ (f) **Elevation Drawings of proposed buildings or remodeling of existing buildings:**

- ___ Showing finished exterior treatment;
- ___ With adequate labels provided to clearly depict exterior materials, texture, color and overall appearance;
- ___ Perspective renderings of the proposed project and/or photos of similar structures may be submitted, but not in lieu of adequate drawings showing the actual intended appearance of the buildings.

NOTE: Initiation of Land Use or Development Activity: Absolutely no land use or development activity, including site clearing, grubbing, or grading shall occur on the subject property prior to the approval of the required site plan. Any such activity prior to such approval shall be a violation of law and shall be subject to all applicable enforcement mechanisms and penalties.

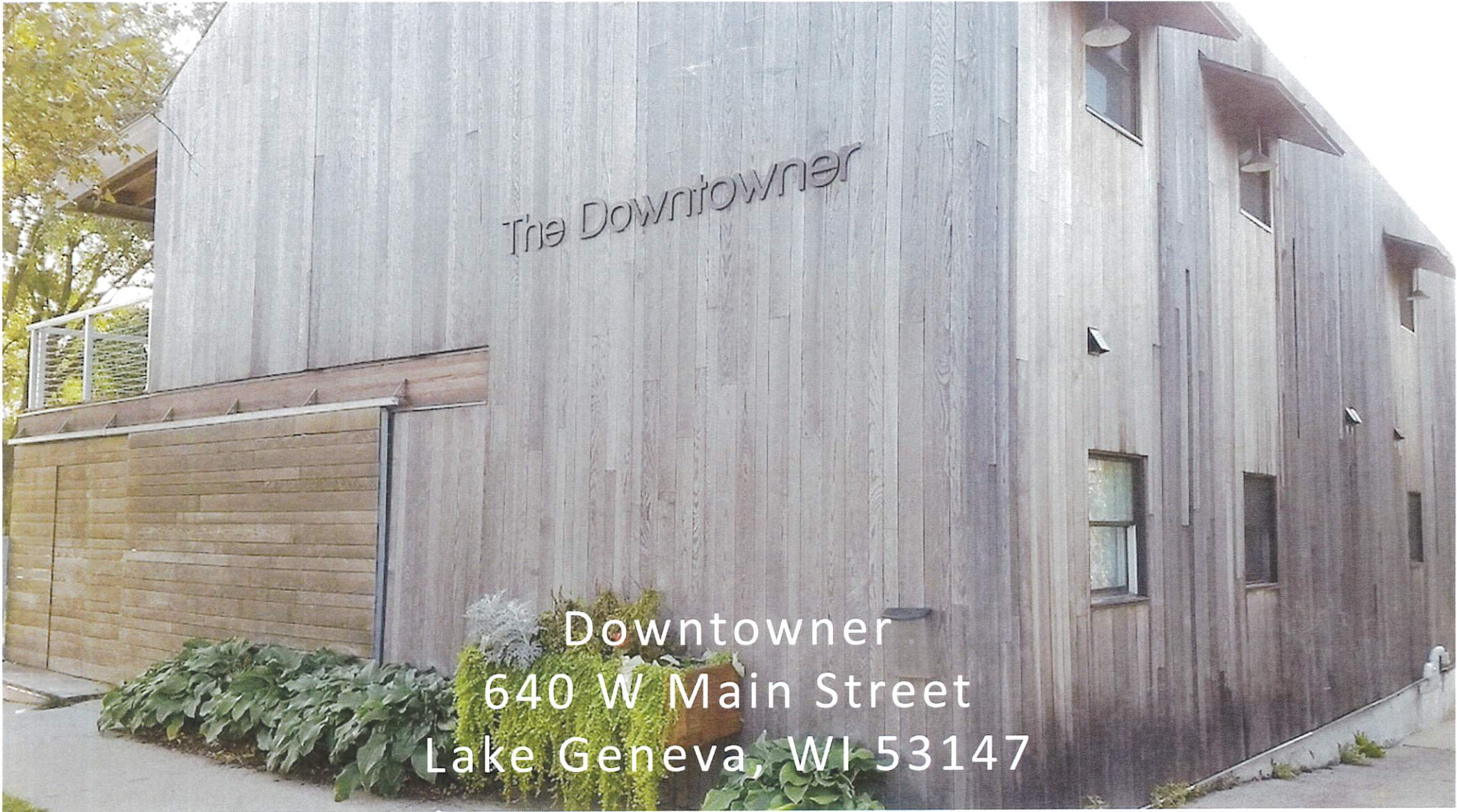
NOTE: Modification of an Approved Site Plan: Any and all variation between development and/or land use activity on the subject property and the approved site plan is a violation of law. An approved site plan shall be revised and approved via the procedures of Subsections 98-908(2) and (4) so as to clearly and completely depict any and all proposed modifications to the previously approved site plan, prior to the initiation of said modifications.

