

**CITY OF LAKE GENEVA
626 GENEVA STREET
LAKE GENEVA, WI**

**PLAN COMMISSION MEETING
MONDAY, JULY 18, 2022 - 6:00 PM
COUNCIL CHAMBERS, CITY HALL**

CITY HALL WILL BE OPEN TO THE PUBLIC DURING ALL MEETINGS.

THE CITY OF LAKE GENEVA IS HOLDING ALL MEETINGS VIRTUALLY AS WELL AS IN PERSON. IF YOU WISH TO LISTEN OR WATCH THE MEETING YOU MAY DO SO BY USING THE FOLLOWING:

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Agenda

1. Meeting called to order by Charlene Klein.
2. Roll Call.
3. Approve Minutes of the June 20, 2022 Plan Commission meetings as distributed.
4. 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.
5. Acknowledgment of Correspondence.
6. Downtown Design Review:
 - a. Application by Dick Kehoe, Key West Investments Group, PO Box 928, Lake Forest, IL 60045. For the property located at 880 W. Main St. requesting review for the proposed exterior awning and signage in the downtown overlay zoning district, Tax Key Nos. ZOP00337 & ZOP00338.
7. Public Hearing and Recommendation on Ordinance Amendments to Chapter 98: Zoning that would affect Section 98-203 (Tables of Land Uses), Section 98-206(3)(e) pertaining to Public Services and Utilities, Section 98-206(7)(c) pertaining to Communications Towers, and all zoning districts listed in Article 2 of the zoning ordinance.
8. Review of Draft Ordinance Amendments to Regulate Murals within the City of Lake Geneva
9. Applications for Amendment to the Comprehensive Plan Conceptual discussion only:

- a. Aaron Hirschmann, Plas-tech Engineering, with a request to amend the Future Land Use Map from Planned Office and Planned Business to Planned Industrial for the property located at 875 Geneva Pkwy, Tax Key No. ZYUP 00157, ZYUP 00158 and N LY 3100002
- b. Samantha Strenger and Gary Dunham with a request to amend the Future Land Use Map from Single Family Residential to Central Business District for the property located at 816 Wisconsin Street Tax Key No. ZOP00164
- c. City Planning Consultant with a request to correct the legend of the Future Land Use Map
- d. City Planning Consultant with a request to add Planned Business Park (PBP) as an appropriate zoning district to implement the Planned Industrial future land use category

10. Comprehensive Plan Implementation

11. City Planning Services RFQ reviews by Plan Commission members.

12. Adjournment.

QUORUM OF CITY COUNCIL MEMBERS MAY BE PRESENT

Requests from persons with disabilities, who need assistance in order to participate in this meeting, should be made to the City Clerk's office, in order for appropriate

Accommodations.

Posted 7/13/2022

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

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 18, 2022

Agenda Item: 6a

Applicant:

Dick Kehoe
d.b.a. Key Investments Inc.
PO Box 928
Lake Forest IL. 60045

Request:

880 W. Main St
Downtown Design Review exterior building
changes in the Central Business (CB) zoning
district Awnings and Signs
Tax Key Nos. ZOP00337 & ZOP00338

Description:

The applicant is submitting an application for Downtown Design Review on the request to allow the awnings and signs for the exterior of the property located at 880 W. Main St. in the Central Business (CB) zoning district, Tax Key Nos. ZOP00337 & ZOP00338

The City reviews all exterior alteration in the CB zoning district to confirm that they conform to the Downtown Design standards, particularly quantity, size, and color requirements.

Staff Recommendations:

Staff recommends *approval* of the Alteration and installation request as submitted.



City of Lake Geneva
Building and Zoning
626 Geneva Street
Lake Geneva, WI 53147

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

880 W. Main St.

20P00337 / 20P00338

Name & Address of Current Building Owner:

Key Investment Group / Dick Kehoe
P.O. Box 928
Lake Forest, IL 60045

Telephone Number of Current Building Owner:

630-990-8401

Email Address:

REKHOE@outlook.com

Owner Signature:

Richard Kehoe

Name & Address of Applicant:

AT Properties / Kinga Mrozek
130 W. Park
Evanston, IL 60126

Telephone Number of Applicant:

773-988-0600

Email Address:

KINGA@ATPROPERTIES.COM

Proposed Design Change:

reskin (1) awning; replace (1) double-sided
monument sign; add (2) new awnings

Zoning District:

CB

Names & Address of Architect, Engineer, and/or Contractor of Project:

Sign Contractor: H. M. Witt & Co. Signs
3313 W. Newport Ave.
Chicago, IL 60618
Attn: Robert T. Haddon

Description of Project:

see above

Date:

6-29-22

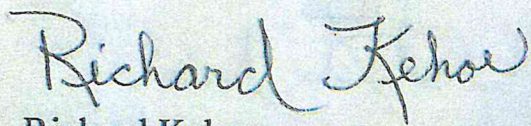
Signature of Applicant:

Robert Haddon

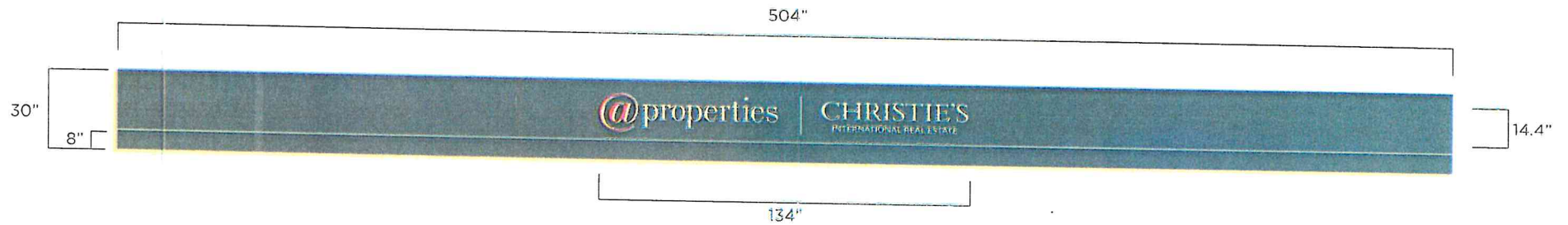
June 21, 2022

To whom it may concern,

I agree to allow At Properties put signs in locations indicated on sign permit applications. Please reach out with any questions.
Thank you!

A handwritten signature in cursive script that reads "Richard Kehoe". The ink is dark and the signature is fluid.

Richard Kehoe
847-542-6677

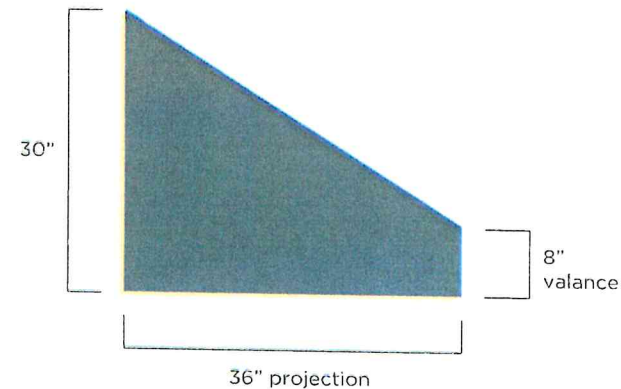


Existing awning to be re-skinned

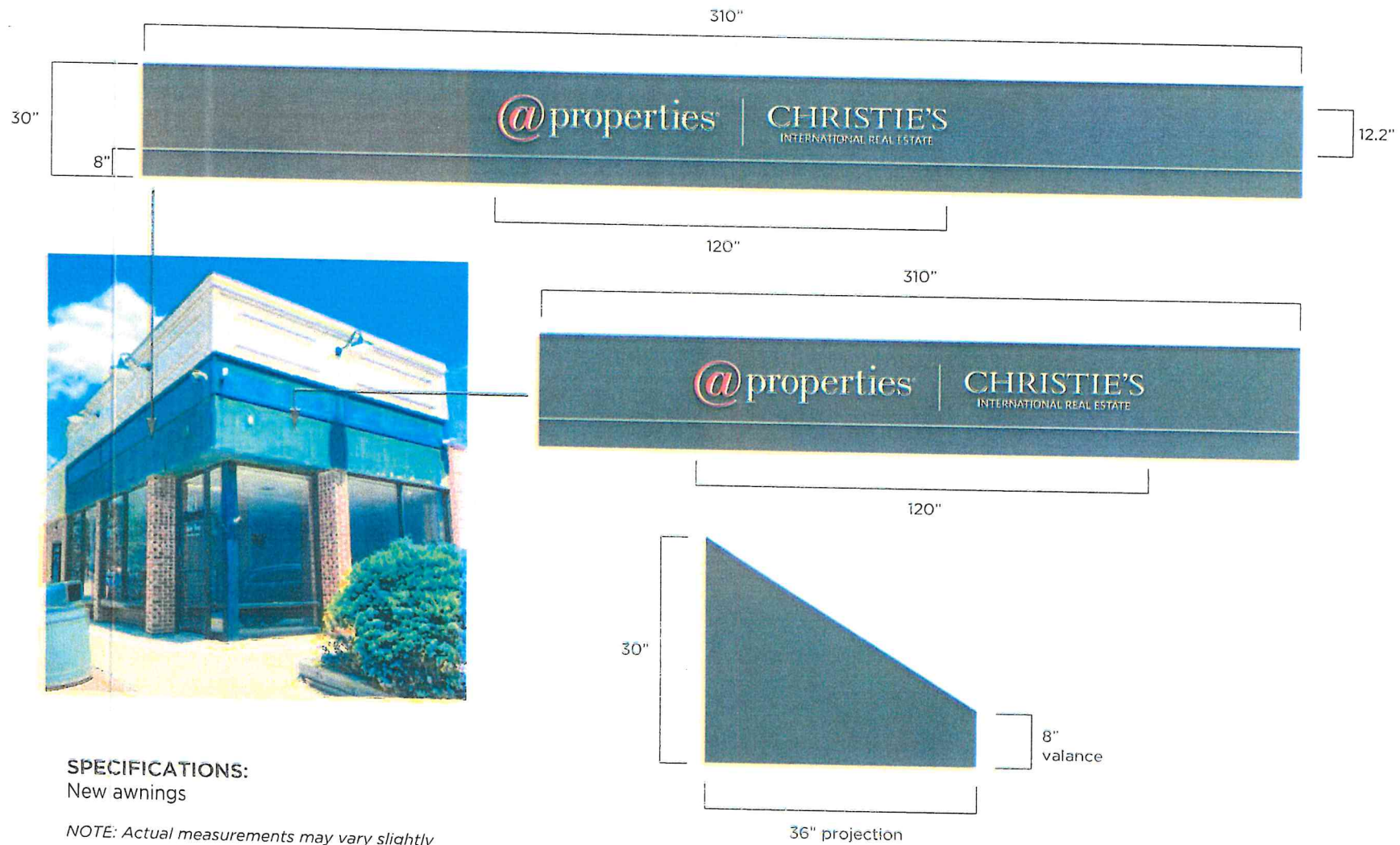
SPECIFICATIONS:

RE-SKIN EXISTING FRAME WITH NEW BRANDING GRAPHICS

NOTE: Actual measurements may vary slightly



H.M. WITT & CO. Signs PRINTING • GRAPHICS • DESIGN • INSTALLATION 3313 West Newport Ave. Chicago, IL 60618 office 773 250 5000 fax 773 250 5100 toll free 1 888 427 0703 web www.hmwoff.com	APPROVED AS IS ☐ APPROVED W/CHANGES ☐ REVISE AND RESUBMIT ☐ APPROVAL DATE	REVISIONS 	CLIENT @properties Christie's DATE 06.28.22 JOB # @PP22080_A DRAWN BY bs SCALE nts
	THIS IS AN ORIGINAL DRAWING BY H.M. WITT & CO. SIGNS AND IS NOT TO BE REPRODUCED WITHOUT PERMISSION OF H.M. WITT & CO. SIGNS.		



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**SPECIFICATIONS:**

Translucent white Lexan with translucent red and opaque black vinyl

NOTE: Actual measurements may vary slightly

H.M. WITT & CO. Signs EST. 1966 • CHICAGO, ILL. 3313 West Newport Ave. Chicago, IL 60618 office 773 250 5000 fax 773 250 5100 toll free 1.888 427 0703 web www.hmwoff.com	APPROVED AS IS ☐ APPROVED W/CHANGES ☐ REVISE AND RESUBMIT ☐ APPROVAL DATE	REVISIONS 	CLIENT @properties Christie's DATE 06.28.22 JOB # @PP22080_C DRAWN BY bs SCALE nts
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H.M. WITT & CO. Signs FINE STYLAGE SINCE 1934 3313 West Newport Ave. Chicago, IL 60618 office 773 250 5000 fax 773 250 5100 toll free 1.888 427 0703 web www.hm-witt.com	APPROVED AS IS	☐	REVISIONS	CLIENT	@properties Christie's
	APPROVED W/CHANGES	☐		DATE	06.28.22
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STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 18, 2022

Agenda Item #7

Applicant:
Zoning Administrator

Request:
Ordinance Amendments Regarding
Communication Towers

Description:

This proposal would amend the city's zoning ordinance to comply with state law and ensure any review of future applications is in full compliance with state statutes. The issue recently arose in response to a possible future request regarding the County's 911 telecommunications system. As part of the 2013 State Budget Act (2013 Act 20), new regulations were enacted regarding communication towers. The 2013 law specifies that a political subdivision can use zoning to regulate cell phone towers but places strict limits on how it may do so. The law also lists specific regulations that a political subdivision may not apply. A summary of key points from the legislation is listed below:

- A political subdivision may not prohibit the placement of a cell phone tower in particular locations within the political subdivision. In other words, cell phone towers must be either permitted or conditional uses in every zoning district.
- Setbacks specific to the new tower may be imposed but only under certain circumstances. A setback may apply only if the proposed tower is on or adjacent to a parcel that is subject to zoning that permits single-family residential land use on that parcel. Additionally, the setback must be based on the height of the tower and may not be greater than the tower's height.
- The political subdivision may not impose a setback or fall zone requirement for a cell phone tower that is different from a requirement that is imposed on other types of commercial structures.
- The new law also specifies that a zoning ordinance does not apply to a particular structure if the applicant provides the political subdivision with an engineering certification showing that the structure is designed to collapse in a smaller area than the setback or fall zone required in the ordinance. However, the political subdivision may apply the ordinance if it provides the applicant with substantial evidence that the engineering certification is flawed. In other words, if the applicant adequately proves the fall zone is less than the setback, then the lesser setback applies (e.g. setback of 100 feet might be reduced to 80 if the tower is proven to collapse within 80 feet).

- The political subdivision may not require collocation (e.g. cannot require reservation of space on the tower for other carrier's equipment) and may not require certain specifications for the search area (e.g. cannot require a certain distance separation from other facilities). While these two items cannot be required by the ordinance, the political subdivision may ask for evaluation of them, and if the applicant refuses, the application may be denied.
- The new law applies to construction of new towers and "class 1 collocations". Class 1 collocations include any "substantial modifications" which is specifically defined in the law. An example of a class 1 collocation is an increase in height of the tower by more than 20 feet if the structure is 200 feet or less.
- Anything that is not new construction, or is not a substantial modification, is defined as "class 2 collocation". Regulation of class 2 collocation is also limited by the law. They must be treated as permitted uses but are still subject to building permit approval. An example of a class 2 collocation is a like for like replacement of an antenna, or a new additional antenna that qualifies as non-substantial under the statute.
- New "shot clocks" were also imposed. The political subdivision must notify the applicant within 10 days if the application is complete. Once complete, a final decision to approve or disapprove must be made within 90 days.
- An aggrieved party may appeal a final decision by bringing action in circuit court.

Staff Review:

This proposal would amend text in the following sections of the City's zoning ordinance:

- Section 98-206(7)(c) – Definition of Communications Tower (to reflect statutory requirements)
- Section 98-206(3)(e) – Definition of Public Service and Utilities (to clarify this is a different use)
- Section 98-203(1) – Table of Land Uses for Communications Tower (to allow as a conditional in all zoning districts)

As noted, the proposed amendments are required for compliance with state law and ability to deviate from the statutory standards is limited. The City must allow for possible location of new towers in all zoning districts; however, eligible parcels will be effectively limited by the required fall zone and setbacks. Many small residential parcels for example will likely not be eligible since they would not be able to accommodate a tower fall zone radius.

Staff Recommendation:

Suggested Motion:

- *Approve: I recommend approval of the proposed ordinance to amend zoning ordinance sections 98-206(7)(c), 98-206(3)(e), and 98-203(1), regarding communication towers as indicated in Attachment A. (Attachment A: Redline exhibit of proposed ordinance changes).*

Sonja Kruesel, AICP
City Planning Consultant
Vandewalle & Associates

Draft Ordinance Language relating to Communications Towers in the City of Lake Geneva

Proposed Ordinance Language - Section 98-206 (7) Industrial Uses

(c) Communication Tower

Description: Communication towers include any structure that is designed and constructed for the purpose of supporting one or more antennas for communication purposes such as cellular telephones or similar, including self-supporting lattice towers, guyed towers, or monopole towers. Height shall be measured from finished grade to the highest point on the tower or other structure, including the base pad. This definition includes the mobile serve support structure, supports, and equipment buildings. all free-standing broadcasting, receiving, or relay structures, and similar principal land uses; and any office, studio or other land uses directly related to the function of the tower.

1. Permitted by Right: Not applicable.
2. Conditional Use Requirements {RH, CR-5ac, ER-1, SR-3, SR-4, TR-6, MR-8, NO, PO, BG, CB, PI, GI, HI, PBP}.
 - ~~a. Tower shall be located so that there is sufficient radius of clear land around the tower so that its collapse shall be completely contained on the property.~~
 - ~~b. The installation and continued maintenance of a bufferyard with a minimum opacity of .80 along property borders abutting residentially zoned property (see Section 98-610).~~
 - ~~c. Shall comply with Section 98-905, standards and procedures applicable to all conditional uses.~~
3. Parking Regulations: Applicability. This land use shall not be regulated or permitted as Public Service and Utilities. This Section shall apply to the following:
 - a. New Towers. All new towers shall be subject to these regulations.
 - b. Preexisting towers. Preexisting towers shall not be required to meet the requirements of this Section, other than the requirements of Subsection (4) of this Section.
 - c. Towers shall be considered principal uses. A different use on the same lot shall not preclude the installation of a tower on such lot.
4. Compliance with Federal Regulations. Towers shall be erected and installed in accordance with the state electrical code adopted by reference in Section 101-31 et seq., National Electrical Code, Federal Communications Commission, Federal Aviation Administration, and the instructions of the manufacturer. In cases of conflict, the stricter requirements shall govern.
5. Submittal and review procedure requirements and other requirements specific to Communication Towers must be consistent with Wis. Stats. 66.0404.
6. Permit Required. A permit is required for all new Communication Towers or modifications to existing Communication Towers. The permit application shall contain all of the following information:
 - a. The name and business address of, and the contact individual for, the applicant.
 - b. The location of the proposed or affected support structure.
 - c. The location of the proposed mobile service facility.
 - d. If the application is to substantially modify an existing support structure, a construction plan which describes the proposed modifications to the support structure and the equipment and network components, including antennas, transmitters, receivers, base

stations, power supplies, cabling, and related equipment associated with the proposed modifications.

- e. If the application is to construct a new mobile service support structure, a construction plan which describes the proposed mobile service support structure and the equipment and network components, including antennas, transmitters, receivers, base stations, power supplies, cabling, and related equipment to be placed on or around the new mobile service support structure.
 - f. If an application is to construct a new mobile service support structure, an explanation as to why the applicant chose the proposed location and why the applicant did not choose collocation, including a sworn statement from an individual who has responsibility over the placement of the mobile service support structure attesting that collocation within the applicant's search ring would not result in the same mobile service functionality, coverage, and capacity; is technically infeasible; or is economically burdensome to the mobile service provider.
- 7. All service carriers and providers that offer or provide any telecommunications services for a fee directly to the public, either within the City or outside the corporate limits from telecommunications facilities within the City, and all communication tower owners, shall register and provide to the City, pursuant to this ordinance, on forms to be provided by the Building Inspector and shall provide with each conditional use application the following information below. It shall be unlawful for any personal wireless services carrier or provider who offers or provides services within the City, or any communication tower owner who owns or operates telecommunications facilities within the City, to fail to register and provide the information required within thirty (30) days of such a request by the City.
 - a. The identity and legal status of the registrant, including any affiliates.
 - b. The name, address and telephone number of the officer, agent or employee responsible for the accuracy of the registration statement.
 - c. A narrative and map description of registrant's existing telecommunications facilities within the City, adjacent cities, villages and townships.
 - d. Such other information as the Building Inspector may reasonably require.
- 8. Placement Requirements.
 - a. Towers and guyed wires shall be setback from any property line a minimum distance equal to 100% of the height of the communication tower adjacent to zoning districts that permit single-family residential uses.
 - b. The placement of towers on the roof of existing buildings must maintain a setback from residential zones or properties the same as the building setback required for new buildings.
 - c. No communication tower shall be installed closer than one-quarter mile from another communication tower, measured from the base of the tower to the base of the proposed tower, unless it is a tower situated on a multi-tower zoning lot, or credible evidence to a reasonable degree of certainty acceptable to the Plan Commission is submitted showing a clear need for said new tower and the infeasibility of co-locating it on an existing site. For the purposes of this requirement, exempt telecommunications facilities unavailable for co- location shall not be included in the one-quarter mile computation.

9. Structural Requirements. Every telecommunication facility shall be designed and constructed so as to comply with the requirements of Secs. COMM 62.35 to 62.41, Wisconsin Administrative Code, amended from time to time. If, upon inspection, the Building Inspector concludes that a tower fails to comply with such codes, in effect at the time of construction, and constitutes a danger to persons or property, then upon notice being provided to the owner of the tower, the owner shall have 30 days or such time as determined by the Building Inspector to bring such tower into compliance with said codes. Failure to bring such tower into compliance within said 30 days or such time as determined by the Building Inspector shall constitute grounds for the removal of the tower or antenna at owner's expense.
10. Basic Tower and Building Design. All new communication towers, except exempt facilities as defined in subdivision (i) below, shall be designed to blend into the surrounding environment to the greatest extent feasible. To this end all the following measures shall be implemented.
- a. Communication towers shall be constructed out of metal or other nonflammable material, unless specifically permitted by the City to be otherwise.
 - b. Telecommunication support facilities see (i) Equipment Buildings below.
 - c. The City shall have the authority to require reasonable special design (materials, architectural features and color) of the communication tower where findings of particular sensitivity are made (e.g. proximity to historic or aesthetically significant structures, views and/or community features).
 - d. Communication towers shall insure that sufficient anti-climbing measures have been incorporated into the facility, as needed, to reduce potential for trespass and injury.
 - e. Accessory communication antenna shall be designed to blend with its supporting structure. The color selected shall be one that in the opinion of the Plan Commission will minimize the visibility of the antennas to the greatest extent feasible.
 - f. All new communication towers shall be structurally and electrically designed to accommodate at least three (3) separate antenna arrays, unless credible evidence is presented that said construction is economically and technologically unfeasible or the Plan Commission determines that for reasons of aesthetics or to comply with the standards above, a communication tower of such height to accommodate three antenna arrays is unwarranted. Multi-user communication towers shall be designed to allow for future rearrangement of antennas and to accept antennas mounted at varying heights. Parking areas, access roads, and utility easements shall be shared by site users, at fair market rates as determined by customary industry standards, when in the determination of the Plan Commission this will minimize overall visual impact to the community.
11. Equipment buildings. Equipment buildings, including cabinets, used in connection with commercial communication antennas will be subject to the following conditions:
- a. Any location and impact of the equipment buildings shall be made as minimal as possible so as not to prevent the principal use of the property.
 - b. Exterior storage of ground-mounted equipment or materials shall not be permitted.
 - c. Equipment buildings or structures may be mounted on the roof of a building provided that such building or structure is placed as unobtrusively as possible (e.g. integrated into the roof design) and/or is screened from view from adjacent roads and properties.
 - d. Any ground-mounted equipment building used for accessory equipment must either be screened from view from all adjacent residential and commercial uses and potentially incompatible municipal uses with a bufferyard with a minimum opacity of 0.40, or the

equipment building must be constructed with similar materials, style, roof pitch, etc., to complement the architectural character of the surrounding neighborhood.

