

**City Of Lake Geneva Plan Commission Minutes**  
**Monday, May 18, 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, Skates, Cary

Absent: Gibbs

**Approve Minutes of the April 20, 2026, Plan Commission meeting as distributed.**

Motion by Cary to approve; second by Skates. 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.**

Public comment: None.

**Acknowledgment of Correspondence.**

It was noted for the record that communications had been received and subsequently distributed to all members of the Plan Commission for their review.

**Downtown Design Review:**

**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.**

**Approval of Signage – 410 Broad Street (BMO Bank)**A motion was made by Cary, seconded by Powers, to approve the signage application for BMO Bank at 410 Broad Street. Staff noted that approval was recommended following the applicant's agreement to utilize black signage on the building and black and white signage in the parking lot in lieu of corporate colors. **Motion carried, 6-0.**

**Discussion/Action on Resolution PC-2026-012 for Downtown Design Review application for new signage at 744 W Main Street, filed by Sean Payne, 127 Sumner St, Genoa City, WI, Tax Key No. ZOP 00317.**

The Plan Commission reviewed a sandwich board sign request for 744 West Main Street. Staff recommended denial of the application, noting that the proposed hard plastic materials do not comply with the traditional wood frame and chalkboard standard. A motion to approve the request with an amendment requiring a black and white rendering was discussed but failed to finalize. **Following further discussion, the application was officially denied.**

**Discussion/Action on Resolution PC-2026-017 for Downtown Design Review application for signage at 772 W Main Street, filed by Happy Ending Cocktail Co, 772 W Main Street, Suite 204, Lake Geneva, WI, Tax Key No. ZOP 00321.**

**PC2026-017: Sign Request – 722 W. Main Street**The Plan Commission reviewed application PC2026-017 for a sign request at 722 W. Main Street. A motion was made and approved to deny the application, citing that the design does not comply with the traditional wood frame and chalkboard standard. **Motion to deny carried.**

**Discussion/Action on Resolution PC-2026-018 for Downtown Design Review application for signage at 234 Broad Street, filed by Lindsey Guerrero, 408 Lakewood Drive, Williams Bay, WI, Tax Key No. ZOP 00257.**

**PC2026-018: Sandwich Board Sign Request – 234 Broad Street**The Plan Commission reviewed application PC2026-018 for a sandwich board sign at 234 Broad Street featuring a wood frame and chalkboard. **A motion to approve the application was made by Esarco, seconded by Powers. Motion carried, 6-0**

**Discussion/Action on Resolution PC-2026-020 for Downtown Design Review application for signage at 264 Center Street, filed by Denise Wendell, 264 Center Street, Lake Geneva, WI, Tax Key No. ZOP 00259.**

The Plan Commission considered application PC2026-020 for a sign request located at 264 Center Street. Following a review of the design, the Plan Commission voted to deny the request due to the presence of a printed sign and a bright yellow arrow. **Motion to deny carried.**

**Discussion/Action on Resolution PC-2026-004 for Downtown Design Review application for Rebuild of the 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. ZA27600001.**

**703 West Main Street: Penthouse and Antenna Proposal.** The Plan Commission reviewed a proposal for antenna placement and an accompanying fence hearing at 703 West Main Street. Staff recommended denial of the application due to concerns regarding the visual appearance of the proposed crenelated tower design within the historic district. A Verizon representative noted that while placing the antennas inside the building was not feasible due to signal interference, the proposal could be modified to reduce visibility through painting and better structural integration.

During the discussion, the Commission proposed raising the penthouse structure to accommodate the required antenna height while ensuring they would not appear freestanding above the roofline. **A motion was made and approved to continue the item to the next meeting,** with a request that the applicant submit updated drawings depicting these proposed modifications.

#### **Public Hearing, Review, and Recommendation**

**Public Hearing for a Text Amendment to repeal and replace Section 98-707 Exterior Lighting Standards of the City of Lake Geneva Zoning Ordinance filed by City of Lake Geneva Avian Committee, 626 Geneva Street, Lake Geneva, WI.**

**Public Hearing: Text Amendment – Section 98-707 (Exterior Lighting Standards)**The public hearing for a Text Amendment to repeal and replace Section 98-707 (Exterior Lighting Standards) of the City of Lake Geneva Zoning Ordinance was withdrawn. No action was taken.

**Discussion/Action on Resolution PC-049 recommending approval of Text Amendment to repeal and replace Section 98-707 Exterior Lighting Standards of the City of Lake Geneva Zoning Ordinance filed by City of Lake Geneva Avian Committee, 626 Geneva Street, Lake Geneva, WI.**

**Public Hearing: Text Amendment – Section 98-707 (Exterior Lighting Standards)**The public hearing for a Text Amendment to repeal and replace Section 98-707 (Exterior Lighting Standards) of the City of Lake Geneva Zoning Ordinance was withdrawn. No action was taken.

**Public Hearing for a Conditional Use Permit (CUP) to allow a fence height of four (4) feet within the street yard of property at 1310 W Main Street filed by Robert Loquercio, 1600 W Lake Street, Streamwood, IL, Tax Key No, ZYUP 00094N.**

**Public Hearing: Conditional Use Permit – 1310 West Main Street (Street Yard Fence)**The Plan Commission opened the public hearing for a Conditional Use Permit request at 1310 West Main Street. Staff reported a recommendation for approval of the proposed 4-foot tall fence in the street yard. During the public hearing, neighbor Jim Willett, 1320 West Main Street, raised concerns regarding the placement of the fence and its potential impact on stormwater drainage.