III.FINAL APPLICATION PACKET INFORMATION

___ Receipt of 1 full scale copy in blueline or blackline of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

___ Receipt of 1 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

___ A digital copy of Final Application Packet shall be emailed to the Building and Zoning Department upon submittal deadline. Date: _____ by: _____



CONCEPT

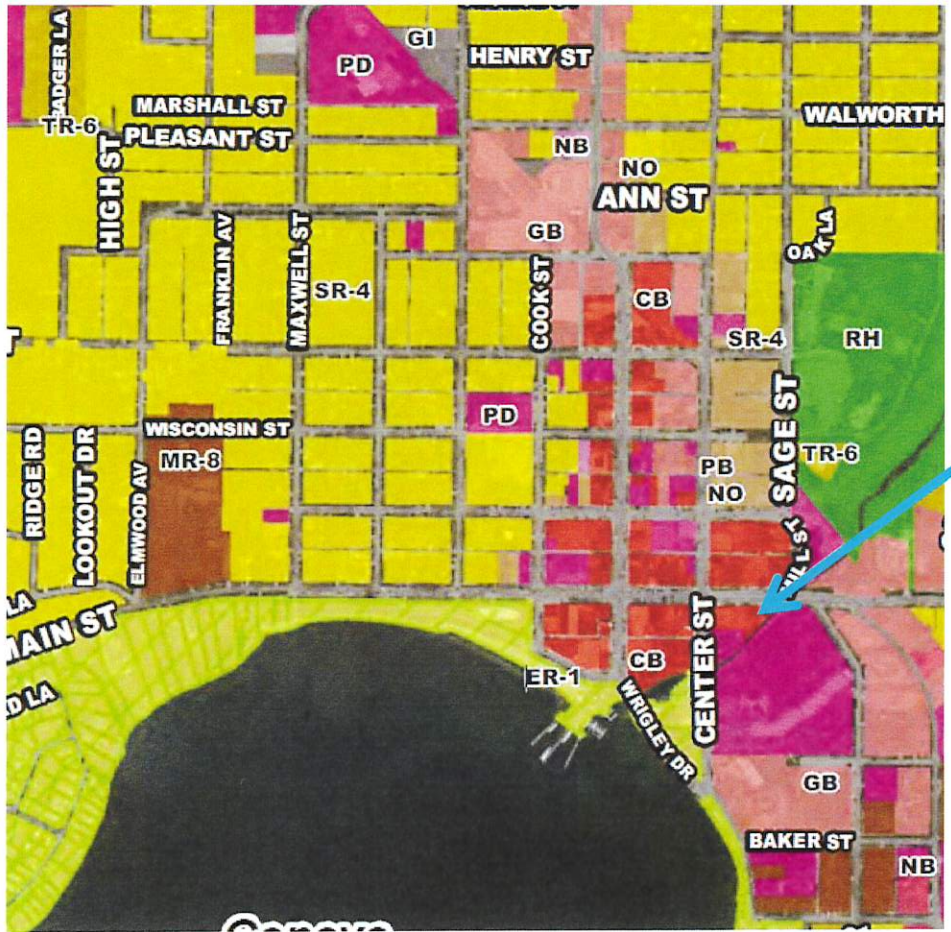
Dear planning commission members,

We are applying for a conditional use permit for commercial indoor lodging at 640 W Main Street ZOP 00306. Attached please find all applicable information about this property including zoning, parking, and floorplans of the building.

This property is currently operating as a Commercial Indoor Lodging facility with a conditional use permit. We are purchasing the building and intend to continue this use.

This will be professionally managed by my company, Geneva Lakes Vacations. Our office is located at 326 Center Street, and we will operate this property with the utmost attention and care.

Thank you,
Tom Keefe



Site Location

ZONING

Classification

Central Business (CB)

This district is intended to permit both large and small scale "downtown" commercial development at an intensity which provides significant incentives for infill development, redevelopment, and the continued economic viability of existing development

- Permitted use: Permitted as conditional use
- Adjacent Properties zoning: Central Business District (CB)
- 2-Story buidilng
- Parking:
- 6 space on-site
- 4 spaces behind 647 Main Street
- Total: 10





