

PLAN COMMISSION MEETING
MONDAY, JUNE 20, 2022 – 6:00 PM
COUNCIL CHAMBERS, CITY HALL – VIRTUAL MEETING VIA ZOOM/IN PERSON

Mayor Klein called the meeting to order 6:00 p.m.

Mayor Klein welcomed Alderman Mary Jo Fesenmaier to the Plan Commission team.

Roll Call. Present: Mayor Klein, Alderman Mary Jo Fesenmaier, John Gibbs, Kyle Cary, Joel Hoiland, James Marquardt. Absent (Excused) Cindy Forster Fueredi. Also Present: City Planner Mich, City Planner Kruesel, City Attorney Draper, City Administrator Nord, Building & Zoning Administrator Walling, Building & Zoning Administrative Assistant Follensbee.

Approve Minutes of the April 18, 2022 Plan Commission Meeting as distributed.

Hoiland/Cary motion to approve. Motion carried unanimously.

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 5 minutes.

Acknowledgement of Correspondence. None.

Downtown Design Review:

Application by Harry Chironis, 1723 Miller Rd. Lake Geneva, WI 53147, and requesting review for the proposed exterior color change to the building, the property located at 806 W. Main St. in the downtown overlay zoning district, Tax Key No. ZOP00327.

Mayor Klein stated the applicant has requested the withdrawal of this application from the agenda.

Application by Mahler Sotheby's International Realty, 250 E. Wisconsin Ave., Suite 1610 Milwaukee 53202, requesting review for the proposed exterior signage, for the property located at 223 Cook St. in the downtown overlay zoning district, Tax Key No. ZOP00253.

Adam Pearson, 250 E Wisconsin Avenue, Suite, 1610, Milwaukee, WI 53202, presented his request an on-building sign, a blade sign and replace awning. Commissioner Hoiland asked about the windows. Pearson said the windows will allow a full view into the store and include lettering on the base portion of the windows. Walling said the blade sign would be 3 square feet and he would work with the applicant. Hoiland asked if the landscaping would be cleaned up. Pearson said yes.

Hoiland/Cary motion to approve the proposed exterior signage and include all staff recommendations.

Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt "yes." Motion carried unanimously. 6-0.

Application by Mei Fong, W3814 Cypress Dr., Lake Geneva, for the proposed exterior color change to the building, the property located at 738 W. Main St. in the downtown overlay zoning district, Tax Key No. ZOP00316.

Lily Fong, 738 W Main Street, presented her request to paint the exterior of the building. Hoiland asked if all accent colors would be plum and would the sign change. Fong said the accented colors would be painted in the plum color but the sign would not change.

Hoiland/Gibbs motion to approve the proposed building color change and include all staff recommendations.

Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt "yes." Motion carried unanimously. 6-0.

Application by Letitia Bennett, N3102 Grandview Dr., Lake Geneva, for the proposed fence installation for the property located at 640 W. Main St. in the downtown overlay zoning district, Tax Key No. ZOP00306.

Letitia Bennett, N3102 Grandview Drive, Lake Geneva, presented her request for a fence. Bennett has acquired a new survey for the fence placement. Hoiland noted the property is for sale and asked if the fence would be completed before the sale. Bennett said the property is for sale and this fence would be an improvement to the property. Commissioner Gibbs asked if the driveway is shared and how the neighbor's garbage cans are accessed. Bennett said the driveway is shared and her neighbor has moved his receptacles off to the side and are pulled out to the end of the driveway for pick-up. Building Administrator Walling said this request is a standard lot line installation and an 8' fence is allowed in the Central Business zoning district. The finished side of the fence shall face the neighboring property.

Hoiland/Cary motion to approve the proposed fence installation and include all staff recommendations.

Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt "yes." Motion carried unanimously. 6-0.

Review and Recommendation of a proposed Certified Survey Map (CSM) for Vistas of Lake Geneva LLC. 77 N 1st St. Geneva IL. to create a single buildable lot with the land division of the existing stormwater outlot on LaSalle St & LaSalle Ct. as identified on certified survey Job Number 22319 prepared by Paul Van Henkelum for Tax Key No. ZA424800001.

