

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

**PLAN COMMISSION MEETING
MONDAY, AUGUST 15, 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:

1. Links to the City of Lake Geneva's live video stream can be found at www.cityoflakegeneva.com/video
2. Television: Watch live broadcast of the meeting on Spectrum Cable Channel 25
3. Listen to audio via phone: (602) 333-2017 (Long distance rates may apply) (888) 204-5987 (Toll Free)
Access Code: 9746153

Agenda

1. Meeting called to order by Charlene Klein.
2. Roll Call.
3. Approve Minutes of the July 18, 2022 Plan Commission meeting 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 Venture Investments Partners LLP, 775 Southwind Dr. for a request to paint the exterior of 719 W. Main St. in the Central Business (CB) Downtown Design Overlay Zoning District, Tax Key No. ZOP00277.
7. Review and Recommendation of a proposed Site Plan Review for a request submitted by Aaron Hirschman, d.b.a. Plas – Tech , Avalon Property Inc., 875 Geneva Parkway, to allow site renovations as an initial phase preparations as identified on the documents prepared by Farris, Hanson, and Associates. for Tax Key No. ZLGBP00010A.
8. Public Hearing and Recommendation for a Conditional Use Permit for Madelyna Kelly, 6807 State Rd 36, Lake Geneva, to allow for the request of Indoor Commercial Entertainment land use for the property located at 253 Center St., unit #900, for the property located in the Central Business (CB) zoning district, Tax Key No. ZOP00282.

9. Public Hearing and Recommendation to amend the Conditional Use Permit for Lowell Custom Homes, 401 Geneva National Ave., to allow the installation of an outdoor swimming pool for the home located at 886 Maytag Rd., which is located in the Estate Residential – 1 (ER-1) zoning district, Tax Key No. ZCE00019.
10. Public Hearing and Recommendation on Ordinance Amendments regarding Murals to Chapter 98: Zoning which would affect Section 98-034 – Definitions, Section 98-725- Murals, Section 98-913 Downtown Design Overlay Zoning District of the zoning ordinance.
11. Applications for Amendment to the Comprehensive Plan Conceptual discussion only:
 - a. Aaron Hirschman, 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. City Planning Consultant with a request to correct the legend of the Future Land Use Map
 - c. 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
12. Comprehensive Plan Implementation
13. 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 8/10/2022

PLAN COMMISSION MEETING
MONDAY, JULY 18, 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.

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

Approve Minutes of the June 20, 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 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.

Brian Shipkin, H.M. Witt & Co. Signs, representing the applicant, presented their request to update new branding for At Properties & Christies replacing the existing awning, adding another awning & signs, including a monument sign. Commissioner Hoiland asked if the new brand will change again. Shipkin said not to his knowledge and added the company is changing all the branding in the Chicago area & in Wisconsin. Mayor Klein asked if the existing monument sign verbiage would be different, specifically the phone number. Shipkin said yes the monument sign would be different, reflecting the new branded name and the website.

Hoiland/Gibbs motion to approve the proposed exterior awnings & signage and include all staff recommendations.
Roll Call: Klein, Gibbs, Cary, Hoiland, Fueredi, and Marquardt “yes.” Motion carried unanimously. 6-0.

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.

Zoning Administrator Walling said these amendments would clean up the zoning code to reflect recent State Statutes. City Planner Kruesel introduced the proposal to amend the City zoning code pertaining to wireless communication facilities, such as new locations for tall cell towers. City Staff learned Walworth County may be looking for a tower location for basic public safety response & 911 systems which led to the review of the zoning code and discovered the code does not comply with certain changes which have occurred in state law. In its current form, the ordinance is not enforceable due to changes in the State law. Kruesel explained in 2013, the new wireless siting law went into effect which limited local governments in regulating these types of cell towers; specifically the city can no longer prohibit tower locations in any zoning district and have to be listed at a Permitted Use or a Condition Use in all zoning districts. The code is now drafted as a Conditional Use in all zoning districts. Kruesel said the setback may be regulated if property is adjacent to any parcel allowing single family residential. The code has been drafted as a setback which is equal to 100% of the tower height on all sides but with the option of using a detailed engineering certification, showing that the fall zone of a tower would collapse in less distance than the setback, which also would be acceptable. The discussion continued. Commissioner Gibbs asked about access roads to the towers. Kruesel said there is nothing in the state wireless siting law pertaining to access drives so it would follow the standard processes when considering these access drives, requiring easements from private properties or driveway permits from a public street.

Speaker #1: Mike Mumford, W3228 McDonald Road, lives next to Cobb Park, opposed portions of proposed amendment to the zoning code. He explained the history of Cobb Park which was donated land to be used as a public park and through research has discovered the property has a deed restriction. Mumford attended a discussion meeting for a proposed tower in this park and does not believe Cobb Park is a good location for a tower. Mumford asked that Cobb Park be removed from the list of possible sites for a tower.

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

Planner Kruesel stated Attorney Draper reviewed the memo and statutes in detail and endorses the legal findings in these ordinance amendments.

Hoiland/Cary motion to approved Ordinance Amendments to Chapter 98: Zoning which 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 and include all staff recommendations and fact finding in the affirmative .

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

Review of Draft Ordinance Amendments to Regulate Murals within the City of Lake Geneva

City Planner Mich explained the continuation regarding Murals within the City of Lake Geneva from the June Plan Commission meeting. Mich said the proposed amendments to the code are only conceptual, but draft language has been created with the goal is to discuss policy questions here at Plan Commission. The proposed amendments remove any zoning barriers to the BID Mural Program by proposing changes to the Downtown Design standards and to include basic requirements for any proposed murals. The mural permit process would follow the same review as a Site Plan Review so the City is aware of any mural being proposed. Proposed provisions include location and placement of murals; unpainted brick or stone cannot be painted; and maintenance & removal.

Mich presented policy questions & asked for feedback regarding: 1.) Can walls with historic details contain murals? Hoiland would like to preserve the historic look and impressions of all buildings in Lake Geneva and would prohibit murals on walls with historic features. Klein, Cary and Gibbs agreed. 2.) Will the murals have a size limit? Maybe establish a cap on the size. Commissioner Cary suggested one wall only. Commissioner Fueredi is in favor limiting the size of the mural, since some buildings do have big walls. Hoiland said every wall size is different and agrees the size should not be unlimited. Cary asked for clarification on process for approval. Mich said the project would go through the Site Plan Review with the Plan Commission but the City would not be able to regulate the content or design of the murals. Mich stated the rules created for this ordinance will apply equally to all proposed murals in the City. Klein asked if this ordinance precludes anyone in the residential zoning district. Mich said currently the zoning code does not regulate murals at all and the proposed amendments would not change it because of First Amendment issues. At the previous meeting, the discussion focused on making zoning code changes to remove barriers for the proposed BID Mural program but a conversation may be needed for the next level of changes if the Plan Commission is interested. Klein said the Plan Commission is interested because of the residential Tower’s building. Gibbs asked if the size could be determined case by case, based on the size of wall. Mich stated the sign ordinance allowing signs to be a certain sign square footage based on the linear frontage of the building. Mich said the 50% of the total area of the wall rule may be one possibility. Another option for the mural size would be determined by the zoning district in which the property is located. Cary asked which side of the Geneva Tower’s building could be used for a mural, given it can be seen from several angles. Mich said the code has a clear definition of a building façade, which states the façade of the building is that which faces the primary street or address of the building. Mich suggested limiting murals to the 1st or 2nd floors of a building. Hoiland said murals can promote the image of the City and suggested a mural could be 50% - 70% of the wall, depending on the structure. Cary said the BID Mural program is a first of its kind and eventually other groups will want to participate so we will want to preserve the look of the City but also embrace the City moving forward. Fueredi stated she is not in favor of large murals but small murals would be okay. Mich clarified murals are not considered signs, per the sign ordinance, which means murals cannot direct people to specific businesses, products, or resorts. Murals need to be non-commercial in nature. Gibbs asked if a retaining wall could have a mural. Mich said the draft ordinance implies a retaining wall would be eligible but mural would not be allowed on a fence so clarification should be made to clearly state retaining walls would qualify for a mural location. Klein said she would like the mural size to be 50% of the total area of the wall. Hoiland, Cary, Fueredi and Marquardt agreed. Gibbs likes 50% total wall area on the main streets and suggested allowing bigger murals in the alleyways. Mich will make changes to the proposed amendments per the discussion and will be placed on

the August Plan Commission agenda as a Public Hearing where discussion can take place regarding other locations in the City.

Applications for Amendment to the Comprehensive Plan Conceptual discussion only:

Mich provided an overview of the Comprehensive Plan Amendment Process schedule. Mich suggested after the August Plan Commission meeting discussion and review, the Plan Commission should recommend setting a Public Hearing at Council. Mich said this would be the time to let the applicants know if you oppose anything or have concerns regarding their applications or recommend a Neighborhood Meeting for any application. The Public Hearing for the Amendment of the Comprehensive Plan is Monday, October 10th, 2022 at the Joint City Council and Plan Commission Meeting.

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

Mich provided a summary of the application which includes Plas-tech annexing a narrow strip of land east of the existing property and expanding their industrial business into this narrow parcel and the parcel to the north. Plas-tech would like to amend the Future Land Use Map from Planned Office & Planned Business to Planned Industrial for the properties named above. Pete Juergens, 2689 Sunset Blvd, Lake Geneva, agent for the owner, presented the request, explaining the history of the parcels, indicating the flow of water direction was changed to flow to the east when Walmart was built and Edwards Blvd was established, causing the land to flood resulting in wetlands. Studies were completed which determined the parcels in this application contain a manmade wetland so the DNR and Corp of Engineers resolved these parcels are not wetlands. Juergens said proper draining will clean up the parcels and expansion is possible. The applicant wants to change the zoning which can only take place after the Future Land Use Map is amended in the Comprehensive Plan.

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

Mich stated this property is currently recommended for single family residential in the Comprehensive Plan and is zoned Neighborhood Business. The applicant would like to change the Comprehensive Plan Future Land Use Map from Single Family Residential to Central Business which if approved would allow for a zoning change to Central Business District to allow for Commercial Indoor Lodging. Gary Dunham, 1315 W Main Street, and Samantha Strenger, 816 Wisconsin Street, presented their application. Dunham said they have made renovations to the property which currently operates as a bed and breakfast. Dunham explained their arrangement with Horticultural Hall to provide lodging for wedding families next door to the wedding venue. Dunham said staff did suggest changing the Future Land Use Map and the zoning to Central Business. A discussion followed.

c. City Planning Consultant with a request to correct the legend of the Future Land Use Map

Mich requested a correction to the legend of the Future Land Use Map to read Mixed Residential in place of Multi-Family Residential in order to clean up the Comprehensive Plan.

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

Mich would also like to add the Planned Business Park to the list of appropriate zonings districts to implement the Planned Industrial future land category.

Comprehensive Plan Implementation

Mich explained this is a continuation of the discussion from the last Plan Commission meeting. This document supplies round number cost estimates for some of the Comprehensive Plan Implementation items. The objective tonight is for the Plan Commission to provide some direction to the Zoning Administrator for the budget request regarding the Comprehensive Plan Implementation items. Walling said the Plan Commission should discuss which items are viable so they can be placed in the budget for 2023. Walling said the outdated sign ordinance needs to be updated which is about half the budget. Mich asked there to be flexibility in the budget for items which pop up such as the Communication Towers.

Klein/Cary motion to continue the discussion for the Comprehensive Plan Implementation until the August Plan Commission meeting.

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

City Planning Services RFQ reviews by Plan Commission members.

Klein reminded the Plan Commission the RFQ materials were in the packet from the June Plan Commission meeting for their review and asked for a discussion on the City Planning Services.

Hoiland suggested having a comparison & contrast for the 2 applicants by staff since some members may not know the history of either company. Walling said the staff was directed by Council to send out a request for qualification proposals for Planning Services for the City of Lake Geneva and only received 2 proposals. Part of the request from Council was for the Plan Commission to review documents & make a recommendation. Walling said Vandewalle has worked with the City of Lake Geneva for 27 years and their pricing is comparable to other firms with these services. Klein likes the idea of continuity. Gibbs said he has worked with Vandewalle as long as he has been on Plan Commission and believes they do outstanding work with prices which are similar to other companies. Klein asked about the duration of the contract. Mich said the current contract is open-ended at this time and Vandewalle would be okay with an annual contract if that is the direction the City wants to move toward. Gibbs works with other municipalities who use Vandewalle and they are happy with their services as well. Hoiland has had positive experiences with the individuals at Vandewalle but he wondered if the Plan Commission needed to do a deeper evaluation into the 2 companies. Hoiland agrees with the importance of continuity.

Gibbs/Hoiland motion to continue the retainer for Vandewalle & Associates as the City Planner with an annual contract review by the City Administrator.

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

Adjournment. Klein/Hoiland motion to adjourn at 7:43 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: April 18, 2022

Agenda Item: 6a

Applicant:

Roger Wolff d/b/a/
Venture Investments Partners LLP
775 Southwind Dr.
Lake Geneva

Request:

719 W. Main St.
Downtown Design Review painting the
exterior of a building in the Central Business
(CB) zoning district
Tax Key No. ZOP00277

Description:

The applicant is submitting an application for Downtown Design Review on the request to allow the painting to the exterior of the building located at 719 W. Main St. in the Central Business (CB) zoning district, Tax Key No. ZOP00277.

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.:

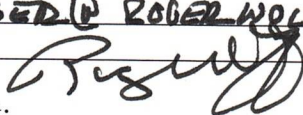
719 W. MAIN ST
Z0P00277

Name & Address of Current Building Owner:

VENTURE INVESTMENT PARTNERS LLP
775 SOUTHWIND DR
LAKE GENEVA, WI 53147

Telephone Number of Current Building Owner: 262-903-3222

Email Address: ROGER@ROGERWOLFF.COM

Owner Signature: 

Name & Address of Applicant:

SAME

Telephone Number of Applicant: _____

Email Address: _____

Proposed Design Change:

ATTACHED

Zoning District: CENTRAL BUS. DISTRICT

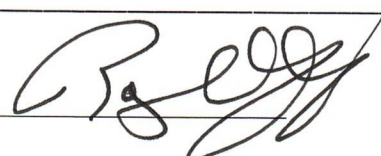
Names & Address of Architect, Engineer, and/or Contractor of Project:

NONE

Description of Project:

PAINT LOWER LEVEL

Date: 7-14-22

Signature of Applicant: 



Current



WHAT WE WOULD LIKE
TO SEE

Same Grey
Cream

CARRIED
DOWN
↓

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 15, 2022

Agenda Item <u>#7</u>

Applicant:

Aaron Hirschman
d.b.a Plas-Tech
Avalon Property Inc.
875 Geneva Parkway
Lake Geneva, WI

Request:

875 Geneva Parkway
Site Plan Review for initial phase of site
renovations

Description:

The applicant has requested site plan approval of improvements to the Plas-Tech property at 875 Geneva Parkway. A number of applications involving the Plas-Tech property have been submitted to the City in recent months. This includes an annexation, certified survey map, and comprehensive plan amendment request. However, this particular site plan approval request, as proposed, is a separate item from the above, and action on the site plan review would have no bearing or impact on the other applications.

This site plan review request involves construction of new parking stalls at the south end of their site in front of the building and another row of new parking stalls to the west of their building. Any site plan modification requires site plan approval. The site is currently zoned PBP (Planned Business Park). Site plan modifications shall comply with the requirements listed in the zoning district, ordinance section 98-105(j).

Requirements to note include:

- Improvements shall maintain a minimum pavement setback of ten feet from the side property line and twenty feet from the front property line (98-105(j)(4)(b) Nonresidential Bulk Requirements).
- Improvements shall comply with stormwater requirements as noted by the City Engineer
- A minimum Landscape Surface Ratio (LSR) of 30% shall be maintained in the PBP zoning district (98-105(j)(4)(a) Nonresidential Intensity Requirements).

In addition, the applicant has future plans for additional site improvements to the north of the existing building. While these plans are not part of the current site plan submittal, the applicant has been advised that all improvements should be well planned, such as detailed site grading, to ensure that future phases tie into the overall site design.

Staff Review:

The proposed site plan does not appear to comply with the pavement setback requirements and additional information is needed to confirm whether the minimum LSR% is met. If the Plan Commission would like to allow the application to proceed, a recommendation has been drafted that would allow for the additional information to be submitted after plan commission review but prior to issuance of any permits or any land disturbance. Final staff approval would be required.

To enable a clear review, staff also requests a site plan that removes extraneous information such as utilities and grading onto a separate plan sheet and include a sheet that labels the property lines and dimensions the setback distance to the property lines. All parking stalls shall meet minimum standard dimensions and drive aisle width shall also comply with the code.

Staff Recommendation:

Staff recommends Site Plan Approval of the proposed initial phase of Plas-Tech site improvements at 875 Geneva Pkwy, specifically for parking lot expansions on the south and west sides of the property as proposed, and with the following conditions of approval:

1. Prior to issuance of any permits and prior to any land disturbance, a revised site plan shall be submitted for staff approval which reflects compliance with pavement setbacks per the PBP zoning district.
2. Prior to issuance of any permits and prior to any land disturbance, a revised site plan shall be submitted for staff approval which reflects compliance with the minimum Landscape Surface Ratio (LSR%) per the PBP zoning district.
3. Subject to any requirements or comments by the City Engineer.

Suggested Motions:

- *Approve:* I recommend approval of the proposed *Site Plan Approval for Aaron Hirschman, d.b.a Plas-Tech, 875 Geneva Parkway, Lake Geneva, WI 53147 for the proposed initial phase of site plan improvements at the property located at 875 Geneva Parkway, with the conditions recommended by staff.*
- *Deny:* I recommend denial of the proposed *Site Plan Approval for Aaron Hirschman, d.b.a Plas-Tech, 875 Geneva Parkway, Lake Geneva, WI 53147 for the proposed initial phase of site plan improvements at the property located at 875 Geneva Parkway, because [provide rationale for denial].*

*Sonja Kruesel, AICP
City Planning Consultant
Vandewalle & Associates*

Memo to City of Lake Geneva

To: Fred Walling, Zoning Administrator **Date:** August 10, 2022

From: Naomi Rauch, P.E.
262-758-6032

CC: Pete Juergens
Warren Hansen, P.E. – Farris Hansen and Associates
Dave Nord – City Administrator
Brenda Follensbee – Building and Zoning Administrative Assistant
Tom Earle – Director of Public Works
Josh Gajewski – Utility Director
Greg Governatori P.E. – Kapur & Associates, Inc.

Subject: PHASING PLAN REVIEW – Plas-Tech Initial Phase 1 – Grading and Paving of Parking stalls
Kapur Project No. 20.0163 Phase 03 – Approval Recommended

BACKGROUND AND REQUEST:

A phasing sequence plan was submitted for engineering review. The proposed improvements include grading and paving of an additional 29 parking stalls along the west lot line (4050 sq.ft.) and 18 parking stalls along Geneva Parkway (6530 sq.ft.) for a total of 10,580 sq.ft. of new impervious surface. The initial phase is noted on the plan referenced below in ORANGE.

The following plan and calculations were submitted for review:

- **Site, Grading, and Drainage Plan initial Phases 1,& 2 Plas-tech Engineering**, prepared by **Farris Hansen & Associates**, annotated to show phasing, sheets 1-3 of 11, dated July 09, 2020, last revised May 20, 2022.
- **Plas Tech / Avalon Properties LLC Phasing Sequence Schedule**, one sheet.