**Discussion/Action on Resolution PC-2026-021 recommending approval of a Conditional Use Permit (CUP) to allow a fence height of four (4) feet within the street yard of property at 1310 W Main Street filed by Robert Loquercio, 1600 W Lake Street, Streamwood, IL, Tax Key No, ZYUP 00094N.**

**Conditional Use Permit: 4-Foot Fence – 1310 West Main Street.** A motion was made by Skates, seconded by Esarco, to approve the Conditional Use Permit for a 4-foot fence at 1310 West Main Street, subject to compliance with the original site plan and securing a fence permit prior to installation. **Motion carried, 6-0.**

**Public Hearing for a Conditional Use Permit (CUP) to allow the construction and operation of a Restaurant at the Northeast corner of Center Street and Interchange North filed by David Scotney, 2890 Bridle Court, Lake Geneva, WI, Tax Key No. ZYUP 00140.**

Public Comment

The following residents spoke regarding the proposed project:

- Jeff Hess (N3145 Center Street): Expressed concerns regarding noise, traffic, and the parking lot.
- Robert Grum (307 N. Stone Ridge Drive, President of Stone Ridge HOA): Expressed concerns regarding the entrance of Interchange North, noise, and light pollution.
- Millie McCormick (632 S. Stone Ridge Drive, President of Villas HOA): Expressed concerns regarding traffic, parking, and lighting.
- Joel Hoiland (390 Country Club Drive, 3rd District Alderperson): Spoke in support of the supper club but voiced concerns regarding intersection access issues. A request was made for further evaluation of alternative access routes, with emphasis placed on the need for long-term corridor planning before a final determination is made.
- Sean Payne (127 Sumner Street): Spoke in support of approval.
- Catherine Hopkinson (540 N. Boulder Ridge Drive): Requested to view updated renderings of the project.
- Stephanie Frisque (1766 Ridgeway Point): Expressed a desire for accurate drawings and raised concerns regarding traffic, lighting, and view impacts.
- Marilyn Murphy (1770 Stone Ridge Court): Expressed concerns regarding construction traffic and overall traffic increases.
- Kevin Murphy (1770 Stone Ridge Court): Spoke in support of the project, emphasizing the importance of doing it correctly.
- Al DiLuigi (500 S. Stone Ridge Drive): Raised concerns regarding parking lot capacity, Center Street parking, light pollution, and outdoor venue locations.
- Anthony Lee (430 N. Stone Ridge Drive): Requested that the Town of Geneva be involved in the process.
- Bob McCormick (632 S. Stone Ridge Drive): Expressed concerns regarding the total number of parking stalls and the proximity of parking to nearby homes.

**Discussion/Action on Resolution PC-2026-003 recommending approval of a Conditional Use Permit (CUP) to allow the construction and operation of a Restaurant at the Northeast corner of Center Street and Interchange North filed by David Scotney, 2890 Bridle Court, Lake Geneva, WI, Tax Key No. ZYUP 00140.**

Swan Creek Supper Club Development – Planned Business District

- Project Overview: A development featuring a 300-seat, Frank Lloyd Wright-inspired Swan Creek Supper Club and banquet hall. Expected to generate 50–80 jobs, with operating hours mirroring the Oak Fire restaurant and no late-night bar operations.
- Staff & Engineering Review: Staff recommended approval based on traffic impact studies and a tree preservation plan saving roughly 150 native trees. The City Engineer noted that the main entrance off Interchange North requires County approval, and the gated emergency access off Center Street requires Town approval.
- Site Layout & Traffic Access: Pete Juergens (Geneva Bay Construction) outlined fire safety compliance via a gated emergency entrance. The applicant detailed access plans, noting traffic studies directed them away from a Center Street signalized entrance to a proposed right-in/left-in configuration near Sage Street.
- Public Feedback: Commissioners noted residential concerns from the Stone Ridge and Villas of Stone Ridge neighborhoods regarding traffic, lighting, noise, and future adjacent parcel development.
- Commission Action: After discussing the issues, the Commission voted to approve the Conditional Use Permit, subject to staff's recommended conditions:
  - Full compliance with the submitted site plan.
  - Obtaining all necessary local, town, and county permits.
  - Developer reimbursement for required traffic improvements.
- Motion: Cary

- Second: Esarco
- Vote: Passed 6-0

### **Condominium Plat Review**

**Discussion/Action on Resolution PC-2026-019 approving *Unique Lake Geneva Office Park, A condominium Addendum No. 3* filed by Jenni Becker, POB 794, Mukwonago, WI, Common Addresses: 804 and 816 Geneva Parkway, Tax Key Nos. ZUN 00007A and ZUN 00007B.**

The Plan Commission reviewed a proposed condominium plat addendum for the properties located at 804 and 816 Geneva Parkway. **A motion was made by Skates, seconded by Cary, to approve the addendum. Motion carried, 6-0.**

### **Adjournment**

Motion by Skates to adjourn, second by Cary. Motion Carried; 6-0. The meeting adjourned at 7:42 PM.