David Patzelt, Shodeen Group, 77 N First Street, Geneva, IL, presented his request to create a CSM for a 15,000+ square foot buildable lot and a separate parcel (outlot) for the stormwater detention basin. Ryan Cardinal was also present to answer any questions. Alderman Fesenmaier, asked if there are plans in place to identify who is responsible for the maintenance of the stormwater retention. Patzelt said all the stormwater basins will be maintained by the HOA.

Hoiland Cary motion to approve the proposed Certified Survey Map (CSM) to create a single buildable lot with a land division of the existing storm water outlot and include all staff recommendations.

Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt "yes." Motion carried unanimously. 6-0.

Review and Recommendation of a proposed Certified Survey Map (CSM) for Fairwyn SB, Inc. 875 Townline Rd. Lake Geneva to create individual lots & Tax Key numbers for the duplex buildings for 6 lots within Symphony Bay phase 6, as identified on certified surveys prepared by Brian Dodge of Kapur.

Rick Zirk, representing Fairwyn Development, presented his request for a CSM with 6 lots for duplex buildings. Hoiland asked if these lots were new or a replacements. Zirk said the lots are part of the final plat but now they are dividing those 6 villa lots for the duplex buildings. Commissioner Cary asked if these lots are bigger than the other lots. Zirk said the lots were designed bigger because the building size is bigger. Fesenmaier asked which side of the street the sidewalks would be located. Zirk thought the sidewalks would be on the east side of Cadence Circle but will verify with staff.

Hoiland Gibbs motion to approve the proposed Certified Survey Map (CSM) to divide 6 villa lots in half for duplex buildings in phase 6 of the subdivision and include all staff recommendations.

Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt "yes." Motion carried unanimously. 6-0.

Public Hearing and Recommendation to amend the Conditional Use Permit for Leigh Gignilliat, 3 N. Walworth Ave. Williams Bay, to allow for the construction of a deck on the home that is under construction which is located at 978 N. Knoll Ln. for the property located in the Estate Residential – 1 (ER-1) zoning district, Tax Key No. ZYUP00106J.

Leigh Gignilliat, 3 N Walworth Ave, Williams Bay, presented his request to amend the Conditional Use Permit to allow the construction of a balcony on the back of the house, facing the lake. Cary asked if the balcony extends out past the original building footprint. Gignilliat said he moved his house footprint back 15 feet from the lake due to the concerned neighbors and he would like to extend a proposed balcony out 4 feet. Hoiland asked if this balcony would impact any neighbors such as sight lines, etc. Gignilliat said it may affect the neighbors a little but not to the extent of his original Conditional Use. Hoiland verified it would be an open deck, without a covering. Gignilliat said it would only be an open deck with a railing. Fesenmaier asked if this would be a full time residence. Gignilliat said yes.

Hoiland/Cary motion to close the Public Hearing. Motion carried unanimously. 6-0.

Hoiland/Cary motion to approve to amend the Conditional Use Permit to allow for the construction of a deck on the home which is currently under construction and include all staff recommendations and fact finding in the affirmative. Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt “yes.” Motion carried unanimously. 6-0.

Public Hearing and Recommendation to amend the Conditional Use Permit for Lowell Custom Homes 401 Geneva National Ave., to allow for the addition to the 2nd floor of the home located at 1554 Lake Shore Dr. which is located in the Estate Residential – 1 (ER-1) zoning district, Tax Key No. ZLM00049.

Scott Lowell, 602 Torino Drive, Lake Geneva, on behalf of the Pecora’s, presented their request to add a bonus room on the 2nd floor above the garage. Lowell said a gazebo has also been removed per the building inspector and there will be no extension of hard surface on this parcel. Hoiland asked if any structural issues need to be fixed. Lowell said there is reframing which needs to be done regarding the chimney. Planner Mich stated this parcel is located in the ER-1 zoning district and the applicant is requesting the use of SR-4 setbacks which is why the Conditional Use is needed. Mich said the staff has reviewed this application, has no concerns, and recommends approval.