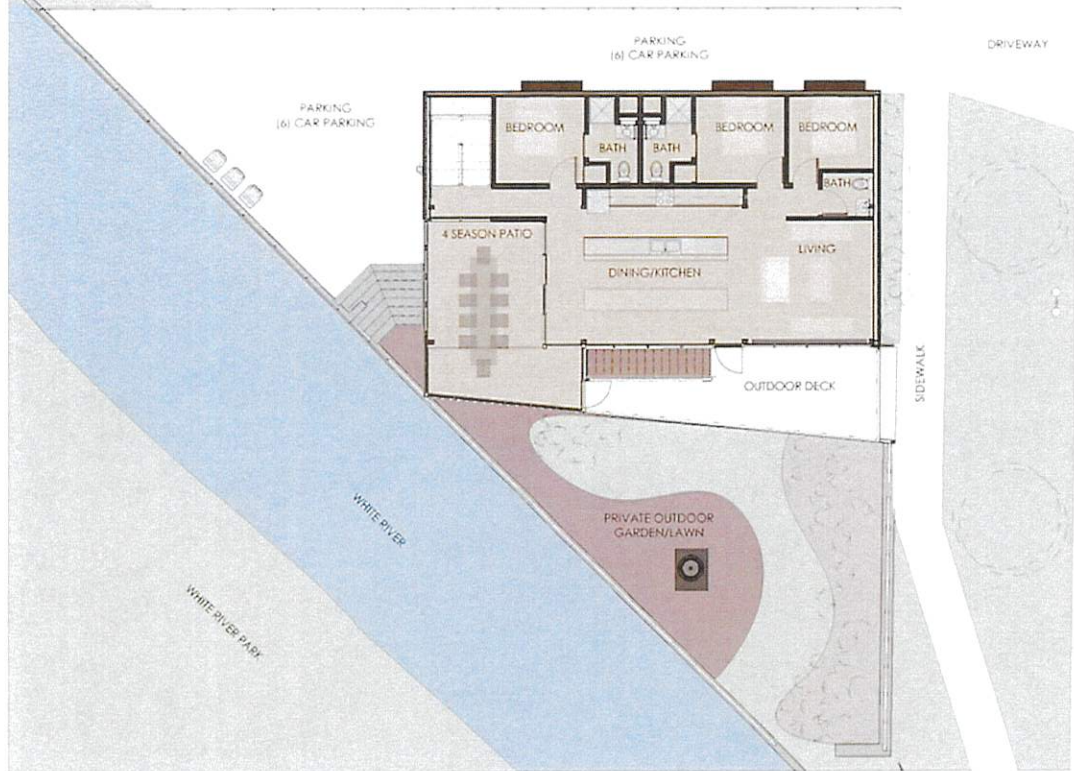


MAIN LEVEL

- 6 Bedrooms / 5 Bathrooms
- Approx 1500 sq/ft



2nd Floor



2ND FLOOR

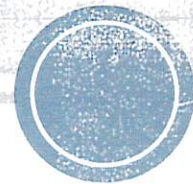
- 3 Bedrooms / 3 Baths
- Approx 1500 sq/ft





PARKING

640 W Main St
6 Spaces





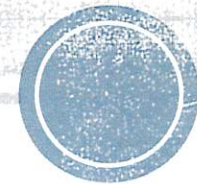
PARKING

647 W Main St
4 Spaces





**PARKING
DISTANCE
290'**



PARKING LEASE AGREEMENT
647 Main Street, Lake Geneva, Wisconsin 53147

This Parking Lease Agreement (“Agreement”) is made and entered into as of _____ (the “Effective Date”), by and between **647 Main Street, LLC** (“Landlord”), and **640 Main Street LLC** (“Tenant”).

1. Leased Premises

Landlord hereby leases to Tenant four (4) designated parking spaces, as shown on *Exhibit A* attached hereto, located at 647 Main Street Extension, Lake Geneva, Wisconsin 53147 (the “Premises”), Tax ID ZOP00287. The Premises shall be used exclusively for the parking of standard passenger vehicles. No oversized vehicles, trailers, boats, recreational vehicles, or other equipment are permitted.

2. Term

This Agreement shall commence on November 1, 2025 (the “Commencement Date”), and shall continue on a perpetual basis unless terminated in accordance with Section 11 below. Tenant’s right to occupy the Premises shall automatically renew each year without need for further notice.

3. Rent

Tenant shall pay Landlord rent annually in advance. For the initial year, rent shall be calculated at **\$50.00 per space, per month** (\$600.00 per space, \$2,400.00 total annually). Rent shall be due in full upon execution of this Agreement and annually on November 1 thereafter. Rent for renewal years shall automatically increase by \$5.00 per space per month.

4. Security Deposit

Upon execution of this Agreement, Tenant shall deposit with Landlord a security deposit equal to **three (3) months’ rent** (\$600.00 total) to secure Tenant’s obligations hereunder. The deposit shall be held by Landlord without interest and may be applied by Landlord to cure any default by Tenant. If so applied, Tenant shall promptly replenish the deposit to the required amount. The deposit shall be returned within thirty (30) days after termination of this Agreement, less any amounts applied by Landlord.

5. Landlord Responsibilities

Landlord shall maintain the parking lot, including snow and ice removal, pavement repair, and any necessary signage. Landlord shall not be responsible for damage to vehicles or personal property of Tenant, its employees, agents, or invitees, except to the extent caused by Landlord’s gross negligence or willful misconduct.

6. Insurance & Indemnification

Tenant shall, at its sole cost, maintain commercial general liability insurance with limits not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, naming Landlord as an additional insured. Tenant shall indemnify, defend, and hold harmless Landlord from any and all claims, damages, or liabilities arising from Tenant’s use of the Premises, except to the extent caused by Landlord’s gross negligence or willful misconduct.

7. Care and Use

Tenant shall use the Premises in a safe and orderly manner, in compliance with all applicable laws and municipal regulations. Tenant shall not create any nuisance or hazard. Tenant shall be responsible for any damage caused by Tenant's vehicles or occupants.

8. Payment Default and Remedies

If Tenant fails to pay rent or other amounts when due, such sums shall bear interest at the rate of **10% per annum** from the due date until paid, and Tenant shall pay a late fee of **\$50.00 per occurrence**. If Tenant fails to cure any monetary or non-monetary default within ten (10) days after notice, Landlord may terminate this Agreement and re-enter the Premises without further notice.

9. Assignment and Subletting

This Agreement is personal to Tenant and shall not be assigned, sublet, or otherwise transferred without Landlord's prior written consent. Any attempted assignment without consent shall be void.