Comments:

Initial Phase 1 is part of a larger improvement plan as noted on the submitted materials. Kapur has reviewed and provided comments on the overall concept including phasing, stormwater management requirements, grading, and utilities. Based on our review of the submitted materials we recommend approval of the Initial Phase 1 improvements **ONLY** subject to the following conditions:

General

1. The engineering plan set shall be revised to comply with the minimum pavement setback as required in the City Planner Staff Report. Revision in the engineering plan shall be provided for City review and approval prior to land disturbance.





2. Stormwater runoff from proposed new impervious surfaces shall be directed to the north and away from adjacent lots.
3. No grading shall be allowed on the adjacent properties without prior written approval from property owners. Please note that the ORANGE limits inadvertently extend onto the adjacent property at the NW corner. In meeting the setback requirements as noted by the planner and utilizing the existing swale at the NW corner, we anticipate grading in this location will not be necessary to direct stormwater to the north.
4. All improvements in the ORANGE initial Phase 1 must remain on Parcel ZLGBP00010A.
5. The proposed improvements in initial Phase 1 (10580 sq.ft of impervious) shall be counted toward the stormwater management applicability threshold of 0.5 acres (21, 780 SF) of new impervious for future stormwater management release rate and water quality requirements of the overall improvements. The overall concept plan shows the location of a future stormwater management facility, currently under review, that must be constructed at the time the impervious threshold is met.

The plans have been reviewed for conformance with generally accepted engineering practices and City of Lake Geneva policies. Although the material has been reviewed, the applicant is ultimately responsible for the thoroughness and accuracy of the plans and supplemental data and for compliance with state, county, and other local ordinances and procedures.

Please contact me if you have any questions or comments pertaining to this project.

APPLICATION FOR SITE PLAN REVIEW

City of Lake Geneva

Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):

875 Geneva PARKWAY North
Lake Geneva WI 53147

Name and Address of Current Owner: Avalon Properties LLC

875 Geneva Parkway North, Lake Geneva WI 53147

Telephone No. with area code & Email of Current Owner: 262-206-2190

aaron@plusTechEngineering.com

Owner Signature: Aaron Hochman

Name and Address of Applicant:

Peter Juergens
N3689 Sunset Blvd. Lake Geneva WI 53147

Telephone No. with area code & Email of Applicant: 414-588-2909

peter.juergens05@gmail.com

Proposed Use: Add additional Parking

and Review Over All Site Plan

for Conceptual Approval

Zoning District in which land is located: _____

Names and Addresses of architect, professional engineer and contractor of project:

Farris, Hansen & ASSO 7 Ridgeway CT. Elkhorn WI
Geneva Bay Design N3689 Sunset Blvd Lake Geneva

Short statement describing activities to take place on site:

Add 29 Parking Stalls Along West Lot Line
Add 18 Parking Stalls at Street - South Lot Line

Review Site plan for Two phases of Future
Development

Site Plan Review Fee: \$400.00, payable upon filing application

8-3-22
Date

[Signature]
Signature of Applicant

PLAS TECH / AVALON PROPERTY LLC
PHASING SEQUENCE SCHEDULE

A. Initial Phase: (Orange)

(To be completed ASAP)

1. Install silt fence, west lot line / south at Geneva Parkway
2. Install berm at northwest lot corner to capture parking lot water
3. Evacuate and pave 29 parking stalls, west lot line (approximately 4050 square feet), and 18 parking stalls along Geneva Parkway (approximately 6530 square feet) – Total land disturbance = 10,580 square feet

B. Phase I: (Blue)

1. Obtain temporary grading easement from Wal-Mart
2. Obtain new sewer lateral easement to relocation (in future) from Wal-Mart
3. Obtain Approval from Wal-Mart for Phase I and Phase II Concept Plans
4. Complete annexation process for eastern land
5. Record new CSM to create one parcel of land vs four
6. Obtain SEWRPC removal from wetland map
7. Obtain comprehensive plan review approval

Note: upon satisfactory completion of 1-7 above, we will then begin construction of #8, #9, #10

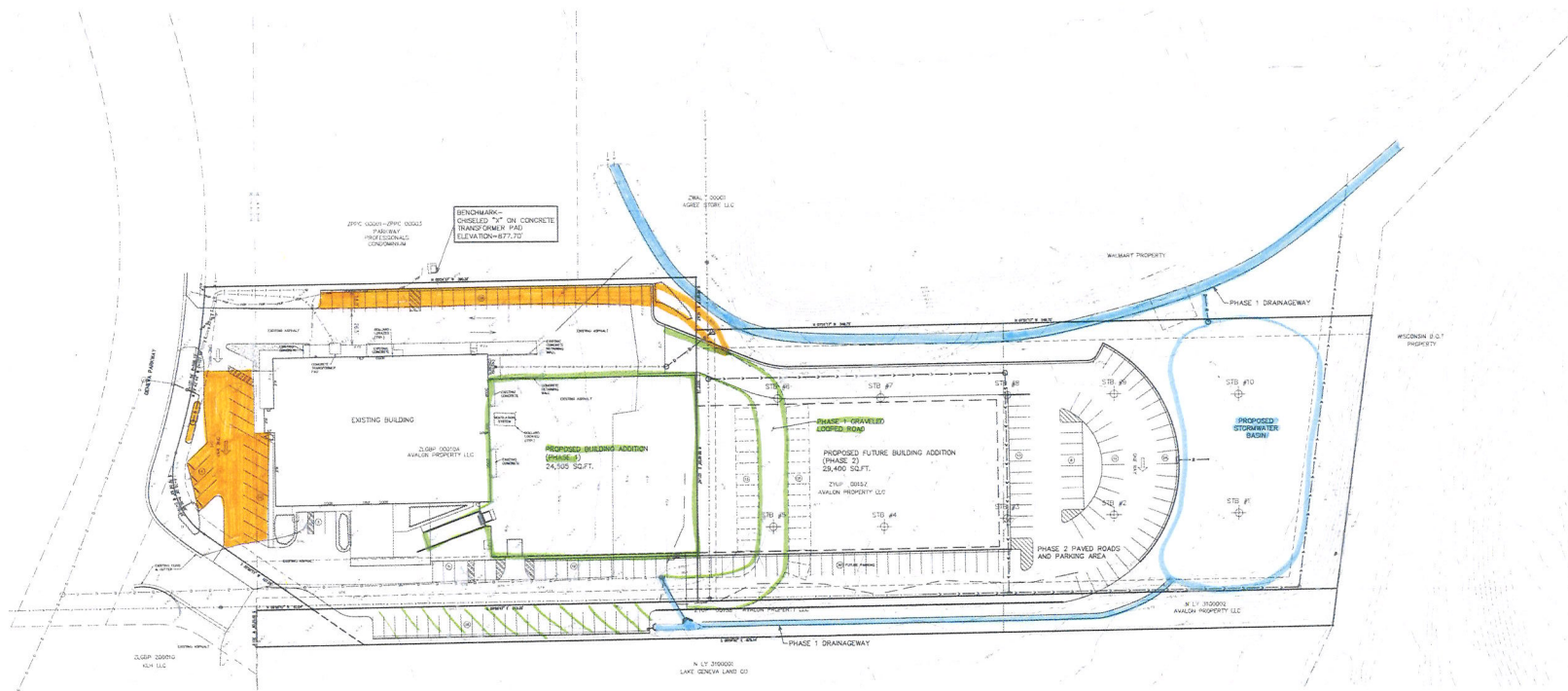
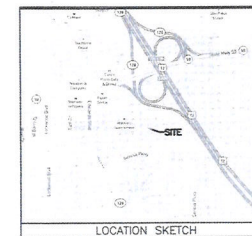
8. Build storm water basin, including all outlet structures (later Fall/Winter 2022)
9. Grade Wal-Mart drainage way (later Fall/Winter 2022/2023)
10. Grade eastern drainage way (later Fall/Winter 2022/2023)

C. Phase I: (Green)

11. Upon completion of blue areas, we will begin building construction (Spring 2023)
 - A. Remove asphalt, as necessary
 - B. Grade and fill building site, as necessary
 - C. Install temporary gravel loop to north
 - D. Fill future parking lot along east side of lot

SITE, GRADING, AND DRAINAGE PLAN PHASES 1 & 2 PLAS-TECH ENGINEERING

PART OF THE NW 1/4 OF THE SE 1/4 AND THE SW 1/4 OF THE NE 1/4 OF SECTION 31, TOWN 2 NORTH,
RANGE 18 EAST, CITY OF LAKE GENEVA AND TOWN OF LYONS, WALWORTH COUNTY, WISCONSIN



SOIL BORING DATA

SB #1 - 0'-11" TOP SOIL 1'-11" SANDY CLAY 1'-11" SAND (WATER @ 48") GROUNDWATER ELEV. 866	SB #6 - 0'-14" TOP SOIL 2'-4" BLUE SANDY CLAY (WATER @ 48") GROUNDWATER ELEV. 866
SB #2 - 0'-11" TOP SOIL 1'-11" SANDY CLAY (NO WATER)	SB #7 - 0'-24" TOP SOIL STANDING WATER ON SURFACE 2'-4" BLUE CLAY 2'-4" SANDY CLAY (NO WATER)
SB #3 - 0'-24" TOP SOIL 2'-4" BLUE CLAY 2'-4" SANDY CLAY (NO WATER)	SB #8 - 0'-12" TOP SOIL 1'-12" BLUE CLAY 1'-12" SANDY CLAY (NO WATER)
SB #4 - 0'-12" TOP SOIL 1'-12" BLUE CLAY 1'-12" SANDY CLAY (NO WATER)	SB #9 - 0'-14" TOP SOIL 1'-14" BLUE CLAY 1'-14" SANDY CLAY (NO WATER)
SB #5 - 0'-24" TOP SOIL 2'-4" BLUE CLAY 2'-4" SANDY CLAY (NO WATER)	SB #10 - 0'-12" TOP SOIL 1'-12" UNDESIGNED BROWN SANDY CLAY BELOW WET SAND (NO WATER)

1. OBTAIN REQUIRED NO. 215 PERMIT FROM WISCONSIN DEPARTMENT OF NATURAL RESOURCES.
2. BEFORE START OF ANY LAND DISTURBANCE ACTIVITY ON SITE.
3. HOLD THE CONSTRUCTION AND GRADING WITHIN THE PERMITS AND SEQUENCE.
4. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.
5. STORMWATER BASIN SHALL BE INSTALLED AND USED AS A TEMPORARY SEDIMENT TRAP.
6. TEMPORARY DRAINAGE FROM SITE DRAINAGE AREAS SHALL BE CREATED TO DRAIN SURFACE RUNOFF.
7. CLEAR AND REMOVE VEGETATION FROM THE GRADING AREA, IF ANY TREE INTERFERENCES.
8. STAY TOPSOIL FROM ACCESS ROAD AND IN PLANNED WORK AREA OF THE SITE AND DISPOSE OF IT.
9. REUSE TOPSOIL ON PLACE OR IN NEARBY FIELD LOCATED. NOTING: SURFACE SOIL SHALL BE REUSED FOR 14 DAYS AFTER IT IS CURED AND STABILIZED.
10. STABILIZE ALL OTHER EXPOSED SOIL AREAS OUTSIDE OF WORK AREA OF PHASES 1 & 2 WITH TOPSOIL, FERTILIZER, SEEDING AND EROSION MATTING. FILL WORK TECHNICAL STANDARDS.
11. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.
12. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.
13. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.
14. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.
15. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.
16. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.
17. FILLING, STONE TRACKING AND FILL WORK TECHNICAL STANDARDS.

NOTE: PREVIOUS PLANS HAD 3 PHASES
WHICH HAVE BEEN REPHASED INTO 2
PHASE PHASES 1 & 2 WERE
COMBINED INTO PHASE 1 AND PHASE
3 IS NOW PHASE 2

NOTE: ANY CHANGES TO OR IMPROVEMENTS TO THE PLAN AND/OR CONSTRUCTION SEQUENCE DUE TO
CONSTRUCTION BEING AND METHODS CHANGED BY APPROVED BY THE ENGINEER AND OWNER
PRIOR TO IMPLEMENTATION. THE ENGINEER SHALL ACCEPT THE RESPONSIBILITY OF NATURAL
RESOURCES OF ANY CHANGES TO THE PLAN AT LEAST 5 DAYS PRIOR TO FIELD
IMPLEMENTATION. IT IS ANTICIPATED THAT SOME FIELD CHANGES WILL NOT BE CHANGED
DURING CONSTRUCTION. THE USER FOR VARIOUS
WORK MAY HAVE OUTSTANDING ON CHANGES OPERATIONS BUT PROCEED CONTROL IS TO BE
CONTRACTOR'S RESPONSIBILITY.

— WORK ORDERED BY —
GENEVA BAY CONSTRUCTION
10888 SUNSET BOULEVARD
LAKE GENEVA, WI 53147

SITE SUMMARY

TOTAL AREA=250,712 (5.76 ACRES)

TOTAL BUILDING AREA

EXISTING= 21,300 SQ.FT.
PROPOSED (PHASE 1)= 45,805 SQ.FT.
PROPOSED (PHASE 2)= 75,205 SQ.FT.

TOTAL GREEN SPACE

EXISTING= 183,713 SQ.FT.
PROPOSED (PHASE 1)= 136,057 SQ.FT. (INCLUDES EXISTING)
PROPOSED (PHASE 2)= 80,979 SQ.FT. (INCLUDES EXISTING AND PHASE 1)

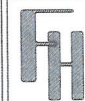
TOTAL IMPERVIOUS AREA

EXISTING= 45,699 SQ.FT.
PROPOSED (PHASE 1)= 114,655 SQ.FT. (INCLUDES EXISTING)
PROPOSED (PHASE 2)= 169,733 SQ.FT. (INCLUDES EXISTING AND PHASE 1)

TOTAL PROPOSED PARKING

92 CARS (PHASE 1) WITH EXISTING BUILDING
(GRAVEL PARKING FOR EXTRA 28 CARS IF NEEDED OFF LOOPEO ROAD)

SHEET 1 - COVER SHEET
SHEET 2 - SITE, GRADING, DRAINAGE, & EROSION CONTROL PLAN SOUTH HALF
SHEET 3 - SITE, GRADING, DRAINAGE, & EROSION CONTROL PLAN NORTH HALF
SHEET 4 - EXTERIOR ELEVATIONS
SHEET 5 - FIRST FLOOR PLAN
SHEET 6 - FOUNDATION PLAN
SHEET 7 - SECTIONS ANCHOR FOOTING SCHEDULE
SHEET 8 - SECTIONS ANCHOR BOLT DETAILS WALL TYPES
SHEET 9 - SECTIONS CONCRETE DETAILS HANDICAP DETAILS
SHEET 10 - SECTIONS GENERAL SPECIFICATIONS
SHEET 11 - SECTIONS GENERAL SPECIFICATIONS
INDEX OF SHEETS



PLAS-TECH ENGINEERING
SITE, GRADING, & DRAINAGE PLAN

COVER SHEET

FARRIS, HANSEN & ASSOCIATES, INC.
ENGINEERING - ARCHITECTURE - SURVEYING
7 REGINA COURT P.O. BOX 437
ELKHORN, WISCONSIN 53121
OFFICE: (262) 723-2088 FAX: (262) 723-2586

06/17/2021 - 15
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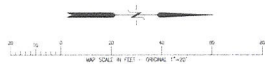
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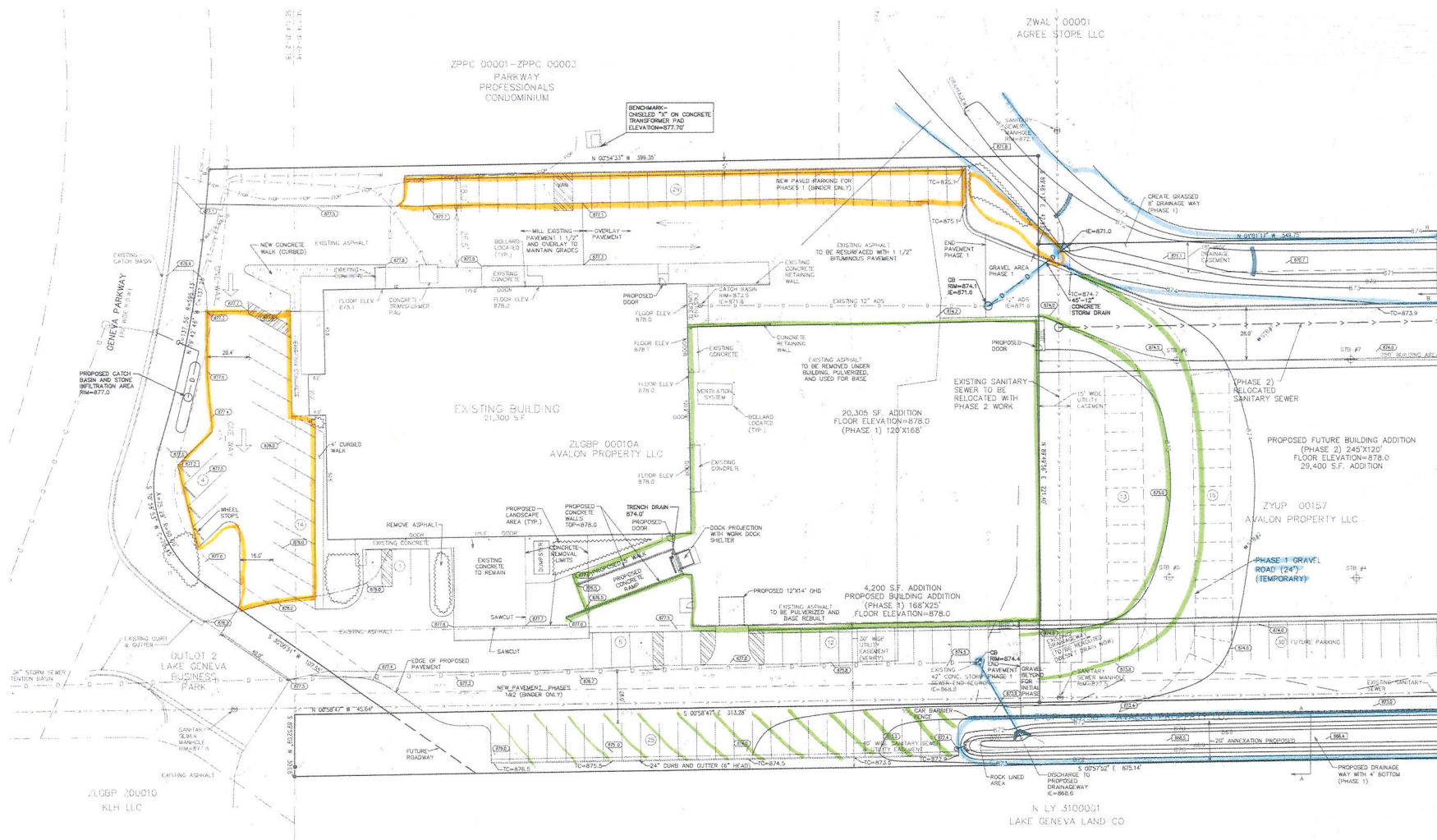
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REVISED

PROJECT NO.
10095
DATE
07/09/2020
SHEET NO.
1 OF 11



NOTE: WETLANDS FLAGGED AND
DELINEATED BY HEARTLAND ECOLOGICAL
GROUP INC. APRIL 15, 2020

- LEGEND
- = FOUND IRON PIPE STAKE
 - = FOUND IRON REBAR STAKE
 - = UTILITY BOX LOCATED
 - (XXX) = RECORDED AS
 - = TELEPHONE BOX LOCATED
 - = ELECTRIC BOX LOCATED
 - = CABLE BOX LOCATED
 - = FIBER OPTIC WARNING POST LOCATED
 - = FLAGGED FIBER OPTIC LINE LOCATED
 - = FLAGGED ELECTRIC LINE LOCATED
 - = NEW PAVEMENT AREA
 - = EXISTING PAVEMENT
 - = PROPOSED FINISHED PAVEMENT GRADE
 - = PROPOSED FINISHED SPOT GRADE



NOTE: DETAILS AND SPECIFICATIONS FOR SITE WORK TO BE ADDED AT A FUTURE DATE ON
A SEPARATE PLAN SET WITH LANDSCAPING AND ADDITIONAL DRAINAGE PLANS.