Speaker #1: Rich Longnecker, 1562 Lake Shore Drive, asked if the roof elevation was going to stay the same. Lowell said the roof elevation would stay the same.

Klein/Hoiland motion to close the Public Hearing. Motion carried unanimously. 6-0.

Hoiland/Gibbs motion to approve to amend the Conditional Use Permit to allow for an addition to the 2nd floor above the garage, using the SR-4 setbacks in the ER-1 zoning district and include all staff recommendations and fact finding in the affirmative.

Fesenmaier asked if a condition could be added for the lake shore path dedication. Mich said the original Conditional Use could predate the new ordinance. Walling said we could ask the owners to include the easement dedication on the final CSM. Lowell said the Pecora’s are prepared to do that. Attorney Draper said we could amend the motion to include it.

Fesenmaier/Cary made an amendment to require the easement dedication for the lake shore path. 6-0.

Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt “yes.” Motion carried unanimously. 6-0.

Presentation by the Lake Geneva Business Improvement District (BID) for a possible Mural Project within the Downtown overlay district.

Alethea Salgado, 146 Broad Street, representing the Business Improvement District (BID), presented their request to allow the installation of murals in the Downtown Business Area with the goal to boost tourist and local traffic, moving around town, taking pictures and posting to social media to encourage business growth in the area. Salgado addressed inquiries regarding the historical nature of buildings: When the building exterior is cinder block or stucco, the intention is to paint directly onto the building. When the structure has brick or is a historical building, a wood panel installation mural would be used. Salgado said the artwork would be historical in nature or reference Lake Geneva in some way; art installations would be on a street level for human interaction; and artwork would be vetted and approved by everyone.

Mich stated the BID has organized a proposed mural program for the downtown so each mural would need approval from the Plan Commission since it would fall in the Downtown Design Overlay Review. Mich said the current Downtown Design Zoning Code does not address murals directly, but does state that paint on buildings is limited to 3 colors at a time. Mich also said she could look at some provisions so the code would not stand in the way of a mural program. If the Plan Commission is open to this program, Mich said she could advise on different code amendments to ensure the mural program is legal and also provide provisions for maintenance and installations to protect historic buildings. Klein said it would be a process to modify the code. Cary asked if the first step of the process would be to determine what a mural would entail. Mich said the present zoning ordinance doesn’t reference murals. Mich said cautioned there could be potential First Amendment issues with regulating the content in the mural but we could regulate obscenity and dangerous messages. Cary suggested no language on the murals. Salgado said the committee thought of a possible mural with a Welcome to Lake Geneva message but emphasized the murals would be vetted through the BID to reflect Lake Geneva historical pieces, artwork from the past or lake scenes.

Hoiland asked what impact murals could have on the Business District. Salgado said studies have shown the murals can draw people to areas they normally may not enter and encourage exploring, shopping, or getting a bit to eat. Klein asked about the maintenance for these murals. Salgado said the idea is that the BID would maintain the murals for 5-7 years depending on the longevity of the mural. After this time, the building owners would take on the responsibility to maintain the murals. Salgado suggested, over the years, the murals could be touched up or changed.

Klein said the City will need to look at the larger scope of this project to determine if it could extend outside of the BID. Fesenmaier asked if this project would be open to local programs at schools or to local artists. Salgado said it is possible and shared her ideas of contacting artists throughout Wisconsin and across the country. The BID would like to possibly do two murals per year and eventually after an established number of murals, the BID would create a Mural Passport where people take pictures with murals and collect information for each piece of artwork. Salgado said this project could be an injection of culture and beauty and would elevate Lake Geneva to the next level.

Hoiland asked about a timeline for this process. Mich said it could take 2 months to approve code amendments. Some policy questions need to be answered. Will all murals go through the BID program? Will murals be regulated or limited outside of the downtown? Mural location on the building? Hoiland asked what the next step would be. Mich said to consider the most basic of code amendments which would allow murals in the downtown, outside of the downtown, removing the barriers in the zoning ordinance. Draper said the City has to form an agreement with Vandewalle & Associates on how much we will allocate for this project.

