



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

CITY OF LAKE GENEVA PLAN COMMISSION

MONDAY, AUGUST 19, 2024 - 6:00 PM

COUNCIL CHAMBERS, CITY HALL

Members:

Mayor Todd Krause, Alderperson Peg Esposito, Commissioners: John Gibbs, Doug Skates, Cindy Forster Fueredi, Jeremy Nafziger, and Kyle Cary

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- Access Code: 9746153**

AGENDA

1. Meeting called to order by Todd Krause
2. Roll Call
3. Approve Minutes of the July 15, 2024 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. Building and Zoning Administrator's report update on new single-family housing units and short-term housing units
7. Public Hearing and Recommendation for a request to approve a Precise Implementation Plan (PIP) to construct a multi-tenant commercial building for the property at 80 Geneva Square, Parcel Number ZYUP 00137C1
8. Public Hearing and Recommendation for a request to approve a Precise Implementation Plan application filed by Bryan and Mary Durkin, 736 Pine Tree Lane, Lake Geneva, for a request to request to build a new home at 817 N Knoll Lane, Tax Key No. ZA442700001
9. Request for a recommendation to approve a CSM for a request from Stahl USA, Inc. 200 Sheridan Springs Rd. Lake Geneva to review a possible land division application. Representative Matt Huff of Stahl in connection with the City of Lake Geneva for tax parcels ZGC00001 & ZGC00002
10. Conceptual proposal for Mashtun Brewery in the Planned Business Park for a possible brewery to

include indoor and outdoor commercial entertainment with a beer garden. Proposed location is Tax Key no. ZA40400001 on Geneva Parkway, applicant Kristen Kettle and Riccardo Nardi, N2747 Walden Lane Lake Geneva

11. Public Hearing and Recommendation on proposed amendments to the City of Lake Geneva Zoning Code regarding signage regulations, specifically to repeal and replace Article 8 (Signage Regulations) and to amend Section 98-913(9)(b)(11) Downtown Design Overlay Signage Regulations of the City of Lake Geneva Municipal Code
12. Update on Short Term Rental Ad-Hoc committee findings and suggestions of proposed amendments to zoning code section 98-206(9)(y). This is a review of the Planning Commission of the proposed findings and possible changes from the Ad-Hoc Committee. No action will be taken with regard to the current zoning code. These are the findings and recommendation of the Short Term Rental Ad-Hoc Committee
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.

CITY OF LAKE GENEVA PLAN COMMISSION MINUTES
MONDAY, JULY 15, 2024 - 6:00 PM
COUNCIL CHAMBERS, CITY HALL

Members: Mayor Todd Krause, Alderperson Peg Esposito, Commissioners: John Gibbs, Doug Skates, Cindy Forster Fueredi, Jeremy Nafziger, and Kyle Cary

Meeting called to order by Todd Krause
Mayor Krause called the meeting to order at 6:02 p.m.

Roll Call
Present: Krause, Esposito, Skates, Foster-Fueredi, Cary, Nafziger
Absent: Gibbs (Excused)

Approve Minutes of the May 28, 2024, Special Plan Commission meeting as distributed
Motion by Skates to approve, second by Esposito. No discussion. Motion carried. 6-0.

Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to five (5) minutes
Mary Jo Fesenmaier, 1085 S Lake Shore Drive: Spoke in support of detailed staff reports, and recommended specific reports that could be beneficial to the Commissioners. She also suggested moving the staff reports to the beginning of the meeting and provided the Commissioners with example reports.
Jessica (applicant for Agenda Item's 10 & 11), 146 Broad Street: Informed the Commission that she is available to answer questions for Agenda Item's 10 & 11.

Acknowledgment of Correspondence
No Correspondence.

Request for an Extraterritorial Jurisdiction (ETJ) Review for a CSM for the proposed property located at W3459 Hwy 50 Lake Geneva. Applicant Walter G. Larkin, PO Box 1327 Lake Geneva, Tax Key No. JG3400012
Administrator Walling presented a review for CSM for the proposed property located at W3459 Hwy 50 Lake Geneva. Staff recommends approval,
Motion by Esposito to approve, second by Skates. No discussion. Motion carried. 6-0.

Public Hearing and Recommendation for a Conditional Use Permit (CUP) of a proposed house addition for Cindy Kuesis for the property located at 1420 W. Main Street, Tax Key No. ZYUP00094C zoned Estate Residential – 1 (ER-1)
No public comments.

City Planner Mich presented an application and recommendation for a CUP of a proposed house addition, located at 1420 W Main Street (located on pages 16-58 of the packet).
Commissioner Esposito expresses concerns about the current ER-1 requirements and would like to see the Plan Commission give some consideration. The City Staff states ER-1 was reviewed 3 years ago, and it can be reviewed again.

Motion by Skates to close public hearing, second by Forster-Fueredi. Motion carried. 6-0.

Commissioner Esposito recommends there is a rain garden proposed for this area, and asks that the plants be native to the area and not just landscape certified to prevent invasive species. Also, there should be a guarantee for the maintenance of the garden and trees are put into as much shade as possible.

Motion by Skates to approve, second by Forster-Fueredi. Motion carried. 6-0.

Public Hearing and Recommendation for a Conditional Use Permit (CUP) for the construction of a proposed new single-family house for Robert and Veronica Loquercio of the property located at 1310 W. Main Street, Tax Key No. ZYUP00094N zoned Estate Residential – 1 (ER-1)

Jim Willett, 1320 & 1322 W Main Street; Addressed concerns related to Agenda Item #8 with regard to storm-water management, pool equipment placement and trees located on lot lines.

Bob Hogan, 1300 W Main Street; Addressed concerns related to Agenda Item #8 with regard to storm-water management.

Justin Stuebs, representative for applicants/Lake Geneva Architects - 323 Broad Street; Addresses concerns about storm-water management. They have an active swale on the east-side and on the west-side it is handled by a storm water inlet that takes it to the shore yard.

Motion by Esposito to close public hearing, second by Skates and. Motion carried. 6-0.

City Planner Mich presented a staff recommendation and answered the Commission's questions about a CUP for the construction of a proposed new single-family house located at 1310 W Main Street (located on pages 59-91 of the packet).

No discussion.

