

City Of Lake Geneva Plan Commission Minutes
Monday, February 16, 2026 - 6:00 PM
Lake Geneva City Hall; Council Chambers

Call to Order

Mayor Krause called the meeting to order at 6:01 PM

Roll Call

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

Absent: Gibbs

Approve Minutes of the Plan Commission meeting as distributed.

December 15, 2026 Plan Commission Meeting

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

January 6, 2026 Plan Commission Meeting

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

Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to five (5) minutes.

Shannon Blay, 1710 Whales Court: Established her presence and readiness to answer questions regarding her application Item 7a.

Acknowledgment of Correspondence.

There was no correspondence to report.

Downtown Design Review:

Discussion/Action on Resolution PC-2026-005 for Downtown Design Review application for Awning Sign at 149 Broad Street, filed by Linda Chironis, W34442 McDonald Road, Lake Geneva, Tax Key No. ZOP 00324.

The Commission reviewed a downtown design application for Hogs and Kisses to install new awnings, which was approved with a requirement to secure building permits before installation.

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

Public Hearing, Review, and Recommendation

Public Hearing for a Limited Conditional Use Permit to permit Commercial Indoor Lodging at 830 Williams Street, Lake Geneva, Tax Key No. ZRA 00017 filed by AMB Holdings, 1710 Wales Court, Lake Geneva, WI.

The Commission also conducted a public hearing for a Limited Conditional Use Permit to allow commercial indoor lodging at 830 Williams Street, with no public opposition and a suggestion to add parking striping.

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

Discussion/Action on Resolution PC-060 for a Limited Conditional Use Permit to permit Commercial Indoor Lodging at 830 Williams Street, Lake Geneva, Tax Key No. ZRA 00017 filed by AMB Holdings, 1710 Wales Court, Lake Geneva, WI

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

Public Hearing for a Conditional Use Permit to permit a vertical expansion of a nonconforming structure located at 1624 N Lake Shore Drive, Lake Geneva, Tax Key No. ZLM 00037 filed by Jacob Addis, 672 W Main Street #462, Lake Geneva, WI

The Commission conducted a public hearing for a vertical expansion of a non-conforming structure at 1624 North Lake Shore Drive. Staff recommended approval of the expansion, which involves adding a bathroom on the second floor of an existing home, with the condition that permits are obtained, and an easement is recorded for the shore path. The applicant and architect explained the project, which includes new siding, windows, and a second-floor addition, and no public comments were made.

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

Discussion/Action on Resolution PC-2026-001 for a Conditional Use Permit to permit a vertical expansion of a nonconforming structure located at 1624 N Lake Shore Drive, Lake Geneva, Tax Key No. ZLM 00037 filed by Jacob Addis, 672 W Main Street #462, Lake Geneva, WI

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

Public Hearing for Text Amendment to Section 98 Article 8 of the City of Lake Geneva Code of Ordinances filed by the City of Lake Geneva, 626 Geneva Street, Lake Geneva, WI

Building & Zoning Director Hanlon explained the proposed amendment, which limits sandwich board signs to one per building entrance rather than one per business, to address concerns about multiple signs in multi-tenant buildings. Jeremy raised additional concerns about the placement of signs relative to individual business entrances and the potential for confusion about building hours. The amendment was presented as a solution to the issue of multiple sandwich board signs in multi-tenant properties, with the intent that the property owner would decide how to allocate the single-sign permit among tenants.

The Commission discussed defining "building entrance" as an exterior door, with one sign allowed per entrance.

They also addressed enforcement procedures, including warning letters and potential fines for non-compliance.

Peg Esposito, 124 Darwin Street: The speaker **urged the Commission** to require the owner's direct involvement in the permit application.

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

Discussion/Action on Resolution PC-2026-002 for Text Amendment to Section 98 Article 8 of the City of Lake Geneva Code of Ordinances filed by the City of Lake Geneva, 626 Geneva Street, Lake Geneva, WI

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

Land Division Review

Discussion/Action on Resolution PC-039 for Certified Survey Map for property located on the southwest corner of Center Street and North Street, filed by Robert Jeffreys 18 LLC, 1554 W Main Street, Lake Geneva, Taz Key Nos. ZOP00023, ZOP00024, ZOP00025, ZOP00026.ZOP28,ZFL0001, ZFL0002

The Commission discussed a certified survey map for a property at the southwest corner of Center Street and North Street.

The Commission approved the resolution with amendments and set conditions for the survey map, including a review by the engineer.

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

Strategic Plan Update

The presentation focused on the community survey results and the outcomes of the think tank session. David presented data showing that while residents are generally satisfied with living and working in Lake Geneva, there is significant concern about the community's future direction. The think tank identified key drivers shaping the future, including land use, short-term rentals, and community character. Participants preferred a scenario of managed and selective growth over a market-driven approach. The group discussed the need to balance tourism with creating a livable community for year-round residents. David explained that the next steps involve validating these findings with the community and developing a strategic action plan to move towards the preferred future. The conversation ended with a reminder to complete the ongoing community survey.

Adjournment

Motion by Skates to adjourn, second by Escaro. Motion Carried; 6-0.

The meeting adjourned at 7:03 PM.