10. Notices

All notices under this Agreement shall be in writing and delivered personally, by certified mail, or by recognized overnight courier to the following addresses (or such other address as either party may designate in writing):

Landlord:

647 Main Street, LLC
Attn: Thomas Keefe
P.O. Box 460
Lake Geneva, WI 53147

Tenant:

640 Main Street LLC
PO Box 460
Lake Geneva, WI 53147

11. Termination

Tenant may terminate this Agreement only upon ninety (90) days' prior written notice to Landlord. Landlord may terminate only in the event of Tenant's default, subject to applicable notice and cure periods. Otherwise, this Agreement shall remain in effect perpetually.

12. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin.

IN WITNESS WHEREOF, the parties have executed this Parking Lease Agreement as of the Effective Date.

Thomas Keefe, Manager

647 Main Street, LLC

By: Thomas Keefe

Date: Sep 25 2025

Thomas Keefe, Manager

640 Main Street LLC

By: Thomas Keefe

Date: Sep 25 2025

Exhibit A
Designated Spaces




Description

4 parking spaces located behind 647 W Main Street, ZOP 00287

Document Details

Title	647 Main Street Parking Lease - Downtowner - 250925.docx
File Name	647 Main Street Parking Lease - Downtowner - 250925.docx
Document ID	5ff079d7b3714adf8e841834bdca03dd
Fingerprint	68837c9b27c6eedd297fa809219df389
Status	Completed

Document History

Document Created	Document Created by Thomas Keefe (tkeefe@ajaxpm.com) Fingerprint: afe8a22ab4457d951524b23406bcd4b	Sep 25 2025 03:18PM America/Chicago
Document Signed	Document Signed by Thomas Keefe (tkeefe@ajaxpm.com) IP: 76.58.163.178 	Sep 25 2025 03:18PM America/Chicago
Document Completed	This document has been completed. Fingerprint: 68837c9b27c6eedd297fa809219df389	Sep 25 2025 03:19PM America/Chicago

RESOLUTION OF THE PLAN COMMISSION

Resolution recommending to the Common Council a Conditional Use Permit (CUP) filed by 640 W Main Street, LLC, Thomas Keefe, POB 460, Lake Geneva, to operate a Commercial Indoor Lodging facility at 640 W Main Street, Tax Key No. ZOP 00306.

Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-044	Date:	October 20, 2025

WHEREAS, the City of Lake Geneva Plan Commission has considered a Conditional Use Permit (CUP) application filed by 640 W Main Street, LLC, Thomas Keefe, POB 460, Lake Geneva, to operate a Commercial Indoor Lodging facility at 640 W Main Street, Tax Key No. ZOP 00331, and

WHEREAS, the Plan Commission held a Public Hearing thereon pursuant to proper notice given on October 20, 2025, and

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

1. In general, the proposed conditional use 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 conditional use 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 conditional use 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 conditional use 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 conditional use 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 conditional use 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, and

STAFF REPORT
 To Lake Geneva Plan Commission
 Meeting Date: October 20, 2025

Agenda Item #7

Applicant:
 Bob Mangen
 333 Bishops Way Suite 160
 Brookfield, WI 53005

Request:
 Planned Development Concept review
 Edwards Boulevard between Townline Road and
 Bloomfield Road

Description:

The applicant proposes to develop the property located on Edwards Boulevard between Townline Road and Bloomfield Road with **Commercial** and **Multifamily Residential** uses. The purpose of this review is to provide feedback to the applicant about the appropriateness of these land uses at this location. For purposes of illustration, the applicant has submitted two (2) Concept Site Plans and potential Elevation Plan. The Plan Commission is not being asked to approve these plans. The Plan Commission is being asked to comment on the appropriateness of introducing these land uses at this location.

Existing Zoning/Land Uses:

Property	Current Zoning	Current Land Use
Subject Property	PD Planned Development	Unimproved
Property to the North	PBP Planned Business Park	Commercial Offices
Property to the East	PD Planned Development	Single Family Residential
Property to the South	Town of Bloomfield Jurisdiction	Agriculture
Property to the West	Planned Office, Industrial, Business	Carwash Electrical Substation, and Self-Storage

Future Land Use Plan:

This property is designated **Commercial** on the City of Lake Geneva Comprehensive Plan Future Land Use Map. The Comprehensive Plan defines **Commercial**: *Indicates a wide range of indoor and outdoor retail, service, office and institutional uses outside of the downtown area, and are generally larger and/or more intensive than businesses in the Neighborhood Business category.*

The submitted concept plan includes about seventeen percent (17%) of the property devoted to **Commercial** land use in compliance with the Comprehensive Plan. The remainder of the 33.8 acres will be devoted to **Multifamily Residential** use.

The purpose of Comprehensive Planning is to ensure that the community is built out with a mix of land uses that diversifies the tax base and provides adequate serves to residents. The percentage of land developed as **Commercial** in the City was around seven percent (7%) when the current Comprehensive Plan was developed in 2020. According to the 2020 Comprehensive Plan, **Multifamily** uses account for

about five percent (5%) while **Single Family Residential** accounts for seventeen percent (17%) of the land within the City of Lake Geneva.

Staff Recommendations:

The development of this property with a combination of **Commercial** and **Multifamily Residential** with **Multifamily Residential** being the dominate land use is **not** in compliance with the City of Lake Geneva Comprehensive Plan. If this concept continues through the approval process the first step will be an application to amend the Comprehensive Plan designation. If that amendment is approved, then the project will continue through the Planned Development process.