Motion by Skates to approve, including the affirmative set of findings and the additional in-family suite is not a separate dwelling or apartment and a letter is signed stating the agreement with this condition, second by Foster-Fueredi. No discussion. Motion carried. 6-0.

Public Hearing and Recommendation for a Conditional Use Permit (CUP) for a proposed Commercial Indoor Lodging land use for 190 E. Main Street for Neil Gill, Tax Key No. ZA370600001 zoned Planned Business (PB)

William Henry, Kehoe-Henry & Associates; Speaks on behalf of the property owner of 190 E Main Street and presents a CUP for a proposed Commercial Indoor Lodging land use for 190 E Main Street (located on pages 92-112 of the packet). The representative answers the commissioners' questions.

Mary Jo Fesenmaier, 1085 S Lake Shore Drive; Asks if the neighbors located behind this proposed location have been contacted and if they have comments on the project.

Planner Kruesel, presents a summary and staff recommendation for CUP (located on pages 92-112 of the packet). William Henry answers the commission's questions.

Motion by Esposito to approve, second by Foster-Fueredi.

Commissioner Skates asks City Planners if "the use must comply with the following regulations", are those implied, A though I, do those have to be spoken about or are they aware that A through I have to be complied with. City Planner Kruesel says that they are aware that those have to be complied with and by recommending the motion that it complies with the PB zoning district standards. Your motion would accommodate that as well.

Motion by Esposito to close public hearing, second by Foster-Fueredi. Motion carried. 6-0.

Request for a Site Plan Review for 120 Broad Street for the property zoned Central Business (CB) to place a Mural on the north-facing wall, Tax Key No. ZOP00346 Applicant Jennifer Keefe, 17788 Golden Wolf Court, Nevada City, CA

City Planner Mich presents a request for Site Plan Review to place a mural located at 120 Broad Street (located on pages 113-121 of the packet) and provided history and details for the Mural Program.

Motion by Skates to approve, second by Esposito. No discussion. Motion carried. 6-0.

Request for a Site Plan Review for 214 Broad Street. for the property zoned Central Business (CB) to place a Mural on the south or west-facing wall, Tax Key No. ZOP00256 Applicant Bruce Bennett, 214 Broad Street, Lake Geneva

City Planner Mich presents a request for Site Plan Review to place a mural located at 214 Broad Street (located on pages 122-128 of the packet). A representative from the Business Improvement District answered plan commission member's questions.

Motion by Esposito to approve, second by Foster-Fueredi. No discussion. Motion carried. 6-0.

Update on 2024 Annual Comprehensive Plan Amendment Process (no applications received) – Vandewalle & Associates

City Planner Mich provided an update on the 2024 Comprehensive Plan Amendment Process. The deadline for 2024 has passed, and no applications have been received.

Presentation and discussion of draft update to the City of Lake Geneva Sign Code – Vandewalle & Associates

Planner Kruesel, presented and answered commissioner's questions for a draft update to the City of Lake Geneva Sign Code (located on pages 129-173 in the packet).

No action was taken.

Building and Zoning Administrators report update on new single-family housing units and short-term housing units

Administrator Walling presented the Building & Zoning report update on new single-family housing units and short-term housing units (located on pages 174-175 in the packet).

Adjournment

Motion by Skates to adjourn, second by Foster-Fueredi. Motion carried 6-0. The meeting adjourned at 7:39 p.m.

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 19, 2024

Agenda Item: #6

Building and Zoning Administrators report:

I would like to provide the Plan Commission updates quarterly on the summary report for the Building and Zoning Department. I ask this be submitted quarterly since the annual monthly report would be received with little change other than during the renewal period for short-term rental properties and during the slower construction months of winter.

I believe the Plan Commission would be able to properly ascertain where Lake Geneva's numbers for New Single-Family Home & Short-Term Rental properties counts compare with the past year's numbers.

With the STR properties we are providing 2024 numbers, currently Jason is diligently monitoring and updating the list daily. Jason and I are speaking almost daily with STR owners on registration, renewals in conjunction with the announcement of the proposed a new STR Ordinance which is in process, and of possible adoption in 2024.

New Single-Family Homes as of June

YTD 2024 – 72 New Homes

Short-Term Rental properties

July 2024 – 86

Aug 2024 - 88

SHORT TERM RENTALS – LAKE GENEVA

1000 Timothy Dr	1215 Center St	495 Manning Way
1003 Williams St	1225 Pleasant St	500 Eugene Dr
1004 Tolman St	1229 W Main St	515 Madison St
1005 Madison St	1230 Center St	520 Madison St
1015 Williams St	1236 Park Row - Unit A	521 Garrison Dr
1021 Dodge St - Lower	1236 Park Row - Unit B	523 Fremont St
1021 North St - Unit A	1300 Park Row	523 Warren St
1021 North St - Unit B	1326 Pleasant St	527 Water St
1022 Park Row	1403 Dodge St	544 Jefferson St
1024 Dodge St	155 Forest St	605 Madison St
1024 Geneva St	1719 Miller Ct	717 Center St
1024 North St	1800 Miller Rd	727 Henry St
1024 Park Row	1868 Forestview Ct	812 Center St
1024 S Lakeshore Blvd	220 Darwin St	816.5 Wisconsin St
1029 Dodge St	222 Ridge Rd	822 Williams St
1030 Lake Geneva Blvd	245 Elmwood Ave	827 Clover St
1030 Wheeler St	302 Maxwell St	830 Pine Tree Ln
1034 Dodge St.	318 Ridge Rd	830 Williams St
1035 Pleasant St	325 Cook St	901 Maytag Rd
1038 George St	330 Oakwood Ln	912 Grant St
1046 Bonnie Brae Ln	403 S Lakeshore Dr	919 George St
1074 Mobile St	403 W Miller Ct	925 Dodge St
1097 Bonnie Brae Ln	410 Water St	927 Clover St
1121 Center St	415 S Lakeshore Dr	927 W Main St - Cottage
1123 Pleasant St	416 Warren St	927 W Main St - House
1124 Park Row	420 Campbell St	930 Henry St
1140 Romin Rd	421 Elmwood Ave	930 Marshall St
1144 Rolling Ln	429 S Lakeshore Dr	938 George St
1175 LaSalle Ct	434 Cook St	
1201 Madison St	461 Sue Ann Dr	

As of
8/12/2024

88 STR'S

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 19, 2024

Agenda Item #7

Applicant:
80 Geneva Square

Request:
Planned Development – PIP
Tax Key No. ZYUP 00137C1
PIP – Precise Implementation Plan

Description:

Geneva Square is requesting approval of a Planned Development Precise Implementation Plan (PD-PIP) to allow for the development of a multi-tenant commercial building on vacant property near the Hwy 120 Interchange. A PD-PIP (Precise Implementation Plan) is Step 4 of 4 for the Planned Development Process. A PIP establishes the details of site development including architecture, landscaping, lighting, and engineering and must be consistent with the GDP.

