

City Of Lake Geneva Plan Commission Minutes
Tuesday, January 6, 2026 - 6:00 PM
Lake Geneva City Hall; Council Chambers

Call to Order

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

Roll Call

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

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.

Bill Meyerhofer; N2394 North Road: expressed concerns about a proposed subdivision near his home and requested to speak during the relevant item later in the meeting.

Andrea Christian, 250 Havenwood Drive: presented photos and arguments against reducing sidewalk space for businesses, highlighting inconsistencies in enforcement and the need for consistent rules.

Sherri Ames, 603 Center Street: The alderman for District 1, expressed confidence in the council's ability to address the issue fairly.

Acknowledgment of Correspondence.

There was no correspondence to report.

Discussion/Action on Resolutions for Downtown Design Review Applications:

PC-052 for Sandwich Board Sign at 830 W Main Street, filed by Coleen Ries, 830 W Main Street, Lake Geneva, Tax Key No. ZOP 00334 (continued from December 15, 2025)

Colleen Reese, representing Sub-Zero Candy Company, requested approval for a new sign that would comply with local ordinances and improve customer access to her business. The Plan Commission discussed a request for a sandwich board sign at a market on Main Street, ultimately deciding to deny the petition due to concerns about sidewalk hazards and visual clutter, despite staff's original recommendation for approval. The commission agreed to have staff review the ordinance to clarify sign regulations for multi-tenant buildings in the downtown area.

Alderman Hoiland and others raised concerns about the inconsistency of enforcing sign regulations across different businesses, highlighting the need for clearer guidelines on what constitutes customer entrance.

Motion by Skates to deny; second by Esarco. Motion carried: 7-0

PC-057 for Facade Renovation at 724 W Main Street, filed by John Law, 724 W Main Street, Lake Geneva, Tax Key No. ZOP 00313

The Commission approved facade renovation application that included a copper-roofed storefront at 724 W Main Street.

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

PC-058 for Suspended Sign at 253 Center Street, filed by Schuk Law, LLC, 253 Center Street, Lake Geneva, Tax Key No. ZOP 00283

The Commission approved the sign application storefront at 253 Center Street.

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

PC-059 for Canopy Signs at 268 Center Street, filed by Homesmart Connect, 3030 Salt Creek Lane, Arlington Heights, IL, Tax Key No. ZOP 00259

The Commission approved the sign application storefront at 268 Center Street.

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

Public Hearing for a Precise Implementation Plan for Symphony Bay Subdivision Phase 8 at the Southwest Corner of Townline Road and North Road, Lake Geneva, Tax Key No. ZYUP 500003, filed by Bloomfield Holdings, LLC, 875 Townline Road Unit 103, Lake Geneva, WI

The Plan Commission reviewed the precise implementation plan (PIP) for Symphony Bay Subdivision Phase 8, focusing on landscaping and screening requirements along North Road. Staff recommended approval with three conditions, including the addition of lower shrubs for better screening and adjusting tree placement to ensure adequate coverage. The applicant, represented by Brian Pollard, argued that their plan met all requirements and

maintained consistency with previous phases, while addressing concerns raised by neighboring property owners. The Commission discussed the long-term impact of proposed landscaping and the need for appropriate screening, with some members expressing concerns about the consistency of the plan with other developments. Rick Zirk presented a plan for Phase 8 of a development, highlighting its location, land use, and compliance with a previous development agreement. He explained that the number of lots was reduced from 140 to 128 due to the addition of wider 3-car garage lots. The plan includes single-family homes, a boardwalk, and a primary access point from Bloomfield Road. Rick expressed gratitude to the Planning Commission and city staff for their work over the past 10 years.

Bill Meyerhofer; N2394 North Road: Raised questions about the swale along North Road and landscaping placement.

Kathy Ostrowski, 350 Bowing Way: Expressed concerns about the removal of large trees in Symphony Bay and the lack of tree allocations for new homes.

Matt Zabakia, 1788 W Bloomfield Road; Highlighted safety concerns about Bloomfield Road's speed limit and traffic conditions.

Commissioner Skates departed the meeting at 6:47 p.m.

Motion by Hoiland to close public hearing; second by Gibbs. Motion carried: 6-0

Discussion/Action on Resolution PC-025 for a Precise Implementation Plan for Symphony Bay Subdivision Phase 8 at the Southwest Corner of Townline Road and North Road, Lake Geneva, Tax Key No. ZYUP 500003 filed by Bloomfield Holdings, LLC, 875 Townline Road Unit 103, Lake Geneva, WI

The Commission discussed safety concerns about the speed limit on Bloomfield Road, which is jointly owned by the City of Lake Geneva and Bloomfield. The city's public works director explained that any road improvements would require a collaborative agreement between the two municipalities. The discussion also covered landscaping plans for Phase 8, where trees will be placed off the right-of-way, and a swale on the west side of North Road that needs to be considered for water flow. The conversation ended with a reminder that Phase 8 will have sidewalks on one side of the roadway, similar to previous phases, though there are no current plans for sidewalk connections along Bloomfield Road or Townline Road due to grade and right-of-way issues.

The Commission discussed a motion regarding the precise implementation plan for Symphony Bay Subdivision Phase 8, including tax key numbers and recommendations. An amendment was proposed to exclude certain conditions, specifically regarding shrubs and tree placement, while keeping one condition. Staff explained the reasoning behind the tree placement recommendations, emphasizing the impact on property views.

The Commission discussed an amendment to a landscaping plan for a development, focusing on the placement of trees. The group agreed to modify the plan to place trees centered behind homes rather than between them, removing a requirement for additional trees.

Motion by Hoiland to approve; second by Esarco. Motion carried: 6-0

Public Hearing for a Final Plat of Subdivision for Symphony Bay Phase 8 at the Southwest Corner of Townline Road and North Road, Lake Geneva, WI, Tax Key No. ZYUP 500003 filed by Bloomfield Holdings, LLC, 875 Townline Road Unit 103, Lake Geneva, WI (continued from December 15, 2025)

The Commission also approved a final plat for Symphony Bay Phase 8, with Naomi confirming that all necessary reviews and corrections had been completed.

No public comment.

Motion by Hoiland to close the public hearing; second by Esarco. Motion carried: 6-0

Discussion/Action on Resolution PC-027 for a Final Plat of Subdivision for Symphony Bay Phase 8 at the Southwest Corner of Townline Road and North Road, Lake Geneva, WI, Tax Key No. ZYUP 500003 filed by Bloomfield Holdings, LLC, 875 Townline Road Unit 103, Lake Geneva, WI (continued from December 15, 2025)

Motion by Hoiland to approve; second by Gibbs. Motion carried: 6-0

Adjournment

Motion by Esarco to adjourn, second by Cary. Motion Carried; 6-0.

The meeting adjourned at 7:35 PM.