The submitted Concept Site Plans are to illustrate the type of development the applicant is planning. The Plan Commission is not being asked to approve, but to provide feedback. Staff have the following concerns with the Concept Site Plans:

- The area devoted to screening buffer between the existing single family residential structures immediately east and this development may need to be wider than proposed.
- The feasibility of internal vehicular (especially emergency response vehicles) access.
- The limited usable open space devoted to the future residents. The limited access to public parks from this property.
- The building materials proposed. Staff support more of the building finished with masonry materials for longevity and aesthetics.

Action of the Plan Commission:

Provide verbal feedback during this meeting intended to point the applicant in the desired direction for future development of the property.

APPLICATION TO INITIATE PLANNED DEVELOPMENT PROCESS

City of Lake Geneva

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

Tax Keys ZYUP 00149D1 AND ZA284300001

Name and Address of Current Owner:

Greg Baird 215 E Walnut Hinsdale, IL 60521

X Telephone No. with area code & Email of Current Owner: Greg Baird
g_baird25@yahoo.com (331)345-4231

X Owner Signature: *Greg Baird*

dotloop verified
09/12/25 11:52 AM CDT
POMX-YG15-OFEB-UNL6

Name and Address of Applicant:

Bob Mangen- Northern Management

333 Bishops Way Suite 160 Brookfield, WI 53005

Telephone No. with area code & Email of Applicant:

Bob Mangen- 262-424-4805 bob@northernrent.com

Proposed Use: MultiFamily Residential and Commercial

Zoning District in which land is located: Planned Development

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

Christopher Carr- The Sigma Group 1300 W Canal Street
Milwaukee, WI 53217

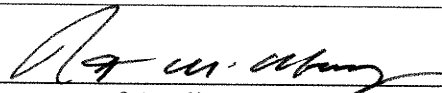
Short statement describing activities to take place on site:

Northern Management is proposing a mixed use development project with future commercial on the north side and multifamily residential on the remainder of the parcel.

Date

9/3/25

Signature of Applicant



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.

Bob Mangen _____, as applicant/petitioner for

Project: Northern Management- Lake Geneva _____

Project Address: S Edwards Boulevard between Townline Road and Bloomfield Road _____

Parcel No. Tax Keys ZYUP 00149D1 AND ZA284300001 _____

Name: Northern Management _____

Address: 333 Bishops Way Suite 160 _____

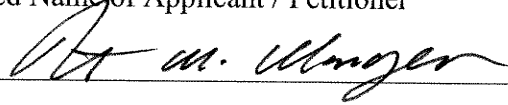
Brookfield, WI 53005 _____

Cell Phone: (262)424-4805 _____ Phone: () - - _____

Email: bob@northernrent.com _____

Dated this 3 Day of September, 20 25

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.

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 _____

Applicant name _____

Applicant email _____ Phone Number _____

Architect/Contractor/Designer Name _____

Architect/Contractor/Designer Email _____ Phone Number _____

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? _____
- 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 _____

October 10, 2025

Project Reference #24382

Zoning Administrator
City of Lake Geneva

Re: Northern Management Mixed Use Planned Development Concept Review
Lake Geneva, Wisconsin

On behalf of Northern Management, The Sigma Group, Inc. (Sigma) is pleased to submit this application for a Concept Review of Northern Management's Mixed-Use development at South Edwards Boulevard between Townline Road and Bloomfield Road (Tax Keys ZYUP 00149D1 AND ZA284300001).

Introduction

Founded in 1972 by Robert Mangen, Northern Management was built on a vision of expanding multi-family housing opportunities in Wisconsin's tertiary markets. With a commitment to Midwestern hospitality and well-maintained properties, the company set out to enhance housing options in small and mid-sized communities across the state. Today, Northern Management proudly serves over 48 communities in Wisconsin, maintaining its dedication to quality housing and exceptional service.

Over the past 15 years, Northern Management has broadened its operations, incorporating selective fee-managed assets and multi-family development. Staying true to its mission, the company has partnered with smaller communities to bring much-needed housing developments to areas that had previously seen little investment. These efforts have not only provided new housing opportunities but have also fostered collaboration with local partners throughout the development process. To date, Northern Management has successfully developed over 15 residential communities, all of which remain part of its growing portfolio.

Previous development work in the Lake Geneva area includes the Lake Breeze Apartments and the upgrades of Geneva Estates. In addition, Northern Management completed a similar multifamily project in Lake Mills and is finishing a development, The Ponds, in Johnson Creek.

Our team has evaluated multiple scenarios for development of the site and feel strongly that the proposed multi-family residential plan combined with commercial use is the best option for this parcel and the City of Lake Geneva.

Development Concept

The concept plan includes approximately three hundred (300) apartment units to be built in two to four phases to allow for market absorption. The buildings proposed will be two-story structures with direct entry units and connected garages. This type of development is much sought after as it appeals to many demographics and potential users. The project also includes:

- Separate clubhouse with onsite leasing and maintenance.
- Private roads
- Connected walkways with shared amenity space.
- On site stormwater management
- Ample open space

The plan includes approximately 6 acres of land reserved at the corner of Townline Road and South Edwards for future commercial development.