The property in question was part of an older Planned Development, approved in 1999, that allowed for the “Geneva Square” development which resulted in the construction of the Piggly Wiggly and other commercial developments. According to the ordinance which governs Planned Development procedures, if all parts of a Planned Development General Development Plan are not constructed within five years of approval, no additional development under the Planned Development is allowed without further zoning action.

Because the GDP has expired for the subject property, the applicant has requested approval of a new GDP to allow for flexibility from the PB (Planned Business) base zoning district. The subject property is currently zoned Planned Development and has re-obtained General Development Plan (GDP) approvals. The Precise Implementation Plan (PIP) sets the detailed site approvals including site layout and design, grading, utilities, parking, landscaping, lighting, and architecture.

Consistency with the Comprehensive Plan:

The PIP review and approval process is contingent upon the approval of an official rezoning request (map amendment) during the GDP approval process. Zoning map amendments shall be consistent with the Comprehensive Plan in accordance with State law. The Comprehensive Plan recommends this area as Planned Business. This category allows for indoor retail, drive-throughs, and dining uses as proposed in the GDP. Therefore, the proposed GDP was approved as consistent with the Comprehensive Plan.

Relationship to Base Zoning Standards:

All Planned Developments must identify flexibility being requested from the base zoning standards in the most comparable regular zoning district. In this instance, the Planned Business (PB) zoning district provides that comparison zoning district. The project received GDP approval for 5 flexibilities:

1. Allow planters instead of foundation plantings around building foundation.

2. Reduce paved surface setback on the east property line to 8 feet instead of 10 feet.
3. Utilize a parking regulation standard of 1 stall per 300 sf for the development (instead of 1 stall per 50 sf) and share parking with the Geneva Square development.
4. An access point closer to the intersection of 80 feet instead of 100 feet.
5. Reduced width of driveways on site to 12 feet for one-way traffic instead of a minimum of 18 feet.

Any PIP must be consistent with previously approved GDPs. The applicant has submitted a project narrative documenting consistency with the approved GDP.

Staff Review Comments:

General Site Layout and Design – The proposed project includes a one-story retail building of approximately 4,020 square feet. The building style is proposed to match the architectural features of the main center, with detailed architectural plans to be presented during the PIP stage. The parcel is approximately 44,100 square feet (slightly larger than one acre).

Traffic Circulation - One of the tenants is a drive-through dining land use with a one-way drive through lane along the west side of the building. The drive-through tenant (Space A) is approximately 2,520 sf. The second tenant space allows for additional commercial indoor entertainment (restaurant) or indoor sales and service land uses (retail). Traffic circulation includes a one-way exit north from the site onto the frontage road. The two-way egress from Geneva Square aligns with the egress to the Piggly Wiggly center to the east. Parking areas are located east of the building with a second parking area to the south. Sufficient areas are available for all required landscaping. The site layout enables easy truck access to the trash enclosure located at the south end of the site. A pedestrian sidewalk connects the site to the rest of the commercial area. Overall, staff finds the proposed development appropriate given the infill development opportunity, consistent with the commercial center.

Architecture – Architectural elevations for all four sides of the building have been provided with the PIP submittal. Proposed materials include EIFS, brick masonry veneer, and stone veneer. A color rendering is also provided on sheet one. The EIFS color is a light natural color, with darker earth toned brick. The foundation of the building is wrapped in a lighter colored stone veneer. Black window mullions and awnings are proposed.

Landscaping – The applicant provided a detailed landscaping plan showing new plants and potential transplants of existing plants. The total number of points provided is 527 points in compliance with the code.

PIP: Action by the Plan Commission:

As part of the consideration of a requested Planned Development / Precise Implementation Plan (PIP) step, the Plan Commission is required to:

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

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

A proposed PIP must undergo the review standards for all Conditional Use Permits, below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be in agreement with Factors 1-6 of the following.

1. The proposed PIP (the use in general, independent of its location) is in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, this Chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 2. The proposed PIP (in its specific location) is in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, this Chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 3. The proposed PIP, in its proposed location and as depicted on the required site plan (see (3)(d), above), 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 this Chapter, 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 PIP 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 PIP is 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.
 6. The potential public benefits of the proposed PIP outweigh all potential adverse impacts of the proposed PIP (as identified in Items 1. through 5., above), 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 in disagreement with at least one of Factors 1-6 listed above.

PIP: Staff Recommendation:

Staff recommends that the Plan Commission recommend *approval* of the PIP as submitted.

- *Approve:* I recommend approval of the *Precise Implementation Plan for Geneva Square to allow for the construction of additional Commercial Indoor Entertainment and In-Vehicle Sales and Services uses in the property located in the Planned Development (PD) zoning district at Tax Key No. ZYUP 00137C1* including the affirmative set of findings, and any additional conditions of approval recommended by staff.
- *Deny:* I recommend denial of the *Precise Implementation Plan for Geneva Square to allow for the construction of additional Commercial Indoor Entertainment and In-Vehicle Sales and Services uses in the property located in the Planned Development (PD) zoning district at Tax Key No. ZYUP 00137C1* based on the following finding of fact, because *[provide rationale for denial, based on disagreement with at least one of Items 1 through 6 above]*

Sonja Kruesel, AICP
City Planning Consultant
Vandewalle & Associates

Memo to City of Lake Geneva

To: Fred Walling, Zoning Administrator Date: July 8, 2024

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

CC: Greg Hughes – Schermerhorn & Co. Real Estate
Mark Ellena – Ellena Engineering Consultants LLC
Dave Nord – City Administrator
Amanda Rotondi – Building and Zoning Administrative Assistant
Tom Earle – Director of Public Works
Josh Gajewski – Utility Director

Subject: PIP RECOMMENDED APPROVAL – Geneva Square Parcel 3 Outlot
Kapur Project #23.0151 Phase 14

BACKGROUND AND REQUEST:

A precise implementation plan (PIP) application was submitted by Geneva Square – GS Outlot 3, LLC for the construction of the proposed commercial/retail building at 80 East Geneva Square (PIN ZYUP00137C1). The total parcel is 1.01 acres with a proposed 4,020 SF building and total paved surface of 23,200 SF. The proposed green space is 16,887 SF.