NEW PAVEMENT AREAS ARE TO HAVE 12" CRUSHED GRAVEL AND 4" BITUMINOUS
PAVEMENT FOR TRUCKING AND ACCESS ROADS. PARKING AREAS SHOWN SHALL
HAVE A MINIMUM OF 10" CRUSHED GRAVEL AND 3 1/2" BITUMINOUS PAVEMENT



PLAS-TECH ENGINEERING
SITE, GRADING, & DRAINAGE PLAN

SITE, GRADING, & DRAINAGE PLAN
SOUTH HALF

FARRIS, HANSEN & ASSOCIATES, INC.
ENGINEERING - ARCHITECTURE - SURVEYING
7 REDBURY COURT P.O. BOX 437
LUNDEN, WISCONSIN 53121
OFFICE (262) 723-2228 FAX (262) 723-5855

REVISION	DATE	BY	CHKD	APPD
1	09/10/2021	TS		
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PROJECT NO.
10095

DATE
07/09/2020

SHEET NO.
2 OF 11



PLUS-TECH ENGINEERING
SITE, GRADING, & DRAINAGE PLAN
875 GENEA PARKWAY
LAKE GENEA, WI 53147

SITE, GRADING, & DRAINAGE
PLAN
NORTH HALF

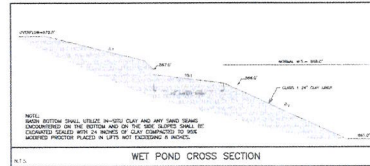
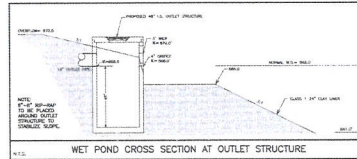
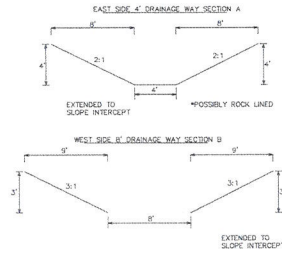
FARRIS, HANSEN & ASSOCIATES, INC.
ENGINEERING - ARCHITECTURE - SURVEYING
7 REDBARK COURT, COVINGTON, LA 70421
OFFICE (504) 725-3338 FAX (504) 723-2886

REVISIONS
1. 07/12/2020 - 15
2. 07/12/2020 - 15
3. 07/12/2020 - 15
4. 07/12/2020 - 15
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13. 07/12/2020 - 15
14. 07/12/2020 - 15
15. 07/12/2020 - 15

PROJECT NO.
10095
DATE
07/09/2020
SHEET NO.
3 OF 11

SOIL BORING DATA

SB #1- 07'-12" TOP SOIL 12'-48" SANDY CLAY 48" SAND GROUND WATER ELEV. 896	SB #6- 07'-24" TOP SOIL 24'-40" BLUE SANDY CLAY 40" SAND GATEWAY #107 GROUND WATER ELEV. 896
SB #2- 07'-12" TOP SOIL 12'-48" SANDY CLAY 48" SAND GROUND WATER ELEV. 896	SB #7- 07'-24" TOP SOIL 24'-40" BLUE SANDY CLAY 40" SAND GATEWAY #107 GROUND WATER ELEV. 896
SB #3- 07'-24" TOP SOIL 24'-40" BLUE SANDY CLAY 40" SAND GROUND WATER ELEV. 896	SB #8- 07'-12" TOP SOIL 12'-48" SANDY CLAY 48" SAND GROUND WATER ELEV. 896
SB #4- 07'-12" TOP SOIL 12'-48" SANDY CLAY 48" SAND GROUND WATER ELEV. 896	SB #9- 07'-12" TOP SOIL 12'-48" SANDY CLAY 48" SAND GROUND WATER ELEV. 896
SB #5- 07'-24" TOP SOIL 24'-40" BLUE SANDY CLAY 40" SAND GROUND WATER ELEV. 896	SB #10- 07'-12" TOP SOIL 12'-48" SANDY CLAY 48" SAND GROUND WATER ELEV. 896



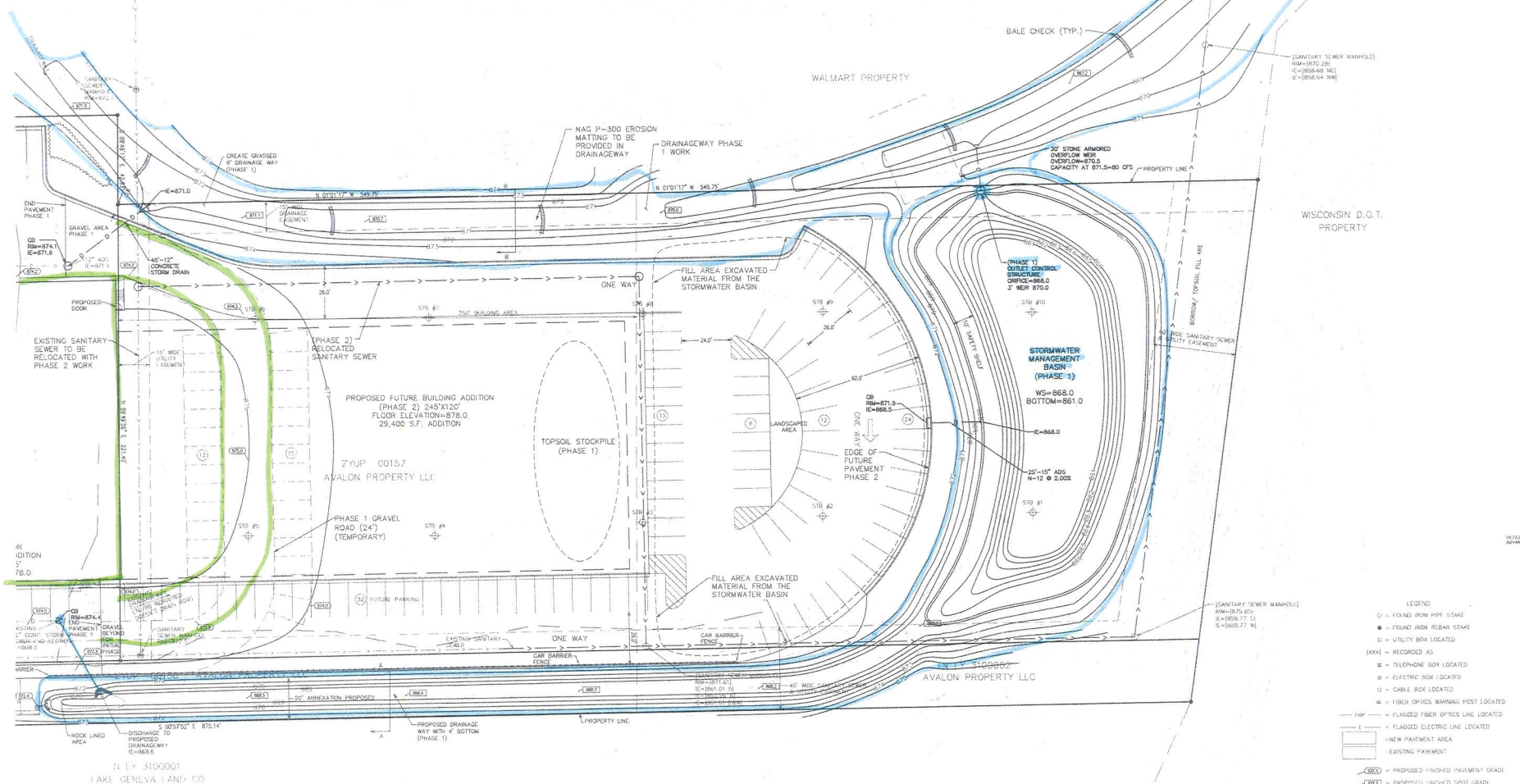
EXISTING DRAINAGE TO
HIGHWAY CULVERT
CROSSING "50"
E=852.2

EXISTING SWALE TO BE
LOWERED "2" TO MEET
HIGHWAY CULVERT
GRADE (PHASE 1 WORK)

NOTE: PHASE 1 WILL ESTABLISH THE
EAST SIDE DRAINAGE WAY/ SWALE AND
THE STORMWATER BASIN, OUTLET
CONTROL, INCLUDING OFF SITE DRAINAGE
WAY WORK TO BE DONE IN PHASE 1 ALSO

NOTE: WETLANDS FLAGGED AND
DELINEATED BY HEARS AND ECOLOGICAL
GROUP INC. APRIL 15, 2020
(MITIGATED BY APPROVED ARTIFICIAL
WETLAND DETERMINATION)

2" SWALE 00001
ACRE/ STORE LLC



- LEGEND
- = FOUND IRON PIPE STAKE
 - = FOUND IRON REBAR STAKE
 - = UTILITY BOX LOCATED
 - XXXX = RECORDED AS
 - = TELEPHONE BOX LOCATED
 - = ELECTRIC BOX LOCATED
 - = CABLE BOX LOCATED
 - = FIBER OPTICS WARNING POST LOCATED
 - = FLAGGED FIBER OPTICS LINE LOCATED
 - = FLAGGED ELECTRIC LINE LOCATED
 - = NEW PAVEMENT AREA
 - = EXISTING PAVEMENT
 - = PROPOSED FINISHED PAVEMENT GRADE
 - = PROPOSED FINISHED SPOT GRADE

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 15, 2022

Agenda Item #8

Applicant:

Madelyna Kelly
6807 State Road 36
Lake Geneva, WI 53147

Request:

253 Center Street
Proposed Conditional Use Permit for Indoor
Commercial Entertainment

Description:

The applicant is submitting a proposal for a Conditional Use Permit (CUP) for an Indoor Commercial Entertainment land use for the property located at 253 Center Street, Suite 900. The proposed use is subject to the requirements of Section 98-206(4)(h) pertaining to Indoor Commercial Entertainment land uses. Under the recently amended zoning ordinance, a CUP is required for a use over 2,500 and/or which serves alcohol. In this case, a CUP is required because the proposed Indoor Commercial Entertainment use will serve alcohol.

The subject property is zoned Central Business (CB). Adjacent properties to the east and south are also zoned CB. The property to the north, across Geneva Street, is zoned Neighborhood Office (NO). The property to the west, across Center Street, is zoned Planned Development (PD).

The property contains a multi-tenant single-story commercial building and on-site parking lot. No changes are proposed to the building exterior or parking. There are no minimum parking requirements in the Central Business zoning district.

The proposed use and occupancy will be for the “Bad Axe House,” a commercial entertainment enterprise serving alcohol to patrons and providing experience-based axe-throwing games programmed with various social events. The business will comply with established rules and regulations governing the sale of alcohol and will utilize ID checks, wristbands, and enforce a 5-drink limit for its patrons. They will also provide mandatory training on proper safety procedures for axe-throwing. The business’s intended hours of operation are Wednesdays and Thursdays from 4 pm – 10 pm, Fridays and Saturdays from 4 pm – 12 pm, and Sundays from 2 pm – 8 pm. There are no planned architectural modifications or site improvements at the site.

Staff Review:

The proposed use complies with all applicable requirements of Section 98-206(4)(h) pertaining to Indoor Commercial Entertainment land uses. The applicant should apply for proper Sign Permits with the City and furnish any additional information and documentation required for project approval.

Action by the Plan Commission:

As part of the consideration of the requested CUP, the Plan Commission is required to:

- Provide the Common Council with a *recommendation* regarding the proposed CUP;
- Include *findings* required by the Zoning Ordinance for CUP; and,
- Provide specific suggested *requirements/conditions* to modify the project as submitted.

Required Plan Commission Findings on the CUP for Recommendation to the Common Council:

A proposed CUP must be reviewed by the standards, below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be all of the following:
1. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 2. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 3. The proposed conditional use in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
 4. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
 5. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
 6. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.
- B. If, after the public hearing, the Commission wishes to recommend denial, then the appropriate fact finding would be one or more of the following:
1. In general, the proposed conditional use is not in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 2. Specific to this site, the proposed conditional use is not in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any

other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.

3. The proposed conditional use in its proposed location, and as depicted on the required site plan does result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
4. The proposed conditional use does not maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
5. The proposed conditional use is not located in an area that will be adequately served by, and will impose an undue burden on any of the improvements, facilities, utilities or services provided by public agencies serving the subject property.
6. The potential public benefits of the proposed conditional use do not outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

Staff Recommendation:

1. Staff recommends that the Plan Commission recommend approval of the proposed conditional use as submitted, with the findings under A.1-6., above.
2. Staff recommends the Plan Commission adopt the *affirmative set of findings* provided above.

Suggested Motions:

- *Approve:* I recommend approval of the proposed *Limited Conditional Use Permit for Madelyna Kelly, 6807 State Road 36, Lake Geneva, WI 53147 for a proposed Indoor Commercial Entertainment land use for the property located at 253 Center Street in the Central Business (CB) zoning district, Tax Key No. ZOP00282*, including the affirmative set of findings, and any additional conditions of approval recommended by staff.
- *Deny:* I recommend denial of the proposed *Limited Conditional Use Permit for Madelyna Kelly, 6807 State Road 36, Lake Geneva, WI 53147 for a proposed Indoor Commercial Entertainment land use for the property located at 253 Center Street in the Central Business (CB) zoning district, Tax Key No. ZOP00282*, because *[provide rationale for denial, based on substantial evidence]*.

*Sonja Kruesel, AICP
City Planning Consultant
Vandewalle & Associates*

APPLICATION FOR CONDITIONAL USE

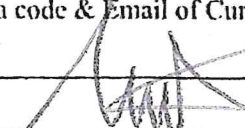
City of Lake Geneva

Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):

253 center st #900 Lake Geneva WI 53147
20 PC0282

Name and Address of Current Owner: 253 Center, LLC (c/o Pabcor)
664 N. Milwaukee Avenue, Suite 200
Prospect Heights, IL 60070

Telephone No. with area code & Email of Current Owner: 847.520.4200 ted@pabcormangement.co

Owner Signature: 
Ted G. Arvanitis, Member

Name and Address of Applicant:

Madelyna Kelly
6807 state Rd 36, Lake Geneva WI 53147

Telephone No. with area code & Email of Applicant: 262 729 7317
MadelynaKelly@gmail.com

Proposed Conditional Use: Indoor Commercial entertainment
subject to Tenant and Landlord mutually
agreed upon Lease

Zoning District in which land is located: central business

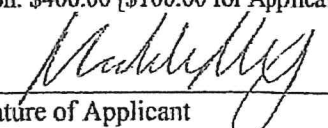
Names and Addresses of architect, professional engineer and contractor of project:

same as tenant

Short statement describing activities to take place on site:

Axe throwing venues

Conditional Use Fee payable upon filing application: \$400.00 [\$100.00 for Application Under Sec. 98-407(3)]

Date 6/24/22 Signature of Applicant 

**CITY OF LAKE GENEVA PROCEDURAL CHECKLIST FOR:
CONDITIONAL USE REVIEW AND APPROVAL (Requirements per Section 98-905)**

This form should be used by the Applicant as a guide to submitting a complete application for a conditional use and by the City to process said application. Parts II and III should be used by the Applicant to submit a complete application; Parts I - IV should be used by the City as a guide when processing said application.

I. RECORDATION OF ADMINISTRATIVE PROCEDURES

___ Pre-submittal staff meeting scheduled:

Date of Meeting: 8/19/22 Time of Meeting: 6pm Date: _____ by: _____

Follow-up pre-submittal staff meetings scheduled for:

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Date of Meeting: _____ Time of Meeting: _____ Date: _____ by: _____

___ Application form filed with Zoning Administrator: Date: _____ by: _____

___ Application fee of \$ _____ received by Zoning Administrator: Date: _____ by: _____

___ Reimbursement of professional consultant costs agreement executed: Date: _____ by: _____

II. APPLICATION SUBMITTAL PACKET REQUIREMENTS

Prior to submitting the 8 final complete applications as certified by the Zoning Administrator, the Applicant shall submit 1 initial draft application packet and 1 digital copy for staff review, followed by one revised draft final application packet based upon staff review and comments.

Initial Packet (1 Copy and 1 Digital Copy to Zoning Administrator)

Date: _____ by: _____

↓
Draft Final Packet (8 Copies and 1 Digital Copy to Zoning Administrator)

Date: _____ by: _____

↓

___ (a) A map of the proposed conditional use:

___ Showing all lands for which the conditional use is proposed;

☒ Clearly indicating the current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control;

___ Map and all its parts are clearly reproducible with a photocopier;

___ Map size of 11" by 17" and map scale not less than one inch equals 800 ft

___ All lot dimensions of the subject property provided;

___ Graphic scale and north arrow provided.

___ (b) A map, such as the Land Use Plan Map, of the generalized location of the subject property in relation to the City as a whole:

___ (c) A written description of the proposed conditional use describing the type of activities, buildings, and structures proposed for the subject property and their general locations;

- W/A
- (d) A site plan (conforming to the requirements of Section 98-908(3)) of the subject property as proposed for development OR if the proposed conditional use is a group development (per Section 98-208) a proposed preliminary plat or conceptual plat may be substituted for the required site plan, provided said plat contains all information required on said site plan per Section 98-908.
- (e) Written justification for the proposed conditional use:
- Indicating reasons why the Applicant believes the proposed conditional use is appropriate with the recommendations of the City of Lake Geneva Comprehensive Master Plan, particularly as evidenced by compliance with the standards set out in Section 98-905(4)(b)1.-6. (See below)

III. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

1. How is the proposed conditional use (the use in general, independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?

See attached Business plan

2. How is the proposed conditional use, in its specific location, in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?

See attached Business plan

3. Does the proposed conditional use, in its proposed location and as depicted on the required site plan (see Section 98-905(3)(d)), result in any substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan, or any other plan, program, map ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development?

See attached Business plan

4. How does the proposed conditional use maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property?

See attached Business plan

5. Is the proposed conditional use located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property?

See attached

6. Do the potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use (as identified in Subsections 98-905(4)(b)1.-5.), after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts?

