

City Of Lake Geneva Plan Commission Minutes
Monday, April 20, 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, Esarco, Gibbs

Absent: Skates, Cary

Approve Minutes of the March 16, 2026 Plan Commission meeting as distributed.

Motion by Hoiland to approve; second by Esarco. Motion carried: 5-0

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.

Jill Rodriguez, 701 S Lake Shore Dr: **Spoke in support of** Agenda Item 8a.

Sherri Ames, 603 Center St: **Spoke in support of** Agenda Item 8a.

Kevin Fleming, 1032 Wisconsin St: **Spoke in support of** Agenda Item 8a.

Sean Payne, 127 Sumner St: **Spoke in support of** Agenda Item 8a.

Cathy Stoodley, 919 Carey St: **Spoke in support of** Agenda Item 8a, specifically **highlighting the need for workforce housing.**

Spryo Condos, 100 Broad St - BID representative: **Spoke in support of** Agenda Item 8a.

Bill Koehn, 1161 Wells St: **Spoke in support of** Agenda Item 8a.

Alex Binanti, BID Director: **Spoke in support of** Agenda Item 8a.

Acknowledgment of Correspondence.

One piece of correspondence was received and **distributed to the Plan Commissioners.**

Downtown Design Review:

Discussion/Action on Resolution PC-2026-014 for Downtown Design Review application for Rebuild of Penthouse and Relocation of Antennas onto New Penthouse at 703 W Main Street, filed by Eileen Boland, 1S660 Midwest Road, Suite 308, Oakbrook Terrace, IL, Tax Key No. ZA 27600001.

The item was **continued to the next scheduled meeting** of the Plan Commission.

Discussion/Action on Resolution PC-2026-004 for Downtown Design Review application for new signage at 410 Broad Street, filed by Amanda Werner, 104 Mosswood Court, Kathleen, GA, Tax Key No. ZOP 00107.

The commission discussed a downtown design review application for BMO Bank's signage at 410 Broad Street, with staff recommending denial due to proposed corporate colors not aligning with downtown design overlay requirements. However, a commissioner questioned the consistency of signage rules across downtown and suggested continuing the discussion to better analyze existing colored signage in the area. The Commission deliberated on the sign ordinance, specifically regarding the requirement for muted colors rather than primary colors in the downtown district. Following the discussion, a motion was made and carried to continue the matter to the next meeting; staff was further directed to provide illustrations of muted color examples for the Commission's review. Motion by Hoiland to continue; second by Esarco. Motion carried: 4-1.

Public Hearing, Review, and Recommendation

Public Hearing for a Conditional Use Permit (CUP) to construct a new single family residential dwelling at 69 Hillside Drive, Lake Geneva, Tax Key No. ZYUP 00094F filed by Sara Rubin, 69 Hillside Drive, Lake Geneva, WI.

Mike Walsh, 1553 Orchard Ln: Requested consideration of tree planting to preserve lake views.

Sean Payne, 127 Sumner St: **Recorded as being in favor** of the application.

Motion by Hoiland to close public hearing; second by Gibbs. Motion carried: 5-0.

Discussion/Action on Resolution PC-2026-013 recommending approval of Conditional Use Permit (CUP) to construct a new single family residential dwelling at 69 Hillside Drive, Lake Geneva, Tax Key No. ZYUP

00094F filed by Sara Rubin, 69 Hillside Drive, Lake Geneva, WI.

The commission then conducted a public hearing regarding a conditional use permit for a new family residential dwelling at 69 Hillside Drive, where the applicant, Sarah Rubin, explained plans to demolish the existing home and build a new Cape Cod-style home as their primary residence. The **City Engineer reviewed her report** with the Commission.

Motion by Hoiland to approve; second by Esarco. Motion carried: 5-0.

Concept Plan Review

Informal discussion of Planned Development Concept Plan PC-2026-015 for property located on Sheridan Springs Road filed by Simple Food Group, LLC, 525 Broad Street, Lake Geneva, WI, Tax Key Nos. ZA 467900001, ZA 67900002, ZA 6800001, and ZA 46800002.

The commission reviewed a concept plan for a proposed development called the Sheridan Springs campus, which would include an artisan bakery, commissary kitchen, café, coffee shop, event space, and housing. The commission provided feedback suggesting the project may be over-programmed for the site and requested more detailed information on traffic impact, shared parking, and alignment with planned mixed-use design standards.

Right Of Way Review

Discussion/Action on Resolution PC-2026-016 recommending approval of a Plat of Right of Way titled “Plat of Right of Way Required for Edwards Blvd Townline Road to Main St, STH 120

The commission approved a plat of right-of-way for roadway work on Highway 120 (Edwards Boulevard) from Main Street to Townline Road. Motion by Gibbs to approve; second by Hoiland. Motion carried: 5-0.

Adjournment

Motion by Hoiland to adjourn, second by Gibbs. Motion Carried; 5-0. The meeting adjourned at 7:10 PM.