- e. All ground-mounted equipment buildings shall at a minimum meet the required setbacks of a principal structure for the underlying zoning district and shall meet all applicable building code requirements.

12. Height Requirements.

- a. Tower height shall be restricted to 200 feet.

13. Collocation. A proposed tower shall be structurally and electrically designed to accommodate the applicant's antenna and comparable antennas for two additional users. Towers shall be designed to allow for future rearrangement of antennas and to accept antennas mounted at varying heights.

14. Advertising. No form of advertising or identification, or sign is allowed on the tower other than the customary manufacturer identification plate.

15. Lighting. Towers shall not be artificially illuminated unless required by the FAA or any other applicable authority.

16. Fencing. A tower shall be enclosed by solid fencing not less than 6 feet in height or a bufferyard with a minimum opacity of 0.40 and secured so that it is not accessible by the general public. Fence design, materials and colors shall reflect the character of the surrounding area.

17. Color. The wireless communication tower and antennae shall be of a neutral color such as light gray or sky blue except as dictated by the Federal Aviation Administration (FAA) and be designed to minimize visibility and to blend into the surrounding environment. Towers with antennas shall be designed to withstand applicable wind load requirements as prescribed in the Uniform Building Code. Towers and/or antenna systems shall be constructed of, or treated with, corrosive resistant material. A regular maintenance schedule shall be followed.

18. Abandonment.

- a. The applicant shall provide a written agreement stating that if the tower or transmitters are unused for a period exceeding 365 days, the applicant shall remove the tower or transmitters upon request from the City.
- b. Within 30 days of the date on which the tower use ceases, the permit holder shall provide the commission written notice of the cessation of use.
- c. If unused facilities are not removed, the City may remove the items at the expense of the property owner.

19. Inventory and Tracking System. The Zoning Administrator shall compile a list of existing telecommunications facilities within the City's jurisdiction based upon information provided by personal wireless services providers and communication tower owners. The Zoning Administrator shall maintain and update said list on a regular basis. The list shall also include the location of public facilities that may be available for co-location.

20. Exempt Facilities.

- a. Publicly owned and operated facilities required in the public interest to provide for and maintain a radio frequency telecommunication system, including digital, analog, wireless or electromagnetic waves, for police, fire and other municipal services.

21. Applications and Fees.

- a. All co-location applications must be processed within the timeframes set forth by the Federal Communications Commission. Any application for the co-location of small wireless facilities must be processed by the city within 60 days of receiving a completed

application and any other co-location facility application must be processed within 90 days of receiving a completed application.

b. All fees associated with small wireless facilities must be a reasonable approximation of the objectively reasonable cost associated with maintaining infrastructure or processing an application in accordance with the maximum values set forth by the Federal Communications Commission.

Proposed Ordinance Language - Section 98-206(3)(e)

(e) Public Service and Utilities

Description: Public service and utilities land uses include all Town, County, State, and Federal facilities (except those otherwise treated in this Section), emergency service facilities such as fire departments and rescue operations, wastewater treatment plants, public and/or private utility substations, water towers, utility and public service related distribution facilities, and similar land uses. This section shall not apply to Communication Towers.

Proposed Ordinance Language - Section 98-203(1) Tables of Land Uses

Zoning District Abbreviations																		
RH	CR-5ac	ER-1	SR-3	SR-4	TR-6	MR-8	NO	PO	NB	PB	GB	CB	PI	GI	HI	PBP	EX	Type of Land Use
																		INDUSTRIAL USES (98-206(7)())
													P	P	P			(a) Light Industrial
															P			(b) Heavy Industrial
C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	(c) Communication Tower
																	C	(d) Extraction Use

Draft Zoning Ordinance Amendments – Murals

For Conceptual Discussion - 7.7.22

Section 98-034 – Definitions *(add cross reference to new mural section)*

Mural: see Section 98-725

Section 98-725 – Murals *(new section in Article VII, applies citywide)*

- (1) Purpose. This Section is intended to enable the installation of murals in the City of Lake Geneva. Murals contribute to a livable, and aesthetically pleasing community and support a unique, pedestrian-oriented built environment.
- (2) Definitions.
 - (a) Mural – Any picture, scene, or diagram painted or mounted on any exterior wall that does not contain a commercial message or otherwise meet the definition of a “sign” in Section 98-803. Signs be considered a sign as defined by this Article and shall be included in the calculations of allowable sign area.
- (3) Procedure. Proposals for murals shall follow the procedures for site plan review and approval in Section 98-908.
- (4) Location and placement
 - (a) Murals shall be located on side walls, rear walls, alley walls, or non-front, street-facing walls.
 - (b) Murals shall **not** be located on:
 1. Front façades (i.e., façades facing the primary street)
 2. Walls with historic details (cornices, decorative sills, lintels, dentils, moldings, frames, brackets, and modillions etc.) or decorative masonry work. **POLICY QUESTION**
 3. Over windows, doors, awnings, cornices, or other architectural elements.
 4. Walls of wood siding with surface detail such as bevel siding, board and batten siding.
 5. Fences
 6. Preventative boarding
 - (c) Painted murals. No mural shall be painted on an unpainted brick, natural stone, or stucco. Murals on such surfaces should instead be painted on removable materials such as durable wood panels or another suitable outdoor material, as determined by the Zoning Administrator. Anchoring shall be placed into masonry joints or other non-damaging areas of the walls. Framing shall be done so as not to trap water between the mural and the wall. Hanging or anchoring shall be reversible. Murals on panels shall be flush with the building exterior and shall not project beyond the edges or corners of the wall.
 1. Murals may be painted on previously painted brick, nondecorative concrete block, or other nondecorative surfaces as determined by the Zoning Administrator.
 - (d) No mural shall be permitted on a building that has had masonry cleaning or major repointing, nor shall a mural be used in lieu of cleaning, repointing, or other needed maintenance.
 - (e) No mural shall exceed 50% of the total area of the wall on which it is placed. **POLICY QUESTION**
 1. alternative: no mural shall exceed 2,000 square feet in area
 - (f) Murals shall be confined to one wall of a building and not wrap around to other sides, nor shall any building have more than one mural.
- (5) Maintenance and removal

- (a) If mural is peeling, faded, or damaged, the mural must be repainted, repaired, or removed by the property owner.
- (b) Murals may be removed at any time at the property owner's discretion.
- (c) Upon removal, any materials used to adhere the mural shall be removed at the same time. This includes, but is not limited to brackets, mounting hardware, caulk or grout, and adhesive glues. The surface shall be returned to its original condition.

Continued on following page

Proposed amendments to Downtown Design Overlay
Changes proposed only on page 16 and page 21 – See redline strikethrough

Sec. 98-913. Downtown Design Overlay Zoning District. [1-19-2022]

- (1) Purpose and scope. This district is intended to implement the urban design recommendations of the Comprehensive Master Plan by preserving and enhancing the historical quality of the downtown, and by attaining a consistent visually pleasing image for the downtown area. This district is designed to forward both aesthetic and economic objectives of the City by controlling the site design and appearance of development within the district in a manner which is consistent with sound land use, urban design, and economic revitalization principles. The application of these standards will ensure the long-term progress and broad participation toward these principles.

- (2) Definitions.

CORNICE — The topmost projecting portion of the entablature, or top portion of a building. This term also refers to any "crowning" projection of a building.

DESIGN REVIEW COMMISSION — The Design Review Commission is comprised of members of the Plan Commission.

HEADER — A brick laid so that the end only appears on the face of the wall, as opposed to a stretcher, which is a brick laid so that the side only appears.

KICKPLATE — A horizontal area on the facade of a building located between the sidewalk/entrance pavement and the lowest storefront windows.

SIGN BAND — A horizontal area on the facade of a building located between the transom and the cornice, which is typically opaque and provides a location for signage indicating the name of the establishment.

SILL — A horizontal, lower member or bottom of a door or window casing.

TRANSOM — A horizontal bar of stone, wood or glass across the opening of a door or window.

- (3) Designation of Downtown Design Overlay Zoning District Boundaries. The Downtown Design Overlay Zoning District boundaries are depicted on the City of Lake Geneva Zoning Map. All properties having frontage on either side of the following described route, and all other properties located within the boundaries of described route: Beginning at the intersection of Main Street and Cook Street; thence south along Cook Street to Wrigley Street; thence southeast along Wrigley Street to Baker Street; thence east along Baker Street to Lakeshore Drive; thence north along Lakeshore Drive to Main Street; thence along Main Street to the former Railroad; thence northwest along the former Railroad to Geneva Street; thence westerly along Geneva Street to Broad Street; thence northerly along Broad Street to abandoned railroad right-of-way; thence southerly along Broad Street to Geneva Street; thence west along Geneva Street to Cook Street; thence south along Cook

Street to the point and place of beginning.

- (4) Powers and duties of the Zoning Administrator, Design Review Commission, and Plan Commission for all development. Proposed changes to the exterior appearance of properties used exclusively for residential purposes and which do not have

frontage on Main Street are hereby excluded from the provisions of this section. All other applications within the Downtown Design Overlay Zoning District are subject to one of the following three processes, as determined by the Zoning Administrator:

- (a) Applications which involve only a renovation of the exterior appearance of a property (such as repainting, reroofing, residing or replacing with identical colors and materials approved by the City and listed in the attached Appendix), or a change in the exterior appearance of a property in absolute clear and complete compliance with the provisions of Subsection (6) below (as determined by the Zoning Administrator), are subject to downtown renovation review by the Zoning Administrator. The Zoning Administrator shall determine whether the petition requires only certification of thorough compliance with the technical requirements set out in Subsection (5)(a) below. In part, this effort shall be guided by the City of Lake Geneva Comprehensive Master Plan;
- (b) Applications which involve only a change in the appearance of a property (such as painting, roofing, siding, architectural component substitution, fencing, paving, or signage), are subject to downtown design review by the Zoning Administrator and the Design Review Commission. The Zoning Administrator shall serve as the liaison between the applicant and the Design Review Commission, in facilitating the thorough and expedient review of an application, and shall ensure that the technical and procedural requirements of this chapter are met. The Design Review Commission shall serve as the final review and determining body in these matters, and shall focus its review on whether the application complies with sound aesthetic, urban design, historic and architectural practices pursuant to the procedures outlined in Subsection (5)(b), below. In part, this effort shall be guided by the comprehensive master plan;
- (c) Applications which involve modification to the physical configuration of a property (such as grading, the erection of a new building, the demolition of an existing building, or the addition or removal of bulk to an existing building) are subject to downtown project review by the Zoning Administrator, the Plan Commission, and the Design Review Commission. The Zoning Administrator shall serve as the liaison between the applicant, the Plan Commission and the Design Review Commission in facilitating the thorough and expedient review of an application, and shall ensure that the technical and procedural requirements of this chapter are met. The Plan Commission shall serve as the initial and final discretionary review body on site design, and shall focus its review on the application's compliance with sound land use, site design and economic revitalization practices. In part, this effort shall be guided by the

comprehensive master plan. The Design Review Commission shall serve as the initial and final review and determining body on aesthetics, and shall focus its review on whether the application complies with sound aesthetic, urban design, historic and architectural practices pursuant to the procedures outlined in Subsection (5)(c), below. In part, this effort shall be guided by the comprehensive master plan.

(5) Procedures for downtown project review and approval.

- (a) Downtown renovation review. Applications which involve only a renovation of the exterior appearance of a property (such as repainting, reroofing, residing or replacing with identical colors and materials approved by the City and listed in the attached Appendix), or a change in the exterior appearance of a property in absolute clear and complete compliance with the provisions of Subsection (6) below (as determined by the Zoning Administrator), are subject to downtown renovation review by the Zoning Administrator. The Zoning Administrator shall serve to determine whether the applications simply requires certification of thorough compliance with the technical requirements below. In part, this effort shall be guided by the attached appendix, which provides a list of sample projects which are eligible for this form of review. (Refer to the procedure summary chart at the end of this section.)

1. Application requirements. All applications for downtown renovation review shall be made to the Zoning Administrator and shall be accompanied by the building permit application, and, in addition, shall be accompanied by all of the following:
 - a. A clear depiction of the existing appearance of the property. Clear color photographs are recommended for this purpose. Scaled and dimensioned drawings of existing components, such as windows, doors, railings, fencing or other site components, and/or detailed building elevations which are proposed for alteration or replacement may be required by the Zoning Administrator;
 - b. A clear depiction of the proposed appearance of the property. Paint charts, promotional brochures, and/or clear color photographs of replacement architectural components are recommended for this purpose. Scaled and dimensioned drawings of proposed components, such as windows, doors, railings, fencing or other site components, and/or detailed building elevations which are proposed for renovation or replacement may be required by the Zoning Administrator;
 - c. A written description of the proposed renovation, including a complete listing of proposed components, materials, and colors.
 - d. Written justification for the proposed renovation consisting of the reasons why the applicant believes the requested alteration is in

harmony with the recommendations of the comprehensive master plan, particularly as evidenced by compliance with the standards set out is Subsection (5)(a)2b, below.

2. Review by the Zoning Administrator. The application for downtown renovation review shall be reviewed by the Zoning Administrator as follows:
 - a. Within 20 days after the filing of the application, the Zoning Administrator shall determine whether the application is complete and fulfills the requirements of this chapter. If the Zoning Administrator determines that the application is not complete and does not fulfill the requirements of this chapter, he shall return the application to the applicant. If the Zoning Administrator determines that the application is complete, he shall so notify applicant.
 - b. Within 20 days after the filing and notification of a complete application, the Zoning Administrator shall review the application which 1) shall evaluate its status as merely requiring downtown renovation review; and 2) shall evaluate and comment on the written justification for the proposed alteration provided in the application per Subsection (5)(a)1d, above. The Zoning Administrator shall also evaluate the application based on the following question: How is the proposed alteration in harmony with the recommendations of the comprehensive master plan, particularly as evidenced by compliance with the standards of Subsection (6), below?
3. Action by the Zoning Administrator.
 - a. The Zoning Administrator may request further information and/or additional reports from the applicant.
 - b. The Zoning Administrator may approve the application as originally proposed, may approve the application with modifications, may deny the application, or (where the proposal requires discretionary aesthetic judgment) shall forward the application to Design Review Commission as an application for downtown design review.
 - c. The Zoning Administrator shall not approve any application unless he makes written findings of facts regarding the application.
 - d. The approval of the proposed renovation shall be considered as the approval of a unique request, and shall not be construed as precedent for any other proposed alteration.
- (b) Downtown design review. Applications which involve only a change in the appearance of a property (such as painting, roofing, siding, architectural component substitution, fencing, paving, or signage), are subject to design review by the Zoning Administrator and the Design Review Commission. The Zoning Administrator shall serve as the liaison between the applicant and the Design Review Commission in facilitating the thorough and expedient review

of an application, and shall ensure that the technical and procedural requirements of this chapter are met. The Design Review Commission shall serve as the final review and determining body in these matters, and shall focus its review on the application's compliance with sound aesthetic, urban design, historic and architectural practices per the procedures outlined below. In part, this effort shall be guided by the comprehensive master plan. (Refer to the procedure summary chart at the end of this section.)

1. Procedure. Downtown design review proposals shall follow the procedures for site plan review and approval, see Section 98-908.
2. Application requirements. In addition to the application requirements for site plan review and approval, all applications for downtown design review shall be made to the Zoning Administrator and shall be accompanied by the Building Permit application, and, in addition, shall be accompanied by all of the following:
 - a. A clear depiction of the existing appearance of the property. Clear color photographs are recommended for this purpose. Scaled and dimensioned drawings of existing components such as windows, doors, railings, fencing or other site components, and/or detailed building elevations which are proposed for alteration or replacement may be required by the Zoning Administrator or by the City.
 - b. A clear depiction of the proposed appearance of the property. The applicant shall provide physical color samples of all proposed paints or coatings applied to the actual building material. Samples will not be returned to the applicant. Promotional brochures and/or clear color photographs of replacement architectural components are also recommended for this purpose. Scaled and dimensioned drawings of proposed components, such as windows, doors, railings, fencing or other site components, and/or detailed building elevations which are proposed for alteration or replacement may be required by the City.
[Ord. No. 14-09]
 - c. A written description of the proposed modification, including a complete listing of proposed components, materials, and colors.
 - d. Written justification for the proposed alteration consisting of the reasons why the applicant believes the requested alteration is in harmony with the recommendations of the Comprehensive Master Plan, particularly as evidenced by compliance with the standards set out in Subsection 2.b., below., using the following question to develop said written justification. How is the proposed alteration in harmony with the recommendations of the comprehensive master plan, particularly as evidenced by compliance with Subsection (6), below?

(c) Downtown project review. Applications which involve modification to the

physical configuration of a property (such as the erection of a new building, the demolition of an existing building, or the addition or removal of bulk to an existing building) are subject to Downtown Project Review by the Zoning Administrator, the Plan Commission, and the Design Review Commission. Specifically, the powers of the Zoning Administrator, Plan Commission, and the Design Review Commission within the Urban Design Overlay Zoning District shall be as described in the following sections. The Zoning Administrator shall serve as the liaison between the applicant, the Plan Commission, and the Design Review Commission, in facilitating the thorough and expedient review of an application, and shall ensure that the technical and procedural requirements of the Zoning Ordinance are met. The Plan Commission shall serve as the initial and final discretionary review body on site design, and shall focus its review on the application's compliance with sound land use, site design and economic revitalization practices. In part, this effort shall be guided by the comprehensive master plan. The Design Review Commission shall serve as the final review and determining body on aesthetics, and shall focus its review on the application's compliance with sound aesthetic, urban design, historic and architectural practices per the procedures outlined below. In part, this effort shall be guided by the comprehensive master plan. (Refer to the procedure summary chart at the end of this section.)

1. Procedure. Downtown Project Review proposals shall follow procedures for conditional use permits, refer to Section 98-905.
2. Application Requirements. In addition to the application requirements for conditional use permits, Section 98-905, all applications for Downtown Project Review shall be made to the Zoning Administrator and shall be accompanied by the Building Permit application, and, in addition, shall be accompanied by all of the following:
 - a. A clear depiction of the existing appearance of the property. Clear color photographs are recommended for this purpose. Scaled and dimensioned drawings of existing components such as windows, doors, railings, fencing or other site components, and/or detailed building elevations which are proposed for alteration or replacement may be required by the Zoning Administrator or by the Plan Commission.
 - b. A clear depiction of the proposed appearance of the property. The applicant shall provide physical color samples of all proposed paints or coatings applied to the actual building material. Samples will not be returned to the applicant. Promotional brochures and/or clear color photographs of replacement architectural components are also recommended for this purpose. Scaled and dimensioned drawings of proposed components such as windows, doors, railings, fencing or other site components, and/or detailed building elevations which are

proposed for alteration or replacement may be required by the Zoning Administrator or by the Plan Commission. **[Ord. No. 14-09]**

- c. For all projects involving a new building, or an addition exceeding 100 square feet of gross floor area, a detailed site plan which provides the following information:
 - i. A title block which indicates the name and address of the current property owner, developer and project consultants;
 - ii. The date of the original plan and the latest date of revision to the plan;
 - iii. A North arrow and a graphic scale. Said scale shall not be smaller than one inch equals 100 feet;
 - iv. All property lines and existing and proposed right-of-way lines with bearings and dimensions clearly labeled;
 - v. All existing and proposed easement lines and dimensions with a key provided and explained on the margins of the plan as to ownership and purpose;
 - vi. All existing and proposed buildings, structures, and paved areas, including walks, drives, decks, patios, fences, utility poles, drainage facilities, and walls;
 - vii. All required building setback lines;
 - viii. A legal description of the subject property;
 - ix. The location, type and size of all signage on the site;
 - x. The location, type and orientation of all exterior lighting on the subject property;
 - xi. The location of all access points, parking and loading areas on the subject property, including a summary of the number of parking stalls and labels indicating the dimension of such areas;
 - xii. The location of all outdoor storage areas;
 - xiii. The location and type of any permanently protected green space areas;
 - xiv. The location of existing and proposed drainage facilities;
 - xv. In the legend, the following data for the subject property:
 - Lot area;
 - Floor area;
 - Floor area ratio;

Impervious surface area;
Impervious surface ratio; and
Building height

- d. A detailed landscaping plan of the subject property, at the same scale as the main plan, showing the location, species and size of all proposed plant materials.
 - e. A written description of the proposed project, including a complete listing of proposed components, materials, and colors.
 - f. Written justification for the proposed project consisting of the reasons why the applicant believes the requested alteration is in harmony with the recommendations of the comprehensive master plan, particularly as evidenced by compliance with the standards set out in Subsection 2.b., below., using the following question to develop said written justification: How is the proposed project in harmony with the recommendations of the comprehensive master plan, particularly as evidenced by compliance with the standards of Subsection (9), below?
- (6) Additional recommendations permitted under the design review process.
- (a) The Zoning Administrator is hereby authorized to make recommendations for, or require modifications to, a proposed application for downtown renovation review; and to make recommendations for the modification of a proposed application for downtown design review or downtown project review.
 - (b) The design review commission is hereby authorized to make recommendations for, or require modifications to, a proposed application for aesthetic aspects for downtown design review and downtown project review.
 - (c) The Plan Commission is hereby authorized to make recommendations for, or require modifications to, a proposed application for site design aspects for Downtown Project Review.
- (7) Appeals. Appeals from the decisions of the Zoning Administrator and Plan Commission may be made per the provisions of the Municipal Code and state statutes.
- (8) Penalty. Penalty for violation of the provisions of this chapter shall be per the provisions of Section 98-936.
- (9) Downtown design standards.
- (a) Overall design theme. The design theme for the downtown area is based on historic commercial and residential architectural styles which dominated the economic growth period from 1890 through the 1920s.
 - 1. Nonresidential development. The design theme varies by location.

- a. Main street frontage. Along Main Street frontage from Cook Street to Center Street, the nonresidential design theme is characterized by a variety of architectural styles popular at the time, including Italianate, Romanesque and Neoclassical, in a two-story format with office, storage or residential located over commercial. The facades of these buildings have a traditional main street storefront appearance, are relatively small in scale, have street-yard and side-yard setbacks of zero feet, have prominent horizontal and vertical patterns formed by regularly spaced window and door openings, detailed cornice designs, rich detailing in masonry coursing, window detailing and ornamentation, and are predominantly of brick, stone or wood. Exterior building materials are of high quality. Exterior appurtenances are minimal. Exterior colors are harmonious, simple and muted. Exterior signage blends, rather than contrasts with buildings in terms of coloring (complementary to building), location (on-building), size (small) and number (few).
 - b. Remainder of Downtown Design Overlay Zoning District. In this area, the nonresidential design theme is characterized by a variety of architectural styles popular throughout the entire 20th Century. Building styles, heights, setbacks and details vary significantly. In the desired theme, exterior building materials are of high-quality. Exterior appurtenances are minimal. Exterior colors are harmonious, simple and muted. Exterior signage blends, rather than contrasts with buildings in terms of coloring (complementary to building), location (on-building), size (small) and number (few).
 2. Residential development. This theme is characterized by a variety of architectural styles popular at the time, including Queen Anne, Gothic, High Victorian, Georgian, and Prairie. These homes have generous street-yard, side-yard and rear-yard setbacks, and are well-landscaped with a mixture of canopy and understory yard trees, and foundation shrubs and/or flower beds. For illustrative purposes, examples of architectural styles which tend to have elements incompatible with downtown historic styles include (with no attempt to be inclusive) Spanish Mission, Scandinavian Modern, Bavarian, and California Contemporary.
- (b) Non-residential construction.
1. General. Nonresidential construction, including new structures, building additions, building alterations, and restoration or rehabilitation shall correspond to the downtown design guidelines as determined by the Design Review Commission and as evidenced by certain existing structures within the downtown and by the following requirements for building setback; height; building mass; horizontal rhythms (created by the placement and design of facade openings and related elements such as piers, columns); vertical rhythms (created by the placement and design

of facade details such as sills, transoms, cornices and sign bands); roof forms; exterior materials; exterior surface features and appurtenances; exterior colors; exterior signage; on-site landscaping; exterior lighting; parking and loading area design; and the use of screening.