See attached

IV. FINAL APPLICATION PACKET INFORMATION

N/A Receipt of 1 full scale copy in blue line or black line of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

____ Receipt of 8 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

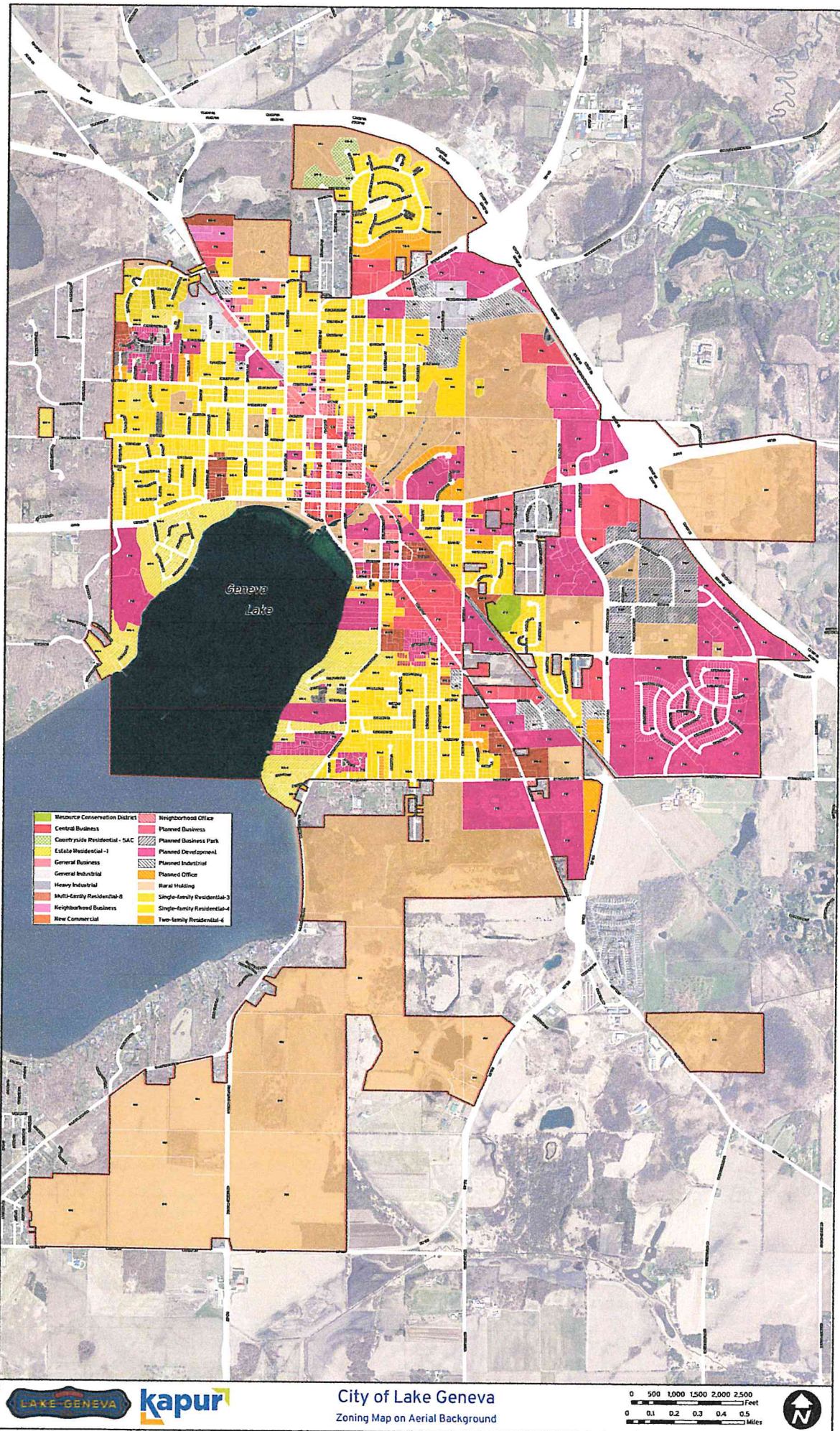
____ A digital copy of Final Application Packet shall be emailed to the Building and Zoning Department upon submittal deadline. Date: _____ by: _____

N/A Certification of complete Final Application Packet and required copies to the Zoning Administrator by City Clerk: Date: _____ by: _____

Yes Class 2 Legal Notice sent to official newspaper by City Clerk: Date: _____ by: _____

Yes Class 2 Legal Notice published on _____ and _____ by: _____

N/A Conditional Use recorded with the County Register of Deeds Office: Date: _____ by: _____



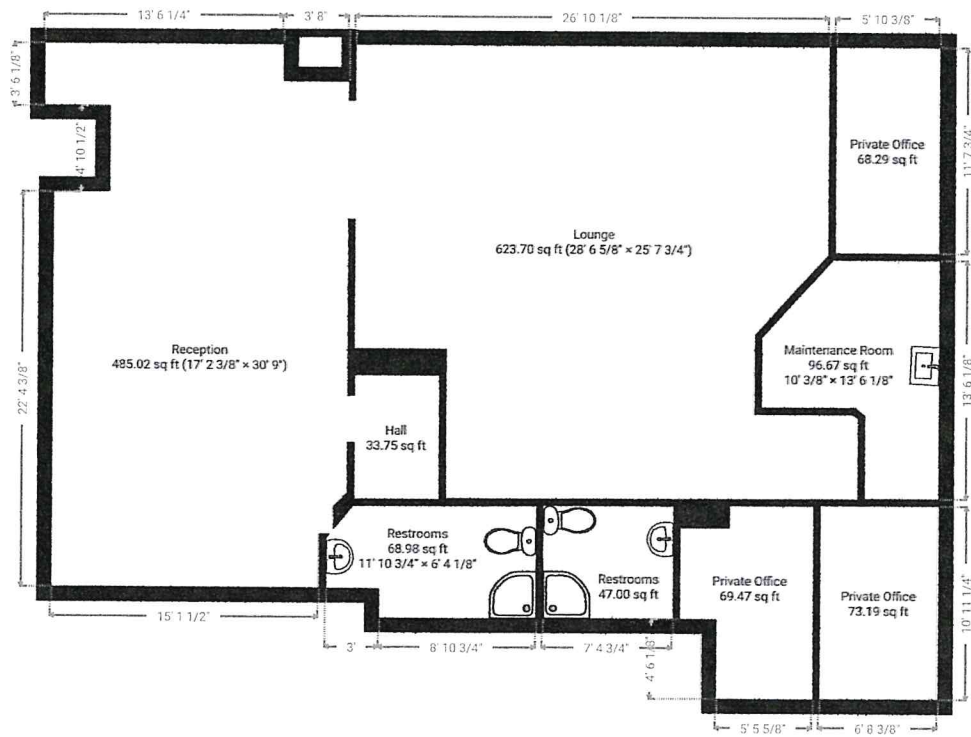
Project 1

TOTAL AREA: 1784.13 sq ft • LIVING AREA: 1784.13 sq ft • FLOORS: 1 • ROOMS: 8



▼ Ground Floor

TOTAL AREA: 1784.13 sq ft • LIVING AREA: 1784.13 sq ft • ROOMS: 8



Executive Summary

"The Bad Axe House"

Our goal is to bring to Lake Geneva WI, a unique, fun, safe, and fast-growing entertainment experience that offers axe- throwing games to adults of all ages in a cozy cabin/ Rustic atmosphere-a space designed to put guests at ease and encourage socialization.

Customers notice the axe handle on the door as they arrive at "Bad Axe House" Upon entering, they feel as though they have been whisked away to a cozy Rustic Environment.

Guests are warmly greeted and are introduced to the "The Bad Axe House", if necessary. Guests pay \$35/person for a 2-hour hatchet throwing session, and are then provided with safety training, before being shown to their throwing pit to begin their hatchet-throwing lesson.

Games are easy to play and score, but to keep customers coming back for more, "The Bad Axe House", has a wide variety of game variations. Guests enjoy parties, corporate events, and league play, and love the option of renting their own private room for large parties or special occasions. To mix it up, "The Bad Axe House", has special events, such as ladies' nights, date nights, and holiday related events.

"The Bad Axe House", will spend considerable time ensuring safety of customers is top priority at all times.

Our Mission

"The Bad Axe House", prides itself on delivering a warm, inclusive, and vibrant atmosphere where people can be social and have a blast being themselves.

Our Core Values

1. **Fun** - An essential human need. Our fun-loving team puts their all into ensuring every guest absolutely loves their experience.
2. **Friends** - Everyone is welcome at "The Bad Axe House", and we're excited to meet you. Our guests and our employees do everything they can to make everyone feel welcome into our axe-throwing family. "There are no strangers here. Only friends you haven't met yet"-William Butler Yeats
3. **Individuality** - We are passionate about self-expression and embrace our differences. Come as you are, grab an axe, share a story.

4. **Safety** - Since we are in the business of axe throwing, the utmost attention and preparation has been made to guarantee the safety of all our guests and employees.
If it's not safe, it's not fun, and fun is our #1 priority.

Interior

The experience is primitive and organic, classic forms of entertainment. The rustic cabin feel, with antlers, plaid, and encourage socialization amongst the guests. The lobby will be warm and inviting, with new guests as they see others enjoying. A merchandise counter near the entrance is not only a revenue stream, but is also gear around town.

The "The Bad Axe House" Experience

"The Bad Axe House" experience attracts a wide range of occasions, such as bachelor/bachelorette parties to corporate functions, all equally great for those who are just up for a casual bit of fun.

Employees are exceptionally warm, and questions upon entering the facility, answered. The guests attend a safety training throwing pit where they are provided with a tailored, and compressed training experience to those who enjoy adventures, unwinding, and wood galore, is designed with open seating to customers, with pictures of past events, heightening the excitement of games with family and friends.

WE will also offer "The Bad Axe House" apparel and gifts. Merchandise creates brand awareness as guests sport their "The Bad Axe House" range of groups, from birthday and team building, as well as celebrations; however, "The Bad Axe House" is fun night out. Approachable so that customers feel comfortable asking, questions customers are greeted and have their questions where they sign a waiver, and are then taken to their throwing demonstration and lesson for proper and allowable techniques. After their lesson, customers receive rules for various games they can play. When leaving, customers are thanked, any feedback is eagerly received, and the customers are offered the chance to buy "The Bad Axe House" branded merchandise.

Intent Hours of Operation

Wednesday Thursday Friday Saturday Sunday

4 PM-10 PM
4 PM-10 PM
4 PM-12 PM
2 PM-12 PM
2 PM-8 PM

Our Customer Archetypes

Walk-In

Many of “The Bad Axe House” customers will be walk-ins, which are those guests who know of “The Bad Axe House” and spontaneously decide to show up or are passing by and want to check it out. These customers are interested in a unique experience that will not break the bank, they want to feel welcome, and will appreciate a warm, cozy atmosphere that helps them escape the day.

Reservations {Groups/Parties}

Groups and parties who make reservations usually have a particular occasion in mind. These customers want to be co-located with their party, to be able to bring their own flair to help them celebrate their event, and to create memories to commemorate their event. They may be reached through different marketing channels than the walk-in crowd and will usually be scheduled further in advance.

Typical groups/parties are:

- Birthdays
- Bachelor/Bachelorette
- Divorce/Break Up
- Holidays
- Family events

Corporate Events

Corporate team building events and celebrations are another kind of customer. Corporate events are usually more formal than other event types and may require designated space for award ceremonies, recognitions, or some elbow rubbing with upper management. Corporate groups like to feel important, so some VIP type touches to their experience will go a long way. They are less price sensitive than other customer segments.

League Play

It is mutually beneficial for “The Bad Axe House” to offer league play: Locals will enjoy a new way to enjoy their week nights while “The Bad Axe House” will bring in a good size crowd on a night that would otherwise have low utilization

Special Events

To improve brand awareness, engage our community, and offer new and exciting experiences for our guests, we will host unique events throughout the year, such as:

- Chili cook offs
- Fundraisers
- Holiday parties
- Lumber jack competitions
- Tournaments
- Single's Nights
- Date Nights (week after singles night)

- Ladies Nights

Safety

Safety is paramount at "The Bad Axe House". To show the amount of effort that has gone into ensuring every customer has a safe experience, the following is a list of safety features and precautions:

- Safety training required for every guest by a trained instructor
- All customers are required to sign a Waiver of Liability explaining that they understand the rules and etiquette of "The Bad Axe House"
- Only one hatchet may be thrown at a time
- Only one hatchet allowed per lane
- Rubber mats are installed below the target to absorb impact and reduce travel
- Rubber mats extend 6ft from the target and run the full width of the pit
- 10ft high metal security fences are installed between each pit
- Limit of 5 persons per pit
- Limit of 1 lanes per pit
- Safety rules posted prominently around location
- "The Bad Axe House" staff regularly monitoring pit area, enforcing safety code
- No hatchets shall be retrieved until both hatchets (one from each lane) are thrown
- No open toed shoes permitted
- Hatchets not permitted outside the throwing area
- Must use "The Bad Axe House" hatchets
- Overhand throws only
- Double hatchet throwing not permitted
- No aggressive/ destructive throwing allowed
- No trick shots
- No hatchet hand offs - place in / retrieve from hatchet holders
- Foul line is a full 12ft from the target, denoted with bright yellow caution tape
- Both head and handle of hatchet are forged in one piece for strength and durability (with no chance of splintering or breaking, as a wooden hatchet could)
- Rubber grip ensures control
- All hatchets and pits are inspected daily for wear and damage

Beer, Wine on premises

Alcohol Safety Guidelines:

- **Only 21+ Can Drink (obviously)**
We check all guest IDs at the door. So, be sure to bring it. If you're 21 or older, you can throw a few forward *and* toss a few back. Nice.
- **Wristbands for Everyone**
If you *are* 21 or older and planning to drink, a coach will wristband you with a colored

wristband after you've checked in and signed our waiver. Our wristband colors tell the coaches who can and can't drink at Blade & Timber.

- **Drink Limit**

For all locations serving alcohol, guests 21+ may order and enjoy up to five drinks while throwing.* Each time we're serving drinks, our coaches will hole-punch your wristband. If you want more than five drinks, put down the axe and we'll give you a different wristband to enjoy drinks at our bar..

- **Throw In the Lane, Drink At Your Seat**

We know slinging the axe with one hand while you're holding a drink in the other sounds like the perfect challenge, but that's a pair we will always keep separate.

- **Our Coaches Make the Final Call**

While there is a drink limit, our coaches make the final call in our facilities. If a coach notices a guest drinking irresponsibly, the guest will lose their axe throwing privileges and be invited to throw axes at a later date. We call this our "no shenanigans" rule.

BAD AXE HOUSE General Policies

- All guests must be at least 16 years old, and customers ages 16–17 must be accompanied by an adult.
- All guests must adhere to all rules, policies, and Axe Master instructions. We reserve the right to refuse service and revoke axe throwing privileges to anyone at any time, with no refunds.
- All axe throwers must wear closed toe shoes. Sandals and flip flops are not allowed.
- All guests must fill out and sign their own [Liability Waiver](#) prior to participating.
- We supply and maintain the throwing hatchets. No outside hatchets or knives may be brought into the facility.
- No outside beverages may be brought on the premises at any time.
- No food carry-ins are allowed during public axe throwing.

Privacy Policy

We respect and are committed to protecting your privacy. We may collect personally identifiable information when you visit our site. We also automatically receive and record information on our server logs from your browser including your IP address, cookie information and the page(s) you visited. We will not sell your personally identifiable information to anyone.

Security Policy

Your payment and personal information is always safe. Our Secure Sockets Layer (SSL) software is the industry standard and among the best software available today for secure commerce

transactions. It encrypts all of your personal information, including credit card number, name, and address, so that it cannot be read over the internet.

Refund Policy

All payments for deposits, merchandise, and gift cards are final and no refunds will be processed.

Shipping Policy

All merchandise and gift card orders will ship within 2 business day of the order being placed.

COVID-19 WARNING

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the CDC, senior citizens and guests with underlying medical conditions are especially vulnerable. By visiting any Bars & Recreation facility, you voluntarily assume all risks related to exposure to COVID-19.

Per CDC recommendations, guests who are not vaccinated should wear a mask when inside the facility.



Games

To ensure customers do not get bored with game play, several game of varying difficulty, level of competition, and team interaction have been designed.

TEAM

- Players divide into teams of two. Each bracket in round one is a team.
- Each member of the team throws three times. Scores are added together to get team score.
- Highest scoring team moves forward to next bracket.

MULTI PIT TEAM CHAMPIONSHIP ROTATION

- Play Teams as described above. Teams total scores from each round to determine their final ranking score.
- Four highest scoring teams play in one pit.
- Four lowest scoring teams play in another pit.
- Teams in middle divide accordingly.

B.A.D.A.X.E

- Each ring of the target is a letter
- Outer black ring is B
- First natural ring is A
- Second black ring is D
- Second natural ring is A
- Red Bulls Eye is X
- Outer Red Dots are E

AROUND THE WORLD

- Hit a bullseye to start your way around the target.
- Next, hit each of the outer red dots, starting with the top left, going clockwise.
- After each of the red dots have been hit, a final bullseye wins the game!

WINNER WINNER, POSSUM DINNER

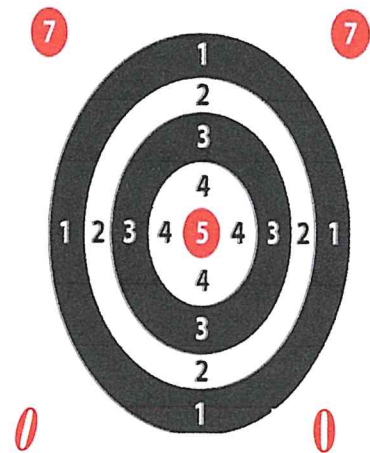
- Round 1-standard play (take turns with each player throwing three times)
- High scorers from all round one brackets move on to round two.
- High scorers from round two advance to round three to determine winner.

LOWPOINT SCORING

- Bullseye points are reversed from the center out - Bullseye is one, next ring is two, and next ring is three, etc., Red dot is -1.
- Play continues with LOWEST scorer in round one bracket moving on to round two.

STICK IT TO THE LOSER

- The object of this game is to stick the axe to the target board without getting in the circles.



STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 15, 2022

Agenda Item #9

Applicant:

Lowell Custom Homes
401 Geneva National Avenue
Lake Geneva, WI 53147

(On behalf of Jeffrey and Diane Wayne
2305 Greenwood Avenue
Wilmette, IL 60091)

Request:

886 Maytag Road
Proposed Conditional Use Permit for a Swimming
Pool, utilizing the SR-4 zoning district in the ER-
1 zoning district

Description:

The applicant is submitting a proposal for a Conditional Use Permit (CUP) to utilize the Single-Family Residential SR-4 zoning district requirements for Accessory Structures in the Estate Residential ER-1 zoning district as per Section 98-407(3) for the construction of an in-ground pool accessory land use for the property located at 886 Maytag Road in the City of Lake Geneva, Wisconsin. The subject property is zoned Estate Residential (ER-1). The property to the north across Maytag Road and the property adjacent to the west are also zoned Estate Residential (ER-1). Adjacent properties to the east and south are zoned Single-Family Residential (SR-3).

The property contains a single-family residential building. No changes are proposed to the building exterior. The proposed project includes grading changes, the installation of an inground pool, patio, and firepit, as well as a rain garden in the back yard of the property. The project will result in a landscaped area of 68% of the property, complying with the lot coverage ratio established for the SR-4 Zoning District, which limits pavement to no more than 50% of the lot surface. The proposed project will utilize the rear and side yard setback requirements of the SR-4 Zoning District and will have a side yard setback distance 7'8" from the property line for the proposed fire pit and a setback distance 9' from the property line to the proposed patio surrounding the pool. This satisfies the side yard requirements of the SR-4 Zoning District, which establish a minimum 3' setback for any accessory structure from the side and rear yard property lines.