The following plan and calculations were submitted for review:

- Construction Plans for Geneva Square – Parcel 3 Outlot, prepared by Ellena Engineering Consultants LLC, 7 sheets, dated May 28, 2024, and last revised July 5, 2024.
- Storm Water Management Plan for Geneva Square, prepared by Ellena Engineering Consultants LLC, 82 sheets, dated July 3, 2024.

Comments:

Kapur recommends approval of the PIP application for *Geneva Square – Outlot 3* based on the information reviewed above. This approval is subject to the following conditions:

1. Stormwater management for the proposed development is provided in the existing detention facility servicing Geneva Square as approved on October 28, 1999.
2. A copy of all approvals/permits required from County or State regulatory agencies shall be provided to the City.
3. The City does not maintain the right of way that contains the private driveway. A performance bond is not required for the sanitary service installation across the right-of-way. Coordination with the Utility Commission is required prior to construction.





4. Sedimentation and erosion control measures must be installed prior to construction and remain in place until final stabilization.
5. No tracking of construction debris and sediment shall be allowed offsite, on the Access Road or E. Geneva Square roadways. Inlet protection shall be provided on all inlets adjacent to the worksite that are downstream of the disturbed areas.

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 PRECISE IMPLEMENTATION PLAN OR AMENDMENT

City of Lake Geneva

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

80 East Geneva Square - Lake Geneva, WI

ZYUP 00137C1 - see attached

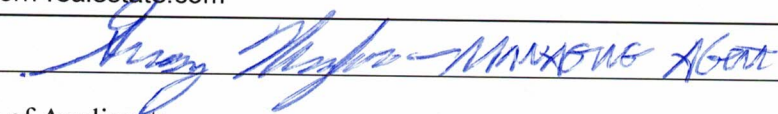
Name and Address of Current Owner: Geneva Square - GS Outlot 3, LLC

2737 Central Street, Evanston, IL 60201

Telephone No. with area code & Email of Current Owner:

847-869-4200

Greg@schermerhorn-realestate.com

Owner Signature: 

Name and Address of Applicant:

Gregory Hughes - Managing Agent - 2737 Central Street, Evanston, IL 60201

Telephone No. with area code & Email of Applicant: - same as above -

Proposed Use:

Commercial Retail Building

Approximately 4,000 sq.ft.

Two spaces

Zoning District in which land is located: PD

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

Architect - Hundt Architecture - Milwaukee, WI

Engineer - Ellena Engineering Consultatants, LLC - Wales, WI

General Contractor - KJN Builders - Delafield, WI

Short statement describing activities to take place on site:

Build a small outlot retail / commercial building to be a part of the Geneva Square Center.

Design & Build a high quality attractive architecture pleasing building to compliment the existing buildings at Geneva Square.

PIP fee \$400.00, payable upon filing application.

6/11/2024

Date


Signature of Applicant

_____ Cost Recovery # _____

Petitioner Name

Project Address

OFFICE USE ONLY

Description of Request _____

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

Gregory Hughes - Managing Agent, as applicant/petitioner for

Project: Geneva Square

Project Address: 80 East Geneva Square - Lake Geneva, WI

Parcel No. ZYUP 00137C1 - see attached

Name: Gregory Hughes - Managing Agent

Address: 2737 Central Street

2737 Central Street, Evanston, IL 60201

Cell Phone: (847) - 626 - 4325

Phone: (847) - 869-4200 - _____

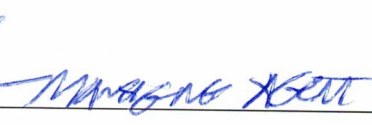
Email: Greg@schermerhorn-realestate.com

Dated this 11th Day of June, 2024

Gregory Hughes - Managing Agent

Printed Name of Applicant / Petitioner

Signature of Applicant/Petitioner



Applicant/Petitioner agrees that in addition to those normal costs payable by an applicant/petitioner (e.g., filing or permit fees, publication expenses, recording fees, etc.), that in the event the action applied or petitioned for requires the City of Lake Geneva, in the judgment of its staff, to obtain additional professional service(s), (e.g., engineering, surveying, planning, legal) than would be routinely available "in house" to enable the City to properly address, take appropriate action on, or determine the same, applicant/petitioner shall reimburse the City for the costs thereof

Section 98-935 Fees:

(1) Fees for Procedures or Permits Requested by a Private Party: The fees for the procedures and permits established by this Chapter shall be established by resolution of the Common Council of the City of Lake Geneva

(2) Fees for Procedures Requested by the City of Lake Geneva: There shall be no fee in the case of applications filed in the public interest by the Common Council or the Plan Commission, other agency, or official of the City of Lake Geneva.

(3) Payment of Fees: Fees shall be payable at the time applications are filed with the appropriate officer of the City (per the requirements of this Chapter), and are not refundable.

(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. The City may apply the charges for these services to the Petitioner. The City will require the Petitioner to sign a professional consultant review services form. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until such fees are paid by the Petitioner. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal. Review fees which are applied to a Petitioner, but which are not paid, may be assigned by the City as a special assessment to the subject property.