2. Building setback. Throughout the district, the setback of buildings from street-yard and side-yard property lines shall be compatible with existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above.
3. Building height. Throughout the district, the height of buildings shall be compatible with existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. In no instance shall buildings be more than one story taller or shorter than the height of a building of similar use on one of the immediately adjoining properties, which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above.

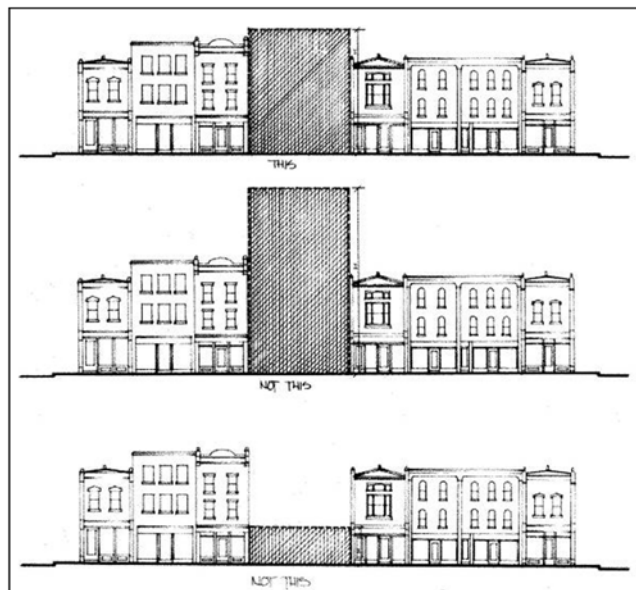


Figure 1

4. Building mass. Throughout the district, the mass of buildings shall be compatible with existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. The characteristic proportion (relationship between facade height and width) of the general design theme shall be maintained. Building mass for large structures (with a facade area exceeding 5,000 square feet) shall be disguised through the use of facade articulations, or through the use of exterior treatments which give the impression of directly adjoining individual buildings. (See Figures 2 and 3.)

5. Horizontal rhythms. Along Main Street between Cook Street and Center Street, the horizontal pattern of exterior building elements formed by patterns of building openings for windows and doors, and related elements such as piers and columns shall be spaced at regular intervals across all visible facades of the building, and shall be compatible with those of existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. (See Figures 2 and 3.)

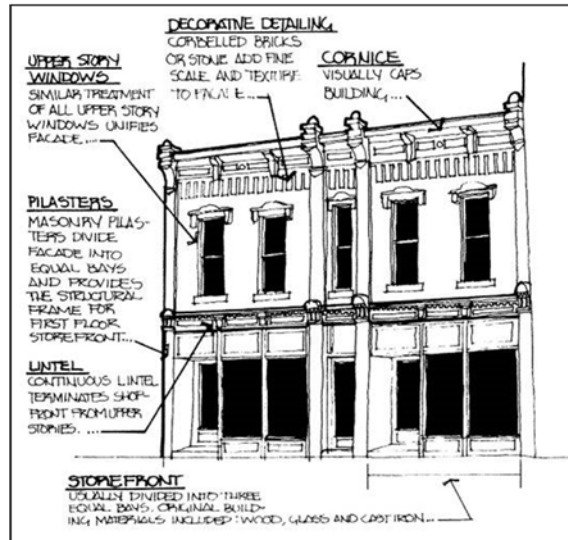


Figure 2

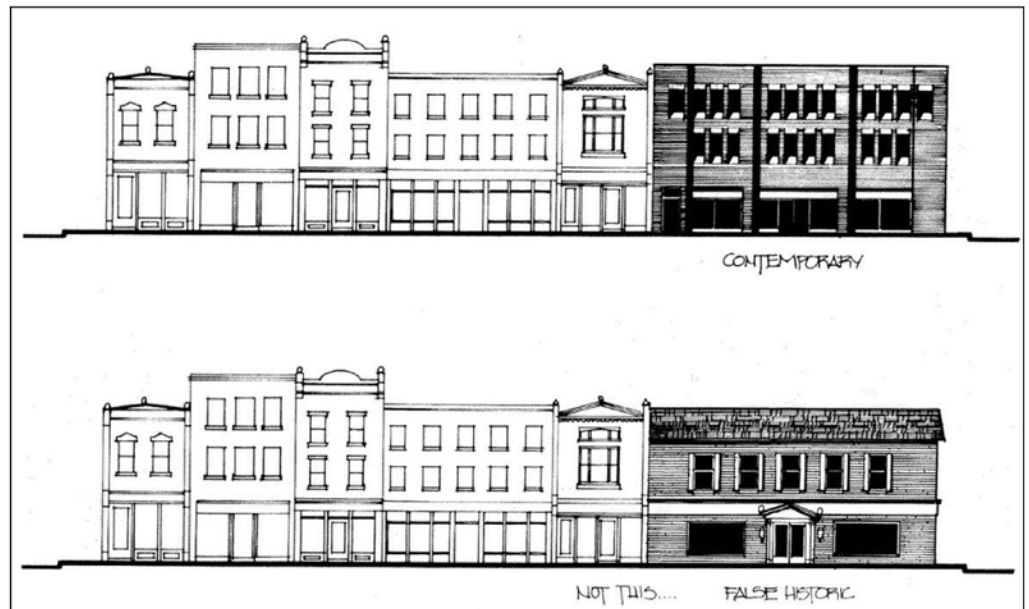


Figure 3

6. Vertical rhythms. Along Main Street between Cook Street and Center Street, the floor heights on main facades shall appear visually in proportion to those of adjoining buildings. The rhythm of the ground floor shall harmonize with the rhythm of upper floors. The vertical pattern of exterior building elements formed by patterns of building openings for windows and doors, and related elements, such as sills, headers, transoms, cornices and sign bands, shall be compatible in design and elevation with those of existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above.
7. Roof forms. Along Main Street between Cook Street and Center Street, flat or gently sloping roofs which are not visible from the street shall be used. Mansards or other exotic roof shapes not characteristic of the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above, as determined by the Design Review Commission shall not be used. Throughout the district, roof shapes not characteristic of the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above, shall not be used.
8. Exterior materials. Selected building materials shall be compatible with those of existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. In addition:
 - a. Masonry. Along Main Street between Cook Street and Center Street, stone or brick facing should be of even coloration and consistent size. Cinder block, concrete block, concrete slab, or concrete panel shall not be permitted.
 - b. Siding. Along Main Street between Cook Street and Center Street, wood or thin board textured vinyl or textured metal clapboard siding may be appropriate — particularly if the proposed nonmasonry exterior was used on a building which conforms to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. In certain instances, clapboard, board and batten may be in keeping with the general design theme. Asphalt shingles shall not be permitted.
 - c. Glazing. Along Main Street between Cook Street and Center Street, clear, or slightly tinted glass or related glazing material shall be used. Mirrored glass, smoked glass, or heavily tinted glass shall not be permitted.

9. Exterior surface appurtenances. Exterior surface appurtenances shall be compatible with those of existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. In addition:
 - a. Along Main Street between Cook Street and Center Street, the traditional storefront design theme (characterized by strong horizontal and vertical rhythms formed by building openings, storefront columns, storefront cornices, upper cornices, kickplates, signbands, large display windows, and transom windows) shall be employed for all new nonresidential buildings — including retail, office, professional service, personal service, maintenance, lodging, entertainment, and storage uses.
 - b. Throughout the district, avoid cluttering building facades with brackets, wiring, meter boxes, antennas, gutters, downspouts and other appurtenances. Unnecessary signs shall also be avoided. Where necessary, such features shall be colored so as to blend in, rather than contrast, with the immediately adjacent building exterior. Extraneous ornamentation which is inconsistent with the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above, is also prohibited.
 - c. Awnings. Throughout the district, awning size, color and placement should complement the architectural character of the building. Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installation shall be used. Aluminum or suspended metal canopies shall be prohibited. Signage applied to awnings shall be simple and durable. Backlit awnings are prohibited.
10. Building and structure exterior colors. Selected exterior colors for structures and appurtenances including fixtures, but not including exterior signage which is regulated per Subsection (9)(b)11, below, shall be compatible and harmonious with those of existing buildings in the immediate area which conform to the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. Specifically, throughout the district.
 - a. Bold colors, bright colors, and fluorescent, "day glow," and/or "neon" colors shall not be permitted. The Zoning Administrator shall determine whether a proposed color is bold, bright, fluorescent, "day glow," or "neon" using the process outlined in Appendix B, Where such colors constitute a component of a standardized corporate theme or identity, muted versions of such corporate colors shall be used. **[Ord. No. 14-09]**
 - b. High gloss paints, enamels, lacquers, varnishes or other shiny nonglazing surfaces shall not be used, except as provided for under Subsection (c), below. Flat paint or satin finishes are encouraged.

[Ord. No. 14-09]

- c. Color combination schemes shall be limited to no more than three different colors for all the structures and appurtenances on a property. (Varying shades, tints or intensities of a color shall count as a different color for this purpose.) Natural exterior materials, such as stone, brick, wood and glass, having a fine-grained assortment of colors may be considered as one color. Additional colors, including

bold colors, enamels, and high gloss coatings, may be permitted, but are limited to appurtenances and small architectural elements not to exceed 5% of an individual facade area. Appurtenances and small architectural elements include but are not limited to awnings, doors, sills, lintels, dentils, moldings, frames, brackets, and modillions.

[Ord. No. 14-09]

- d. Color schemes shall be used consistently throughout the property, including on both the upper and lower portions of buildings, and on all facades of a building or structure.
 - e. Unpainted brick or stone exteriors shall not be painted.
11. Exterior signage. All signage which is visible from any point outside of the building or structure shall be compatible and harmonious with the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. Signage regulations are provided in Article 7, Performance Standards. In addition:
- a. Number of signs. No more than three exterior signs for the same business shall be visible from any single vantage point on or off the subject property.
 - b. Area of signage. Signage area shall comply with the requirements for the Commercial Business (CB) District in Section 98-806(6).
 - c. Types of signage. Wall signs, projecting signs (smaller than five square foot) and awning signs [see Subsection (9)(b)9d, above, for additional restrictions for awning signs] may be used for individual businesses. Roof signs, mobile signs and portable signs are not permitted in any instance. Holiday and special event signs shall be regulated per Section 98-807 of this chapter.
 - d. Group development signs. Group development signs may be wall, projecting, awning or freestanding signs. Such freestanding signs shall be limited to one per lot, shall not exceed the height of the principle building on the subject property, shall be limited in area to a maximum of one square foot of sign area for every two feet of frontage along the public street located closest to the freestanding sign, and shall in no instance exceed the area allocated in Table 98-806(6). The base of freestanding signs shall be fully landscaped

per the requirements of Subsection (9)(b)12d, below. The supports of freestanding signs shall be constructed of materials and in a style which is consistent with the materials and style of the principle structure on the site, and with the design guidelines as determined by the Design Review Commission.

- e. Sign colors:
 - i. Bold colors, bright colors and fluorescent, "day glow," and/or "neon" colors shall not be permitted. The Zoning Administrator shall determine whether a proposed color is bold, bright, fluorescent, "day glow," or "neon" using the process outlined in Appendix B, Where such colors constitute a component of a standardized corporate theme or identity, muted versions of such corporate colors shall be used. **[Ord. No. 14-09]**
 - ii. High gloss paints, enamels, lacquers, varnishes or other shiny nonglazing surfaces shall not be used, except as provided for under Subsection (9)(b)11eiii, below. Flat paint or satin finishes are encouraged. **[Ord. No. 14-09]**
 - iii. Color combination schemes shall be limited to no more than three different colors for all signs on a property. Varying shades, tints or intensities of a color shall count as a different color for this purpose. Natural exterior materials, such as stone, brick, wood and glass, having a fine-grained assortment of colors may be considered as one color. Additional colors including bold colors, enamels, and high gloss coatings may be permitted, but are limited to appurtenances and small architectural elements not to exceed 5% of the sign area. Appurtenances and small architectural elements include but are not limited to moldings, frames, and brackets. **[Ord. No. 14-09]**
 - iv. Color schemes and lettering styles shall be used consistently on all signage used throughout the property. **[Ord. No. 14-09]**
- f. Sign materials. Permitted sign materials include glass, plastic, wood, brass, metal leaf, metal plates, canvass or related fabric, or etched glass, stone or concrete.
- g. Sign illumination. Illumination of exterior signage shall be limited to shielded spotlight. The lighting element of such fixtures shall not be visible from public rights-of-way or adjoining properties. Flashing signs (including illuminated awnings with or without messages) are not permitted, including neon and related illumination systems.
- h. Sign location. Wall signs, canopy signs and projecting signs shall not be located on any portion of upper stories. The location of signs

shall fit the building. (See Figure 4, below.)

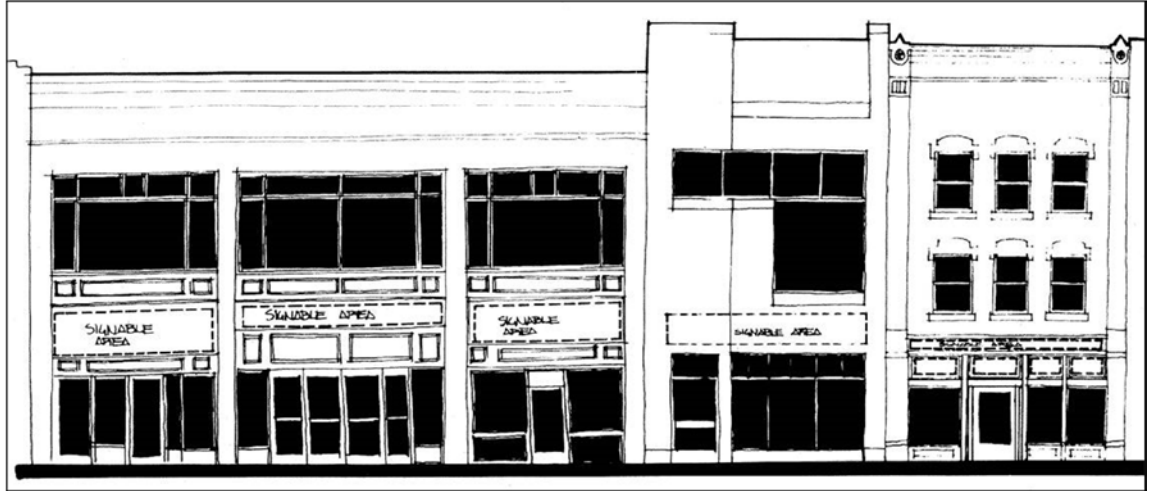


Figure 4

- i. Removal of signs. Illegal nonconforming signs, poorly maintained signs, and obsolete signs pertaining to a closed business, shall be removed. The property owner shall be responsible for the removal of such signs.
12. On-site landscaping and screening. On-site landscaping is not required within portions of the Downtown Design Overlay Zoning District located along Main Street between Cook Street and Center Street, except to provide vegetated ground cover for pervious (nonpaved/roofed) surfaces, and to provide screening and shading of on-site paved areas.
 - a. Groundcover. All areas which are not covered by impervious paving or structures shall be covered with vegetative groundcover. Appropriate groundcover includes grasses, forbs, and shrubs.
 - b. On-site paved areas. On-site landscaping shall also be provided for on-site paved areas used for outdoor seating, vehicular parking, or loading, except for pedestrian and vehicle walks and drives which connect such areas to public rights-of-way (such as driveways and walks to building entrances).
 - i. Required screening. On-site paved areas, including parking lots, loading areas, circulation drives, and patios shall be partially screened from the view of public rights-of-way and adjoining properties by, at minimum, a continuous vegetated hedge with a minimum width of five feet, and a height of between 40 and 60 inches. This hedge may be supplemented by trees and/or compatible iron, masonry, or wood fencing, and/or berming.

- ii. Required shading. In addition, one canopy tree (with a minimum installed breast height caliper of 2 1/2 inches) shall be provided within, or within five feet of the edge of, on-site paved areas for every 2,000 square feet (or fraction thereof) of paved area.
 - c. Exterior storage and utility areas. Trash storage areas, air-conditioning units, and related storage and utility areas and components shall be fully screened from the view of adjoining properties, public rights-of-way, and customer areas.
 - d. Freestanding signs. The base of freestanding signs shall be fully concealed by plants to a minimum height of 24 inches.
 - e. Additional landscaping standards are found in Article 6.
- 13. Exterior lighting. Throughout the district, on-site exterior lighting shall be compatible and harmonious with the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. Specifically:
 - a. Pedestrian lighting. The design, color, height, location and light quality of on-site pedestrian lighting shall be consistent with the pedestrian lighting fixtures which complement the district's character. **[Ord. No. 14-09]**
 - b. Vehicular circulation lighting. The design, color, height, location and light quality of on-site vehicular circulation lighting shall be consistent with the lighting fixtures which complement the district's character. **[Ord. No. 14-09]**
 - c. Additional lighting standards are found in Section 98-707.
- 14. Rehabilitation and restoration. New projects, building additions, and new appurtenances and features shall comply with the provisions of Subsection (9)(b)1 through 13, above. The following standards shall apply where existing construction is proposed for rehabilitation and/or restoration:
 - a. In general. Buildings shall be restored relying on physical evidence (such as photographs, original drawings, and existing architectural details) as much as possible, in keeping with the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above. Specifically, throughout the Downtown Design Overlay Zoning District:
 - i. Exterior materials and surface features. Materials and features identical to the original shall be used. Where such knowledge is lacking, materials and features in common use at the time of building erection shall be used. Significant architectural features, including cornices, moldings and coursings shall be

preserved or replaced with identical features and materials

where possible.

- ii. Windows and doors. The size, proportion and rhythm of original windows and doors shall not be altered. Original window and door openings shall not be blocked, except with a dark opaque panel placed behind the window or door to preserve the appearance of the opening. Where now blocked in another manner, blocked window and doors shall be restored using said method. Window and door features, including lintels, sills, architraves, shutters, pediments, hoods and hardware, shall be preserved where possible, or replaced with identical features and materials. Dark frames (i.e., anodized bronze) shall be used to replace storefront and upper story windows. Clear aluminum finishes and mill finish aluminum storm windows are prohibited. Real shutters and awnings shall be used if there is evidence that they were a component of the original building design. Vinyl and plastic shutters and awnings shall be prohibited.
- iii. Shop fronts. Shop fronts should fit inside the original shop front in terms of all three dimensions (vertical, horizontal and front to back articulation);
- iv. Display windows. Display windows should be restored to their original appearance.
- v. Entrances and porches. Original porches and steps shall be retained, except as required to meet accessibility standards. Porches, steps and related enclosures which do not comply with the architectural design theme shall be removed.
- vi. Roofs. The original roof shape and character of visible materials shall be retained. Original architectural features which give the roof its essential character, including dormer windows, cupolas, cornices, brackets, chimneys and weather vanes, shall be preserved if in keeping with the architectural design theme.
- vii. Painting and color. See Subsection (9)(b)10, above.
- viii. Signage. Any and all signage, existing upon the adoption date of this chapter, which does not comply with the standards of Subsection (9)(b)11, above may be continued so long as well maintained. However, the maintenance of such legal nonconforming signs shall be limited to repair of the sign structural or lighting elements, and to the repainting or replacement of the sign face with identical new material,

message, and original appearance. Should a change in material, message, or original appearance be desired, the legal nonconforming sign shall be removed.

- ix. Cleaning. Structural components and exterior materials shall be cleaned when necessary, and with only the gentlest possible methods. Low pressure water and soft natural bristle brushes are acceptable. Sandblasting is never acceptable. Other methods shall be pre-approved by the Plan Commission.
- (c) Residential construction. Proposed residential construction, located on properties having frontage on Main Street between Cook Street and Center Street, including new structures, building additions, building alterations, and restoration or rehabilitation shall be reviewed per Subsection (5) above and shall correspond to the design guidelines as determined by the Design Review Commission. The building setback, height, mass, roof form, exterior materials, exterior surface appurtenances, exterior colors, landscaping and lighting shall be compatible and harmonious with the general design theme noted in Subsection (9)(a)1a, (9)(a)1b, and (9)(a)2, above.
- (d) Designated historic structures. Landmark Center, 772 Main Street; Riviera Building, 810 Wrigley Drive; Stone Manor, 880 S. Lakeshore Drive; T.C. Smith House, 865 Main Street; Youngland Coach House, 701 S. Lakeshore Drive; St. Moritz, 327 Wrigley Drive.
- (e) Mural. Murals, as regulated under Section 98-725, shall be exempt from the requirements for colors in Subsection (9)(b)10, above.

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: June 20, 2022

Agenda Item: 11

Applicant:

Business Improvement District (BID)
Lake Geneva

Request:

Mural Project
Downtown Design Discussions in the Central
Business (CB) zoning district

Description:

The Business Improvement District (BID) has submitted a proposal for Downtown Design Review on the request to allow the installation murals in the Central Business (CB) zoning district.

The need to rewrite sections in our zoning ordinance will be required should this idea move forward.

The City reviews all exterior alteration in the CB zoning district to confirm that they conform to the Downtown Design standards, particularly quantity, size, and color requirements.

PROPOSAL

LAKE GENEVA, WI MURAL PROJECT

20
22



THE WHY THE MURAL PROJECT

INTRODUCTION

For years, there have discussions and murmurs about having an injection of art, color, and design on the building walls of downtown Lake Geneva. Having talked to many people, it seems as if the majority of the downtown businesses and officials are on-board with this project. The goal of the Lake Geneva Mural Project is to encourage people (locals and tourists alike) to explore more of the town than they normally would. Almost every person you see walking around downtown has a camera in their pocket, an aspiration to make fond memories, and the desire to share their day with the social media world.

According to an article on [forbes.com](#), owner of muralist company, Beautify, states, "Our clients tell us constantly that without the mural, people would have never known they existed. While there is plenty of research out there that shows this impact, our own research confirmed that the 40–50 murals alone on Lincoln Blvd drove up the streets average business revenue by 5 – 10%, with some businesses receiving up to 50% increase. We are creating inviting spaces people want to see, spend time at, and take photos and video in front of to share on social media and other channels." We hope to accomplish the same in Lake Geneva.

A link to the full article can be found on the Resources page of this proposal. A print copy will be included with the printed copy.



THE WHERE

WHERE DO WE WANT PAINT?

1.

CHRISTINE'S - 858 W MAIN ST.

- Main point of entry into town off Highway 50 - maximum exposure
- Owner, Paul Pappas, is excited about the idea of a mural on that wall
- A mural would improve the current look of the location.

MELGES REAL ESTATE OFFICE - 233 CENTER ST.

- Perfectly "framed" blank wall in a high-traffic area.
- Owner, Hans Melges, is on-board with the project.
- Shorter wall/confined space -- a great area to feature an interactive mural for higher online engagement

2.

3.

OTHER LOCATIONS THAT HAVE SAID "YES!"

- Hogs & Kisses - 149 Broad St - "Love this idea and the alley side of Hogs has a perfect brick wall for art."
- Maxwell Mansion - 304 S Wells - "We are kind of downtown but would consider having something painted on our garage door as long as it fit with the style of the mansion."
- Treasure Cove - 146 Broad St - On the door leading to upstairs apartment
- Avant - 234 Broad St - Kevin said he may be interested in an installment on the alley wall
- Sopra Bistro - 724 Main St - "We rent our building. Sopra Bistro. Beautiful brick garage behind us in the alley that would be perfect for a mural. I know the owner would agree. This is a great idea."
- Keefe/Compass Building - 703 W Main St - Roger Wolff in full support of the project
- Lake Aire Restaurant - 804 W Main St - Open to painting the area between them and the popcorn store (Constant Cravings)

THE GOAL IS TO ADD A MURAL (OR TWO) EVERY YEAR FOR 5-7 YEARS. AFTER THIS TIME THE OLDER MURALS WILL BE ASSESSED AND RE-PAINTED/RE-DONE AS NECESSARY.