The City's Building and Zoning Administrator identified potential pool drainage issues, as the pool cannot be drained into the house's sanitary sewer connection, nor can it be discharged at grade without risk of flooding the neighboring properties given the context of the property and existing slopes and contours. A letter acknowledging this issue was provided by Engerman Companies, which states that any surface draining would require a hose from the pool to the storm inlet in Maytag Rd.

Staff Review:

The proposed use complies with all applicable requirements of Section 98-206(1) pertaining to Residential land uses, the requirements of Section 98-206(8)(o) and Table 98-402: Residential Bulk Standards pertaining to Accessory land use standards and requirements, and the requirements of Section 98-407(3) pertaining to the use of SR-4 Zoning Standards accessory structure bulk zoning regulations in the ER-1 Zoning District.

Before work is commenced on the construction or erection of private or residential swimming pools or on any alterations, additions, remodeling or other improvements, an application for a swimming pool building permit to construct, erect, alter, remodel or add must be submitted in writing to the Building Inspector.

Action by the Plan Commission:

As part of the consideration of the requested CUP, the Plan Commission is required to:

- Provide the Common Council with a *recommendation* regarding the proposed CUP;
- Include *findings* required by the Zoning Ordinance for CUP; and,
- Provide specific suggested *requirements/conditions* to modify the project as submitted.

Required Plan Commission Findings on the CUP for Recommendation to the Common Council:

A proposed CUP must be reviewed by the standards, below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be all of the following:
1. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 2. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 3. The proposed conditional use in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
 4. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
 5. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.

6. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.
- B. If, after the public hearing, the Commission wishes to recommend denial, then the appropriate fact finding would be one or more of the following:
1. In general, the proposed conditional use is not in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 2. Specific to this site, the proposed conditional use is not in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 3. The proposed conditional use in its proposed location, and as depicted on the required site plan does result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
 4. The proposed conditional use does not maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
 5. The proposed conditional use is not located in an area that will be adequately served by, and will impose an undue burden on any of the improvements, facilities, utilities or services provided by public agencies serving the subject property.
 6. The potential public benefits of the proposed conditional use do not outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

Staff Recommendation:

1. Staff recommends that the Plan Commission recommend approval of the proposed conditional use as submitted, with the findings under A.1-6., above.
2. Staff recommends the Plan Commission adopt the *affirmative set of findings* provided above.

Suggested Motions:

- *Approve:* I recommend approval of the proposed *Limited Conditional Use Permit for Jeffrey and Diane Wayne, 2305 Greenwood Avenue, Wilmette, IL 60091 for the proposed use of the SR-4 zoning standards in the ER-1 Zoning District as per Section 98-407(3) in the construction of an inground pool, patio, firepit, and rain garden at the property located at 886 Maytag Road in the ER-1 Zoning District, Tax Key No. ZCE00019, including the affirmative set of findings, and any additional conditions of approval recommended by staff.*

- *Deny: I recommend denial of the proposed Limited Conditional Use Permit for Jeffrey and Diane Wayne, 2305 Greenwood Avenue, Wilmette, IL 60091 for the proposed use of the SR-4 zoning standards in the ER-1 Zoning District as per Section 98-407(3) in the construction of an inground pool, patio, firepit, and rain garden at the property located at 886 Maytag Road in the ER-1 Zoning District, Tax Key No. ZCE00019, because [provide rationale for denial, based on substantial evidence].*

*Sonja Kruesel, AICP
City Planning Consultant
Vandewalle & Associates*

Memo to City of Lake Geneva

To: Fred Walling, Zoning Administrator **Date:** August 10, 2022

From: Naomi Rauch, P.E.
262-758-6032

CC: Todd Cauffman – Lowell Custom Homes
Todd Needham – Batterman Engineering
Dave Nord – City Administrator
Brenda Follensbee – Building and Zoning Administrative Assistant
Tom Earle – Director of Public Works
Josh Gajewski – Utility Director
Greg Governatori P.E. – Kapur & Associates, Inc.

Subject: SITE PLAN RECOMMENDED APPROVAL – 886 Maytag Road (Pool)
Kapur Project #21.0178 Phase 12

BACKGROUND AND REQUEST:

A site development plan review application was submitted for the construction of a patio and pool at 886 Maytag Road (PIN ZCE 00019). The proposed construction will result in an increase of approximately 1640 SF of new impervious surface on the 25,160 SF lot for a total impervious surface of 7,845 SF (31.2%). In addition, the site plan includes the installation of a 300 CF raingarden.

The following plan and calculations were submitted for review:

- **Plat of Survey** prepared by Batterman Engineering, one sheet, dated February 5th 2021, last revised June 21st 2022.
- **New Pool Patio** prepared by Batterman Engineering, Sheets C4.01, C4.02, and C4.03 dated June 10, 2021 and revised June 21, 2022.

Comments:

Kapur recommends approval of the site plan application for the proposed pool and patio at 886 Maytag Road based on the information reviewed above. This approval is subject to the following conditions:

1. The rain garden has been sized to infiltrate 100% of the average annual rainfall volume for the new impervious surface and shall be constructed in accordance with Wisconsin Department of Natural Resources (WDNR) Technical Standard 1009.
2. Maintenance of the rain garden shall be in accordance with WDNR Technical Standard 1009 and is the responsibility of the property owner.
3. Sedimentation and erosion control measures are required to be placed prior to excavation and construction. It is the responsibility of the applicant to monitor the condition of the construction site



and ensure the sedimentation and erosion control measures remain in place and functioning through final stabilization. Restoration of the property shall take place as soon as possible after final grading.

4. The contractor shall keep Maytag Road free from dirt and debris.

The plans have been reviewed for conformance with generally accepted engineering practices and City of Lake Geneva policies. Although the material has been reviewed, the applicant is ultimately responsible for the thoroughness and accuracy of the plans and supplemental data and for compliance with state, county, and other local ordinances and procedures.

Please contact me if you have any questions or comments pertaining to this project.

APPLICATION FOR CONDITIONAL USE

City of Lake Geneva

Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):

886 MAYTAG ROAD, LAKE GENEVA, WI 53147,
PARCEL - ZCC 00019. FULL LEGAL DESCRIPTION ATTACHED

Name and Address of Current Owner: JEFFREY AND DIANE WAYNE
2305 GREENWOOD AVE, WILMETTE, IL 60091

Telephone No. with area code & Email of Current Owner: (312) 485-2516

Owner Signature: _____

Name and Address of Applicant:
LOWELL CUSTON HOMES
401 GENEVA NATIONAL AVES., LAKE GENEVA, WI 53147

Telephone No. with area code & Email of Applicant: (262) 245-903
TCRAFFMAN@LOWELLCUSTONHOMES.COM

Proposed Conditional Use: SR-4 ZONING USE IN ER-1
ZONING DISTRICT.

Zoning District in which land is located: ER-1

Names and Addresses of architect, professional engineer and contractor of project:

<u>BATTERMAN ENGINEERS, SURVEYORS, PLANNERS</u>	<u>LOWELL CUSTON HOMES</u>
<u>2857 BATELLS DRIVE</u>	<u>401 GENEVA NATIONAL AVES.</u>
<u>BLOOM, WI 53511</u>	<u>LAKE GENEVA, WI 53147</u>

Short statement describing activities to take place on site:
INSTALL IN-GROUND SWIMMING POOL -
POOL DRAIN TO HOUSE SEWER

Conditional Use Fee payable upon filing application: \$400.00 [\$100.00 for Application Under Sec. 98-407(3)]

JUNE 25, 2022
Date

[Signature]
Signature of Applicant

**CITY OF LAKE GENEVA PROCEDURAL CHECKLIST FOR:
CONDITIONAL USE REVIEW AND APPROVAL (Requirements per Section 98-905)**

This form should be used by the Applicant as a guide to submitting a complete application for a conditional use and by the City to process said application. Parts II and III should be used by the Applicant to submit a complete application; Parts I - IV should be used by the City as a guide when processing said application.

I. RECORDATION OF ADMINISTRATIVE PROCEDURES

____ **Pre-submittal staff meeting scheduled:**

Date of Meeting: _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

Follow-up pre-submittal staff meetings scheduled for:

____ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

____ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

____ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

____ **Date of Meeting:** _____ **Time of Meeting:** _____ **Date:** _____ **by:** _____

____ **Application form filed with Zoning Administrator:** **Date:** _____ **by:** _____

____ **Application fee of \$ _____ received by Zoning Administrator:** **Date:** _____ **by:** _____

____ **Reimbursement of professional consultant costs agreement executed:** **Date:** _____ **by:** _____

II. APPLICATION SUBMITTAL PACKET REQUIREMENTS

Prior to submitting the 8 final complete applications as certified by the Zoning Administrator, the Applicant shall submit 1 initial draft application packet and 1 digital copy for staff review, followed by one revised draft final application packet based upon staff review and comments.

Initial Packet (1 Copy and 1 Digital Copy to Zoning Administrator) **Date:** _____ **by:** _____

↓ *Draft Final Packet (8 Copies and 1 Digital Copy to Zoning Administrator)* **Date:** _____ **by:** _____

↓

____ (a) **A map of the proposed conditional use:**

____ Showing all lands for which the conditional use is proposed;

____ Clearly indicating the current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control;

____ Map and all its parts are clearly reproducible with a photocopier;

____ Map size of 11" by 17" and map scale not less than one inch equals 800 ft;

____ All lot dimensions of the subject property provided;

____ Graphic scale and north arrow provided.

____ (b) **A map, such as the Land Use Plan Map, of the generalized location of the subject property in relation to the City as a whole:**

____ (c) **A written description of the proposed conditional use describing the type of activities, buildings, and structures proposed for the subject property and their general locations;**

_____ (d) A site plan (conforming to the requirements of Section 98-908(3)) of the subject property as proposed for development OR if the proposed conditional use is a group development (per Section 98-208) a proposed preliminary plat or conceptual plat may be substituted for the required site plan, provided said plat contains all information required on said site plan per Section 98-908.

_____ (e) Written justification for the proposed conditional use:

_____ Indicating reasons why the Applicant believes the proposed conditional use is appropriate with the recommendations of the City of Lake Geneva Comprehensive Master Plan, particularly as evidenced by compliance with the standards set out in Section 98-905(4)(b)1.-6. (See below)

III. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

1. How is the proposed conditional use (the use in general, independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?

THE PROPOSED POLL STRUCTURE CONFORMS TO SR-4 ZONING FOR ACCESSORY STRUCTURE REQUIREMENTS. UNDER THE LAKE GENEVA ZONING ORDINANCE: LANDSCAPE AREA - 68.8% (60% MIN. ALLOWED) NEW SITE GRADING & RAIN GARDEN IMPROVES WATER MANAGEMENT ON THE SITE.

2. How is the proposed conditional use, in its specific location, in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?

SR-4 ZONING ALREADY EXISTING WITHIN THE PROPOSED GOALS. THEREFORE, THE PROPOSED STRUCTURE CONFORMS TO SR-4 ZONING UNDER THE LAKE GENEVA ZONING ORDINANCE AND GOALS.

3. Does the proposed conditional use, in its proposed location and as depicted on the required site plan (see Section 98-905(3)(d)), result in any substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan, or any other plan, program, map ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development?

THE PROPOSED STRUCTURE TO BE BUILT WITHIN THE ALLOWED SETBACKS BEHIND THE EXISTING HOUSE. NO CHANGE IN LOT SIZE, STREET OR SIDE SETBACKS. NO CHANGE TO PUBLIC PROPERTY OR RIGHTS OF WAY.

4. How does the proposed conditional use maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property?

LOT SIZE IS CURRENTLY NON-CONFORMING FOR ER-1 ZONING DISTRICT. TO REMAIN WITHIN POLICIES & STANDARDS OF THE CITY OF LAKE GENEVA COMPREHENSIVE PLAN. PROPOSED STRUCTURE CONFORMS TO SR-4 ZONING. THE LOT SIZE AND EXISTING HOUSE FOOTPRINT WILL NOT CHANGE.

5. Is the proposed conditional use located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property?

THE IMPROVEMENT, FACILITIES, UTILITIES AND SERVICES PROVIDED BY PUBLIC AGENCIES SERVING THE SUBJECT PROPERTY WILL REMAIN UNCHANGED.

6. Do the potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use (as identified in Subsections 98-905(4)(b)1.-5.), after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts?

THE PROPOSED STRUCTURE IS AN IMPROVEMENT TO THE CURRENT PROPERTY. THERE ARE NO KNOWN ADVERSE IMPACTS OF THE PROPOSED CONDITIONAL USE.

IV. FINAL APPLICATION PACKET INFORMATION

- ____ Receipt of 1 full scale copy in blue line or black line of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____
- ____ Receipt of 8 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____
- ____ A digital copy of Final Application Packet shall be emailed to the Building and Zoning Department upon submittal deadline. Date: _____ by: _____
- ____ Certification of complete Final Application Packet and required copies to the Zoning Administrator by City Clerk: Date: _____ by: _____
- ____ Class 2 Legal Notice sent to official newspaper by City Clerk: Date: _____ by: _____
- ____ Class 2 Legal Notice published on _____ and _____ by: _____
- ____ Conditional Use recorded with the County Register of Deeds Office: Date: _____ by: _____

**CITY OF LAKE GENEVA PROCEDURAL CHECKLIST FOR:
SITE PLAN REVIEW AND APPROVAL (Requirements per Section 98-908)**

This form should be used by the Applicant as a guide to submitting a complete application for a site plan review and by the City to process said application. Part II should be used by the Applicant to submit a complete application; Parts I - III should be used by the City as a guide when processing said application.

I. RECORDATION OF ADMINISTRATIVE PROCEDURES

___ **Pre-submittal staff meeting scheduled:**

Date of Meeting: ___ **Time of Meeting:** ___ **Date:** ___ **by:** ___

Follow-up pre-submittal staff meetings scheduled for:

___ **Date of Meeting:** ___ **Time of Meeting:** ___ **Date:** ___ **by:** ___

___ **Date of Meeting:** ___ **Time of Meeting:** ___ **Date:** ___ **by:** ___

___ **Date of Meeting:** ___ **Time of Meeting:** ___ **Date:** ___ **by:** ___

___ **Date of Meeting:** ___ **Time of Meeting:** ___ **Date:** ___ **by:** ___

___ **Application form filed with Zoning Administrator:** **Date:** ___ **by:** ___

___ **Application fee of \$ ___ received by Zoning Administrator:** **Date:** ___ **by:** ___

___ **Reimbursement of professional consultant costs agreement executed:** **Date:** ___ **by:** ___

II. APPLICATION SUBMITTAL PACKET REQUIREMENTS

Prior to submitting the 8 final complete applications as certified by the Zoning Administrator, the Applicant shall submit 1 initial draft application packet and 1 digital copy for staff review, followed by one revised draft final application packet based upon staff review and comments.

Initial Packet (1 Copy and 1 Digital Copy to Zoning Administrator) **Date:** ___ **by:** ___

↓ *Draft Final Packet (8 Copies and 1 Digital Copy to Zoning Administrator)* **Date:** ___ **by:** ___

↓

___ (a) **A written description of the intended use describing in reasonable detail the:**

___ Existing zoning district(s) (and proposed zoning district(s) if different);

___ Land use plan map designation(s);

___ Current land uses present on the subject property;

___ Proposed land uses for the subject property (per Section 98-206);

___ Projected number of residents, employees, and daily customers;

___ Proposed amount of dwelling units, floor area, impervious surface area, and landscape surface area, and resulting site density, floor area ratio, impervious surface area ratio, and landscape surface area ratio;

___ Operational considerations relating to hours of operation, projected normal and peak water usage, sanitary sewer or septic loadings, and traffic generation;

- _____ Operational considerations relating to potential nuisance creation pertaining to noncompliance with the performance standards addressed in Article VII (Sections 98-701-98-721) including: street access, traffic visibility, parking, loading, exterior storage, exterior lighting, vibration, noise, air pollution, odor, electromagnetic radiation, glare and heat, fire and explosion, toxic or noxious materials, waste materials, drainage, and hazardous materials;
- _____ If no nuisances will be created (as indicated by complete and continuous compliance with the provisions of Article VII), then include the statement "The proposed development shall comply with all requirements of Article VII.";
- _____ Exterior building and fencing materials (Sections 98-718 and 98-720);
- _____ Possible future expansion and related implications for points above;
- _____ Any other information pertinent to adequate understanding by the Plan Commission of the intended use and its relation to nearby properties.

_____ (b) **A Small Location Map** at 11" x 17" showing the subject property, all properties within 300 feet, and illustrating its relationship to the nearest street intersection. (A photocopy of the pertinent section of the City's Official Zoning Map with the subject property clearly indicated shall suffice to meet this requirement.)

_____ (c) **A Property Site Plan drawing which includes:**

- _____ A title block which indicates the name, address and phone/fax number(s) of the current property owner and/or agent(s) (developer, architect, engineer, planner) for project;
- _____ The date of the original plan and the latest date of revision to the plan;
- _____ A north arrow and a graphic scale (not smaller than one inch equals 100 feet);
- _____ A reduction of the drawing at 11" x 17";
- _____ A legal description of the subject property;
- _____ All property lines and existing and proposed right-of-way lines with bearings and dimensions clearly labeled;
- _____ 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;
- _____ All required building setback lines;
- _____ All existing and proposed buildings, structures, and paved areas, including building entrances, walks, drives, decks, patios, fences, utility poles, drainage facilities, and walls;
- _____ The location and dimension (cross-section and entry throat) of all access points onto public streets;
- _____ The location and dimension of all on-site parking (and off-site parking provisions if they are to be employed), including a summary of the number of parking stalls provided versus required by the Ordinance;
- _____ The location and dimension of all loading and service areas on the subject property and labels indicating the dimension of such areas;
- _____ The location of all outdoor storage areas and the design of all screening devices;
- _____ The location, type, height, size and lighting of all signage on the subject property to include a photometric plan;
- _____ The location, height, design/type, illumination power and orientation of all exterior lighting on the subject property -- including the clear demonstration of compliance with Section 98-707;
- _____ All engineering requirements for utilities, site designs, etc;
- _____ The location and type of any permanently protected green space areas;
- _____ The location of existing and proposed drainage facilities for storm water;

_____ In the legend, data for the subject property on:

- _____ Lot Area;
- _____ Floor Area;
- _____ Floor Area Ratio (b/a);
- _____ Impervious Surface Area;
- _____ Impervious Surface Ratio (d/a);
- _____ Building Height.

_____ (d) **A Detailed Landscaping Plan of the subject property:**

- _____ Scale same as main plan (> or equal to 1" equals 100')
- _____ Map reduction at 11" x 17"
- _____ Showing the location of all required buffer yard and landscaping areas
- _____ Showing existing and proposed Landscape Point fencing
- _____ Showing berm options for meeting said requirements
- _____ Demonstrating complete compliance with the requirements of Article VI
- _____ Providing individual plant locations and species, fencing types and heights, and berm heights;

_____ (e) **A Grading and Erosion Control Plan:**

- _____ Same scale as the main plan (> or equal to 1" equals 100')
- _____ Map reduction at 11" x 17"
- _____ Showing existing and proposed grades including retention walls and related devices, and erosion control measures.

_____ (f) **Elevation Drawings of proposed buildings or remodeling of existing buildings:**

- _____ Showing finished exterior treatment;
- _____ With adequate labels provided to clearly depict exterior materials, texture, color and overall appearance;
- _____ Perspective renderings of the proposed project and/or photos of similar structures may be submitted, but not in lieu of adequate drawings showing the actual intended appearance of the buildings.