City Development Benefits

The development will provide the following public benefits:

- Up to 300 residential units providing much needed, diverse housing options for the current and future residents of Lake Geneva
- Significant additional tax base and support for existing businesses.
- Adherence to the Comprehensive Plan Land Use goals to prioritize development of lands targeted and approved for development and currently served with public utilities.

We strongly feel that development of multifamily on the parcel compared to future commercial is a more appropriate buffer to the existing residential to the east.

In consideration of the benefits presented we ask for support to continue to work with staff on a successful multi-family residential development at the site.

Please contact us if you have any questions or need additional information.

Respectfully Submitted,

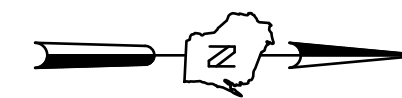
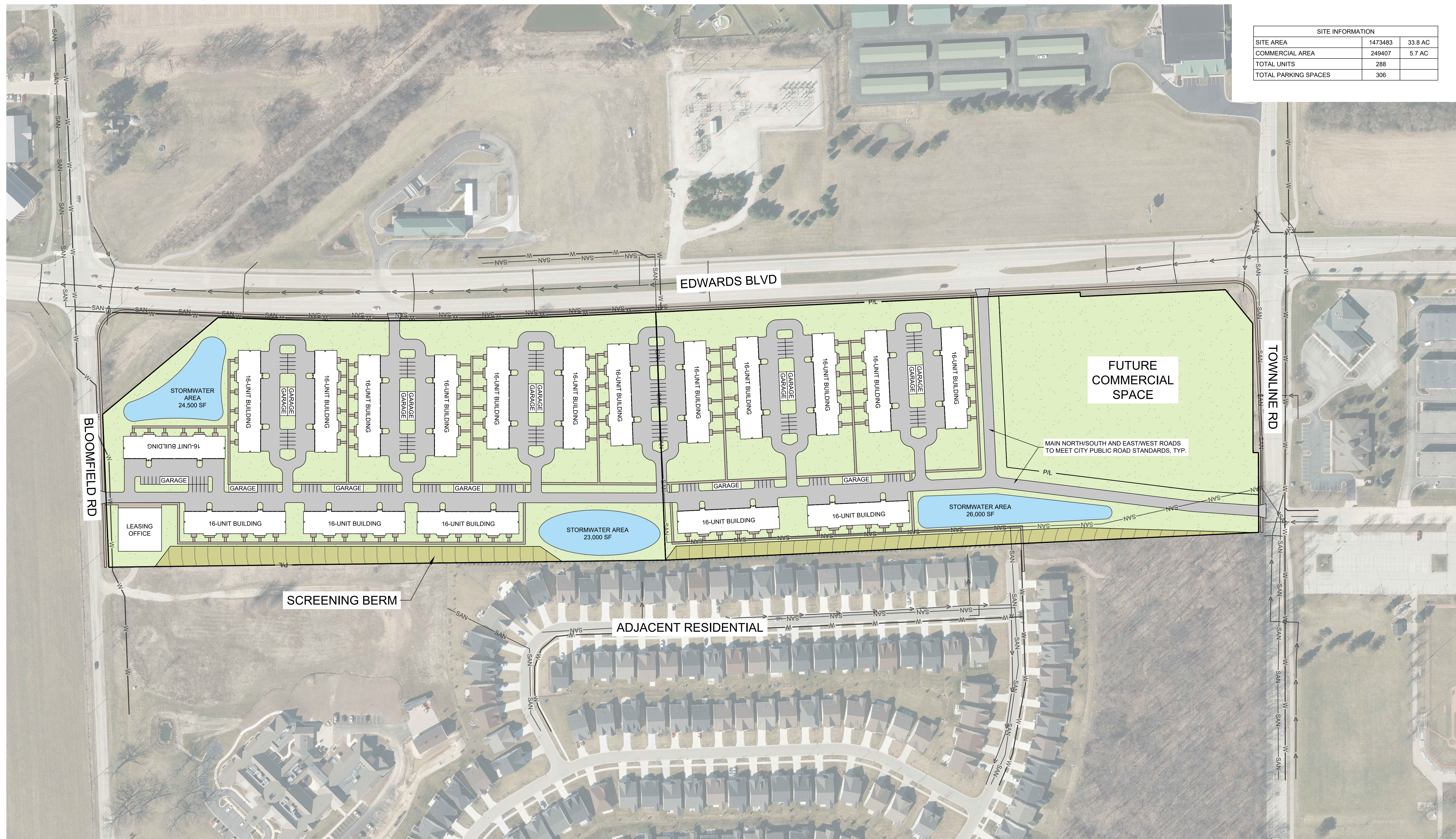
THE SIGMA GROUP, INC.