LAKE GENEVA MURAL PROJECT

THE HOW ARTISTS, PAINT, & MAINTENANCE,

PAINT & SEAL

While the majority of the paint decisions belong to the artists, there is a general consensus in the muralist community about paint. The go-to option for most muralists is acrylic exterior paint (like the kind you would paint on the outside of your house). These paints allow brick to breathe, while creating vibrant vivid color. Once the mural is complete, they are sealed with a varnish to protect the art from sun, vandalism, and other damage. The varnish protects the mural to increase its longevity.

MAINTENANCE

The lifespan of a mural varies quite a bit depending on different factors. Assuming the mural has been painted with high-quality paint and sealed properly it could last for many many years. As previously stated, the BID hopes to facilitate the painting of a mural (or two) every year for 5 years. After the initial 5 year period, the older pieces will be assessed and either re-painted or re-done depending on the condition of the artwork.

THE ARTISTS/ARTWORK

Artists for the initial mural will be selected by BID members Janine Osbourne and Alethea Salgado. After the initial project, we are hoping to form a committee of interested parties to select future muralists. Artwork will be vetted with the City, the business owner, and the BID to form a cohesive and beautiful design that reflects the beauty of Lake Geneva.



LAKE GENEVA MURAL PROJECT

THE WHO WYLIE CAUDILL

We are very excited to announce that award-winning Kentucky-based artist, Wylie Caudill, is on-board with helping us paint our first installation!

We have had many conversations with Wylie and he is working on some sketches with his ideas for the first installation. The inspiration is water/nautical/welcoming.

PREVIOUS WORK:



THE ARTIST





LAKE GENEVA MURAL PROJECT

WHAT WE LEARNED OTHER CITIES

The following are responses from other city's officials when asked how the murals installed improved traffic and tourism.

Kenosha, Wisconsin

"We do not have any statistics on how these art projects have impacted the travel and tourism industry. Definitely improved the look and feel downtown."

Wauwatosa, Wisconsin

- Project began by connecting with building owners to determine interest/participation and the percentage of the wall that could be covered by the mural
- According to the contract entered into with the building owners, they are not allowed to remove and the city is required to maintain the murals for a period of 5 years.
- An RFP was put out seeking artists. Responding artists were required to provide proof of experience and a plan for the mural. The Wauwatosa Tourism Commission make the final artist selections and executed the contract.
- The hotel/motel tax revenue paid for the initiative. 2 building owners commissioned their own murals (paid for it themselves). Total cost was \$55,000. A local paint store donated paint.
- Artists were provided a stipend, a lift/ladder, and paint.
- The initiative took 6-7 months to complete.
- The result is that the murals have become a destination to visit in the community. They receive a large amount of social media attention. They have proved to be good for the local businesses and for the community as well.

Miami, Florida (from the Wynwood Walls Website)

Wynwood Walls was established in 2009 by the legendary Tony Goldman of GoldmanProperties, as an outdoor museum of international street art. Since the first year's program-featuring Kenny Scharf, Futura, Os Gemeos, Swoon, Shepard Fairey, and other renowned innovators in street art, Wynwood Walls has become a phenomenon, spurring the creation of murals throughout the Wynwood district. It is now one of the best venues in the world to see the work of leading street artists.

Each subsequent year, a selection of both national and international artists-that range from old school graffiti artists to up and coming talents-have created artwork for the Wynwood Walls. In 2012, Wynwood Walls celebrated Art Basel with a series of events dedicated to the vision of Tony Goldman who passed that September. Since that time, the project has been curated by Tony's daughter, Goldman Properties CEO Jessica Goldman Srebnick.

Encompassing more than 50 dazzling, cutting-edge murals created by respected street artists from Asia, Europe, Latin America and the United States, the Wynwood Walls attracts hundreds of thousands of people from all over the world each year.

Unfortunately, other local municipalities did not reply to our inquires.

FAQS

THE OTHER STUFF

Will murals be confined to the downtown area only? Is this a citywide project?

As the majority of the initial funds will be allocated from the BID's annual budget, initially the mural project will be within BID boundaries. We would LOVE for the project to expand past the boundaries. If an ordinance were to change, we would hope it would be for the entire city and not just the BID area to allow other business owners the opportunity to add art to their walls.

Who's paying for this?

The BID will fund the majority of the initial project. We are also going to ask for grants from other local organizations that would benefit from the program. In the future, we may also organize a fundraising event for other projects. We are in communications to see if a local business would be willing to donate any paint.

How will murals be affixed to the buildings?

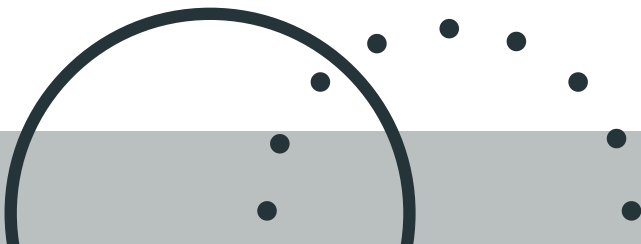
this depends on the location and the discretion of the business owner. Some will be painted directly on the wall while others may be painted on wood paneling and bolted onto the building.

What about vandalism?

Oh how we wish this wasn't an issue! With the sealant used to protect the murals, any vandalism should be able to wash off. We would ask that the building owners monitor their murals and take care of vandalism if it occurs. If the issue is bigger than the owner can handle, it would be addressed on a case-by-case basis.

When would the City expect applications?

Hopefully soon! Once we have an established design and the building owner has signed off on it, we will prepare the applications. The goal is to have AT LEAST one (but hopefully TWO!) walls painted in 2022.



RESOURCES FOR YOUR CONSIDERATION

AMERICA'S MURAL MAGIC: HOW STREET
ART CAN TRANSFORM COMMUNITIES
AND HELP BUSINESSES
forbes.com

WWW.WYLIECAUDILL.COM

THEWYNWOODWALLS.COM

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THANK YOU

Alethea Salgado &
Janine Osbourne
Lake Geneva, WI
Business Improvement
District Board of
Directors

262.812.6012
(Alethea)

CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN

NOTE: All applications for amendments to the Comprehensive Plan must be submitted to the City Clerk on or before June 30th.

PART A: AMENDMENT REQUEST

I, AARON HIRSCHMANN, HEREBY REQUEST THE CITY OF LAKE GENEVA PLAN COMMISSION AND COMMON COUNCIL TO HOLD A PUBLIC HEARING ON THE FOLLOWING REQUEST FOR AMENDMENT TO THE LAKE GENEVA COMPREHENSIVE PLAN:

Please check all that apply:

- ☒ Amendment to the Future Land Use Map
☐ Amendment to the Community Facilities & Utilities Map
☐ Amendment to Other Maps
☐ Text Amendment (policies, programs, etc.)
☐ Other

PART B: CONTACT INFORMATION

APPLICANT:

AARON HIRSCHMANN - AVALON PROPERTY
Name (Person OR Firm): Pete Juergens Agent Address: 875 GENEVA PARKWAY N,
Email Address: pete.juergens@sega.com Telephone: 414-588-2909
aaron@plasTechEngineering.com 262-206-2190 Aaron Hirschmann

PROPERTY OWNER:(if different from Applicant) MY SIGNATURE INDICATES THAT I AUTHORIZE AND AGREE WITH ALL ASPECTS OF THIS REQUEST:

Name: AARON HIRSCHMANN Signature: Aaron Hirschmann

PART C: BRIEF DESCRIPTION OF THIS PROPERTY AND PROPOSED LAND USE:

(IF request is NOT linked to a particular property, skip to PART D.)

Parcel Number: ZVUP00158, NLY310002 Address: 875 GENEVA PARKWAY N,
ZVUP00157,

BRIEF DESCRIPTION OF THE PROPOSED AMENDMENT REQUEST:

See Exhibit 1

CURRENT ZONING:

Zoning District: Planned Business / office

FUTURE PROPOSED USE (be specific)

MEDICAL AND PHARMACEUTICALS, MANUFACTURING & ASSEMBLY

PART D: The Plan Commission and Common Council consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions: (If you need additional space for your response, please attach to the back of this application form.)

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

HELP PROVIDE MEDICAL & PHARMACEUTICAL DELIVERY DEVICES, PROVIDE ADDITIONAL EMPLOYMENT, INCREASE TAX BASE

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

BY PROVIDING DEVELOPMENT, EXTRA EMPLOYMENT, AND PROMOTING GOOD QUALITY VALUES IN THE COMMUNITY WHILE PROVIDING LIFE SAVING HEALTHCARE PROVIDING.

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

THE TREMENDOUS RECENT GROWTH IN OUR BUSINESS HAS CAUSED THE NEED TO EXPAND OUR FACILITY,

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

BRINGING THIS NEW TECHNOLOGY AND INTELLECTUAL PROPERTY INCLUDING PATENTS TO THE LAKE GENEVA AREA, FULLY BOLSTERS THE QUALITY OF LIFE IN AND AROUND OUR AREA, LET ALONE THE WORLD.

PART E: Please describe below (or on a separate sheet) what your specific request for a Comprehensive Plan amendment is. Provide any necessary maps, charts, or other supporting data as needed, including conceptual development plans (if applicable). Applicant also MUST ATTACH a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment.

PLEASE SEE

MAP INCLUDED WITH APPLICATION,

Amor Hochma
Signature of Applicant(s)

6/30/22
Date

REQUESTED COMPREHENSIVE PLAN AMENDMENT FOR:

875 GENEVA PARKWAY N., LAKE GENEVA, WI 53147

Subject Property Address(s)

NAME OF OWNER(S)	ADDRESS(S):	
AVALON PROPERTY LLC	875 GENEVA PARKWAY N.	
AARON HIRSCHMANN	LAKE GENEVA, WI	53147
SUBJECT PROPERTY:	ADDRESS(S):	PARCEL/LOT #
PLAS-TECH ENGINEERING	875 GENEVA PARKWAY N.	ZLGBP00010A
AVALON PROPERTY LLC	LAKE GENEVA, WI 53147	ZYUP00157
		ZYUP00158
		NLY3100002
PROPERTY OWNERS WITHIN 200 FEET OF SUBJECT PROPERTY: (for Map Amendments only)		
NAME	ADDRESS	PARCEL/LOT #
EGERT LAW SC	835 GENEVA PARKWAY N.	ZPPC 00001-ZPPC 00002
GENEVA PARKWAY MEDICAL CENTER	850 GENEVA PARKWAY N.	ZLGBP00011
PLASTICOIL INC.	901 GENEVA PARKWAY N.	ZLGBP200010
WALMART INC.	201 EDWARDS BLVD.	ZWAL 00001

EXHIBIT 1

Change the Future Land Use designation of parcel ZYUP 00157 from Planned Business to Planned Industrial, and change the Future Land Use designation of parcels ZYUP 00158 and N LY 3100002 from Planned Office to Planned Industrial.

RAMPS TO AND FROM EASTBOUND

ZWAL 00001

ZPPC 00001-ZPPC 00003
PARKWAY
PROFESSIONALS
CONDOMINIUM

GENEVA PARKWAY

ZLGBP 00010A

POINT OF COMMENCEMENT

ZLGBP 00021
S 3500.51' W 10.06'
107.35 14.29

POINT OF BEGINNING

N 00°54'33" W 399.35'

S 89°48'13" E 42.93'

N 01°01'17" W 549.75'

N 89°49'56" E 221.40'

ZXUP 00157

ZYUR 00158

N 00°51'52" W 877.98'

S 00°57'52" E 876.14'

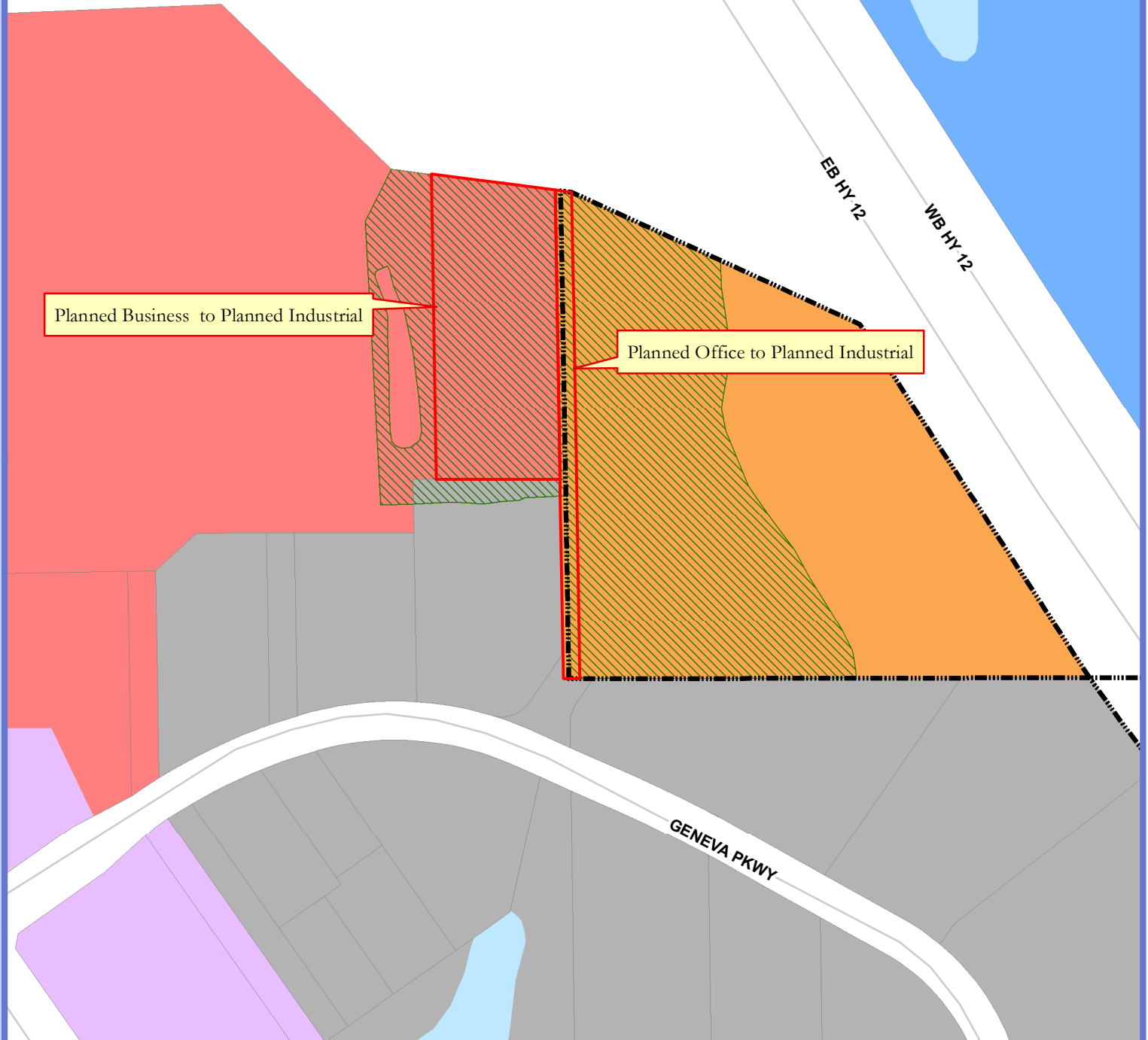
ANNEXATION PARCEL

N 1/4 3108002

17,529 S.F.
(0.40 ACRES)

ZLGBP 200010

N 1/4 3100004



Map 5b: Future Land Use - City of Lake Geneva Comprehensive Plan

Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Multi-Family Residential
- Planned Neighborhood
- *Each "Planned Neighborhood" may include a mix of:
 - 1. Single Family - Urban (predominate land use)
 - 2. Two-Family/Townhouse
 - 3. Multi-Family Residential
 - 4. Institutional & Community Services
 - 5. Neighborhood Mixed Use
 - 6. Public Park & Recreation
- Neighborhood Mixed Use
- Planned Office
- Planned Business

- Central Business District
- Planned Mixed Use
- *Each "Planned Mixed Use Area" may include mix of:
 - 1. Planned Office
 - 2. Multi-Family Residential
 - 3. Institutional & Community Services
 - 4. Planned Business
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor



- City of Lake Geneva
- Other Municipal Boundaries
- Urban Service Area Boundary



- Parcels
- Surface Water
- Abandoned Railroad



0 200 400 Feet

DRAFT

VANDEWALLE & ASSOCIATES INC.
 Shaping places, shaping change
 Date: July 6, 2022
 Adopted: January 8, 2020
 Source: SEWRPC, Walworth County LIO, WisDNR, V&A

CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN

NOTE: All applications for amendments to the Comprehensive Plan must be submitted to the City Clerk on or before June 30th.

PART A: AMENDMENT REQUEST

I, Samantha Strenger / Gary Dunham HEREBY REQUEST THE CITY OF LAKE GENEVA PLAN COMMISSION AND COMMON COUNCIL TO HOLD A PUBLIC HEARING ON THE FOLLOWING REQUEST FOR AMENDMENT TO THE LAKE GENEVA COMPREHENSIVE PLAN:

Please check all that apply:

- ☒ Amendment to the Future Land Use Map
☐ Amendment to the Community Facilities & Utilities Map
☐ Amendment to Other Maps
☐ Text Amendment (policies, programs, etc.)
☐ Other

PART B: CONTACT INFORMATION

APPLICANT:

Name (Person OR Firm): Samantha Strenger / Gary Dunham Address: 816 Wisconsin Street
Email Address: Samantha@genekilakesville.com Daytime Telephone: (262) 994-8554

PROPERTY OWNER:(if different from Applicant) MY SIGNATURE INDICATES THAT I AUTHORIZE AND AGREE WITH ALL ASPECTS OF THIS REQUEST:

Name: 816 Wisconsin Sub LLC Signature: Samantha Strenger

PART C: BRIEF DESCRIPTION OF THIS PROPERTY AND PROPOSED LAND USE:

(IF request is NOT linked to a particular property, skip to PART D.)

Parcel Number: ZOP 00164 Address: 816 Wisconsin Street

BRIEF DESCRIPTION OF THE PROPOSED AMENDMENT REQUEST:

Change land use designation from Single Family to
Central Business District

CURRENT ZONING:

Zoning District: Neighborhood Business

FUTURE PROPOSED USE (be specific)

Continue operation as a bed and breakfast facility and to allow for commercial indoor lodging upon future rezone request and approval.

PART D: The Plan Commission and Common Council consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions: (If you need additional space for your response, please attach to the back of this application form.)

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

The proposed amendment will provide lodging for guests attending events at horticultural hall/surrounding businesses. It will increase city tax revenue and stimulate our local economy.

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

This request will continue to support tourism, partner with local business/recreation providers and overall economic development

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

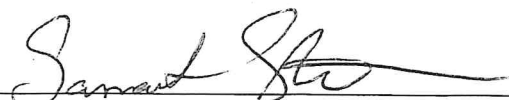
This property has been beautifully restored from a dilapidated state and transformed into a Bed and Breakfast facility.

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

We (Geneva Lakes Vacations) operate other lodging facilities in the downtown district w/ 24/7 support and monitoring.

PART E: Please describe below (or on a separate sheet) what your specific request for a Comprehensive Plan amendment is. Provide any necessary maps, charts, or other supporting data as needed, including conceptual development plans (if applicable). Applicant also MUST ATTACH a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment.

Amend the future land use map recommendation to show Central Business District, which would enable a future rezone request to Central Business Zoning.


Signature of Applicant(s)

6/29/2022
Date

REQUESTED COMPREHENSIVE PLAN AMENDMENT FOR:

816 Wisconsin Street

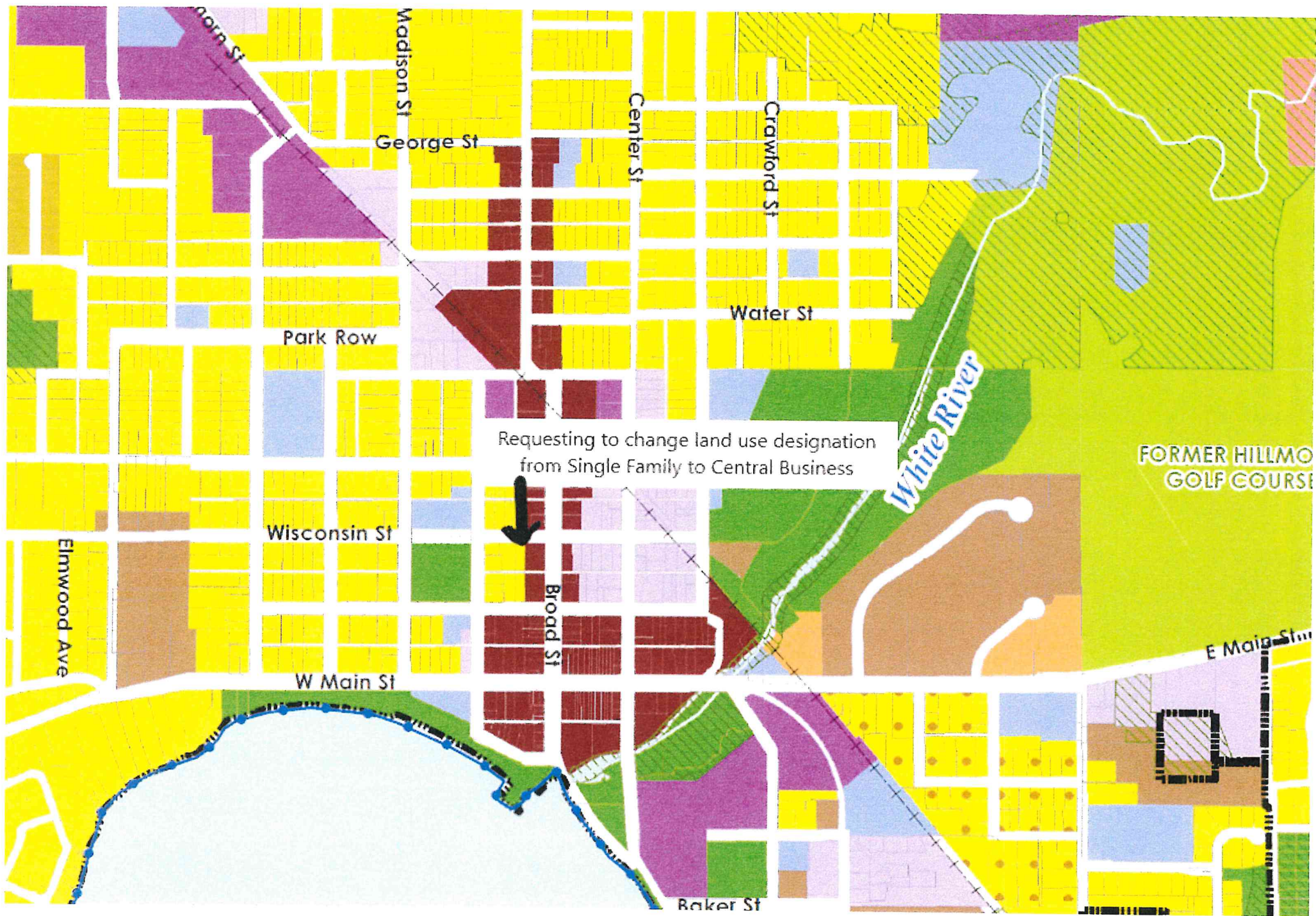
Subject Property Address(s)

NAME OF OWNER(S)	ADDRESS(S):
Tom Keefe	P.O. Box 460 Lake Geneva, WI 53147
Mike Keefe	P.O. Box 460 Lake Geneva, WI 53147
Samantha Strengs/Barry Dunham	816 Wisconsin St. Lake Geneva, WI 53147