NOTE: Initiation of Land Use or Development Activity: Absolutely no land use or development activity, including site clearing, grubbing, or grading shall occur on the subject property prior to the approval of the required site plan. Any such activity prior to such approval shall be a violation of law and shall be subject to all applicable enforcement mechanisms and penalties.

NOTE: Modification of an Approved Site Plan: Any and all variation between development and/or land use activity on the subject property and the approved site plan is a violation of law. An approved site plan shall be revised and approved via the procedures of Subsections 98-908(2) and (4) so as to clearly and completely depict any and all proposed modifications to the previously approved site plan, prior to the initiation of said modifications.

III.FINAL APPLICATION PACKET INFORMATION

_____ Receipt of 1 full scale copy in blueline or blackline
of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

_____ Receipt of 8 reduced (8.5" by 11" text and 11" x 17" graphics)
copies of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

_____ A digital copy of Final Application Packet shall be emailed to the
Building and Zoning Department upon submittal deadline. Date: _____ by: _____

Development Review Committee (DRC) Application

Complete as much detailed information as possible to allow for a comprehensive departmental review prior to a Development Review Committee meeting. This application must be returned to the Building Inspector, with all conceptual plans, designs and other information prior to the scheduling a DRC meeting.

Applicant Information

Property Address _____

Applicant name _____

Applicant email _____ Phone Number _____

Architect/Contractor/Designer Name _____

Architect/Contractor/Designer Email _____ Phone Number _____

Type of Construction: New _____ Addition _____ Remodel _____

Type of Development: Single-family _____ Multi-family _____ Commercial _____ Industrial _____

Type of Business _____

Engineering

Site Plans should include the following: Project title and owner's/developer's name and address noted, architect's and/or engineer's name and address noted, property boundaries and dimensions, abutting property zoning classifications, general description of building materials, façade and roof detail, setback lines indicated, easements for access, if any, 100-year floodplain identification, existing and proposed topography shown at a contour interval of one foot, indicating proposed grade and location of improvements, signage and outdoor lighting, number of parking spaces provided, type, size and location of all structures with all building dimensions shown, location of existing and general location of proposed sanitary sewers, storm sewers, water-mains, and any proposed stormwater management facilities, location, extent and type of proposed landscaping and landscaping plantings and buffers to adjacent property, including fencing or other screening, location of pedestrian sidewalks and walkways, graphic outline of any development staging that is planned, driveway locations and sizes, handicap accessibility, environmental concerns (odor, smoke, noise, graphic scale and north arrow.

- Storm water management provisions provided? YES / NO
 - As-built/certification notification
- Erosion control plan provided? YES / NO
- Wetlands, floodplains, environmental corridors, groundwater Identified. YES / NO
- Utility Plans Provided
 - Watermain
 - Sanitary Sewer
 - Storm Water
- Is a Land Division required? YES / NO
- Access points and dimensions shown? YES / NO
 - WISDOT Right-of-way?
 - County Right-of-way?
- Estimated Traffic impacts _____
 - Traffic Study Required YES/NO
 - Traffic Control Plan Required YES/NO
 - Will construction affect street parking or intersections? YES / NO

- Paving Materials, Typical Sections? YES / NO
- WDNR Notice of Intent required? (Land disturbance more than 1 acre)? YES / NO
- Watermain extension required? YES / NO
- Sanitary sewer extension required? YES / NO
- SEWRPC Service Area Amendment needed? YES / NO
- Is a Chapter 30 Permit (wetland/waterway) required? YES / NO
- Proposed building/expansion dimensions _____
- Will there be signage? YES / NO type (mounted, freestanding) _____
- Exterior lighting plans? YES / NO
- What kind of noise or level of noise will the business have? _____
- Detailed property Site Plan? YES / NO Date of Plan: _____
- Green Space Calculations (Existing vs. Proposed) YES / NO
- Are landscape plans provided? YES / NO
- Is a Land Division required? YES / NO

Water/Sewer Utilities

If an existing structure please circle the following:

- Will existing sewer & water connections be used? YES / NO
- Will your project require the installation of a grease interceptor? YES / NO

If the development is Commercial or Industrial, please provide the following:

- Water service size requirement _____
- Estimated daily water usage in gallons per day _____
- Estimated maximum water flow in gallons per minute _____
- Number of bathrooms _____
- Brief description of process (if Industrial) _____

If the development is a multi-family dwelling, please provide the following:

- Number of units _____
- Number of bedrooms in each unit _____
- Water service size requirement _____

Full Legal Description

Of Lot 19, Ceylon Court Estates Subdivision, Being Part of Government Lot 2 and 3, and Part of the SE 1/4 of the NW 1/4, the SW 1/4 of the NE 1/4, the NE 1/4 of the SW 1/4m and the NW 1/4 of the SE 1/4 of section 1, T.1 N., R. 17 E., of the 4th P.M., city of lake Geneva, Walworth County, Wisconsin

Surrounding Neighbors within 300' of the subject Property:

Parcel #	Information
TPI - ZCE 00012	BRYAN CLESS, MEGAN CLESS 1924 RIDGEWOOD LN WEST GLENVIEW, IL 60025
ZCE 00011	PETER VINCENT KRUG, HOLLY THOMSEN KRUG 471 S COLUMBIA ST NAPERVILLE, IL 60540
ZCE 00010	MICHAEL BURTON TRUST, ANN MCNAMARA-BURTON TRUST 1430 PLEASANT LN GLENVIEW, IL 60025
ZCE 00009	CHRISTIAN M KHAYAT, TWYLA D M KHAYAT 36938 N KIMBERWICK LN WADSWORTH, IL 60083-0000
ZCE 00008	RICHARD P HYLAND, MARYELLEN HYLAND 10328 N WOBURN ORLAND PARK, IL 60462-0000
ZCE 00007	KATHRYN UHLER TRUST 321 CAMELOT LN LIBERTYVILLE, IL 60048
ZCE 00006	LAKE GENEVA TRUST PO BOX 5919 BUFFALO GROVE, IL 60089-0000
ZCE 00005	PATRICK J LYNCH, RACHEL E LYNCH 30715 CEDAR DR BURLINGTON, WI 53105
ZYUP 00141A	CHATKA A RUGGIERO 814 ASHLAND AV RIVER FOREST, IL 60305-1432

ZA 64300001	JWH PROPERTIES, LLC 20 BEACHSIDE, UT 301 VERO BEACH, FL 32963-0000
ZA124000003	ROBERT P FETTIG N2425 MAIN LAKE GENEVA, WI 53147
ZA124000002	VICTORIA SHORES LLC 946 CEYLON CT LAKE GENEVA, WI 53147-0000
ZA 64300002	COLLEEN M WARNER TRUST 6846 N MOSELLE AV CHICAGO, IL 60646
ZA110400001	FRANK S ODDO, SIAN M MOYNIHAN 911 MAYTAG RD LAKE GENEVA, WI 53147
ZA110400002	JAMES TUSCHALL TRUST 920 BOLENDER DR DELRAY BEACH, FL 33483
ZCE 00028	DANIEL C FERGUSON, BETSY FERGUSON 535 KINGSTOWN RD NAPLES, FL 34102
ZCE 00029	DANIEL C FERGUSON, BETSY FERGUSON 535 KINGSTOWN RD NAPLES, FL 34102
ZCE 00030	DANIEL C FERGUSON, BETSY FERGUSON 535 KINGSTOWN RD NAPLES, FL 34102
ZCE 00031	DANIEL C FERGUSON, BETSY FERGUSON 535 KINGSTOWN RD NAPLES, FL 34102
ZCE 00032	DANIEL FERGUSON LIFE INS TRUST 535 KINGSTOWN RD NAPLES, FL 34102
ICF 00017	GEORGE CAPPADAIS, JUNE CAPPADAIS 201 VINTAGE BAY DR B-14 MARCO ISLAND, FL 34145-0000

ZCE 00016	GEORGE & JUNE CAPPADAIS, DAVID & NAFSICA KUPETS 1521 LAUREL AV DEERFIELD, IL 60015-0000
ICF 00015	JOHN BRILLAKIS TRUST, PAULINE BRILLAKIS TRUST 8150 W DAVIS ST NILES, IL 60714
ICF 00014	KULWINDER K HANDA, RAJ K HANDA N2273 S LAKESHORE DR LAKE GENEVA, WI 53147
ICF 00013	KULWINDER K HANDA, RAJ K HANDA N2273 S LAKESHORE DR LAKE GENEVA, WI 53147
ZCE 00018	CLIFFORD C JACKSON TRUST, ELIZABETH A JACKSON TRUST 901 MAYTAG RD LAKE GENEVA, WI 53147
ZCE 00019	DIANE WAYNE, JEFFREY WAYNE 2305 GREENWOOD AV WILMETTE, IL 60091
ZCE 00020	BURTON & EILEEN DUBOE, ROBERT & WENDY DUBOE 2500 INDIGO LN APT 228 GLENVIEW, IL 60026-0000



7/19/22

To whom it may concern:

As the builder of the residence at 925 Maytag Rd. Lake Geneva, we will not surface drain the mod pool onto the property as per instruction by the local building department. If we want to surface drain the mod pool we would need to run a hose from the pool to the storm inlet located on the East side of 901 Maytag Rd. as to not disrupt the property next door. We will notify the homeowner of this as well.

A handwritten signature in blue ink, appearing to read 'John T. Engerman'. The signature is fluid and stylized, with a long horizontal stroke extending to the right.

John Engerman

MAILING ADDRESS

W3411 LINTON ROAD • LAKE GENEVA, WISCONSIN 53147

LOCATED AT

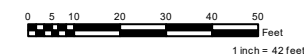
LINTON ROAD AND SOUTH SHORE DRIVE

PHONE (262) 248-9210 • FAX (262) 248-9463 • E-MAIL jengerman@EngermanContracting.com • www.EngermanContracting.com



Legal Landscape

WALWORTH COUNTY, WISCONSIN



Author:

Map Produced on: 7/20/2022

Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD83-2011

Walworth County Information Technology Department
Land Information Division
1800 County Trunk NN
Elkhorn, Wisconsin 53121-1001



DISCLAIMER: THE INFORMATION PROVIDED ON THIS MAP HAS BEEN PRODUCED
AND PROCESSED BY WALWORTH COUNTY INFORMATION TECHNOLOGY DEPARTMENT
AND IS PROVIDED ON AN "AS IS" BASIS. WALWORTH COUNTY INFORMATION TECHNOLOGY DEPARTMENT
DOES NOT WARRANT THE ACCURACY, COMPLETENESS, OR
LEGITIMACY OF THE INFORMATION. THE INFORMATION CONTAINED HEREIN IS NOT BE USED AS AN OFFICIAL DOCUMENT.

PLAT OF SURVEY

OF LOT 19, CEYLON COURT ESTATES SUBDIVISION, BEING
PART OF GOVERNMENT LOT 2 AND 3, AND PART OF THE
SE 1/4 OF THE NW 1/4, THE SW 1/4 OF THE NE 1/4, THE NE
1/4 OF THE SW 1/4, AND THE NW 1/4 OF THE SE 1/4 OF
SECTION 1, T. 1 N., R. 17 E., OF THE 4TH P.M.,
CITY OF LAKE GENEVA, WALWORTH COUNTY, WISCONSIN.

MONUMENT KEY

- ⊙ 1" Iron Pipe Found, unless noted
(XXX.XX) Record Information

LEGEND

- Existing Boundary Line
- - - Existing Right-of-Way
- - - Existing Adjacent Property
- - - Existing Centerline
X Existing Fence
Existing Stone Wall
E Existing Electric Meter
G Existing Gas Meter
Existing Air Conditioner
X Existing Water Valve
Existing Mailbox
SM Existing Sanitary Manhole
Benchmark
Deciduous Tree

LOT AREA (GSA):

25,160± SQ. FT.
-OR-
0.576± ACRES

EXISTING ZONING:

ER-1
(MINIMUM LOT AREA = 40,000 SQ. FT.)

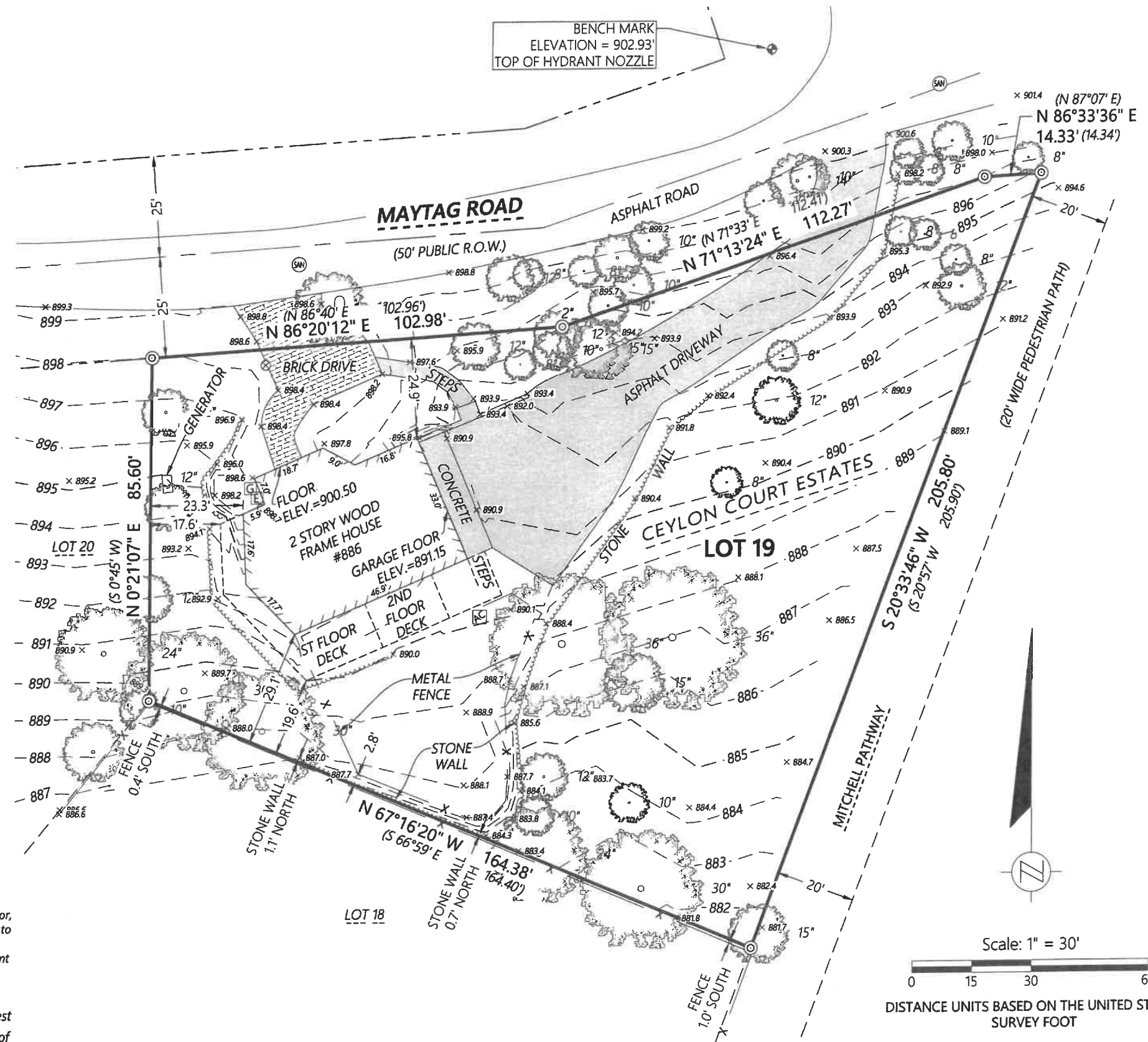
MINIMUM LANDSCAPE SURFACE AREA (LSA):

60%

EXISTING SURFACE AREAS:

HOUSE = 1,805± SQ. FT. (7.2%)
ASPHALT DRIVE = 3,025± SQ. FT. (12.0%)
BRICK DRIVE = 465± SQ. FT. (1.9%)
DECKS/STEPS = 1,010± SQ. FT. (4.0%)
TOTAL = 6,305± SQ. FT. (25.1%)

LANDSCAPE AREA 18,855± SQ. FT. (74.9%)



Kristin J. Belongia, P.L.S.
Wisconsin Professional Land Surveyor S-2943

State of Wisconsin } ss
County of Walworth }

I hereby certify that I have supervised the survey of the property described above and to the best of my knowledge and belief, the plat drawn hereon complies with Chapter A-E 7 of the State of Wisconsin Administrative Code, Minimum Standards for Property Surveys and correctly represents said survey and its location.

Given under my hand and seal this 5th day of February, 2021 at Beloit, Wisconsin.

Last day of field work February 3rd, 2021

If the surveyor's signature is not red in color,
the plan is a copy that should be assumed to
contain unauthorized alterations.
The certification contained on this document
shall not apply to any copies.



Batterman
engineers surveyors planners
2857 Bartells Drive
Beloit, Wisconsin 53511
608.365.4464
www.batterman.com

PLAT OF SURVEY

FOR THE EXCLUSIVE USE OF:
Lowell Custom Homes
401 Geneva National Ave. So.
Lake Geneva, WI 53147

ORDER NO: 33840
FIELD CREW: DJE
DRAWN BY: DJE

File Name: J:\33800-33899\33840 - Lowell Custom Homes - 886 Maytag Rd\SURVEY\PHD DRAWING FILES

PLAT OF SURVEY

OF LOT 19, CEYLON COURT ESTATES SUBDIVISION, BEING
PART OF GOVERNMENT LOT 2 AND 3, AND PART OF THE
SE 1/4 OF THE NW 1/4, THE SW 1/4 OF THE NE 1/4, THE NE
1/4 OF THE SW 1/4, AND THE NW 1/4 OF THE SE 1/4 OF
SECTION 1, T. 1 N., R. 17 E., OF THE 4TH P.M.,
CITY OF LAKE GENEVA, WALWORTH COUNTY, WISCONSIN.

MONUMENT KEY

- ⊙ 1" Iron Pipe Found, unless noted
(XXX.XX) Record Information

LEGEND

- Existing Boundary Line
--- Existing Right-of-Way
--- Existing Adjacent Property
--- Existing Centerline
X Existing Fence
--- Existing Stone Wall
⊞ Existing Electric Meter
⊞ Existing Gas Meter
⊞ Existing Air Conditioner
⊞ Existing Water Valve
⊞ Existing Mailbox
⊞ Existing Sanitary Manhole
⊞ Benchmark
⊞ Deciduous Tree

LOT AREA (GSA):

25,160± SQ. FT.
-OR-
0.576± ACRES

EXISTING ZONING:

ER-1
(MINIMUM LOT AREA = 40,000 SQ. FT.)