Christopher Carr, PE
Vice President

cc: Bob Mangen – Northern Management

SITE INFORMATION		
SITE AREA	1473483	33.8 AC
COMMERCIAL AREA	249407	5.7 AC
TOTAL UNITS	288	
TOTAL PARKING SPACES	306	



CONCEPT LAYOUT 1



www.thesigmagroup.com
 1300 West Canal Street
 Milwaukee, WI 53233
 Phone: 414-643-4200
 Fax: 414-643-4210

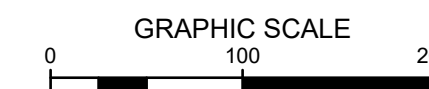
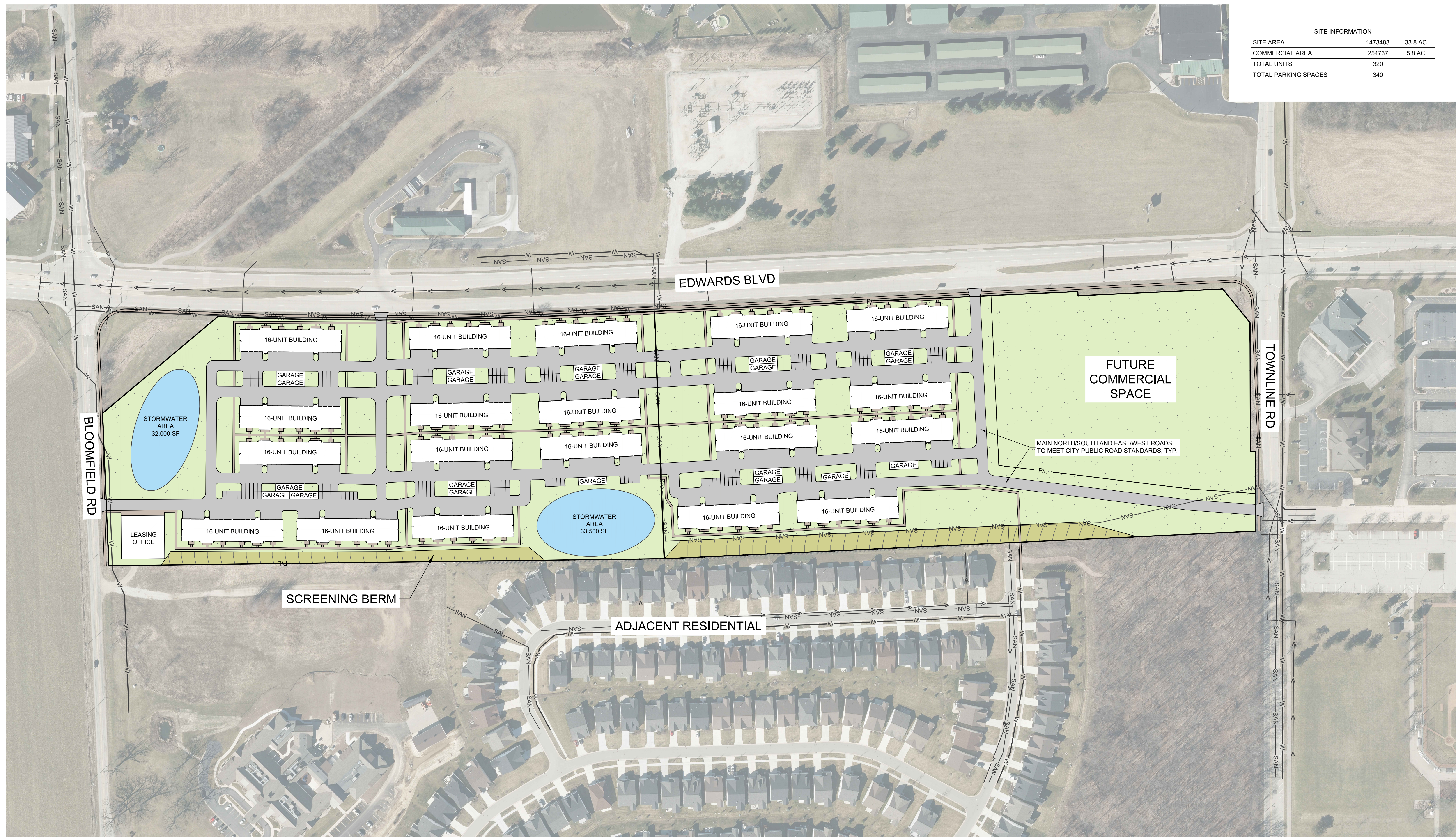
EDWARDS BLVD
 LAKE GENEVA, WI

NORTHERN MANAGEMENT LAKE GENEVA

**PRELIMINARY
 NOT FOR
 CONSTRUCTION**

NO. REVISION	DATE	BY	PROJECT NO:	24382
----	----	----	DESIGN DATE:	----
----	----	----	PLOT DATE:	2025.10.08
----	----	----	DRAWN BY:	----
----	----	----	CHECKED BY:	----
----	----	----	APPROVED BY:	----
----	----	----	SHEET NO:	EX-1

SITE INFORMATION		
SITE AREA	1473483	33.8 AC
COMMERCIAL AREA	254737	5.8 AC
TOTAL UNITS	320	
TOTAL PARKING SPACES	340	



CONCEPT LAYOUT 2



www.thesigmagroup.com
 1300 West Canal Street
 Milwaukee, WI 53233
 Phone: 414-643-4200
 Fax: 414-643-4210

EDWARDS BLVD
 LAKE GENEVA, WI

NORTHERN MANAGEMENT LAKE GENEVA

**PRELIMINARY
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 CONSTRUCTION**

NO. REVISION	DATE	BY	PROJECT NO:	24382
----	----	----	DESIGN DATE:	----
----	2025.10.08	----	PLOT DATE:	2025.10.08
----	----	----	DRAWN BY:	----
----	----	----	CHECKED BY:	----
----	----	----	APPROVED BY:	----
----	----	----	SHEET NO:	EX-2



STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: October 20, 2025

Agenda Item #8

Applicant:

City of Lake Geneva
Committee of the Whole

Request:

Discuss Need for Text Amendment to Allow
More Flexibility in Outdoor Storage of Boats

Description:

During their regular meeting of October 6, 2025, the Committee of the Whole referred an agenda discussion item to the Plan Commission. Alders Frame and Feisenmeier initiated the discussion and provided background for their request. Alder Frame spoke about the need to lengthen the timespan in which it is allowable to store a boat on a driveway. She stated that the current allowance of Memorial Day until Labor Day is not consistent with our actual boating season. She suggested that boat storage on a driveway should be allowed between May 15 and October 15 of each year. This will give boat owners time to clean and maintain their boats before boating season starts and allows for some cleaning and maintenance time at the end of boating season. She also made clear that she believes this allowance should only be made for boats and not other types of recreational vehicles.

Regulating Zoning Ordinance Section:

Section 98-706 Exterior storage standards for residential, office and commercial districts. Attached.

Subparagraph b.2 contains the language the Committee of the Whole would like you to consider changing. This section is the result of a text amendment adopted August 22, 2016.

A recreational vehicle may be parked or stored in a front or side yard on an existing driveway, from Memorial Day until Labor Day, as long as it is on a concrete, asphalt, or paving brick surface. Vehicles may not be used as living quarters in this situation. If rear of lot is not accessible through driveway, a recreational vehicle may be parked long term on the side yard as long as no portion extends past the plan of the house which abuts a public Right of Way other than an alley way.

You are being asked to consider a change similar to:

A recreational vehicle, with the exception of boats, may be parked or stored in a front or side yard on an existing driveway, from Memorial Day until Labor Day, as long as it is on a concrete, asphalt, or paving brick surface. Boats may be parked or stored in a front or side yard on an existing driveway, from May 15 until October 15, as long as it is on a concrete, asphalt, or paving brick surface. Vehicles may not be used as living quarters in this situation. If rear of lot is not accessible through driveway, a recreational vehicle may be parked long term on the side yard as long as no portion extends past the plan of the house which abuts a public Right of Way other than an alley way.

Action of the Plan Commission:

Discuss the pros and cons of such text amendment. Direct staff to either draft text amendment and schedule for public hearing or direct staff to communicate rejection of the change to the Committee of the Whole.

Sec. 98-706 Exterior storage standards for residential, office and commercial districts.

(1) Purpose. The purpose of this section is to control the use of residential, office and commercial property for exterior storage so as to promote the safety and general welfare of the public. For exterior storage in agricultural and industrial districts, refer to Section 98-206.

(2) Requirements for exterior storage in residential zoning districts. No person shall park or store recreational vehicles on a lot in a residential district except within a fully enclosed structure or except as provided herein.

(a) For the purposes of this chapter, a recreational vehicle or equipment shall include boats, boats with trailers, motor homes, motor coaches, pickup campers, camping trailers, travel trailers, fifth-wheel trailers, large utility trailers, race cars and their trailers, canoes or kayaks and their trailers, tent campers, folding campers, utility trailers, carnival equipment and their trailers, and cases or boxes used to transport recreational vehicles or their equipment, and similar equipment and vehicles.

(b) Outside parking of recreational vehicles and equipment are subject to the following provisions:

1. No more than two recreational vehicles may be parked or stored outside a fully enclosed structure in the rear yard.
2. A recreational vehicle may be parked or stored in a front or side yard on an existing driveway, from Memorial Day until Labor Day, as long as it is on a concrete, asphalt, or paving brick surface. Vehicles may not be used as living quarters in this situation. If rear of lot is not accessible through driveway, a recreational vehicle may be parked long term on the side yard as long as no portion extends past the plane of the house which abuts a public Right of Way other than an alley way.

[Ord. No. 16-12]

3. A recreational vehicle shall be located not closer than three feet to a side or rear lot line.
4. The recreational vehicle shall be maintained and be in good condition and safe for effective performance for the function in which it was intended. The exterior of the vehicle shall be intact.
5. Recreational vehicles shall be roadworthy. Vehicles that require a license shall be properly licensed.
6. No recreational vehicles or equipment shall be parked or stored in any open space outside a building unless such equipment is wholly owned by the property owner who shall be in residence at the property in question. If the property is rented, such storage shall be permitted to the tenant only provided that such equipment is owned by the tenant.
7. All equipment shall be parked or stored as inconspicuously as possible on the property. The area around the equipment or vehicle must be kept weed free and free of accumulation of other storage material.
8. Under no circumstances shall a recreational vehicle be parked uncoupled from the tow vehicle in a public right-of-way, including an alleyway.

(3) Requirements for exterior storage in office and commercial districts. In all office and commercial zoning districts (see Section 98-102 for a listing of these districts), all materials and equipment shall be stored within a completely enclosed building except for the following which shall not be located within any front yard or required street yard (except for vehicles in designated parking spaces) and shall be stored a minimum of five feet from any and all property lines: screened refuse containers; construction materials, landscape materials and related equipment connected within on-site construction; and off-street parking.

(4) Inoperative motor vehicles and junk. Refer to the City Code of Ordinances.