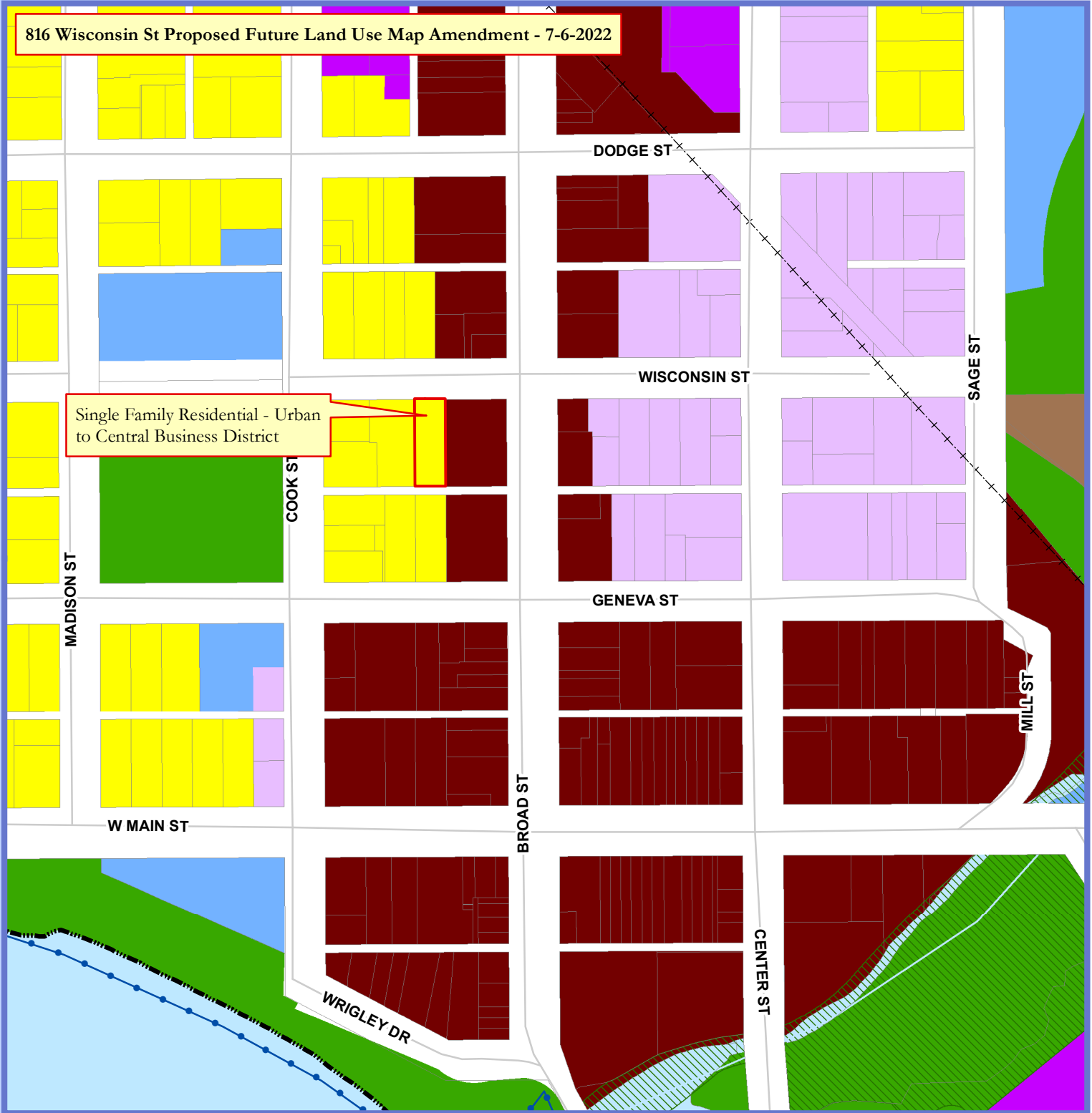
SUBJECT PROPERTY:	ADDRESS(S):	PARCEL/LOT #
White House on Wisconsin	816 Wisconsin St.	00164

**PROPERTY OWNERS WITHIN 200 FEET OF SUBJECT PROPERTY:
(for Map Amendments only)**

NAME	ADDRESS	PARCEL/LOT #



816 Wisconsin St Proposed Future Land Use Map Amendment - 7-6-2022



Map 5b: Future Land Use - City of Lake Geneva Comprehensive Plan

Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Multi-Family Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

- Central Business District
- Planned Mixed Use

*Each "Planned Mixed Use Area" may include mix of:

1. Planned Office
2. Multi-Family Residential
3. Institutional & Community Services
4. Planned Business

- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor



- City of Lake Geneva
- Other Municipal Boundaries
- Urban Service Area Boundary



- Parcels
- Surface Water
- Abandoned Railroad



0 210 420 Feet

DRAFT

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change
Date: July 6, 2022
Adopted: January 8, 2020
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN

NOTE: All applications for amendments to the Comprehensive Plan must be submitted to the City Clerk on or before June 30th.

PART A: AMENDMENT REQUEST

I, Jackie Mich, HEREBY REQUEST THE CITY OF LAKE GENEVA PLAN COMMISSION AND COMMON COUNCIL TO HOLD A PUBLIC HEARING ON THE FOLLOWING REQUEST FOR AMENDMENT TO THE LAKE GENEVA COMPREHENSIVE PLAN:

Please check all that apply:

☒ Amendment to the Future Land Use Map (Legend)
☐ Amendment to the Community Facilities & Utilities Map
☐ Amendment to Other Maps
☒ Text Amendment (policies, programs, etc.)
☐ Other

PART B: CONTACT INFORMATION

APPLICANT:

Name (Person OR Firm): Jackie Mich, Vandewalle & Associates Address: 247 Freshwater Way, Milwaukee, WI
Email Address: jmich@vandewalle.com Daytime Telephone: (414) 988-8654

PROPERTY OWNER:(if different from Applicant) MY SIGNATURE INDICATES THAT I AUTHORIZE AND AGREE WITH ALL ASPECTS OF THIS REQUEST:

Name: _____ Signature: n/a

PART C: BRIEF DESCRIPTION OF THIS PROPERTY AND PROPOSED LAND USE:

(IF request is NOT linked to a particular property, skip to PART D.)

Parcel Number: n/a Address: _____

BRIEF DESCRIPTION OF THE PROPOSED AMENDMENT REQUEST:

Page 91: Add Planned Business Park (PBP) to the list of appropriate zoning districts to implement the Planned Industrial future land category.
Correct legend on Map 5a & 5b: Future Land Use. "Multi-Family Residential" should be "Mixed Residential," to match pages 84-85 of the comprehensive plan.

CURRENT ZONING:

Zoning District: n/a

FUTURE PROPOSED USE (be specific)

n/a

PART D: The Plan Commission and Common Council consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions: *(If you need additional space for your response, please attach to the back of this application form.)*

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

The amendment will implement the PBP zoning district, which enables high quality business park development.

It will also clarify the name of the Mixed Residential future land use category.

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

The Planned Industrial future land use category recommends high-quality indoor manufacturing, office, research and development land uses with controlled outdoor storage, generous landscaping and modest signage. The PBP will achieve these objectives.

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

No changes have occurred other than the fact that these items came to the attention of city staff/consultants.

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

The amendments will correct small oversights and make the Comprehensive Plan easier to use for property owners, staff, and city officials.

PART E: Please describe below (or on a separate sheet) what your specific request for a Comprehensive Plan amendment is. Provide any necessary maps, charts, or other supporting data as needed, including conceptual development plans (if applicable). Applicant also **MUST ATTACH** a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment. See attached.

Signature of Applicant(s)

6/30/2022

Date



To: City of Lake Geneva
From: Jackie Mich, AICP, and Sonja Kruesel, AICP, City Planners
Date: May 2, 2022
Re: Annual Comprehensive Plan Amendment Process

The City adopted the updated Comprehensive Plan on March 9, 2020. As a dynamic community facing a myriad of growth issues, the City receives requests for Plan amendments in the coming years, well before the next ten-year update in 2030. To provide a manageable, predictable, and cost effective process, the City has established a single plan amendment cycle every year.

Several Wisconsin communities use an annual plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable and efficient manner. The City Clerk will accept applications for Plan amendments from **May 17th through June 30th**. Applications will be reviewed by the Plan Commission at its July and August meetings. Applicants may adjust their applications to respond to Plan Commission concerns, and all revised applications must be finalized by **August 22, 2022**.

The procedures to adopt or amend a Comprehensive Plan are defined under Section 66.1001(4), Wisconsin Statutes. The City process needs to follow these requirements. The timeline on the following page presents a proposed five-month process to allow for plan amendment requests, consider amendments, and go through the adoption procedures in compliance with the State Statutes.

This approach features a combined meeting of the Plan Commission and Common Council.

During the meeting:

1. the Common Council holds a Public Hearing on the requested Plan amendments; and
2. the Plan Commission considers Plan amendment requests and public testimony, and then adopts a resolution making a specific recommendation on each of the requested Plan amendments to the Common Council.

At a subsequent meeting of the Common Council, the Council will consider the Plan Commission's recommendations, vote on motions for each requested Plan amendment, and finally, adopt an ordinance to officially adopt the Plan amendments per their individually voted motions.

This combined meeting approach allows for the Plan Commission and Council to hear the same public testimony, prior to the Plan Commission's recommendation, and the Council's actions.

City of Lake Geneva
2022 Annual Comprehensive Plan Amendment Process

Activity	May	June	July	August	Sept.	Oct.
City Announces the Opening of the Plan Amendment Process	May 16					
City Clerk Accepts Plan Amendment Applications	May 17 through June 30th					
Plan Commission Recommends Adoption of the Public Participation Plan		June 20				
Common Council Adopts Public Participation Plan			July 11			
Plan Commission Reviews Plan Amendment Applications			July 18	August 15		
Plan Commission Recommends Setting Public Hearing and Amendment Approvals by Council						
Council Sets Public Hearing (applications frozen)				August 22		
City Clerk Distributes Requested Plan Amendments to Surrounding and Overlapping Jurisdictions				August 24		
Public Review Period (Newspaper published Wednesday)					Sept. 7- Oct.10	
Committee of the Whole review of Amendment requests						October 3
Joint Meeting: 1. Council Holds Public Hearing 2. Plan Commission Adopts Resolution Recommending Plan Amendments						October 10
Council Adopts Ordinance on Recommended Plan Amendments						October 24
City Clerk Distributes Amended Plan to Surrounding and Overlapping Jurisdictions						After Adoption

*potential for Council action at next scheduled Council meeting

PART E

Request 1: On page 91 of the Comprehensive Plan, add Planned Business Park (PBP) to the list of appropriate zoning districts to implement the Planned Industrial future land category.

The Planned Business Zoning District (PBP) is not mentioned in the text of the Comprehensive Plan. This was an oversight when the Plan was developed, likely resulting from the fact that the PBP district was a later addition to the Zoning Ordinance. The Planned Business Zoning District (PBP) should be added as an appropriate zoning district to implement the Planned Industrial future land use category.

Refer to the markup on the following page.

2. Preserve the architectural and historic character of the core downtown historic buildings. Require that new development, expansions, and exterior renovations complement the historic character of the downtown and comply with general design standards in Chapter Nine: Economic Development and more detailed design guidelines adopted by the City.
3. Encourage commercial developments that are most appropriate for the historic downtown to locate or remain there, rather than in other commercial districts in the City.
4. Promote the expansion, retention, and upgrading of specialty retail, restaurants, financial services, offices, professional services, and community uses through marketing, investment and incentive strategies.

Planned Industrial

Description

This future land use category is intended to facilitate high-quality indoor manufacturing, office, research and development land uses with controlled outdoor storage areas, with generous landscaping and modest signage, served by public sewer, public water, and other urban services and infrastructure. Planned Industrial areas are mapped in the Lake Geneva Business Park and the Host Drive area.

Recommended Zoning

The City's ~~PI industrial zoning district is~~ **and PBP zoning districts are** most appropriate for areas within this future land use category.

Policies and Programs

1. Encourage the use of high-quality building materials, improved window treatments, high-quality loading and storage screening devices and landscaping.
2. As opportunities for reinvestment and redevelopment occur, improve the appearance of building facades exposed to the public view, including loading docks and storage areas.
3. Ensure that future industrial development is appropriately buffered from existing and planned residential development areas.
4. Delay rezoning any area designated for Planned Industrial development until the provision of public sanitary sewer and water service is ensured and the City has approved an overall conceptual development plan and covenants.
5. Adhere to adopted site and building design guidelines for industrial projects, and ordinances on other aspects of those projects like signage, landscaping, and lighting. Additional detail is provided in Chapter Nine: Economic Development.
6. Require that all industrial projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.



Planned Industrial development in Lake Geneva

PART E

Request 2: On Maps 5a and 5b: Future Land Use, make a correction on the legend to match the text of the Comprehensive Plan.

The legend of the Map 5a & 5b: Future Land Use uses the term “Multi-Family Residential” for the higher-residential land use category (shown in brown). This same category is called “Mixed Residential” on pages 84-85 of the Comprehensive Plan. There was an oversight, and Maps 5a and 5b should be corrected to match the text of the plan. Correcting the legend to match the text results in no change in policy. The text on pages 84-85 is provided below for reference.

Mixed Residential

Description

This future land use category is intended for a variety of residential units focused on multiple family housing (3+ unit buildings), usually developed at densities that exceed six units per acre and served by public sanitary sewer and water systems. Single family detached housing, attached single family residences with individual entries (e.g., townhouses, rowhouses), and small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be within lands mapped in this category. Future multi-family development is also planned for portions of new neighborhoods.

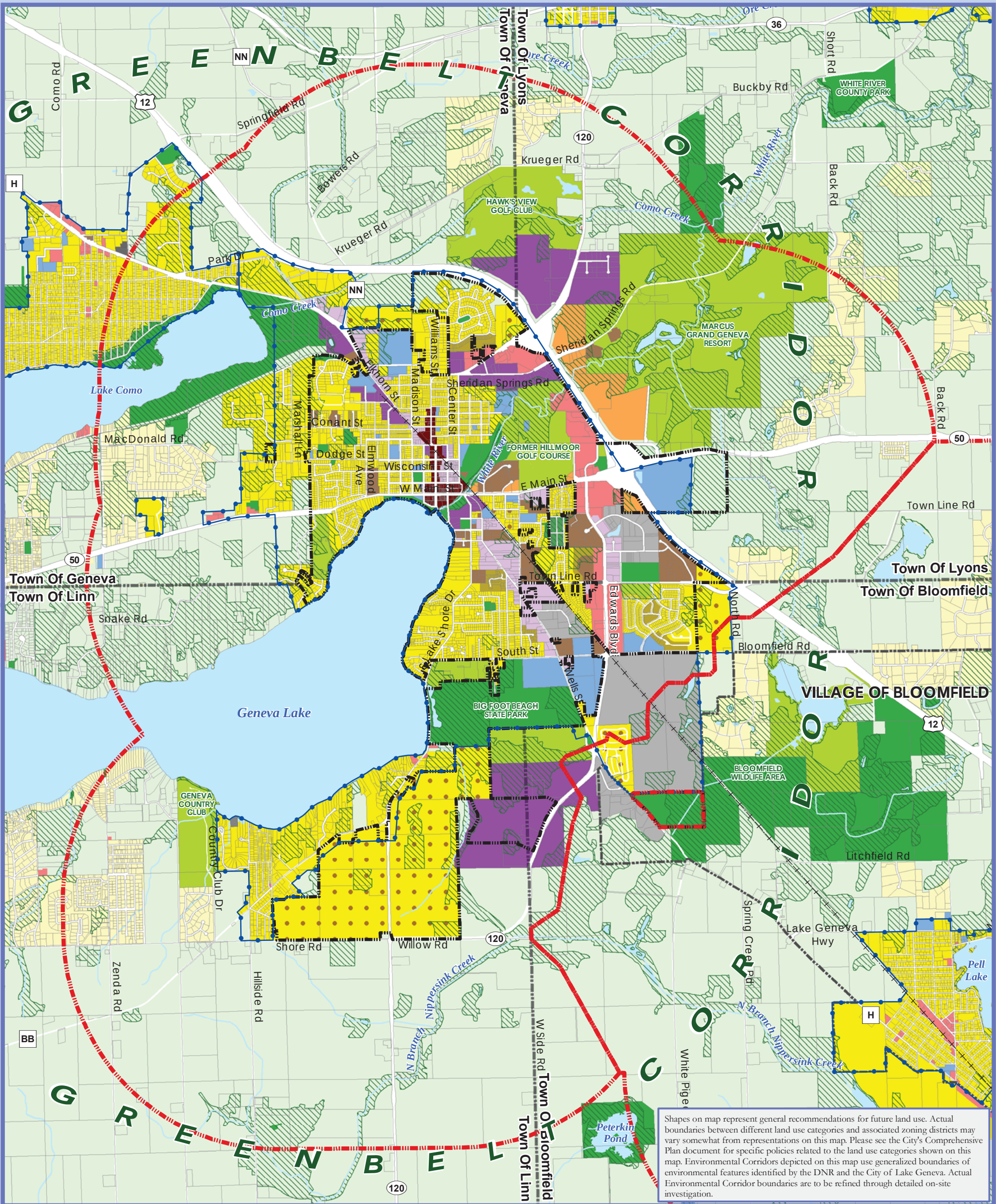
Recommended Zoning

The City’s MR-8 multi-family zoning district, along with Planned Development zoning, is most appropriate to implement this future land use category.

Policies and Programs

1. Disperse small areas of future Mixed Residential development throughout the City, rather than creating large concentrations of this type of development in just a few areas.
2. Multi-family residential projects appropriate for the City’s Mixed Residential category should meet the minimum design standards presented in Chapter Eight: Housing and Neighborhood Development.
3. Require that all proposed projects submit a detailed site plan, building elevations, landscape plan, lighting plan, grading/stormwater management plan, and signage plan prior to development approval, through appropriate zoning ordinance updates.
4. Support projects that include a strong program for maintaining the quality, value, and safety of the development over time.

Refer to the markup on the following page.



Map 5a: Future Land Use - City of Lake Geneva Comprehensive Plan

Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Mixed Multi-Family Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

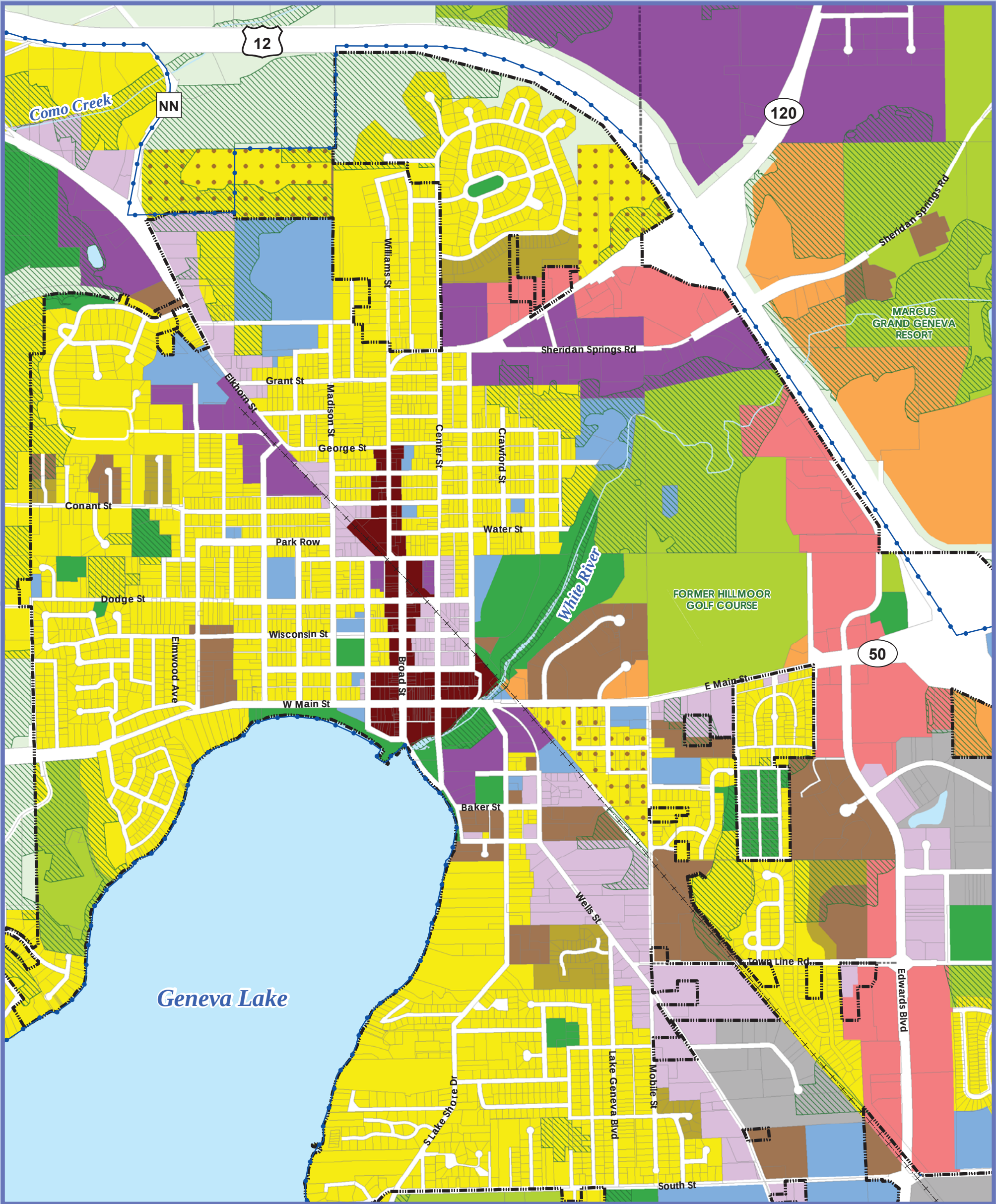
- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Extraterritorial Jurisdiction Boundary

- Other Municipal Boundaries
- City of Lake Geneva
- Urban Service Area Boundary
- Parcels
- Surface Water
- Abandoned Railroad



0 0.25 0.5 1 Miles

Source: SEWRPC, Walworth County LIO, WisDNR, V&A



Map 5b: Future Land Use - City of Lake Geneva Comprehensive Plan

Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Mixed Multi-Family Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

*Each "Planned Neighborhood" may include a mix of:
1. Single Family - Urban (predominate land use)
2. Two-Family/Townhouse
3. Multi-Family Residential
4. Institutional & Community Services
5. Neighborhood Mixed Use
6. Public Park & Recreation



- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor

*Each "Planned Mixed Use Area" may include mix of:
1. Planned Office
2. Multi-Family Residential
3. Institutional & Community Services
4. Planned Business



- City of Lake Geneva
- Other Municipal Boundaries
- Urban Service Area Boundary
- Parcels
- Surface Water
- Abandoned Railroad



0 0.25 0.5 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change
Date: January 8, 2020
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

City of Lake Geneva Considerations for 2023 Budget

7.12.2022 - Vandewalle & Associates

Detailed scopes of services to be provided as needed

Comprehensive Plan Implementation Task	City Dept Lead	2023 Budget Estimate	Description
Update data in Issues & Opportunities Chapter to reflect 2020 Census	V&Z	\$1,500	Prepare summary report of 2020 census data (recognizing that 10-year Plan updates are not in alignment with decennial census)
Adopt Subdivision Code Amendments to comply with latest laws	B&Z	\$1,800	Code Amendments (1 drafts & 1 final), DRT Meetings, 0 approval meetings (suggest combining approval meetings with other amendments)
Sustainability Initiatives	PW, B&Z	\$5,000	Review policies & codes pertaining to stormwater, green buildings, invasive species, shoreline restoration, etc. and determine next steps. City Engineer would likely play a role.
Adopt Official Map	B&Z, PW	\$5,000	Official Map (2 drafts & 1 final), DRT Meetings, 3 approval meetings
Update Parkland Dedication Ordinance	PW	\$4,000	Code Amendment (2 drafts & 1 final), DRT Meetings, 3 approval meetings; coordinate with CORP update underway
Update Sign Ordinance to comply with federal law (<i>Reed v. Gilbert</i>)	B&Z	\$11,500	Code Amendment (2 drafts & 1 final), DRT Meetings, public open house, 3 approval meetings, meeting with Chamber of Commerce
Adopt Smaller Lot Single Family Zoning District	B&Z	\$5,000	Code Amendment (2 drafts & 1 final), DRT Meetings, 3 approval meetings
Initiate Greenbelt Conversation (lay groundwork for potential intergovernmental agreement)	Mayor/ Admin.	\$4,000	Maps for discussion purposes (2 drafts), staff meetings, 4 intergovernmental meetings to mutual goals. Then, regroup internally to determine next steps and costs.