MINIMUM LANDSCAPE SURFACE AREA (LSA):

60%

EXISTING SURFACE AREAS:

HOUSE = 1,805± SQ. FT. (7.2%)
ASPHALT DRIVE = 3,025± SQ. FT. (12.0%)
BRICK DRIVE = 465± SQ. FT. (1.9%)
DECKS/STEPS = 1,010± SQ. FT. (4.0%)
TOTAL = 6,305± SQ. FT. (25.1%)

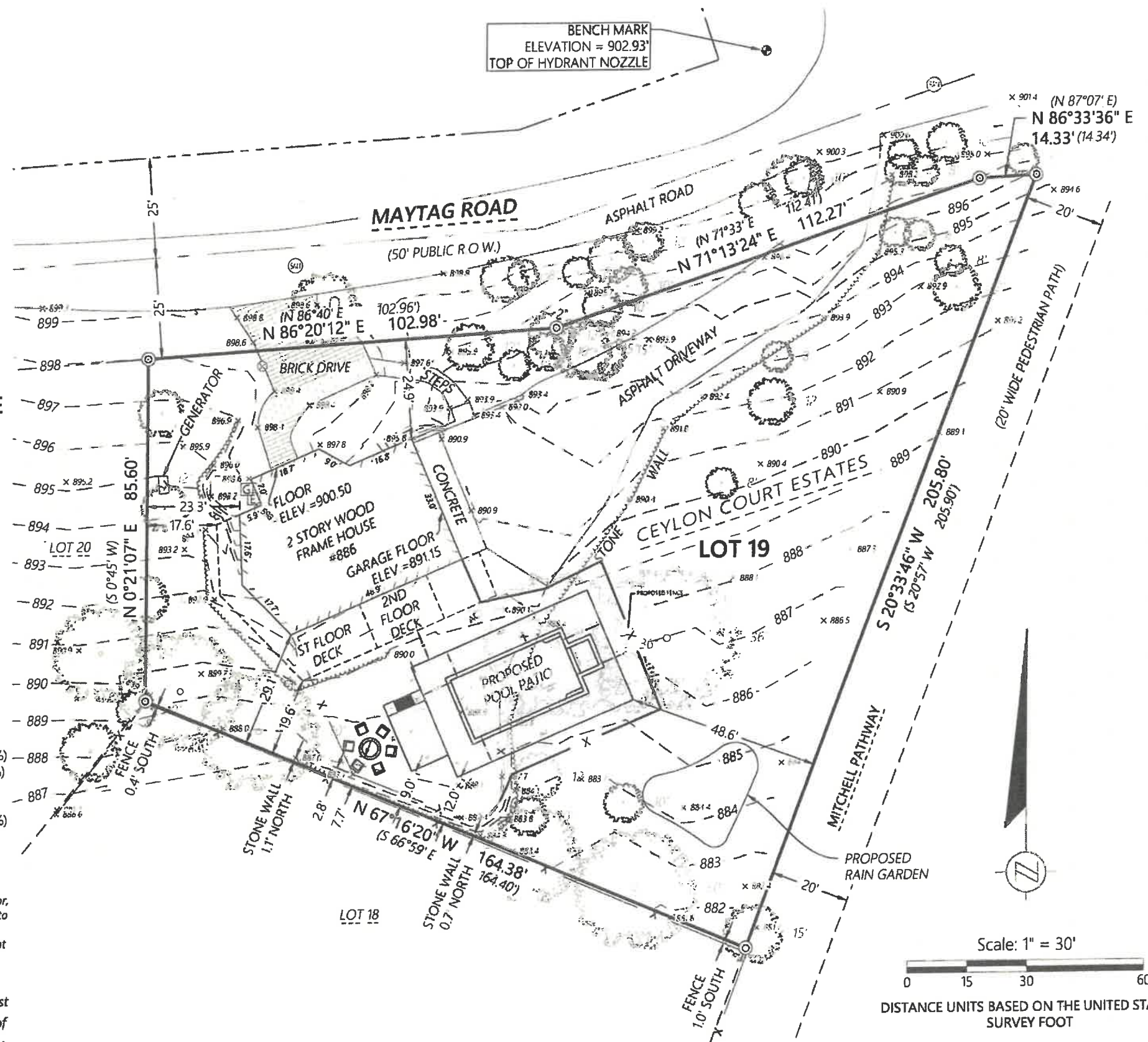
LANDSCAPE AREA 18,855± SQ. FT. (74.9%)

PROPOSED SURFACE AREAS:

ADDITION/HOUSE = 3,445± SQ. FT. (13.7%)
ASPHALT DRIVE = 2,925± SQ. FT. (11.6%)
BRICK DRIVE = 465± SQ. FT. (1.9%)
DECK/PATIO/STEPS = 1,010± SQ. FT. (4.0%)
TOTAL = 7,845± SQ. FT. (31.2%)

LANDSCAPE AREA 17,315± SQ. FT. (68.8%)

If the surveyor's signature is not red in color,
the plan is a copy that should be assumed to
contain unauthorized alterations.
The certification contained on this document
shall not apply to any copies.



Scale: 1" = 30'

DISTANCE UNITS BASED ON THE UNITED STATES
SURVEY FOOT

BEARINGS BASED ON THE WISCONSIN COUNTY
COORDINATE SYSTEM, WALWORTH ZONE. THE
EAST LINE OF LOT 19 BEARING S 20°33'46" W

VERTICAL DATUM BASED ON NAVD-88 (2012)

Kristin J. Belongia, P.L.S.
Wisconsin Professional Land Surveyor S-2943

State of Wisconsin } ss
County of Walworth }

I hereby certify that I have supervised the survey of the property described above and to the best
my knowledge and belief, the plat drawn hereon complies with Chapter A-E 7 of the State of
Wisconsin Administrative Code, Minimum Standards for Property Surveys and correctly
represents said survey and its location.
Given under my hand and seal this 5th day of February, 2021 at Beloit, Wisconsin.
Last day of field work February 3rd, 2021
Revised this 21st day of June, 2022 to show the size and location of the proposed pool patio.
Revised this 21st day of June, 2022 to show the location of the proposed rain garden.



Batterman
engineers surveyors planners
2857 Barrells Drive
Beloit, Wisconsin 53511
608.365.4464
www.batterman.com

PLAT OF SURVEY

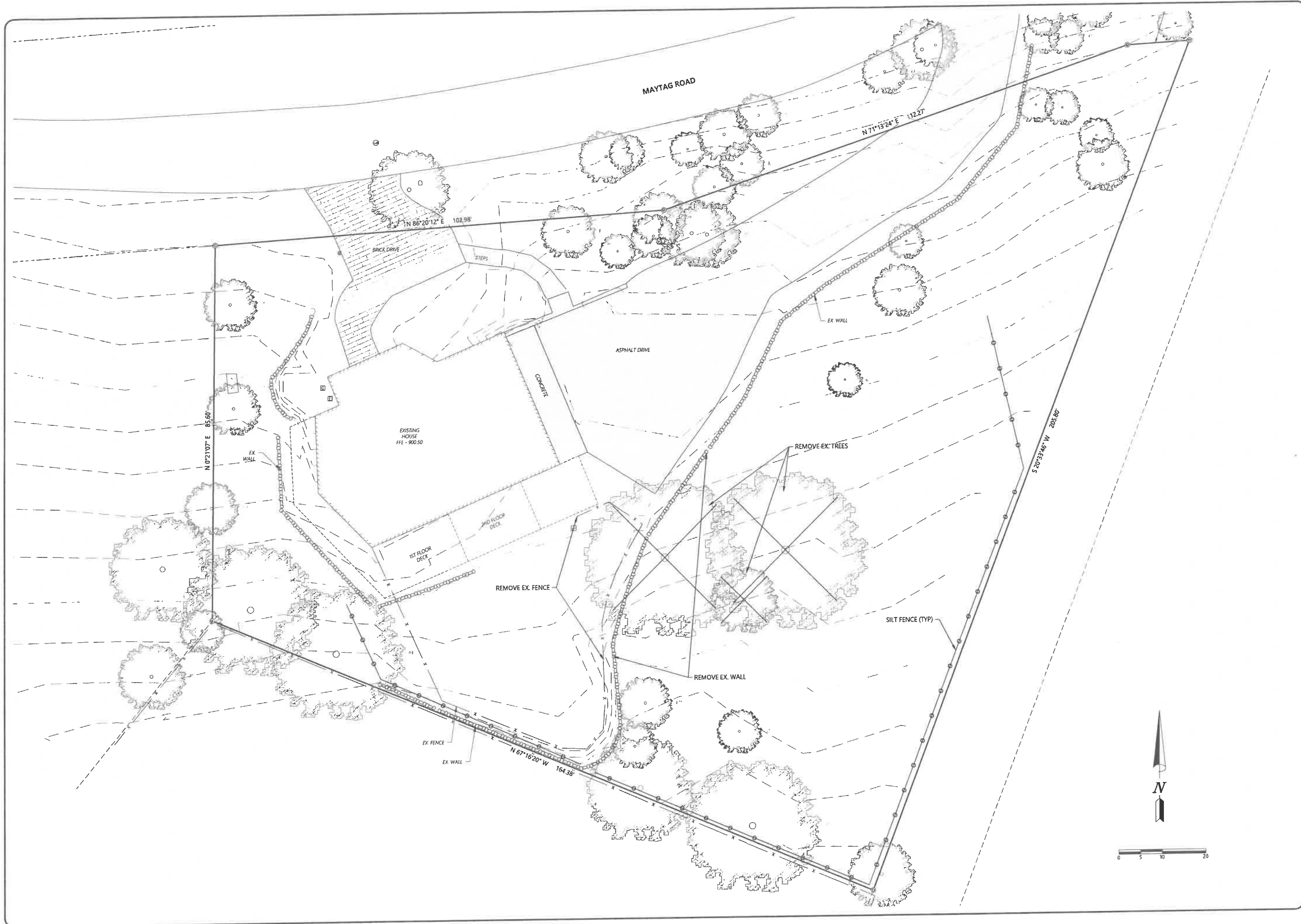
FOR THE EXCLUSIVE USE OF:

Lowell Custom Homes
401 Geneva National Ave. So.
Lake Geneva, WI 53147

ORDER NO: 33840

FIELD CREW: DJE
DRAWN BY: DJE

File Name: J:\33800-33899\33840 - Lowell Custom Homes - 885 Maytag Rd\SURVEY\RH DRAWING FILES



DESIGNED BY:

TN

DRAWN BY:

CM

CHECKED BY:

TN

APPROVED BY:

TN

PROJECT NO.:

33840

NEW POOL PATIO
886 MAYTAG ROAD
CITY OF LAKE GENEVA
WALWORTH COUNTY, WISCONSIN

33840 - SITE PLANDWG

REMOVALS & EROSION CONTROL PLAN

NOTE: DIMENSIONAL DATA IS NOT TO BE OBTAINED BY SCALING ANY PORTION OF THIS DRAWING.

ISSUANCE

FOR PERMIT	6/10/2021
FOR PERMIT (R1)	06/21/2022
X	---
X	---
X	---
X	---

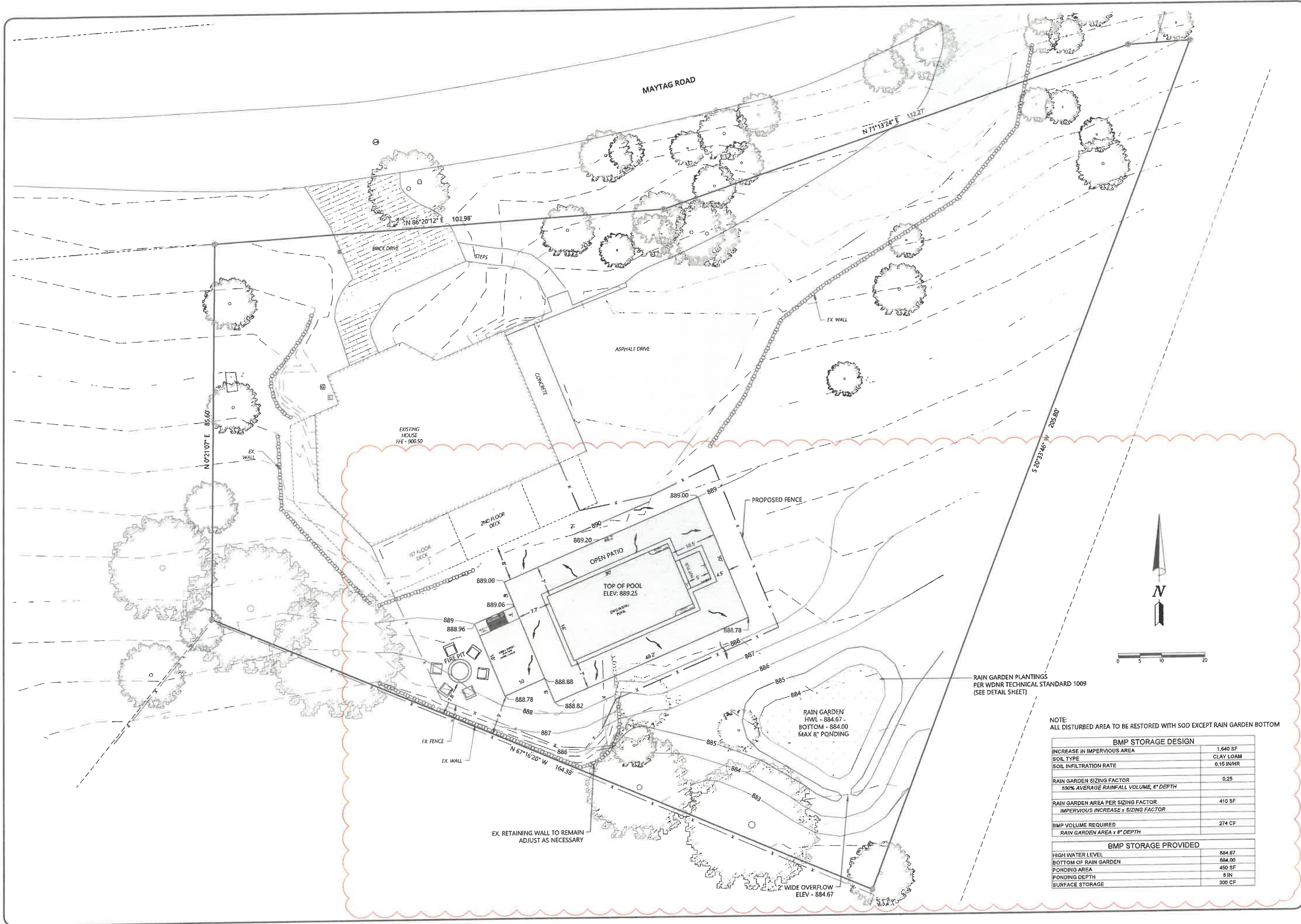
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3

C4.01



RAIN GARDEN PLANTINGS
PER WDNR TECHNICAL STANDARD 1009
(SEE DETAIL SHEET)

NOTE:
ALL DISTURBED AREA TO BE RESTORED WITH SOD EXCEPT RAIN GARDEN BOTTOM

BMP STORAGE DESIGN	
INCREASE IN IMPERVIOUS AREA	1,640 SF
SOIL TYPE	CLAY LOAM
SOIL INFILTRATION RATE	0.15 IN/HR
RAIN GARDEN SIZING FACTOR 100% AVERAGE RAINFALL VOLUME, 6" DEPTH	0.25
RAIN GARDEN AREA PER SIZING FACTOR IMPERVIOUS INCREASE x SIZING FACTOR	410 SF
BMP VOLUME REQUIRED RAIN GARDEN AREA x 8" DEPTH	274 CF
BMP STORAGE PROVIDED	
HIGH WATER LEVEL	884.67
BOTTOM OF RAIN GARDEN	884.00
PONDING AREA	450 SF
PONDING DEPTH	8 IN
SURFACE STORAGE	300 CF



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engineers surveyors planners

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Beloit, Wisconsin 53511
608.365.4464
www.batterman.com

ISSUANCE	6/10/2021
FOR PERMIT (R1)	06/21/2022
	X
	X
	X
	X

DESIGNED BY: TN
DRAWN BY: CM
CHECKED BY: TN
APPROVED BY: TN
PROJECT NO: 33840

NEW POOL PATIO
886 MAYTAG ROAD
CITY OF LAKE GENEVA
WALWORTH COUNTY, WISCONSIN

33840 - SITE PLANDWG

GRADING & DRAINAGE PLAN

NOTE: DIMENSIONAL DATA IS NOT TO BE OBTAINED BY SCALING ANY PORTION OF THIS DRAWING.

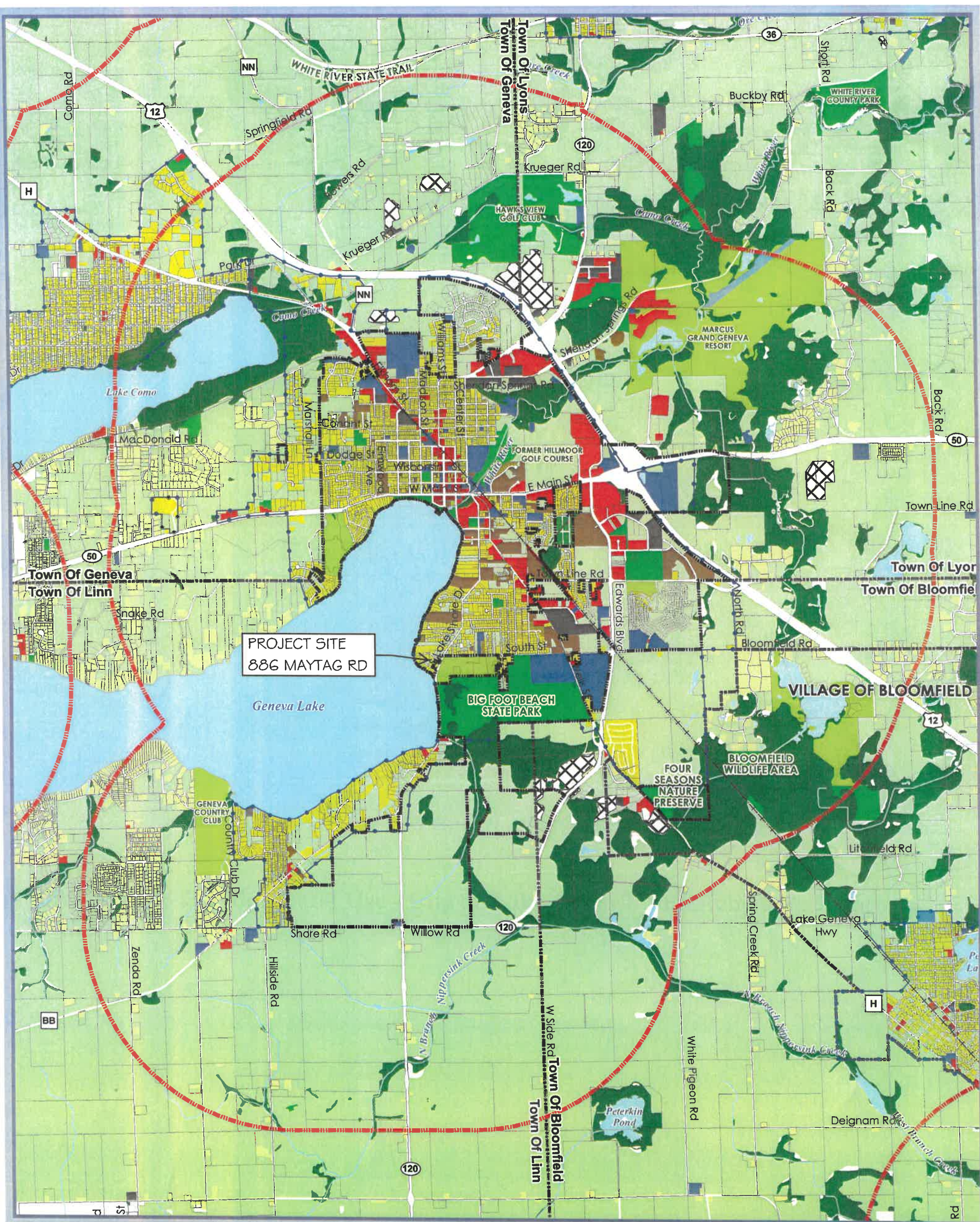
SHEET NO.