APPLICATION SUBMITTAL REQUIREMENTS
PD STEP 4: PRECISE IMPLEMENTATION PLAN (PIP)

Prior to submitting the 8 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. After the effective date of the rezoning to PD/GDP, the Applicant may file an application for the proposed PIP with the Plan Commission. This submittal packet shall contain the following items, prior to its acceptance by the Zoning Administrator and placing the item on the Plan Commission agenda for PIP review.
- _____ (1) **A location map** of the subject property and its vicinity at 11" x 17", as depicted on a copy of the City of Lake Geneva Land Use Plan Map;
- _____ (2) **A map of the subject property** for which the PD 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 clearly reproducible with a photocopier;
 - _____ Map size of 11" by 17" and map scale not less than one inch equals 800 feet;
 - _____ All lot dimensions of the subject property provided;
 - _____ Graphic scale and north arrow provided.
- _____ (3) **A general written description** of proposed PIP including:
- _____ Specific project themes and images;
 - _____ The specific mix of dwelling unit types and/or land uses;
 - _____ Specific residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio;
 - _____ The specific treatment of natural features;
 - _____ The specific relationship to nearby properties and public streets.
 - _____ A Statement of Rationale as to why PD zoning is proposed identifying perceived barriers in the form of requirements of standard zoning districts and opportunities for community betterment through the proposed PD zoning.
 - _____ A complete list of zoning standards which will not be met by the proposed PIP and the location(s) in which they apply and a complete list of zoning standards which will be more than met by the proposed PIP and the location(s) in which they apply shall be identified. Essentially, the purpose of this listing shall be to provide the Plan Commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit, and in regard to the mitigation of potential adverse impacts created by design flexibility.

- ____ (4) **A Precise Implementation Plan Drawing** at a minimum scale of 1"=100' (and reduced to 11" x 17") of the proposed project showing at least the following information in sufficient detail: *(See following page)*
 - ____ A PIP site plan conforming to all requirements of Section 98-908(3). If the proposed PD is a group development (per Section 98-208) also provide a proposed preliminary plat or conceptual plat;
 - ____ Location of recreational and open space areas and facilities specifically describing those that are to be reserved or dedicated for public acquisition and use;
 - ____ Statistical data on minimum lot sizes in the development, the precise areas of all development lots and pads, density/intensity of various parts of the development, floor area ratio, impervious surface area ratio and landscape surface area ratio of various land uses, expected staging, and any other plans required by the Plan Commission or City Council; and
 - ____ Notations relating the written information (3), above to specific areas on the GDP Drawing.

- ____ (5) **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.
- _____ (6) **A landscaping plan** for subject property, specifying the location, species, and installed size of all trees and shrubs. Include a chart which provides a cumulative total for each species, type and required location (foundation, yard, street, paved area or bufferyard) of all trees and shrubs.
- _____ (7) **A series of building elevations** for the entire exterior of all buildings in the PD, including detailed notes as to the materials and colors proposed.
- _____ (8) **A general signage plan** including all project identification signs, concepts for public fixtures and signs (such as street light fixtures and/or poles or street sign faces and/or poles), and group development signage themes which are proposed to vary from City standards or common practices.
- _____ (9) **A general outline of the intended organizational structure** for a property owners association, if any; deed restrictions and provisions for private provision of common services, if any.
- _____ (10) **A written description** which demonstrates the full consistency of the proposed PIP with the approved GDP.
- _____ (11) **A written description** of any and all variations between the requirements of the applicable PD/GDP zoning district and the proposed PIP development; and,
- _____ (12) **Proof of financing capability** pertaining to construction and maintenance and operation of public works elements of the proposed development.

FINAL APPLICATION PACKET INFORMATION
PD STEP 4: PRECISE IMPLEMENTATION PLAN (PIP)

The process for review and approval of the PD shall be identical to that for conditional use permits per Section 98-905 of the Zoning Ordinance and (if land is to be divided) to that for preliminary and final plats of subdivision per the Municipal Code. All portions of an approved PD/PIP not fully developed within five years of final City Council approval shall expire, and no additional PD-based development shall be permitted. The City Council may extend this five years period by up to five additional years via a majority vote following a public hearing.

- ____ **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:** _____
- ____ **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:** _____

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 80 East Geneva Square - Lake Geneva, WI

Applicant name Gregory Hughes

Applicant email Greg@Schermerhorn-Realestate.com

Phone Number 847-869-4200

Architect/Contractor/Designer Name Hundt Architecture

Architect/Contractor/Designer Email Ryan@HundtArchitecture.com

Phone Number 414-554-3853

Type of Construction: New X Addition _____ Remodel _____

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

Type of Business Commercial - Retail

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 _____

GENEVA SQUARE
80-168 East Geneva Square
Lake Geneva, WI 53147

June 11, 2024

City of Lake Geneva
Community Development Committee

Re: 80 East Geneva Square Outlot
General Project Description

Dear Committee Members:

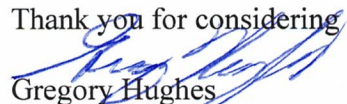
80 East Geneva Square is part of the original development of the Geneva Square Shopping Center. As one of the original four outlots, this site is at the north entrance to the shopping center off Highway 120. As you pull in from Hwy 120, the area to be developed is on the west side before you reach the Piggly Wiggly.

As had been the plan all along, we are looking to develop the site with a one-story retail building. The site is approximately 44,100 sq. ft (we are only using approximately three quarters of the site) and the building would be approximately 4,074 sq. ft. The building would be built with a similar updated style and use similar architectural features of the main center, so as to become a cohesive part of Geneva Square. The space will be divided into two possible units, although we already are working with a prospective tenant who wants to take 2,520 sq. ft. The remaining 1,514 sq. ft. would not have any drive-thru component. There would also be limited outside seating.