Update and Presentation by Jackie Mich and Sonja Kruesel of Vandewalle & Associates on the Gateway corridor as a Comprehensive Plan 2021 implementation item.

Planner Mich introduced the concept of the Gateway Design Overlay Zoning Districts and the background related to the Comprehensive Plan. Mich said the purpose of the Gateway Corridor was based on concerns about the appearance of the City's entry ways and commercial corridors and the perception visitors had when they entered the city. The idea is for the city to adopt enhanced design standards for the gateway areas and commercial corridors. Some objectives include: a sense of character; promote high quality building materials, architectural features, and improved site design; design for people first and cars second; protect natural resources and promote water quality. Hoiland suggested prioritizing the various gateway corridors, bikeways & walkways. Cary agreed with Hoiland, emphasizing safe spaces for bikes and walkers. Fesenmaier stated the Wisconsin DOT is holding a meeting open to the public to discuss options for Hwy 50 construction which will address these items. Cary agreed all corridors should be welcoming. Mich spoke about ways to accomplish the objectives through vehicle circulation areas, building facades, character/quality of life, exterior building materials, building materials for Commercial/Mixed Use. Klein asked how long this process might be. Mich said it would take about 2-3 months to draft standards, have a public hearing, and approved by council. More discussion followed.

Consider resolution to adopt public participation plan for annual Comprehensive Plan amendment process.

Mich provided information regarding the Comprehensive Plan Amendment process for the new Plan Commission members. Mich explained the application process and the public participation plan which needs to be adopted by the Plan Commission.

Klein/ Fesenmaier motion to adopt the public participation plan for the annual Comprehensive Plan Amendment process. Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt "yes." Motion carried unanimously. 6-0.

Plan Commission members discuss and identify the Comprehensive Plan implementation items for 2022-2023 (see pages 176 – 181 of the Comprehensive Plan).

Mich stated the City of Lake Geneva updated its 10 year Comprehensive Plan in March of 2020. The Plan Commission has been working on the Comprehensive Plan Implementation Items. Today we will review the progress of the Implementation Items and decide the focus for the next few years, keeping the budget cycle in mind. Klein is in favor of the item to study the need for a STH 50 Bypass and possible new interchange on USH 12 at Bloomfield Road. Klein also suggested a need for a bike/pedestrian overpass on Edwards Blvd. Cary agreed the bike/pedestrian overpass should be explored. Mich said the new interchange on USH 12 and the bike/pedestrian overpass would be Public Works projects. Walling suggested creating a list every year which would help in forming the budget for the selected Implementation

Items. Fesenmaier focused on items found on page 178, emphasizing the need for the zoning code to reflect stormwater management standards and follow through such as requiring detention/retention pond reports to be sent to the city. Fesenmaier also asked Mich to bring census data information to the Plan Commission. Walling said the sign ordinance needs to be updated. Plan Commission members suggested generating an end of year report showing the Implementation Items which were accomplished. Walling suggested the report could be included on the October agenda for the Comprehensive Plan.

City Planning Services RFQ reviews

Klein asked if the Plan Commission needed to go into closed session City Planning Services RFQ reviews.

Attorney Draper advised the Plan Commission not to go into closed session since it is not the correct language to go into closed session.

Fesenmaier asked if it was posted incorrectly. Draper said the statement reflects an individual employee and it doesn't state what will be discussed.

Hoiland asked if the Plan Commission could proceed with discussion of the proposals. Draper said the Plan Commission can discuss the Planning Services RFQ's and added there is no requirement to go into closed session for RFQ's. Draper did point out that one participant is present and the other is not present.

Fesenmaier/Hoiland motion to continue item #15 to a non-specific future date.

Roll Call: Klein, Fesenmaier, Gibbs, Cary, Hoiland, and Marquardt "yes." Motion carried unanimously. 6-0.

Adjournment. Fesenmaier/Klein motion to adjourn at 8:09 p.m. Motion carried unanimously.

/s/ Brenda Follensbee, Building & Zoning Administrative Assistant

THESE ARE NOT OFFICIAL MINUTES UNTIL APPROVED BY THE PLAN COMMISSION