C4.02



NATIVE PLANTS FOR SHADY RAIN GARDENS

08



Map 4: Existing Land Use - City of Lake Geneva Comprehensive Plan

City of Lake Geneva

Other Municipal Boundaries

Urban Service Area Boundary

Extraterritorial Jurisdiction Boundary

Parcels

Surface Water

Abandoned Railroads

Agricultural, Open Lands, & Vacant

Single Family Residential (Unsewered)

Single Family Residential(Sewered)

Two-Family/Townhouse Residential

Multi-Family Residential

Commercial

Government & Institutional

Airport

Private Recreation Facilities

Public Park & Recreation

Industrial

Extraction

Wetland

Right of Way

VANDEWALLE & ASSOCIATES INC.

Shaping places, shaping change

Date: January 8, 2020

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

0

0.25

0.5

1

Miles

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 15, 2022

Agenda Item #10

Applicant:
Building & Zoning Department

Request:
Ordinance Amendments Regarding Murals

Description:

This proposal would amend the City's zoning ordinance to remove zoning barriers to establishing a downtown mural program led by the Downtown Business Improvement District (BID) and establish a regulatory framework for all proposed murals. Currently, the City's zoning ordinance does not address murals, other than to say that "works of art" are not subject to the sign ordinance if they include no commercial message. In the Downtown Design Overlay, the City limits the number and types of colors that may be used on building facades, which would greatly limit mural designs. Outside of the Downtown Design Overlay, the murals not regulated. This means that a property owner could paint a mural on the side of their building today if they wished to. This has not been a significant issue in Lake Geneva to date.

Staff Review:

First Amendment Issues

Under the First Amendment, governments are limited in their ability to make laws that limit freedom of speech, and murals and artistic expression could be considered a form of speech. The Supreme Court's decision related to signage in *Reed v. Gilbert* also applies to murals. This decision stated that local limitations on signage and murals must be content and viewpoint neutral, meaning that the City cannot regulate the message or content of the mural. Staff would also advise the City against any regulation of the design, color, or content of the mural, as it could violate the rights of the property owner. However, this does not mean that murals are completely unregulated. The City can regulate location, configuration, materials, and maintenance of murals. The BID can have design control over their own mural program, as participation in the BID mural program is optional, and property owners downtown or elsewhere may opt to put up their own mural without BID involvement.

The following code amendments accomplish the following:

- Provide a definition of "mural" distinguishing it from commercial signage or other works of art
- Exempts murals from the limitations on colors in the Downtown Design Overlay
- Provides basic requirements for locations where murals can be placed and methods that can and cannot be used to mount or paint directly on buildings
- Provides basic requirements for maintenance and removal

- Prohibits painting brick (for a mural or otherwise) in the Downtown Design Overlay. Staff suggests codifying this informal City policy.

BID & City Review of Murals

The proposed code amendments would require murals to go through the Site Plan Review process. This means that the Plan Commission will review and approve proposed murals to ensure they meet City requirements. The City can request changes be made (location, configuration, materials, maintenance, safety, etc.), but they cannot regulate the design, color, or content of the mural. The BID would also review murals participating in their program, separately from the City's process. Refer to the summary table below.

	Plan Commission Review and Approval	BID Review and Approval
BID-sponsored mural within Downtown Overlay	✓	✓
Non-BID mural within Downtown Overlay	✓	
Non-BID mural anywhere in the City	✓	

These code amendments would apply everywhere in the City – not just in the downtown – and are not limited to murals that participate in the BID mural program. The BID will have to follow these regulations in addition to any other rules they may choose to include in their own program. These rules are intended to establish “guardrails” for any murals located in the City and to remove zoning barriers to the BID mural program. Additional regulations to murals could be explored at a later date; such rules could include greater limitations on size or different rules by zoning district.

The proposed amendments would affect the following sections of the City's zoning ordinance:

- Section 98-034 – Definitions
- Section 98-725 – Murals (create new section)
- Section 98-913 – Downtown Design Overlay Zoning District

Staff Recommendation:

Suggested Motion:

- *Approve: I recommend approval of the proposed amendments to Chapter 98: Zoning that would amend Section 98-034 (Definitions), amend Section 98-913 (Downtown Design Overlay Zoning District), and create Section 98-725 (Murals), as indicated in Attachment A. (Attachment A: redline exhibit of proposed ordinance changes).*

*Jackie Mich, AICP
City Planning Consultant
Vandewalle & Associates*

Attachment A:- Draft Zoning Ordinance Amendments – Murals

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 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 other walls without frontage on the primary street.
 - (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
 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.
 - (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.

Section 98-913. Downtown Design Overlay Zoning District

No changes are proposed to Subsections (1) through (8). See pages 6 and 11 for proposed changes to Subsection (9).

(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.)

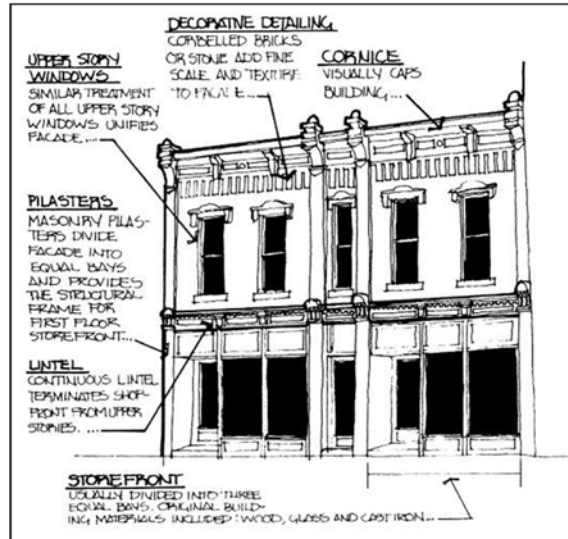


Figure 2

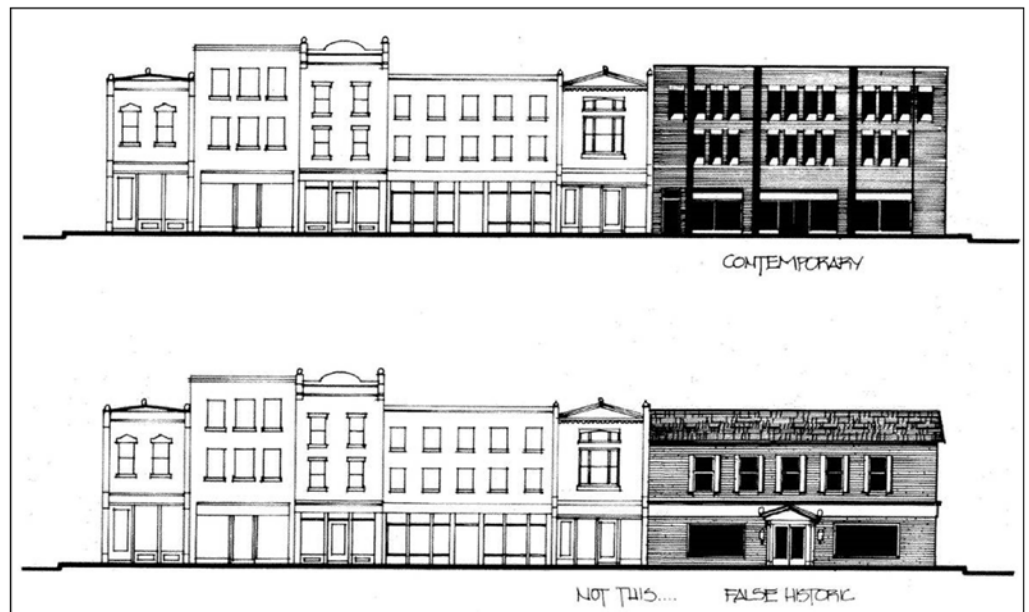


Figure 3

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.

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,


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.	ZLGBP 00011
PLASTICOIL INC.	901 GENEVA PARKWAY N.	ZLGBP 200010
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'

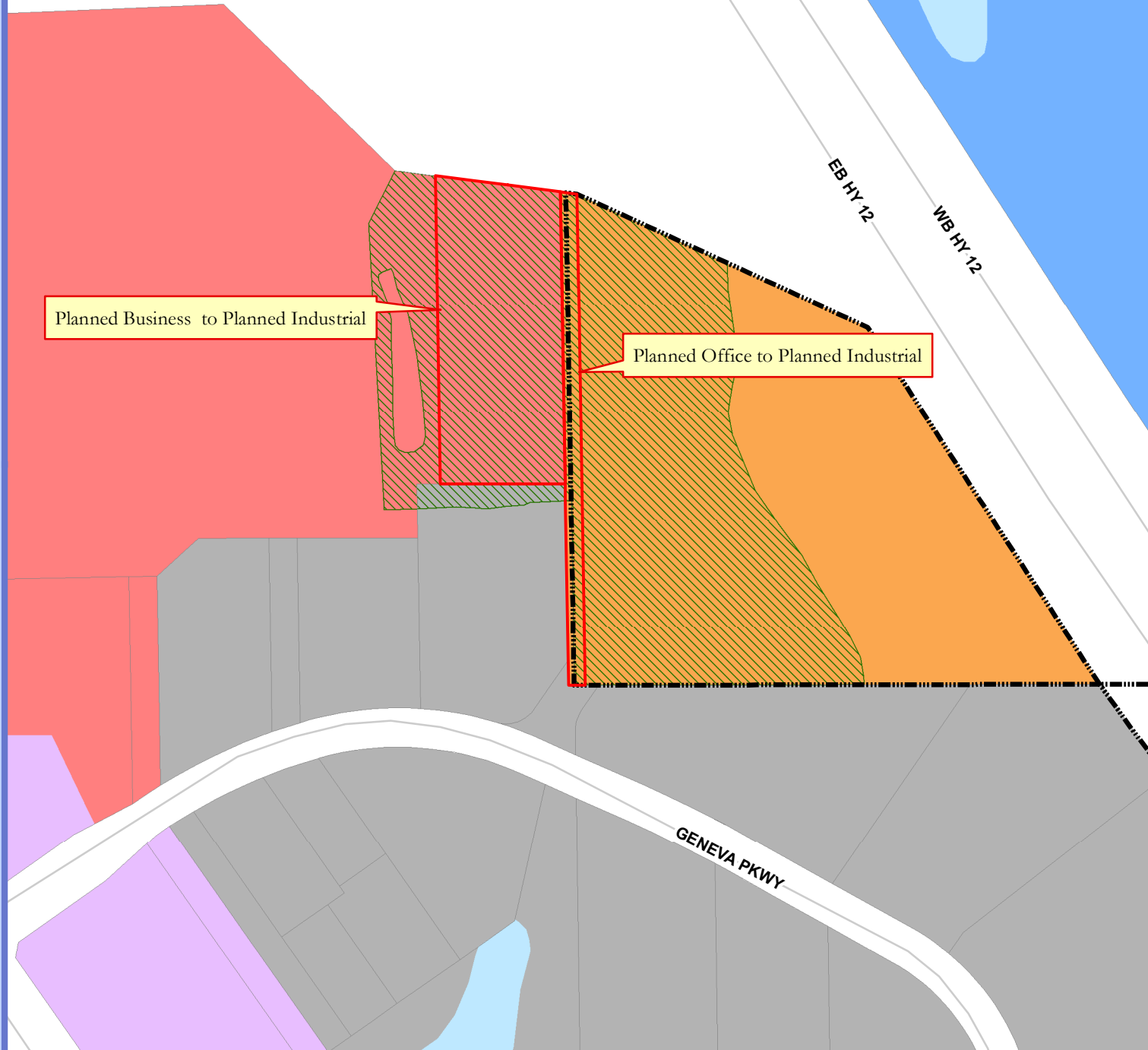
ANNEXATION PARCEL

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
- 1 2 3 4 5 6
- 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
- 1 2 3 4
- 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, 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.

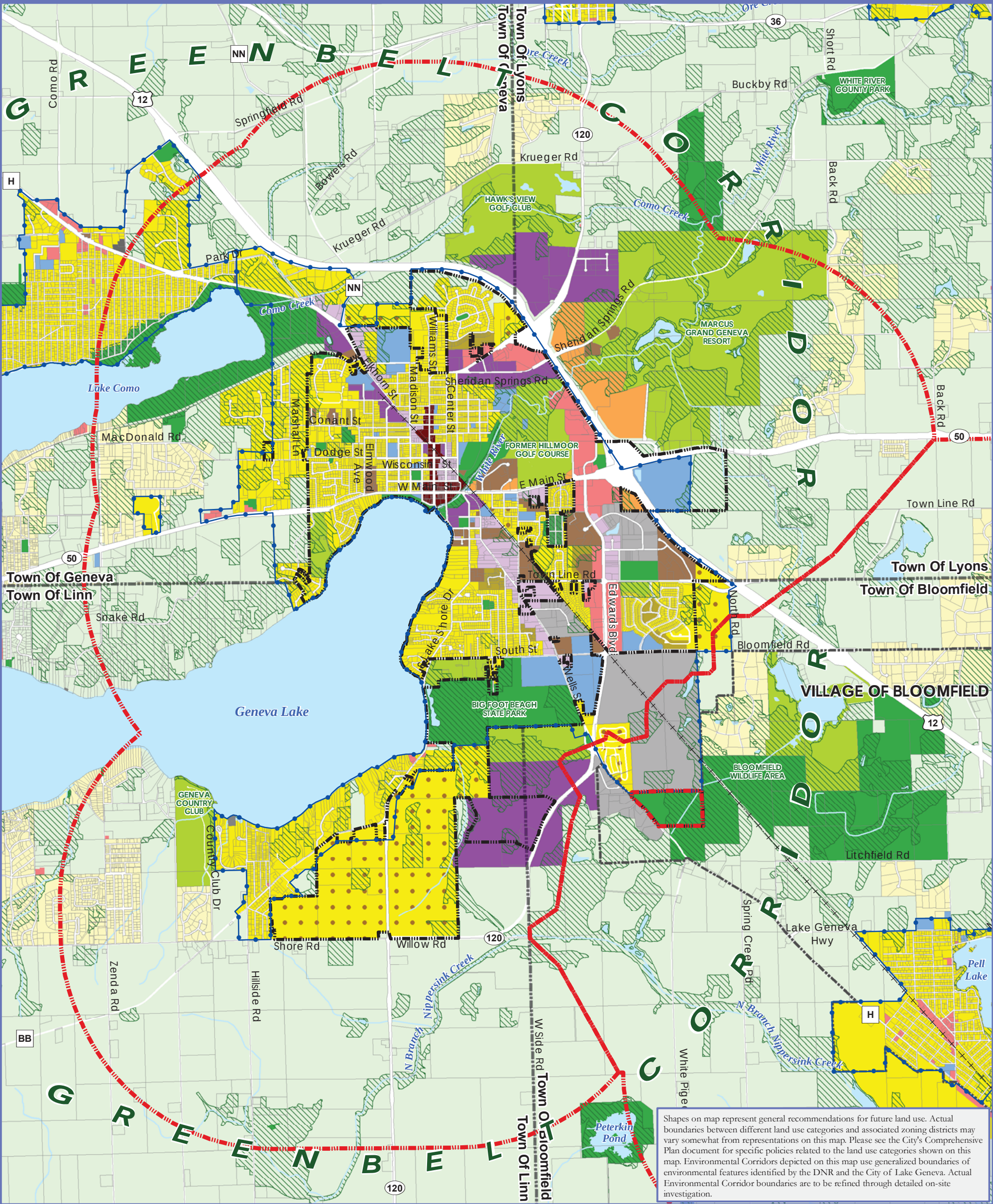
Recommended Zoning

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

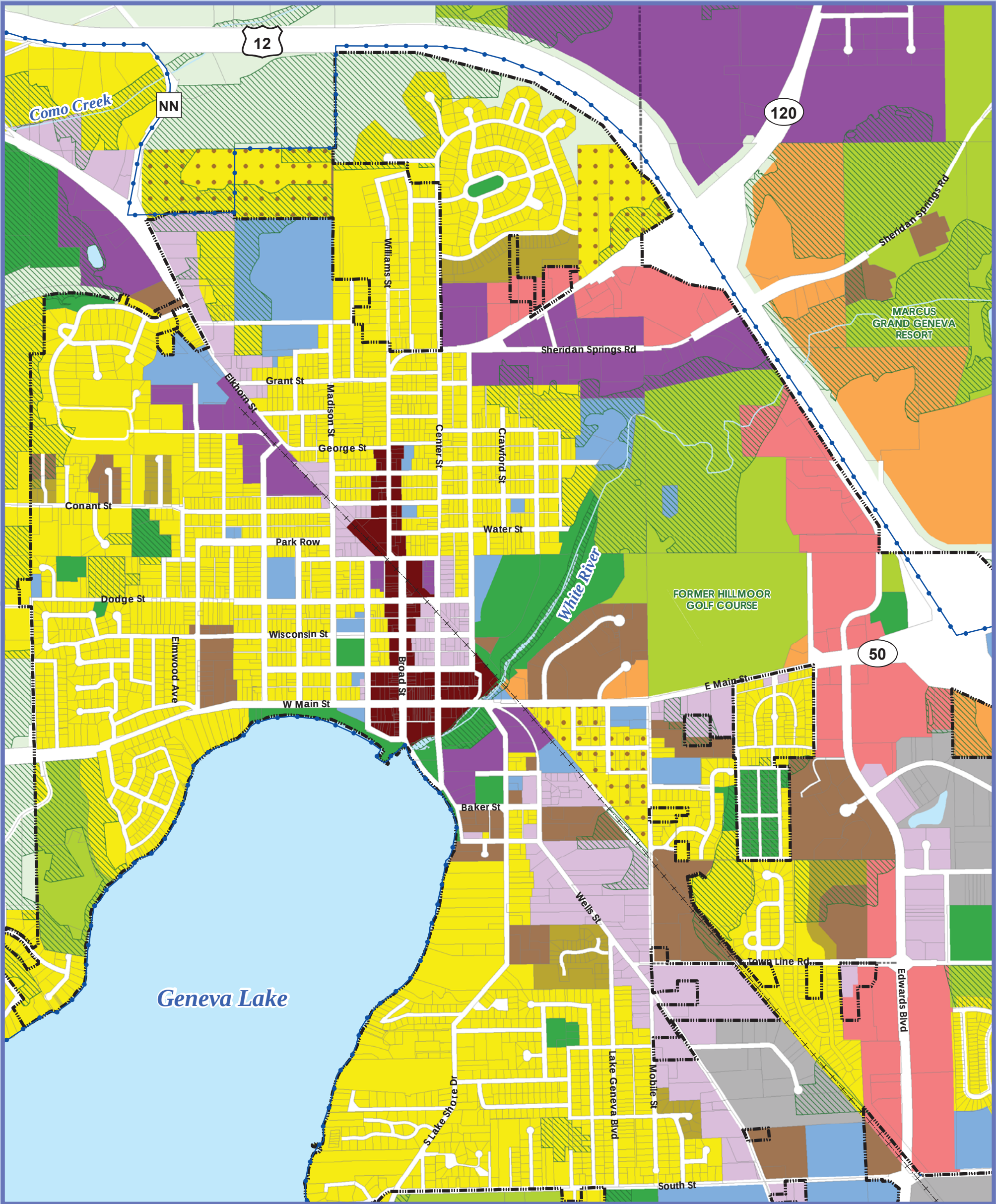
- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Extraterritorial Jurisdiction Boundary

- 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+