Subtotal, page 1: \$37,800

Prepare Cost-Benefit Analysis for Development and Redevelopment by Land Use Type	B&Z	Unknown. Likely \$10,000+	City would need to RFP. Would need a scoping meeting to confirm V&A role.
Study Transportation Issues	PW	\$5,000? Need input from Engineer.	Study the need for a STH 50 bypass, interchange on USH 12 at Bloomfield Road, and other transportation issues. Convene WisDOT and other regional partners on topic. City Engineer would likely play a role or lead.
Prepare Energy Audit of Municipal Buildings	PW	Unknown.	City would need to do internally or work with an outside firm.
Annual Plan Commission Training	Mayor/ Admin.	\$1,000 per training session	Assumes updates and refinements to existing training presentations.

Subtotal, pages 1 and 2: \$56,000+

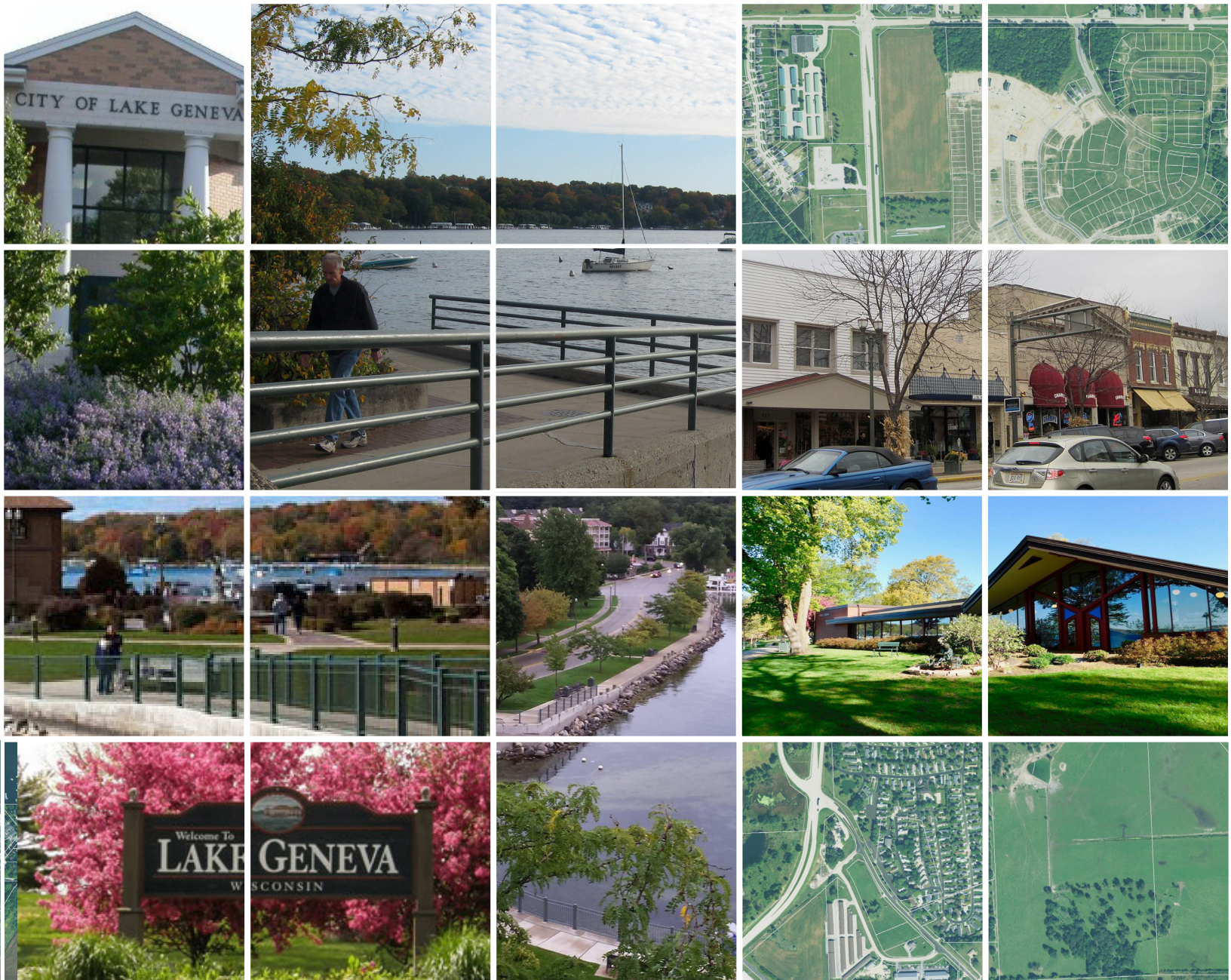
STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: July 18, 2022

Agenda Item: 11

Applicant:
City of Lake Geneva

Request:
City Planner RFQ Review

Description:
Discussion on the proposed Request for Qualification (RFQ) for the 2 Company RFQ's received for the City Planning contract.



Proposal for:

CITY OF LAKE GENEVA CITY PLANNING SERVICES

April 21, 2022



VANDEWALLE & ASSOCIATES, INC.
www.vandewalle.com

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Madison: 120 East Lakeside Street | Madison, WI 53715
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TABLE OF CONTENTS

Letter of Transmittal	1
Firm Qualifications	3
Firm Profile	4
Community Planning Experience	5
References	9
Project Team	10
Team Resumes	11
Fee Schedule	15

BUSINESS IDENTIFICATION AND CONTACTS

Primary Contact

Vandewalle & Associates, Inc.

Year Established: 1976

Milwaukee:

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LETTER OF TRANSMITTAL



Fred Walling, Building & Zoning Officer
City of Lake Geneva
626 Geneva Street | Lake Geneva, WI 53147
bzadmin@cityoflakegeneva.com

RE: Request for Proposal for City Planning Services

Dear Fred:

Vandewalle & Associates is pleased to submit this proposal to continue our longstanding working relationship with the City of Lake Geneva. Our firm has worked with the City in a wide variety of roles over the past 20+ years, and we are excited for the opportunity to continue our partnership.

We offer unparalleled institutional knowledge of Lake Geneva related to comprehensive planning, downtown design standards, park and open space planning, sub-area planning, TIF planning, and ordinance development and interpretation. Not only have we worked with the City to develop, write, and adopt these plan and ordinances, but we have also actively played a role in interpreting, updating, and implementing them as a part of the City team. This combination of experience within Lake Geneva, in a variety of roles, provides us with a unique perspective to the issues, challenges, and opportunities the City faces. We understand Lake Geneva's position as a first-class tourist destination and the advantages and challenges it brings. We also understand the City's crucial objectives of protecting water quality in Geneva Lake, protecting natural features, requiring quality development, supporting quality of life, and managing growth while still fostering businesses and economic development in the community.

Our proposal highlights both our knowledge and expertise as a firm, along with the many successful projects we have been able to accomplish with the City since the late 1990s. Through the development of this proposal, we reflected on just how many different projects the City and Vandewalle & Associates have been able to develop, adopt, and implement together. It is truly remarkable how impactful the working relationship has been over the years. These projects include:

- Original Comprehensive Plan and Updates (1992, 1997, 2009, 2020)
- Hillmoor Special Area Plan (2020)
- Park and Open Space Plan and Updates (2008, 2015)
- The City's first Bicycle and Pedestrian Plan (2018)
- Transportation Alternatives Program (TAP) Grant Application (2020) - \$835,316 in federal funds awarded
- Tax Increment Financing District #4 – resulted in significant downtown investment and surplus tax increment
- Established and led the annual Comprehensive Plan Amendments process (2011-present)
- Zoning Ordinance Rewrite (1998), plus regular zoning ordinance upgrades to keep up with changing state and federal law, and numerous zoning ordinance amendments to promote community character and natural resource preservation

Lake Geneva's core planning team includes Jackie Mich, Sonja Kruesel, Brian Munson and Scott Harrington, who have seamlessly taken the reins from Mike Slavney, who skillfully served as the City's consulting planner for over 20 years. Having worked closely with Mike for over eight years, Jackie Mich brings unparalleled knowledge and insight in the City's Zoning Ordinance and unique natural resource protection regulations. She is also the primary author of the City's recent Comprehensive Plan Update, Bicycle and Pedestrian Plan, and TAP Grant application. Sonja Kruesel joined the team in 2021; she brings her deep municipal planning experience as lead City Planner for the City of Fitchburg and City of Monona. Principal Brian Munson brings unmatched expertise in land use planning, neighborhood design, and real estate, and Principal Scott Harrington brings his experience in city management, redevelopment, and tax increment finance. Both are on hand to advise on complex development-related challenges as they arise.

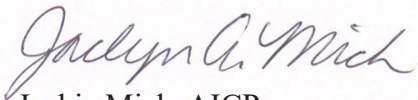
LETTER OF TRANSMITTAL

As the City's go-to planners, Jackie and Sonja have a particularly strong working relationship with the Building & Zoning Department, the members of the Development Review Team (DRT), and other City staff and officials. This year, Sonja and Jackie collaborated with City staff to fine-tune the development review process, and we continue to communicate on a daily or weekly basis with DRT staff to ensure timely and thorough review of development proposals. Across the firm, we provide on-call planning services for 18 other communities across the state, including four other communities in Walworth County. Lake Geneva benefits greatly from this experience, as we routinely bring our knowledge and insight from these communities, providing best practices and lessons learned from communities across the region and state.

In total, our firm's local knowledge, experience, and proven methods will provide the City with a reliable, trusted planning team on-call, when needed. Vandewalle & Associates also offers the City the opportunity to leverage a wide range of topic area expertise from our diverse collection of planning staff personnel – including neighborhood design, landscape design, TIF, redevelopment implementation, real estate, grant writing, and more. Together, this provides the City with the closest thing to a true in-house planning staff person at a substantially lower cost.

Thank you for the invitation to submit our proposal and for your consideration of our services. We look forward to the possibility of continuing our long-standing working relationship with the City of Lake Geneva.

Sincerely,



Jackie Mich, AICP
Lead Associate Planner



Sonja Kruesel, AICP
Associate Planner



**FIRM QUALIFICATIONS:
EXPERIENCE, REFERENCES, PROJECT TEAM,
AND FEE SCHEDULE**



FIRM PROFILE

VANDEWALLE & ASSOCIATES: WHO WE ARE

**Transforming places, shaping communities,
building economies, and adding impact**

Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people:

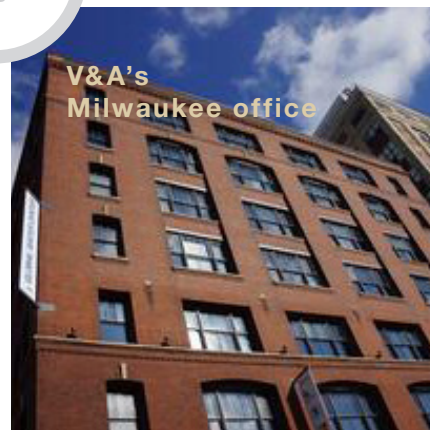
- **Community planning and zoning**
- **Land use planning**
- **Grant procurement**
- **Public engagement**
- **Multi-layered asset analysis**
- **Park and open space facility planning**
- **Intergovernmental relations**
- **Economic strategy**
- **Market analysis**
- **Neighborhood design**
- **Redevelopment**
- **Design and architecture**
- **Marketing**
- **Real estate**
- **Public-private partnerships**

Established in 1976, V&A has been a Midwest leader in community planning, zoning, public participation, place-based analysis, economic strategies, visioning, and implementation for more than 45 years. We work in partnership with our clients to identify core, place-based opportunities and translate them into strategic plans, innovative projects, and custom regulations.

Please visit our website for more information on our firm: www.vandewalle.com.



2 offices
40+ years



COMMUNITY PLANNING SERVICES

Vandewalle & Associates is Wisconsin's leader in providing outstanding and cost-effective community planning services. With our community services practice, our objective is to provide our municipal clients with carefully customized personnel and services to best meet their needs.

Approach. Our approach for community planning services has several components:

- Working in many communities as their on-call planner for years and even decades has provided our firm with unparalleled consistency in service, institutional knowledge, and a true connection to the community.
- Ongoing work is allocated between the local team to be as cost-effective as possible – providing a best-fit or blend between experience and billing rates.
- When specialized assignments arise, our local team is able to call on Vandewalle & Associates' team of more than 15 professional planners. These include our company core of eight principals and the president – each of whom has been with us for more than ten years, and have a combination of almost 200 years of professional experience. This approach gives our municipal clients immediate access to the most experienced and diversely-skilled planning firm in the Midwest.

Our service model works well. We have been serving many of our municipal clients for 15 to 25 years. In addition to serving Lake Geneva, clients include Fontana, Delavan, Edgerton, Jefferson, Johnson Creek, Watertown, Oregon, Mount Horeb, Fort Atkinson, Franklin, Monroe, and Shawano. In growing communities where planning needs are expanding, we are often the last on-call planning consultant before a community hires in-house planning staff.

Recognized for Excellence. Vandewalle & Associates and our team have received both state and national recognition for developing a system of planning and development for small and mid-sized communities. In 2004, we were recognized by the Wisconsin Chapter of the American Planning Association (APA-WI) for Outstanding Contribution to Planning in Wisconsin. Vandewalle & Associates' approach to community planning services is based on this award-winning approach. In 2017, Vandewalle & Associates and our team were again recognized by APA-WI. Two projects – the Village of Oregon Sign Code and the Madison Metropolitan School District Enrollment Projections Study – were recognized and received the Excellence in Planning Award from the Wisconsin Chapter of the American Planning Association.

Project Management. Vandewalle & Associates is staffed by highly-experienced project management talent. Project management techniques we employ include:

- Frequent communication to ensure project coordination and clear understanding of expectations and assignments through preparation and regular updates of a detailed project schedule and public outreach schedule. When working with any community, there is no substitute for consistent communication throughout any process undertaken by a consultant. By providing a clear outline of tasks, roles, and objectives during the process, City staff will have a transparent understanding of responsibilities and next steps.
- Active internal budget management to monitor progress towards successful project completion against the available budget. We have a proven track record of completing projects on time and on budget.
- Maintaining continuity is also a key aspect of quality control. Our team has deep experience working as partners with our clients. Principals on the team have many years of tenure at Vandewalle & Associates and commitments to remain with the firm. The firm also has a progressive approach to professional staff advancement, designed to assist in retention of the best and the brightest.

City Staff as Partners

Our best outcomes are those where we are able to engage with City staff as part of a seamless team. The staff's on-the-ground knowledge of the community, history of past planning successes and failures, relationships with key individuals and organizations, and individual areas of expertise are essential to getting the project off and running in a quick and efficient manner and keeping it on course. Although members of our team have extensive experience in the community through past planning and implementation efforts, nothing can compare to those who are there every day.

We are then able to complement that with a suite of specialty skills and services most communities do not possess in-house, including everything from real estate analysis and land economics, to market assessments, to urban design, to public improvements programming, to placemaking, among many other specialties. Further, we bring our firsthand implementation experiences of what works, and what doesn't, with dozens of communities and projects, large and small.

COMMUNITY PLANNING SERVICES

Municipal Planning. Vandewalle & Associates provides current planning services to numerous municipal clients, including Lake Geneva. In this role, the firm serves as the community's staff planner, responsible for preparing planning commission reports on various community development issues, providing expert guidance to elected officials, and ensuring that the community's adopted plans and policies are implemented. What sets us apart from other firms is our unique ability to prepare and implement plans in house. Through the preparation of our state of the art, detailed plans that include such techniques as traditional neighborhood design and transit-oriented design and through the creation of modern regulatory ordinances, we are able to implement high-quality, unique plans and designs that meet the special requirements of our client communities.

Development Review. We provide outstanding on-call development review services. Typically, these services include attending monthly development review staff meetings and plan commission meetings, preparing and presenting reports and recommendations on development proposals, and site inspections to ensure compliance with approved site plans, architectural details, landscaping, lighting, signage, and conditions of operation. Where development activity is sporadic, we reserve dates for all the above, and then attend as requested by the municipality.

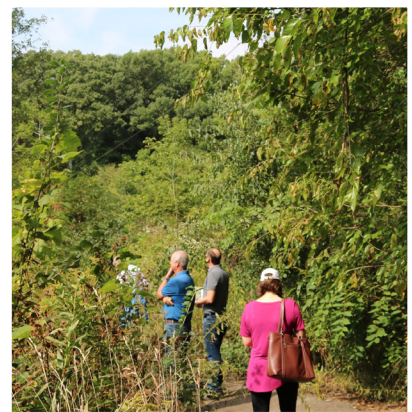
Our firm prides itself on a tradition of building and sustaining the confidence of the plan commission, elected officials, zoning board of appeals, and other municipal bodies to review development in an effective and predictable manner, with an efficient process that yields improved results for the community, nearby properties, and the applicant.

Our experience is particularly deep in communities where redevelopment is predominant and projects must achieve a win-win balance on tight sites with challenging economics and where the preservation and enhancement of community and neighborhood character is a high priority.

Local Regulations. Vandewalle & Associates is Wisconsin's leader in customizing zoning, subdivision, official mapping, urban design, landscaping, and sign regulations to effectively implement local objectives.

Our ordinances are carefully designed to work in communities that have limited staff resources by providing:

- Regulations that are crafted to attain community objectives while responding to the economics of development specific to the municipality
- Zoning districts that are fully customized for each community, with clear relationship to municipal plans
- Complete descriptions of all procedures
- Detailed application checklists
- Complete code definitions, including effective land use descriptions which can accommodate evolving and new forms of development and commerce, and specific examples of such uses
- Effective graphics to convey information
- Tables to enable quick reference
- Clear cross-relationships between zoning, subdivision, and official mapping requirements.



COMMUNITY PLANNING SERVICES

Comprehensive & Neighborhood Plans. Vandewalle & Associates has more than 45 years of experience in preparing comprehensive plans that are designed to become a reality. Because of our broad range of expertise, our comprehensive and neighborhood plans are firmly grounded in the specific economic realities of the community, and seek to leverage each community's unique assets to accomplish municipal priorities and community benefits. We firmly believe that a strong vision for the planning area is essential to enhance community character, economic development, environmental protection, and quality of life.

Our plans guide future growth and redevelopment to create vibrant neighborhoods and downtowns, expand the mix of community services and housing choices, address long-term public safety and environmental objectives, and enhance the community's ability to attract a more diverse and sustainable tax base.

Our plans are committed to meaningful public participation. Our planning processes use diverse cost-effective participation techniques to prioritize public input at the beginning of the planning effort, and clear communication to shepherd the plan through adoption.

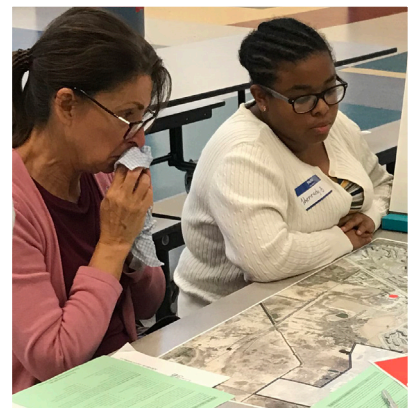
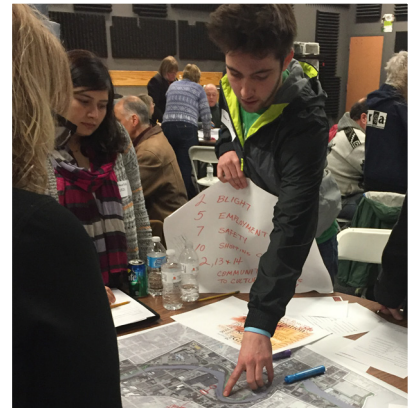
Finally, our plans are often designed to assist with subsequent grant applications and fundraising efforts by communicating key concepts with visually-compelling graphics and maps.

Park Planning & Implementation. Vandewalle & Associates has been preparing Park System Plans, 5-Year Updates, and detailed park development plans since our inception. Much of this work has focused on neighborhood and community park siting and design. However, our practice has diversified as public interests have broadened to stress pedestrian and bicycle systems, environmental and community history interpretation, and specialized facilities such as dog parks, disc golf, and paddle sports.

Our work is designed to ensure that development advances the plan's recommendations, and provides analysis that tests whether park fees and park land dedication requirements are up-to-date and calibrated in relation to the market and the approaches of nearby communities.

Redevelopment Planning. Vandewalle & Associates prides itself on getting projects built. Our success in the field has been our ability to balance creative and visionary planning with pragmatic attention to project execution. Our projects are designed to be 'market driven' and based on an in-depth understanding of the local economic and physical landscape. Most of our principal staff, in addition to having solid city planning and design credentials, have additional training in urban economics, economic-geography, or real estate.

Most of our large redevelopment projects have involved upfront market analysis to determine the depth and direction of the local real estate market, and the absorption potential of various types of space. This work provides an early "reality check" to help provide direction to the planning process, and can help identify any unfulfilled market niches within the locality or region. Vandewalle & Associates' success in the redevelopment arena is also attributed to our ability to identify specialized niches for urban sites for which no historic market may be known to exist. In real estate parlance, this is known as "making the market" or "positioning" a site through a careful selection of mutually supporting land uses or economic activities that have the potential to take advantage of unusual land use synergies and/or local/regional economic development initiatives. In all of our projects we seek to leverage local economic development opportunities to capitalize on a community's unique assets.



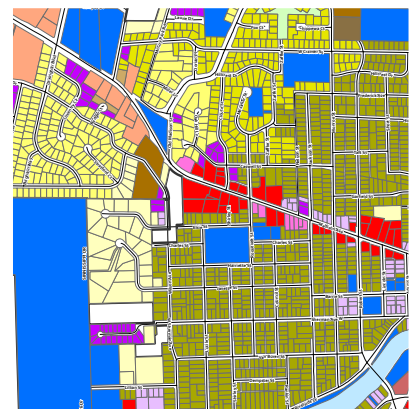
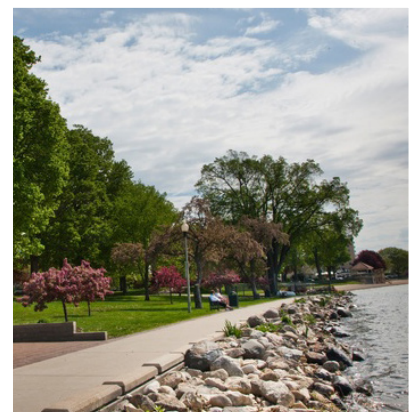
COMMUNITY PLANNING SERVICES

Tax Incremental Financing Plans. Vandewalle & Associates plays a critical role in establishing the economic development goals and boundaries for each Tax Incremental Financing Plan. We place special emphasis on ensuring that each district plays a complementary role in economic development, rather than competing with one another.