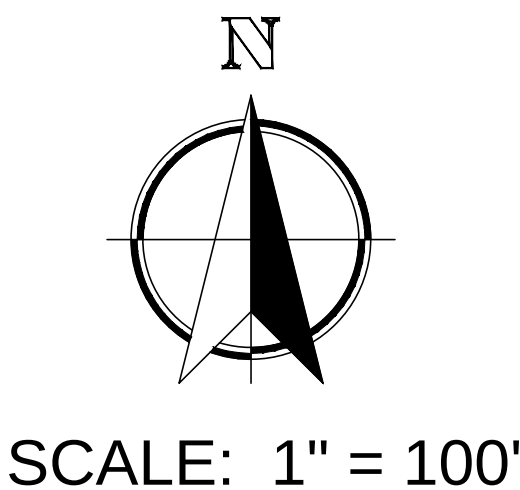
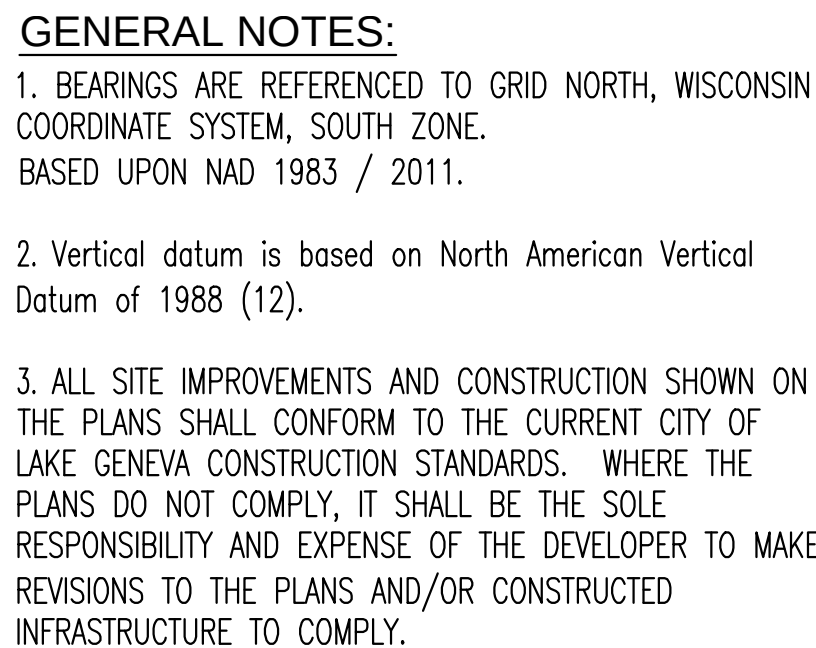
Between the site and the main center, we would like to ask for some flexibilities with items like parking, parking & sidewalk setbacks, and building landscaping. But there will be ample parking, and we intend to incorporate many landscaping features that have been used in the main center. We want to maximize the green space and limit paved surfaces by including landscaped dividers for sections of the parking areas and large planters around the building itself.

Geneva Square has always been a focal point for the community, and we intend to maintain that appearance and style for the residents and patrons from Lake Geneva and surrounding communities.

Thank you for considering our request.


Gregory Hughes
Managing Agent

— SUBJECT
PROPERTY

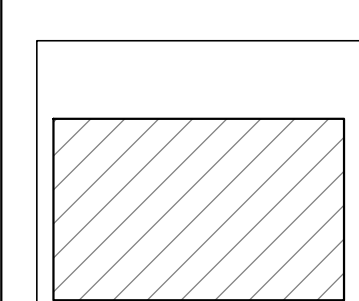


APPROVAL AGENCY:
City of Lake Geneva

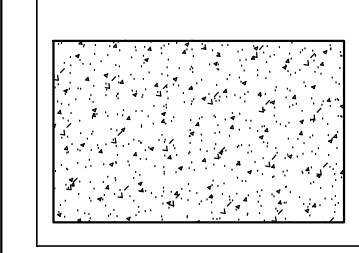
<i>DESCRIPTION</i>	<i>SHEET NO.</i>
SITE PLAN	C100
GRADING, PAVING & DRAINAGE PLAN	C200
UTILITY PLAN	C300
EROSION CONTROL PLAN	C400
DETAILS	C500 - C501

GENEVA SQUARE – PARCEL 3 OUTLOT LAKE GENEVA, WI COVER SHEET	 ELLENA ENGINEERING CONSULTANTS, LLC SITE CIVIL ENGINEERING & STORMWATER MANAGEMENT 700 Pilgrim Parkway - Suite 100 Elm Grove, WI 53122 Phone: 262-719-6183 Fax: 866-457-2584 Email: mellenla@eeceng.com	DATE	DESCRIPTION
 DATE: 05-28-24 BY: MARK R. ELLENA, PE	SHEET NUMBER C000		

PAVEMENT LEGEND:



COMMERCIAL DUTY PAVEMENT
4" ASPHALT PAVEMENT
(2 LIFTS)
8" - 3/4" GRAVEL BASE



CONCRETE PAVEMENT
SEE ARCHITECTURAL
PLANS FOR DETAILS

GENERAL CONSTRUCTION SPECIFICATIONS:

1. All work shall be in accordance with the Standard Specifications for Highway and Structure Construction, State of Wisconsin, Latest Edition; and the City of Lake Geneva. All permits must be obtained by the contractor prior to commencing work.
2. All erosion control measures specified on this plan shall meet the design criteria, standards and specifications as set forth by the City of Lake Geneva and the Department of Natural Resources Wisconsin Technical Standards.
3. All erosion control devices (i.e., silt fence, gravel entrance, etc.) shall be installed prior to commencing construction.
4. All activities on the site shall be conducted in a logical sequence to minimize the area of bare soil exposed at any one time.
5. The owner shall provide all surveying and construction staking for this contract. All contractors shall exercise care and diligence in protecting the same.
6. The contractor shall notify Diggers Hotline, the local municipality and all government agencies that may be affected by the contractor's operations at least three (3) days before breaking ground.
7. Public roads shall not be closed to traffic at any time. All ingress and egress traffic to the project shall be limited to the gravel entrance to the property.
8. Contractor shall be responsible for maintaining the public streets. Public Streets shall be kept free of silt or dirt tracked from areas under construction by sweeping within 24hrs. Dust generated by construction activities shall be minimized by use of watering or other appropriate methods.
9. Upon completion of the work as specified, respread four (4") inches of salvaged topsoil over all disturbed open space areas outside of the proposed roadway and provide seed, fertilizer and mulch per the Standard Specifications.
10. All disturbed areas shall be re-vegetated within seven days of no disturbance. Highway mix #40 shall be used for seeding with an application rate of 4.0 lbs/1000 sf.