Grant Writing Experience and Success. Vandewalle & Associates understands that municipal budgets are tight, now more than ever. The firm has documented success in the preparation of implementation-related grant applications. Vandewalle & Associates has been successful in assisting our clients in securing more than \$93 million in state and federal grants and assistance for brownfield assessment, reuse planning, remediation, regulatory closure, and redevelopment. The firm has also successfully obtained grants for other purposes such as housing improvements, energy initiatives, recreational facilities, comprehensive planning, and detailed planning initiatives in a variety of communities. The firm develops relationships with key state and federal agencies and tracks opportunities within the context of frequently-changing state and federal programs and fiscal priorities.

As an example of our successful grant writing work, Vandewalle & Associates assisted the City of Lake Geneva on their grant submittal for TAP Grant Funding. The City of Lake Geneva was awarded **\$835,316 in TAP grant funding** to develop a new bike/ped trail connecting a State Park, schools, and other community assets to Geneva Lake. This project is especially vital because it connects with several key community destinations located directly along the trail route, including rear access to Big Foot Beach State Park, Lake Geneva Youth Camp, Badger High School, Lake Geneva Middle School, the future Geneva Lakes Family YMCA site, residential neighborhoods, Geneva Meadows Apartments, and places of worship; it completes gaps in the existing trail network; and links to two existing off-street trails. Jackie Mich is currently a member of the project management team leading the trail design and engineering.

Zoning and Subdivision Ordinance Preparation. Vandewalle & Associates staff takes great pride in our ability to implement our client communities' goals and objectives through ordinance preparation. More directly, our firm includes regionally recognized experts in zoning and subdivision regulations. Our expertise and knowledge in both time-tested and cutting edge regulatory techniques enables us to create ordinances to both be easily administered and match changing development trends. Zoning and subdivision regulation can be complicated and controversial. Without proper project management, a sound working strategy, and ongoing local involvement, regulatory rewrites by consultants often fail and local officials are left to deal with the mess. Our experience has taught us that the most effective approach arranges the process in a series of steps, organized around working sessions with local officials and other interested parties. Our proven approach builds strong working relationships with key local staff and officials who have been and will be on the "front lines" of zoning and subdivision decisions.



COMMUNITY PLANNING REFERENCES

Village of Fontana, Wisconsin

Theresa Loomer, Village Administrator

175 Valley View Drive | Fontana, WI 53125

Phone: (262) 275-6136 | Email: theresa@villageoffontana.com



Village of Shorewood, Wisconsin

Bart Griepentrog, AICP, Planning and Development Director

3930 N Murray Avenue | Shorewood, WI 53211

Phone: (414) 847-2647 | Email: bgriepentrog@villageofshorewood.org



City of Whitewater, Wisconsin

Cameron Clapper, City Manager

312 W Whitewater Street | Whitewater, WI 53190

Phone: (262) 473-0104 | Email: cclapper@whitewater-wi.gov



City of Monroe, Wisconsin

Dave Lothspeich, City Administrator

1110 18th Street | Monroe, WI 53566

Phone: (608) 329-2500 | Email: dlothspeich@cityofmonroe.org



PROJECT TEAM

Decades of experience. From a collection of 15 in-house experts, Vandewalle & Associates has assembled a multi-disciplinary team that brings a depth and breadth of experience, knowledge, skills, and perspective to community planning and design. Our firm is a blend of seasoned professionals and emerging talent – offering diverse perspectives on generational, demographic, lifestyle, and economic trends. With Vandewalle & Associates, the client has access to all our expertise, and we are able to quickly engage other in-house specialists as issues arise.

Associate Planners Jackie Mich and Sonja Kruesel will serve as co-project-managers and will lead all development review activities as described in the City's Request for Proposals. They will handle day-to-day tasks including Development Review Team (DRT) meetings and coordination, client communication, meeting coordination, document production, and scheduling, as needed. Brian Munson and Scott Harrington will offer high-level expertise in real estate, land use planning, tax increment financing, and redevelopment as needed.

Organizational Chart

ROLE: Co-Project Manager, Land Use Planning, Zoning, Development Review, Comprehensive Planning, Park Planning, and Grant Funding



JACKIE MICH, AICP
ASSOCIATE PLANNER



SONJA KRUESEL, AICP
ASSOCIATE PLANNER

ROLE: Co-Project Manager, Land Use Planning, Zoning, Development Review, Comprehensive Planning, Park Planning, and Grant Funding



BRIAN MUNSON
PRINCIPAL PLANNER

ROLE: Neighborhood Design, Urban Design, Real Estate and Entitlement Process Expertise



SCOTT HARRINGTON, AICP
PRINCIPAL PLANNER

ROLE: Redevelopment Planning, Land Use Planning, and TIF Funding Expertise

JACKIE MICH, AICP

Lead Associate Planner

Jackie Mich is a Lead Associate Planner with Vandewalle & Associates and brings her experience in development review, community planning, zoning, and economic development. She is currently serving as the on-call city planner for the City of Lake Geneva and the City of Delavan. Working closely with Mike Slavney, she has been involved in Lake Geneva since 2013, starting with zoning ordinance amendments and assisting with an update of the Park & Open Space Plan. In 2017-2018, she led the development of the City's first Bicycle and Pedestrian Plan, and in 2019-2020, she led the ten-year update of the City of Lake Geneva Comprehensive Plan, leading numerous public engagement events and working closely with City staff and officials throughout both processes. She was also the author of the successful Transportation Alternatives (TAP) grant for the South Street Trail, awarded in 2020.

A Wauwatosa native, Jackie also works on planning, redevelopment and implementation projects in the Greater Milwaukee area. She has recently completed Comprehensive Plan updates in Brookfield, Greenfield, and Shorewood and is currently leading the ten-year Comprehensive Plan updates for the Village of Bayside, the City of Altoona, and the City of Manitowoc. She brings her project management skills to implementation projects in the Village of Slinger, and to ongoing efforts in Washington County, including the Washington County Brownfield Site Remediation Program. Jackie led the development of the City of Franklin's Parkland Acquisition Strategy in 2021, and she has completed Bicycle and Pedestrian Plans for the City of Lake Geneva and City of Glendale.

Jackie was the project manager and lead planner for the City of Monroe Zoning Ordinance and Map project. She has also completed a Bicycle and Pedestrian Plan for the City of Lake Geneva and has led park and open space plans in Sun Prairie, Fontana, Delavan, and Cross Plains. Jackie also has worked on a number of complex projects as part of the consultant team on the Madison Beltline Planning and Environmental Linkages Corridor Study, the Highway 51 EIS, and Stoughton Road EIS. Her work in transportation planning also has included visioning and public participation efforts in support of Madison in Motion: The Sustainable Madison Transportation Master Plan.

Prior to joining Vandewalle & Associates, Jackie worked at the Midtown Greenway Coalition. The Midtown Greenway is a 5.5-mile long former railroad corridor in south Minneapolis which runs through some of the most diverse neighborhoods in the City, home to significant populations of Somali and Latino residents. There, she gained immeasurable experience with engaging with diverse communities around bicycling and transportation, and encouraging local residents to ride bicycles and use the Greenway. Jackie also worked as a Green Building Intern for the University of Wisconsin-Extension, and she researched the economic impacts of interpretive centers as a graduate student in the University of Wisconsin's Department of Urban and Regional Planning. Jackie began her career with the Wisconsin Historical Foundation in Madison.



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247 Freshwater Way, Ste 530
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jmich@vandewalle.com

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin - Madison, Wisconsin
- B.A. History / Spanish
University of Wisconsin - Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)
- Excellence in Planning Award for "Village of Oregon Sign Code" – APA-WI Chapter, 2017
- American Institute of Certified Planners Outstanding Planning Student Award (2013)
- American Planning Association-Wisconsin Chapter Scholarship (2011-2013)

SONJA KRUESEL, AICP

Associate Planner

Sonja brings 10 years of professional leadership in municipal planning and zoning, along with a passion for community development and Midwest places. Having served previously as City Planner / Planning Director for both the cities of Monona and Fitchburg, WI, she has experience in comprehensive planning, project leadership and management, and strategic planning across a variety of geographies and socio-economic contexts. She also brings technical expertise in the implementation of park and open space plans and policies, TIF, environmental issues, municipal zoning, subdivision regulations, housing, real estate, greenfield development, urban redevelopment/ revitalization, form-based regulation, and farmland preservation zoning.

Working as Planning Director for both cities, Sonja served alongside the Vandewalle & Associates team on Comprehensive Plans and key projects such as the catalytic Monona Waterfront Redevelopment.

In her current role as an Associate Planner at Vandewalle & Associates she enjoys guiding projects from concept to occupancy and facilitating communication with developers, elected officials, and the public. She is also primed to lead long-range planning efforts and strategic initiatives.



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120 East Lakeside Street
Madison, WI 53715
Phone: 608.255.3988
skruesel@vandewalle.com

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin - Madison, Wisconsin
- B.A. Geography, History, Environmental Studies
University of Wisconsin - Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)
- Secretary, Market Leadership Advisory Board - WI
United States Green Building Council

AWARDS AND PRESENTATIONS

- Plenary Panel Speaker "Forwarding Equity" APA Upper Midwest Planning Conference (2019)
- Speaker "Strategies for Market-Ready Redevelopment" APA Upper Midwest Planning Conf (2015)
- Fitchburg Mayoral Award for Outstanding City Department (2020)
- Wisconsin County Code Administrators Scholarship Recipient (2012)

BRIAN MUNSON

Principal Planner, Manager of Neighborhood Design

Brian Munson leads the Neighborhood Design & Project Facilitation initiatives for Vandewalle & Associates. Focused on advancing the art of neighborhood design, project facilitation, and project entitlement, this team specializes in creating livable and sustainable projects from concept through construction. Brian has led multi-disciplinary design teams on projects ranging from mixed-use infill/redevelopment projects to large-scale traditional neighborhoods. These projects feature a unique blend of land uses, residential options, open spaces, and pedestrian focused environments; all of which, are combined to create projects that are grounded in sustainable smart growth principles that balance community character with development potential.

Brian's experience in neighborhood design, entitlement and implementation enables him to facilitate the creation of a wide range of diverse projects from greenfield sites to Main Street. He is currently engaged in the implementation and project management of The Grandview Commons Neighborhood and Smith's Crossing on behalf of Veridian Homes, a 2016 National Housing Quality Award Gold Standard developer. Brian is leading the Gateway Master Residential Development Plan for the City of Eau Claire and recently completed the Downtown Area Master Plan for the City of Stevens Point. He is also involved with implementing several redevelopment projects within Madison, Wisconsin, Cedar Falls, Iowa, and Seattle, Washington with challenges ranging from brownfields and levees to multi-jurisdictional review and approvals.



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EDUCATION

- B.S. Landscape Architecture
University of Wisconsin - Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of Landscape Architects
- Member, Congress for New Urbanism
- Licensed Realtor

SCOTT HARRINGTON, AICP

Principal Planner

Scott Harrington is a Principal Planner and leads Vandewalle & Associates' tax increment finance practice. He is a seasoned project manager and contributes special expertise in the creation and implementation of urban redevelopment initiatives. Since 1986, Scott has worked on the front lines in a number of cities in the Midwest, Southern and Western U.S. He is well-versed in the complex processes of management, community participation, financing, and developer negotiations required to craft and implement long-range planning and large-scale revitalization efforts. His ease among elected bodies, plan commissions, the public, and government finance is second to none.

Given his diverse background, Scott leads and assists with a wide variety of project types including everything from regional economic positioning initiatives, to municipal comprehensive plans and zoning regulations, to redevelopment and implementation strategies for downtowns, corridors and sites. He also advises private clients on site redevelopment and incentive negotiations. Recently, Scott has served as the principal in charge of several projects focused on revitalizing urban corridors and neighborhoods. These include the Current, a \$60 million riverfront redevelopment in Monona, the visioning and master planning for the Alliant Energy Center and surrounding "Destination District" in Madison, Downtown and North Division Street Corridor in Stevens Point, Janesville Town Square, Downtown Mount Horeb, and Downtown Slinger. His recent tax increment finance experience includes the creation, amendments and/or implementation of districts including Middleton, Oak Creek, Lake Geneva, Watertown, Edgerton, Platteville, Shorewood Hills, Johnson Creek, Mount Horeb, and Monona, Wisconsin as well as past work on several districts in Illinois, Indiana, Missouri and Colorado. His projects have included a wide range of interactive methods and forums for engaging the public – including pop-up events, keypad polling, online surveys, charrettes, and visual preference surveys – as well as engaging historically under-represented communities through bi-lingual staff and by partnering with community organizations.



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sharrington@vandewalle.com

EDUCATION

- M.U.P. Urban Planning
University of Michigan - Ann Arbor, Michigan
- B.S. Natural Resources
University of Michigan - Ann Arbor, Michigan

AWARDS AND PRESENTATIONS

- Outstanding Urban Design from the Wisconsin Chapter of the American Planning Association in 2010 – for the City of Madison East Washington Avenue Capitol Gateway Corridor Plan
- Award of Merit from the American Society of Landscape Architects for Urban Planning and Design – for the Gulf Stream, Florida Design Manual
- Presenter, "Other Analysis Factors: Bringing the Deal Home by Reducing Uncertainty" Governor's Conference on Economic Development (2022)
- Presenter, "Market-Ready Redevelopment" American Planning Association Upper Midwest Conference (2015)

- Presenter, "Using Charrettes as a Planning Tool" WCCMA & WAMCAM Annual Conference (2010)
- Presenter, "Content Sensitive Design and Corridor Planning" Innovations in Transportation Conference (2008)
- Presenter, "Preserving Neighborhood Character" American Planning Association National Conference (1996 and 2002)
- Co-author, "Innovative Water Conservation Ratemaking," Florida Water Resources Journal (August 1995)

PROFESSIONAL MEMBERSHIPS & LICENSES

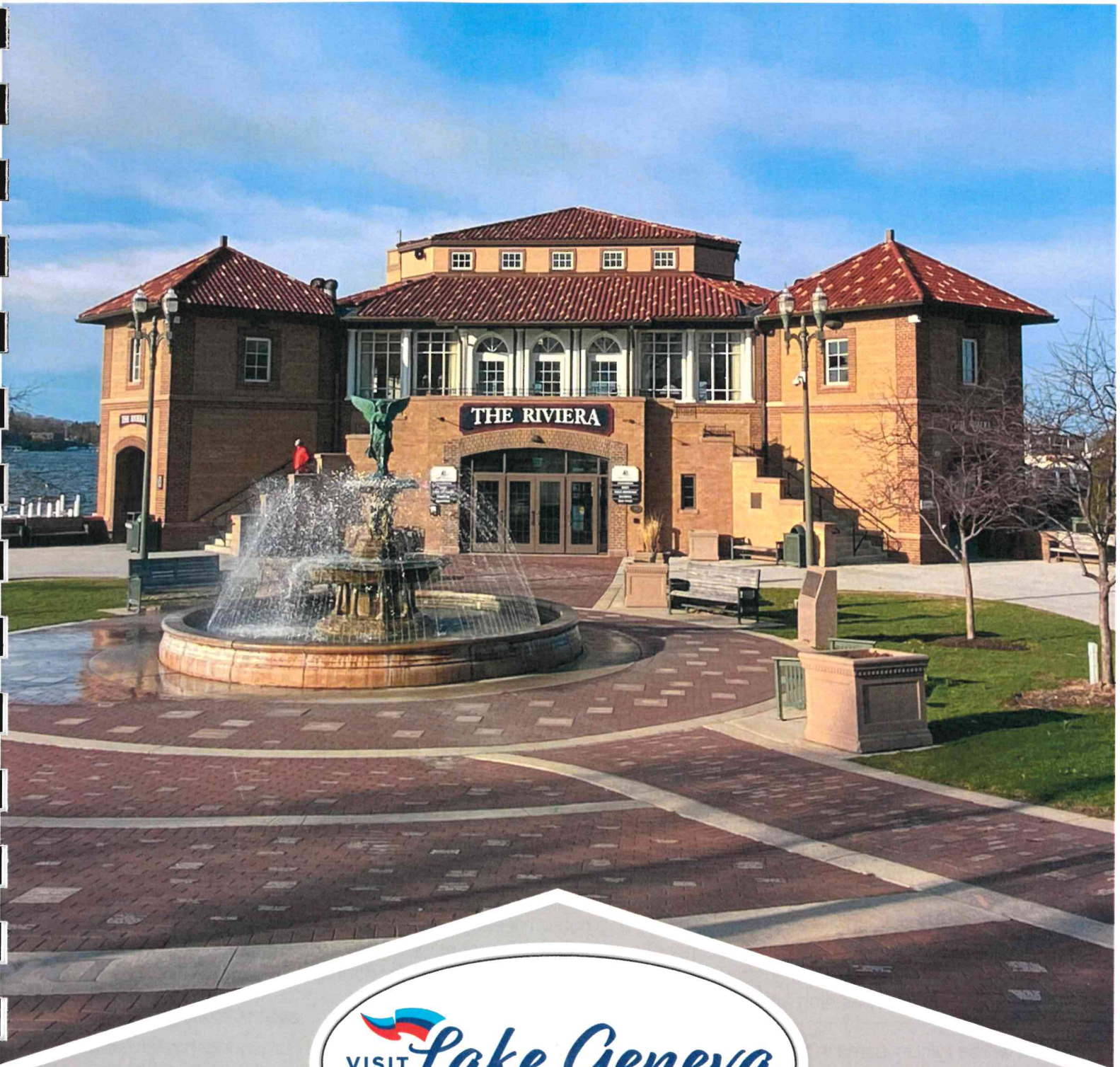
- Member, American Institute of Certified Planners
- Member, American Planning Association (APA) & Wisconsin (APA-WI) and Illinois Chapters (APA-IL)
- Former Board Member, Colorado Chapter of the American Planning Association
- Former Member, Technical Advisory Committee to Legislature on Intergovernmental Coordination, Florida Department of Community Affairs

PROPOSED FEE SCHEDULE

Vandewalle & Associates is focused on providing the City of Lake Geneva with continued value and clear direction. Billing rates for each of our core team members, additional staff positions, and charges for other items are listed in the table below.

FEE SCHEDULE

2022 Billing Rates			
Jackie Mich, Associate Planner	\$125	Other Charges: Invoice charges to the client consist of (1) Professional fees rendered at current billing rates (2) Reimbursable expenses billed at cost multiplied by 1.1 (3) Technology/Software expenses billed at \$50/month	
Sonja Kruesel, Associate Planner	\$135		
Brian Munson, Principal Planner	\$250		
Scott Harrington, Principal Planner	\$200		
Dan Eckberg, GIS Planner	\$100		
Assistant Planner	\$85	Expense	Cost
Communications Specialist	\$65 to \$130	Mileage	IRS Rate
Project Assistant	\$50 to \$70	Printing and Postage	Cost plus 10%



**City of Lake Geneva
Planning Services**



7044 S Ballpark Drive
Franklin, WI 53132
(414) 336-7900
www.foth.com

April 2022

Fred Walling, Building & Zoning Administrator
Attn: Building & Zoning Department
626 Geneva Street
Lake Geneva, WI 53147

Dear Mr. Walling:

Foth is pleased to respond to the City of Lake Geneva's Request for Proposal to serve as the City's Planning Team. We are confident that our history of providing a wide array of similar planning services to area Wisconsin municipalities will enable us to work efficiently and effectively with City staff on current and long-range planning projects that benefit the future development of Lake Geneva.

While we are happy to offer a Team out of our Franklin, Wisconsin, office to assist the City with all of its planning needs we want you to know that Lake Geneva is especially important to us. Our team is led by our professional planner in Jeff Muenkel, AICP CEcD. Jeff lives just north of Lake Geneva and has called the parks, lake, beach, and restaurants home to his family for the past twenty (20) years. In fact, Jeff has been "home officing" in downtown Lake Geneva on a weekly basis for the past five (5) years as well. In all, we offer the City a full planning team at your disposal. Jeff will serve the City as a Lead Planner along with Mr. Orrin Sumwalt, AICP, as your principal planner and Mr. Shaun Mularkey serving all GIS needs and backup planning that may arise.

Together the Foth Planning Team allows a seamless and transparent approach for the community with over fifty (50) years of combined experience. We have been practicing planning on both the public and private sector sides and currently are serving a variety of southeastern Wisconsin communities, leading land use matters (rezoning, comp plan, annexation, platting), ordinance development, development review, economic development needs (TIF, business partner, beautification, grants/loans), and public meetings (Council, Plan Commission, ZBA). Lastly, it is important to note that Foth has a full array of municipal engineers at its disposal to serve the City. Foth is in the running to serve as the City's engineer at this time; what an efficient combination if Foth can be Lake Geneva's partner in all future planning and engineering endeavors!

We will be fully invested in the community's planning needs. We believe you will find our work personalized and client-centered, assuring successful and distinctive outcomes unlike any other firm. Should you have questions or need additional information to assist you in making your decision, please do not hesitate to contact me on my cell phone at (414) 916-6465.

Sincerely,
Foth Infrastructure & Environment, LLC

Jeff Muenkel, AICP CEcD EDFP
National Planning Lead





Table of **CONTENTS**

Team Qualifications	1-1
Project Team	2-1
The Planning Services	3-1
Municipal References	4-1
Our Team’s Difference	5-1
Proposed Fee Structure	6-1



TEAM QUALIFICATIONS

Founded in 1938 in Green Bay, Wisconsin, Foth offers a tradition of personalized, client-centered service and smart solutions to a variety of government, industrial, and commercial clients. Our more than 600 employee members deliver technical excellence to our clients in three main areas: Infrastructure, Environment, and Production Solutions, allowing Foth to serve clients as a "one stop shop" for all of their planning, economic development, and engineering needs.

The Foth Planning Team can guarantee a successful planning framework for the City of Lake Geneva based on our wide range of experience in other communities, our ability to maintain an accurate understanding of the City's regulatory framework, and our ability to provide efficient, responsive services.

Foth's project approach is to provide the requested community planning staff services in a "seamless" working context with the City of Lake Geneva staff. Foth takes a team approach, allowing us to exceed the City's expectations and timing needs for any planning effort. This approach also allows Foth to employ the unique expertise of our planning staff as each individual matter for the City requires. We envision our role as the City Planner to include:

Planning Services

- ◆ *Serve as the municipal planning advisor to the Plan Commission, Council, and Administrator representing the City in all municipal planning and economic development matters.*
- ◆ *Oversee all land use related matters and petitions for the City, including rezonings, annexations, PUDs, conditional uses, and extraterritorial matters.*
- ◆ *Lead the proper implementation of the City Comprehensive Plan and manage any amendment processes and procedures.*
- ◆ *Ensure zoning, subdivision, sign, community design, and land mapping ordinances remain consistent and do not contradict the City's Comprehensive Plan.*
- ◆ *Provide economic development assistance as required, aiding the City in matters such as tax incremental districts, grants/loans, city beautification, and being a reputable community business liaison.*
- ◆ *Assist in updates to existing planning studies as required.*
- ◆ *Provide GIS mapping.*
- ◆ *Orchestrate property acquisition and relocation orders as needed.*
- ◆ *Attend and participate in Plan Commission and Council meetings as requested.*
- ◆ *Address municipal planning issues brought up by the public during Plan Commission and Council meetings.*
- ◆ *Offer office hours to the public and advise on compliance with municipal ordinances, Comprehensive Plan, and any other municipal planning matters.*

Engineering Services

We're excited that Lake Geneva is also considering Foth at this time to be the City Engineer. We currently provide a combination of planning and engineering services to other local communities and believe that having our Team together for a community creates great efficiencies. Our engineering team can lead daily development needs as well as all required municipal infrastructure planning and design (water, storm, sewer, roads, survey, construction).



**Our Team will be operating out of our new
and conveniently located Franklin, WI
office. Further, your Lead Planner in Jeff
Muenkel is located just minutes north of
Lake Geneva today!**



PROJECT TEAM

The Foth Team has a wealth of planning experience in the municipal realm. Our team has worked on the public and private sides of municipal government with over fifty (50) years of experience collectively. Your planning professional will be Certified Planner Jeff Muenkel, AICP CEcD. Jeff leads a team of planners with varying expertise, so Lake Geneva will always have the support it needs. This strong team is sure to lead the community through any array of municipal planning projects that should arise.



City Council

Plan Commission

City Administrator | Dave Nord

Building & Zoning Administrator | Fred Walling

Stakeholders/Partners (to name a few)

*Residents/Businesses
Visit Lake Geneva
Tourism Commission
LG Economic Dev. Corp.
Walworth County
LG School District*



Jeff Muenkel, AICP CEcD EDFP

City Planner
Main Point of Contact
Economic Development
Resident/Business Liaison



Orrin Sumwalt, AICP

Planner II
Board Liaison
Development Review
Resident/Business Liaison
Special Projects



Shaun Mularkey

GIS Mapping
Graphics/Renderings
Backup Planner





JEFF MUENKEL, AICP CECD EDFP | City Planner

Professional Planner | B.A., Urban Planning | University of Wisconsin-Green Bay
Office Location: Franklin, WI (Home: Elkhorn, WI)

Jeff has 20 years of experience in a wide range of community planning initiatives working in both the private and public sectors and has a special passion for leading new economic development tasks for growing Midwestern communities. Jeff is the national planning lead for Foth and the Project Manager for all economic development and planning efforts Foth completes.

Jeff has led the development of comprehensive plans as well as many more intricate neighborhood and corridor planning efforts. Jeff has had the pleasure of providing unique and innovative public engagement efforts including interactive planning charrettes and the use of digital technology. Jeff currently serves as a municipal planner for numerous communities and was the Community Development Director for the City of Muskego for fifteen (15) years prior to his last five (5) years at Foth.

Certifications

American Institute of Certified Planners (AICP)
International Economic Development Council (CECD)
National Development Council (EDFP)

Ongoing Planning Services

Village of Salem Lakes
Town of Paris

Other Recent Related Project Experience

Comprehensive Plan, Reedsburg, WI
Zoning/Subdivision Code Rewrite, South Beloit, IL
Sandhills Neighborhood Plan, Richland County, SC
Comprehensive Corridor Plan, Somers, WI
I-94 Comprehensive Corridor Study, Caledonia, WI
Site Certified Bus. Park Creation, Beaver Dam, WI



Orrin Sumwalt, AICP CECD EDFP Planner II

Orrin has 13 years of experience serving municipal governments as a planner in both the public and private realms. Orrin has overseen the many facets of a planning department's daily operations and executed long-range planning efforts over his career, delivering updated ordinances and new zoning codes in order to guide local community development visions. Orrin is skilled in outdoor recreation planning, zoning administration, development review, comprehensive plan development, and public engagement. Furthermore, Orrin has extensive experience administering rigorous natural resource protection standards, a natural resource special exception process, and mitigation plans.

Certifications

American Institute of Certified Planners (AICP)

Education

B.A., Urban Planning | University of Wisconsin-Stevens Point

Related Project Experience

Village Planner, Salem Lakes, WI
Town Planner, Lisbon, WI
Zoning/Subdivision Code Rewrite, South Beloit, IL
Comprehensive Plan, Reedsburg, WI
Sandhills Neighborhood Plan, Richland County, SC
Downtown Beautification, Mukwonago, WI



Shaun Mularkey Planning Support

Shaun has 21 years community planning experience including a proven history of comprehensive plan development for Midwestern Cities, Villages, and Towns. Shaun provides ongoing planning efforts to a variety of communities, including ordinance creation/revision, design guidelines, comprehensive plans, neighborhood/revitalization/corridor plans, urban design (2D/3D), streetscaping, site development, public participation, development review, and geographical information systems (GIS) analysis and mapping. Shaun is particularly skilled in urban design and GIS Mapping and will lead such services for the City of Lake Geneva.

Education

Masters of Urban Planning | University of WI-Milwaukee
B.S., Architectural Studies | University of Wisconsin-Milwaukee
Leadership Institute | International College-Naples

Related Project Experience

East of Merle Hay Road, City of West Des Moines, Iowa
Comprehensive Plan, Reedsburg, WI
Zoning/Subdivision Code Rewrite, South Beloit, IL
Comprehensive Plan, Waukesha/Vernon, WI
Sandhills Neighborhood Plan, Richland County, SC
I-94 Comprehensive Corridor Study, Caledonia, WI
GIS Mapping & Maintenance, Numerous Municipalities



THE PLANNING SERVICES

Foth provides planning services to multiple municipal clients throughout the Southeast Wisconsin area. With each opportunity, Foth has the pleasure of becoming an extension to the local municipal staff and creating long lasting relationships of trust with the residents and elected officials of the communities. Foth's Planning Team are professionals in the industry with a wealth of experience in Southeastern Wisconsin. Foth is unique in having professional Planners (AICP) as well as credentials in economic development (CEcD EDPF). This background allows Foth to consider the future sense of place and aesthetics of a community when making present land use decisions. The communities we work for will attest to our planners becoming true members of our client communities. Our attention to detail and ability to find efficiencies for communities are unmatched. Listed below are the roles we see for our Team as your planners while at the helm for the City of Lake Geneva:

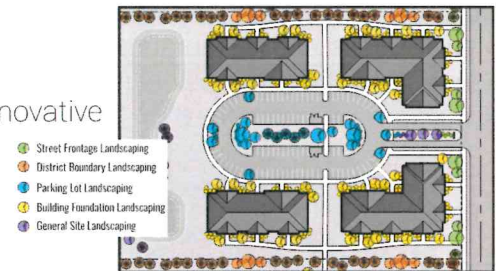
Land Development Matters

At the core of our ongoing planning services to our clients are land development matters consisting of aiding the community through rezonings, comp plan amendments, land divisions, and more. We look to ensure efficient processes for residents, developers, and your Commissions/Boards. Applications should be easy to understand and submittals should be concise in order to ensure informed decisions are made. The Foth Planning Team will stand behind all land development matter decisions, providing the community with recommendations on every petition. We provide detailed staff supplements and intend to be an asset to your Development Review Team due to our planning expertise and historical knowledge.



Zoning Ordinances

Foth assists communities in developing and updating their ordinances to be innovative and practical. We can build new codes for communities fit for their needs or redevelop current code systems. A couple of recent full zoning/subdivision code updates by the Foth Planning Team include the Village of Caledonia, WI and the City of South Beloit, IL.



Zoning Enforcement

We understand the difficulty of interpreting ordinances and deliberating those interpretations with a community's residents, developers, and contractors. The Foth Team will be a zoning liaison to the City, enforcing the code where directed. While we can enforce an ordinance all the way through a court system, it is our approach to first form relationships with a property owner and work towards compliance in a thoughtful way.

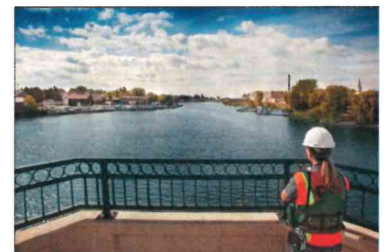


Zoning Review/Permitting

Each community evaluates a need for zoning permits in a different way. We work with local staff to ensure that the zoning code is part of any license or permitting process to assure the code is not overlooked and any Board or Commission approvals and conditions are being met.

Resident/Developer/Contractor Liaison

This may be one of the most important aspects of ongoing planning services for our clients. The citizens of Lake Geneva will come to respect us as your planners and rest in the fact that we're relaying the appropriate information to the community while also developing positive relationships with the people. Lake Geneva can rest assured that our outgoing personalities will be extensions to the local staff looking to create win-win situations with all who we come across.



Planning Services Cont'd

The Comprehensive Plan

Foth has a full understanding of the new Lake Geneva Comprehensive Plan recently adopted in 2020 and we intend to leverage the many policies and recommendations that Plan offers while being your daily planner. Foth has a wide range of Comprehensive Planning experience in the State of Wisconsin. We administer the decisions of a community's plan while also authoring new plans. Currently we are completing a new Comprehensive Plan for the City of Reedsburg, Wisconsin. We believe that the Comprehensive Plan is the backbone of a future vision for a community and, when implemented correctly, the Plan can define a community creating a unique sense of place. Looking at Lake Geneva, we can't wait to further implement your Comprehensive Plan, giving new life to some of the most important recommendations including:

- ▶ *A new downtown revitalization/reinvestment plan*
- ▶ *The greenbelt corridor*
- ▶ *Lake/watershed protection*
- ▶ *Community design*
- ▶ *Walk-ability/bike-ability*
- ▶ *Downtown periphery design*
- ▶ *The Hwy 50 bypass*
- ▶ *Infill housing, and more!*



Economic Development

With the Foth Planning Team, the City of Lake Geneva will also have access to our economic development expertise. Lead Planner Jeff Muenkel is a certified economic developer (CEcD) as well as a certified economic development finance professional (EDFP). On top of that, Jeff simply has a passion for leading economic development initiatives in Lake Geneva. He has been walking the community streets, recreating in the City parks and lake, and patronizing area businesses and restaurants for the past twenty (20) years. We intend to utilize our economic development expertise as your community planner. Some initiatives we hope to expand and be a part of in the future are the following:

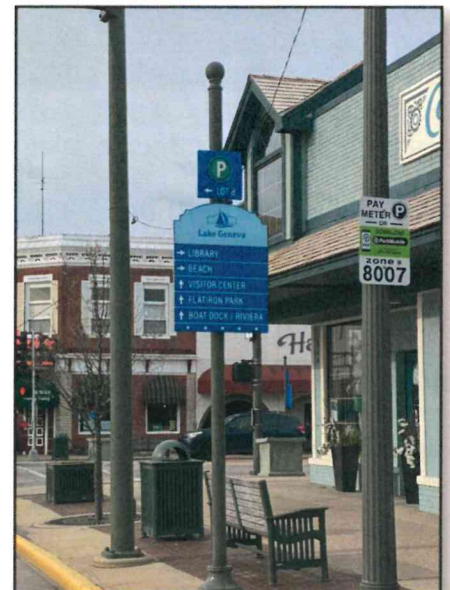
- ▶ Create a new downtown revitalization/reinvestment plan
- ▶ Orchestrate new city beautification opportunities
- ▶ Aid in your Business Improvement District (BID)
- ▶ Be a liaison and partner to your business owners
- ▶ Be a partner to the Lake Geneva Economic Development Corporation (LGEDC) and Visit Lake Geneva (VLG)
- ▶ Aid in creation/implementation of Tax Incremental Districts (TIDs)



Funding Assistance (Grants/Loans)

Governments at all levels are looking for funding assistance to help pay for infrastructure and environmental management improvements in their communities. Foth provides proven professional assistance developing grant strategies, application writing, grant administration, and consulting services for special appropriation requests. Further, you can be assured your Foth Team will let Lake Geneva know of financial savings opportunities well in advance due to our knowledge and partnerships in the economic development field!

In fact, Lead Planner Jeff Muenkel has long wanted to pursue a Community Development Investment Grant from the Wisconsin Economic Development Corporation for years. We believe that some downtown project now or in the near future can benefit from this funding mechanism!



Planning Services Cont'd

GIS Mapping

The Foth Team employs the use of ESRI and Civil3D products and can house and maintain a community's data as needed. Mr. Shaun Mularkey is part of our Planning Team for Lake Geneva and he is a GIS professional who is able to leverage powerful story-telling maps that help with community transparency and understanding.



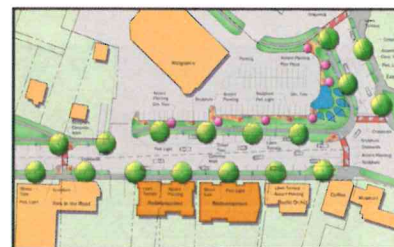
Urban Design

Sometimes an image needs to take it to the next level and Foth has this ability. We take pride in producing high quality renderings for communities. When required, we can create new concepts for developments and parks or new informative literature to guide community residents on a particular matter. We are able to produce such imagery in 2D and 3D formats when required as well as make them interactive (VR/AR tech).

Other Plans/Studies

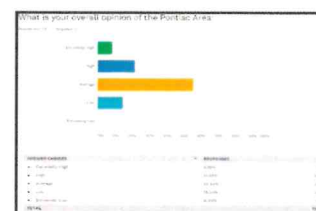
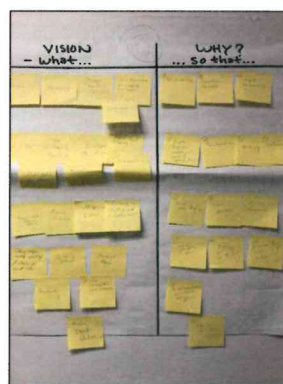
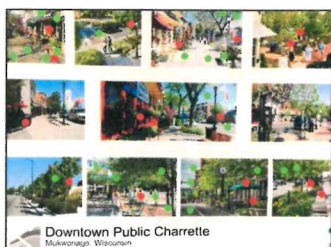
The Foth Planning Team is multi-dimensional in that we provide day to day planning services to our clients and long-range planning efforts as well. We have authored numerous recreation/conservation plans, corridor studies, and neighborhood and downtown redevelopment plans. We understand that all plans should work together in shaping the vision for a community. Foth intends to utilize the plans Lake Geneva has adopted in the past on all future development reviews and when advising the City on future planning matters. When required, the Foth Team can deliver any planning or economic development planning initiative that may be needed. Some recent special plans Foth has worked on include:

- ▶ Village of Mukwonago - Downtown Streetscape & Wayfinding Master Plan
- ▶ Village of Caledonia - I-94 Corridor Plan
- ▶ Village of Union Grove - Gorman Development Plan
- ▶ Town of Paris - I-94 Corridor Neighborhood Plan
- ▶ Village of Windsor - Comprehensive Outdoor Recreation Plan
- ▶ City of Muskego - Parks and Conservation Plan
- ▶ Village of Somers - I-94 Corridor Plan



Public Engagement

Effective community engagement techniques are not a one size fits all approach. Before determining what methods will work best, one should first have an understanding of who the audience is and what outcomes are desired. Varying public input strategies are a cornerstone to Foth's planning efforts. Our team has a long history of providing unique engagement activities that are tailored to the audience. Some of our recent engagement activities have included charrettes, surveys, stakeholder interviews, project websites, social media, and technology leverage (drone, 360-degree videos, AR, and VR).



Planning Services Cont'd

Board Liaison

A community should have confidence and respect for its Planner. Our Foth Team is proud to say we have worked on both the public and private sides for City Hall, representing thousands of public meetings. We know how to work with Boards and Committees, providing them with the facts and data necessary to make informed decisions while providing them with recommendations they can rely upon.

Property Acquisition

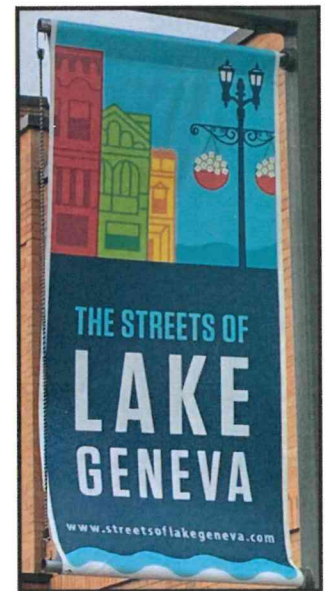
With Foth being an engineering company at heart, we have led many infrastructure design and construction projects requiring land acquisitions and temporary easements. Foth's planners can be this liaison for Lake Geneva, ensuring proper State Statutes are followed for any relocation need.

Expert Witness

Head Planner Jeff Muenkel has served as an expert witness on numerous occasions representing municipalities on various planning and zoning matters. Jeff's certifications in planning (AICP) and economic development (CEcD/EDFP) aid in this role.

Capital Planning

Foth has exceptional knowledge in a municipality's capital planning needs, whether it be assessing long term infrastructure projects to new downtown or lake planning initiatives. Lake Geneva will be assured to receive intricate cost analysis sheets so the elected officials can make informed decisions. Foth also specializes in long term capital plans and can aid the City in five (5) or ten (10) year capital plans for roads, sewer, water, or general planning projects.



MUNICIPAL REFERENCES

Foth provides numerous ongoing planning services to local Southeastern Wisconsin communities. We invite you to call our references below!



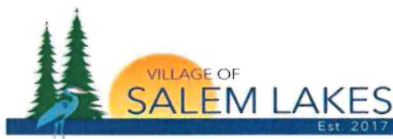
Reference:

John Holloway
Town Chair
16607 Burlington Rd
Union Grove, WI 53182
(262) 914-5407

Town of Paris - Planning/Engineering **Kenosha County**

Foth provides the Town of Paris with community planner staff services including development review, long-range planning, ordinance development, and serving as the Plan Commission and Board liaison. Foth's involvement includes:

- ◆ *Planning and Engineering development services*
- ◆ *Engineering infrastructure projects*
- ◆ *Staff Review of development applications (Rezones, CUPs, Plats, CSMs, and Site Plans)*
- ◆ *Attendance at Plan Commission, Town Board, Work Session Meetings, Pre-Application Meetings, and others as required*
- ◆ *Preparation of the I-94 Corridor Neighborhood Plan including coordination with Kenosha County and the Town/Village of Somers*
- ◆ *Assistance with preparation of unique AgPUD Ordinance*



Reference:

Brad Zautcke
Director of Public Works
918 Antioch Road
PO Box 443
Salem, WI 53168
(262) 862-2371

Village of Salem Lakes - Planning/Engineering **Kenosha County**

Foth provides the Village of Salem Lakes with community planner staff services including development review, long-range planning, and ordinance development. Foth's involvement includes:

- ◆ *Planning and Engineering development services*
- ◆ *Engineering infrastructure projects*
- ◆ *Staff Review of development applications (Rezones, CUPs, Plats, CSMs, Variances, Site Plans and Certificate of Compliance Permits)*
- ◆ *Attendance at Plan Commission, Zoning Board of Appeals, Scheduled Office Hours, and other meetings as required*
- ◆ *Zoning Ordinance updates*
- ◆ *Housing Affordability and New Housing Fee Reports (per Act 243)*
- ◆ *Updating all Village zoning and land division applications*
- ◆ *Oversee Board of Appeals*



Reference:

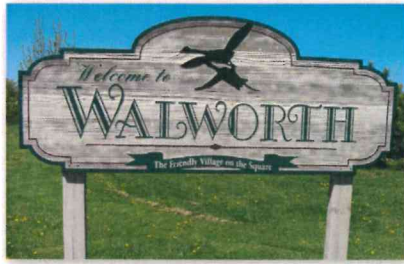
Kathy Nickolaus
Town Administrator
W234N8676 Woodside Road
Sussex, WI 53089
(262) 246-6100 Ext. 1003

Town of Lisbon - Planning **Waukesha County**

Foth provides the Town of Lisbon with community planner staff services including development review, intergovernmental cooperation, and long-range planning. Further, Foth is currently aiding the community for incorporation as a Village.

- ◆ *Ongoing planning services*
- ◆ *Economic development*
- ◆ *Staff Review of development applications (Rezones, CUPs, Plats, CSMs, Variances, Site Plans and Certificate of Compliance Permits)*
- ◆ *Attendance at Plan Commission, Zoning Board of Appeals, Scheduled Office Hours, and other meetings as required*
- ◆ *Zoning Ordinance updates*
- ◆ *Updating all Town zoning and land division applications*
- ◆ *Incorporation activities*
- ◆ *Intergovernmental cooperation agreements*





Reference:
Tom Connelly, Jr.
Village President
227 N. Main Street
Walworth, WI 53184
(262) 745-1769

Village of Walworth - Planning **Walworth County**

Foth provides the Village of Walworth with community planner staff services including development review, long-range planning, and ordinance development. Foth's involvement includes:

- ◆ Staff Review of development applications (Rezones, CUPs, Plats, CSMs, Site Plans & Plans of Operation)
- ◆ Comprehensive Plan and Park and Open Space Plan updates
- ◆ Attendance at Plan Commission, Village Board and other meetings as required



Reference:
Kris Snyder
Clerk/Treasurer
W250 S3567 Center Road
Waukesha, WI 53189
(262) 542-5030

Village of Waukesha - Planning **Waukesha County**

Foth provides the Village of Waukesha with community planner staff services including development review, long-range planning, and ordinance development. Foth's involvement includes:

- ◆ Staff Review of development applications and ordinance updates (Rezones, CUPs, Plats, CSMs, Variances, Special Exceptions, Accessory Buildings, and Zoning Permits)
- ◆ Attendance at Plan Commission, Village Board, Board of Appeals, Scheduled Office Hours, and other meetings as required
- ◆ Village incorporation leadership



Reference:
Karen Schuh
Clerk/Treasurer
W249 S8910 Center Drive
Vernon, WI 53103
(262) 662-2039

Village of Vernon Planning/Engineering **Waukesha County**

Foth provides the Village of Vernon with community planner and engineering staff services including development review, long-range planning, and ordinance development. Foth's involvement includes:

- ◆ Staff Review of development applications and ordinance updates
- ◆ Attendance at Developer/Resident Meetings, Plan Commission, Village Board, Board of Appeals, Scheduled Office Hours
- ◆ Road Program administration
- ◆ Bridge inspections
- ◆ Design of all infrastructure projects and Bidding as necessary



OUR TEAM'S DIFFERENCE

We know Lake Geneva doesn't have to make a change for planning services. However, we believe the Foth Planning Team can offer many more efficiencies and opportunities than our competitors long-term. Here are a number of items we believe will be fresh and different as your new planning partners with Foth:



Service & Experience: Your Lead Planner and coordinator for our Team is Jeff Muenkel who personally lives minutes away from the City and has called the City home for family, business, and recreation for decades. Jeff is a certified professional in planning and economic development. Jeff has worked on the public and private sides of planning while also running a municipal community development department for fifteen (15) years. Jeff has an outgoing personality that builds relationships and will be an excellent staff member moving forward. Lastly, Foth is proposing a team of planners that have been on both the public and private sides of a municipality. The City will always have experts ready to serve them who know how to effectively work with residents and elected officials. We look forward to being a positive voice for your Development Review Team.



Economic Development: We're proud of our passion for economic development and we believe that the City of Lake Geneva has more of a need for economic development awareness and talent than any other municipalities in the region. With the constant changing of population and mix of tourism the City should have planners that are always thinking of economic development initiatives and partnerships. With Foth you will have this economic development experience and outside the box thinking. Planning Lead Jeff Muenkel is a Certified Economic Developer (CEcD) and Certified Economic Development Finance Professional (EDFP). We hope to leverage our economic development experience for the community applying many new economic development initiatives including:



*Business Liaison
Downtown Revitalization
Prioritizing Infill Development
Grants/Loans/Financing Tools
Development/Redevelopment*

*Development Organization Partner
Creative Placemaking
Beautification Efforts
Tax Increment District Plans
Marketing*



GIS & Urban Design: GIS and graphic design are a specialty for our planners on our Team. We can maintain the City's data in ESRI and Civil3D formats while providing maps as required. We'll also go beyond the basics to design the concepts and renderings that the community stakeholders can envision with their own eyes when a project demands. We intend to provide graphical high end products that uses images, tables, maps, renderings (2D/3D), and technology (360 videos, AR/VR, drones) to provide future visions of developments or community awareness projects.



Engineering: We believe in efficiencies and transparency in governmental processes. The City is also addressing a proposal process for a new City Engineering Team and were proud to say that Foth is part of the final group being evaluated. What an efficient process in our minds if Foth can be your Planner and Engineer moving forward making decisions on development matters quickly and together. We have the planning/engineering setup with a few of our other clients which helps in build historical knowledge and seamlessness for a community.



PROPOSED FEE STRUCTURE

Foth's general practice in providing ongoing planning services to communities is at a billable hourly-rate arrangement with negotiated lump sums for special projects. The hourly rate allows communities ease of transferring costs to developers as required. Foth is open to discussing any and all fee arrangements the City desires.

Please note that Foth does anticipate that most fees will be at the cost of permits and developer recovery cost agreements.

2022 Billable Rates/Fees

All Planners	\$139/hr
Administrative Assistance	\$78/hr
Mileage	\$0.585/Mile

NOTE: Our hourly costs are inclusive of all materials required for our daily work (reimbursements, printing, computers, etc.)