GENERAL SPECIFICATIONS FOR PRIVATE STORM SEWER:

1. All work shall be in accordance with the Standard Specifications for Highway and Structure Construction, State of Wisconsin, Latest Edition, and the Town Ordinances and the State of Wisconsin Standard Specifications for Sewer and Water Construction in Wisconsin.
2. The private storm sewer design, permitting, construction, installation, supervision, maintenance, inspection AND testing shall be in accordance with the Town of Brookfield Plumbing Inspection Department and the State of Wisconsin, Chapter SPS 382. All permits must be obtained by the contractor prior to commencing work.
3. Private Storm Sewers shall be PVC (solid wall), DR-26 OR HDPE, per the State of Wisconsin Plumbing Code, Chapter SPS 382. Catch Basins and Inlets shall be precast concrete structures in accordance with the Standard Specifications for Sewer & Water Construction in Wisconsin (SEE DETAIL PLAN SHEET).

NOTE: ALL UNDERGROUND CONTRACTOR ARE REQUIRED TO FIELD LOCATE EXISTING UTILITIES, STORM SIZE & INVERT PRIOR TO CONSTRUCTION. OBTAIN ALL CITY PERMITS PRIOR TO CONSTRUCTION.

THE BOUNDARY & TOPOGRAPHIC SURVEY WAS PROVIDED BY NM&B ENGINEERING. WHILE THIS INFORMATION IS BELIEVED TO BE RELIABLE, ITS ACCURACY AND COMPLETENESS CANNOT BE GUARANTEED NOR CERTIFIED TO.

Community
State Bank

BENCHMARK #2
HYDRANT TOP NUT ELEV.
888.48

ACCESS ROAD

MONUMENT SIGN
SEE LANDSCAPE DETAIL PLANS

PROPOSED
SIDEWALK

E. Geneva Square

Geneva
Square

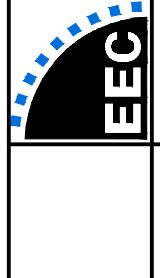
SCALE: 1"=20'



GENERAL NOTES:
DPW ENGINEERING INSPECTION IS REQUIRED FOR ALL WORK
IN PUBLIC RIGHT-OF-WAY/EASEMENTS. CONTRACTOR TO
CONTACT DPW 72 HOURS PRIOR TO SCHEDULING WORK.

NOTE: THIS GRADING PLAN MUST BE APPROVED BY THE CITY ENGINEER AND BUILDING INSPECTOR.

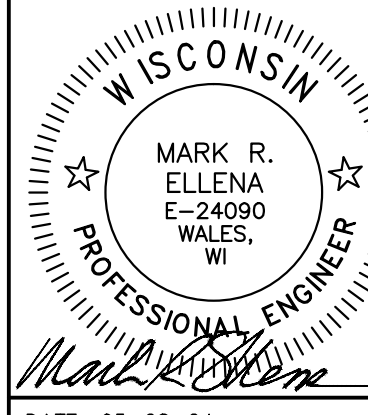
DATE	DESCRIPTION



ELLENA ENGINEERING CONSULTANTS, LLC
SITE CIVIL ENGINEERING & STORMWATER MANAGEMENT
700 Pilgrim Parkway - Suite 100 Elm Grove, WI 53122
Phone: 262-719-6183 Fax: 866-457-2584 Email: mellen@eeceng.com

GENEVA SQUARE – PARCEL 3 OUTLOT
LAKE GENEVA, WI

GRADING, PAVING & DRAINAGE PLAN



DATE: 05-28-24
BY: MARK R. ELLENA, PE
SCALE: 1"=20'

SHEET NUMBER
C200

1. All work shall be in accordance with the Standard Specifications for Highway and Structure Construction, State of Wisconsin, Latest Edition; the State of Wisconsin Standard Specifications for Sewer and Water Construction in Wisconsin, the State of Wisconsin Department of Safety and Professional Services Plumbing Code; and the City Ordinances. **TRACER WIRE REQUIRED ON ALL MAINS.**

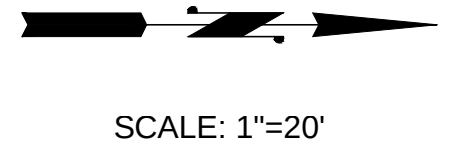
2. The private water main, sanitary & storm sewer design, permitting, construction, installation, supervision, maintenance, inspection AND testing shall be in accordance with State of Wisconsin, Chapter SPS 382. All permits must be obtain by the contractor prior to commencing work.

3. Private sanitary laterals shall be PVC (solid wall), ASTM D-3034, DR-35 or 28; or PVC (solid wall), AWWA C-900 per the State of Wisconsin Plumbing Code, Chapter SPS 382 and the Standard Specifications for Sewer & Water Construction in Wisconsin.

4. Private Water main laterals shall be PVC (solid wall), AWWA C-900, CLASS 235, DR-18 with Push-On type integral elastomeric bell-spigot joints per the State of Wisconsin Plumbing Code, Chapter SPS 382 and the Standard Specifications for Sewer & Water Construction in Wisconsin. 6.5' BURY REQUIRED.

5. BUILDING PLUMBER TO PROVIDE SANITARY & WATER MAIN LATERAL SIZING CALCULATIONS FOR ISSUANCE OF BUILDING PERMIT.

1. All work shall be in accordance with the Standard Specifications for Highway and Structure Construction, State of Wisconsin, Latest Edition; and the City of Lake Geneva. All permits must be obtained by the contractor prior to commencing work.
2. All erosion control measures specified on this plan shall meet the design criteria, standards and specifications as set forth by the City of Lake Geneva and the Department of Natural Resources Wisconsin Technical Standards.
3. All erosion control devices (i.e., silt fence, gravel entrance, etc.) shall be installed prior to commencing construction.
4. All activities on the site shall be conducted in a logical sequence to minimize the area of bare soil exposed at any one time.
5. The owner shall provide all surveying and construction staking for this contract. All contractors shall exercise care and diligence in protecting the same.
6. The contractor shall notify Duggers Hotline, the local municipality and all government agencies that may be affected by the contractor's operations at least three (3) days before breaking ground.
7. Public roads shall not be closed to traffic at any time. All ingress and egress traffic to the project shall be limited to the gravel entrance to the property.
8. Contractor shall be responsible for maintaining the public streets. Public Streets shall be kept free of silt or dirt tracked from areas under construction by sweeping within 24hrs. Dust generated by construction activities shall be minimized by use of watering or other appropriate methods.
9. Upon completion of the work as specified, respread four (4") inches of salvaged topsoil over all disturbed open space areas outside of the proposed roadway and provide seed, fertilizer and mulch per the Standard Specifications.
10. All disturbed areas shall be re-vegetated within seven days of no disturbance. Highway mix #40 shall be used for seeding with an application rate of 4.0 lbs/1000 sf.



CONNECT TO EXISTING 8" SAN
CITY STANDARDS. INSPECTION
REQUIRED. (D = +/-10FT - SEE SURVEY)

— 140'-6" PVC PRIVATE SANITARY SEWER
@ S= 2%. SAWCUT TRENCH WIDTH,
SLURRY BACKFILL AND REPLACE FULL DEPTH
PAVEMENT & CURB IN KIND. SPOIL BACKFILL
IN GREEN AREAS. DEPTH AT MAIN +/- 10FT.

MONUMENT SIGN

PROPOSED
SIDEWALK

65'- 4"PVC PRIVATE WATER SERVICE

— CONNECT TO EXISTING 12"WM WITH TAPPING SLEEVE AND VALVE PER CITY STANDARDS. SAW-CUT, SLURRY BACKFILL AND REPLACE FULL DEPTH PAVEMENT & CURB IN KIND. INSPECTION REQUIRED.

NOTE: ALL UNDERGROUND CONTRACTOR ARE REQUIRED TO FIELD LOCATE EXISTING UTILITIES, STORM SIZE & INVERT PRIOR TO CONSTRUCTION. OBTAIN ALL CITY PERMITS PRIOR TO CONSTRUCTION.

THE BOUNDARY & TOPOGRAPHIC SURVEY WAS PROVIDED BY NM&B ENGINEERING.
WHILE THIS INFORMATION IS BELIEVED TO BE RELIABLE, ITS ACCURACY AND COMPLETENESS
CANNOT BE GUARANTEED NOR CERTIFIED TO.

GENERAL NOTES:
DPW ENGINEERING INSPECTION IS REQUIRED FOR ALL WORK
IN PUBLIC RIGHT-OF-WAY/EASEMENTS. CONTRACTOR TO
CONTACT DPW 72 HOURS PRIOR TO SCHEDULING WORK.



NOTE: THIS UTILITY PLAN MUST BE APPROVED BY THE CITY ENGINEER AND BUILDING INSPECTOR.

GENEVA SQUARE – PARCEL 3 OUTLOT LAKE GENEVA, WI		 ELLENA ENGINEERING CONSULTANTS, LLC SITE CIVIL ENGINEERING & STORMWATER MANAGEMENT 700 Pilgrim Parkway - Suite 100 Elm Grove, WI 53122 Phone: 262-719-6183 Fax: 866-457-2584 Email: mellenae@eeceng.com	DATE	DESCRIPTION
PRIVATE SANITARY SEWER AND WM PLAN 				
DATE: 05-28-24				
BY: MARK R. ELLENA, PE				
SCALE: 1"=20'				
SHEET NUMBER				
C300				

GENERAL CONSTRUCTION SPECIFICATIONS:

1. All work shall be in accordance with the Standard Specifications for Highway and Structure Construction, State of Wisconsin, Latest Edition; and the City of Lake Geneva. All permits must be obtained by the contractor prior to commencing work.
2. All erosion control measures specified on this plan shall meet the design criteria, standards and specifications as set forth by the City of Lake Geneva and the Department of Natural Resources Wisconsin Technical Standards.
3. All erosion control devices (i.e., silt fence, gravel entrance, etc.) shall be installed prior to commencing construction.
4. All activities on the site shall be conducted in a logical sequence to minimize the area of bare soil exposed at any one time.
5. The owner shall provide all surveying and construction staking for this contract. All contractors shall exercise care and diligence in protecting the same.
6. The contractor shall notify Diggers Hotline, the local municipality and all government agencies that may be affected by the contractor's operations at least three (3) days before breaking ground.
7. Public roads shall not be closed to traffic at any time. All ingress and egress traffic to the project shall be limited to the gravel entrance to the property.
8. Contractor shall be responsible for maintaining the public streets. Public Streets shall be kept free of silt or dirt tracked from areas under construction by sweeping within 24hrs. Dust generated by construction activities shall be minimized by use of watering or other appropriate methods.
9. Upon completion of the work as specified, respread four (4") inches of salvaged topsoil over all disturbed open space areas outside of the proposed roadway and provide seed, fertilizer and mulch per the Standard Specifications.
10. All disturbed areas shall be re-vegetated within seven days of no disturbance. Highway mix #40 shall be used for seeding with an application rate of 4.0 lbs/1000 sf.

Soil Stabilization

The objective is to stabilize the site with 75% vegetative coverage of all previous disturbed areas before the end of the growing season. After November 15, no land disturbing activity is permitted outside of active building envelopes, and all other disturbed areas must be stabilized by November 15 per the following schedule:

- a. Permanent Stabilization (Before September 15):
 - i. Seeding: Prepare seedbed and sow seeds per the rules and rules of Wisconsin Department of Transportation (WDOT) Standard Section 605.
 - ii. Erosion Control: Immediately apply mulch, erosion control matting, or other permanent stabilization BMPs as specified in the approved erosion control plan and per DNR Technical Standards.
 - iii. Maintenance: Inspect all seeded areas weekly. Ensure adequate water is provided until full vegetative cover is obtained, and report any erosion problems, wash outs, etc.
- b. Temporary Stabilization (September 15 - November 15):
 - i. Seeding: The above seeded matting area must include a minimum of 5 lbs. per 1,000 sq. ft. of a temporary cover (i.e., water shed or gravel) or grass for full planting per Standard 605.
 - ii. Erosion Control: Immediately apply mulch, erosion control matting, or other stabilization BMPs as specified below, including DNR Technical Standards. The approved plan may be more restrictive.

- i. Channel Flow (roadside water, etc.) and Backslope: Check erosion matting over all the water channel cross-section and all backslope using a minimum WDOT Erosion Control Product Acceptability (PMA) Class 3 Type A matting, unless otherwise called for in the approved plan.
- ii. Other disturbed areas: Apply Type B Soil Stabilizer, mulch and topsoil from the WDOT Product Acceptability List to all disturbed areas that remain exposed.

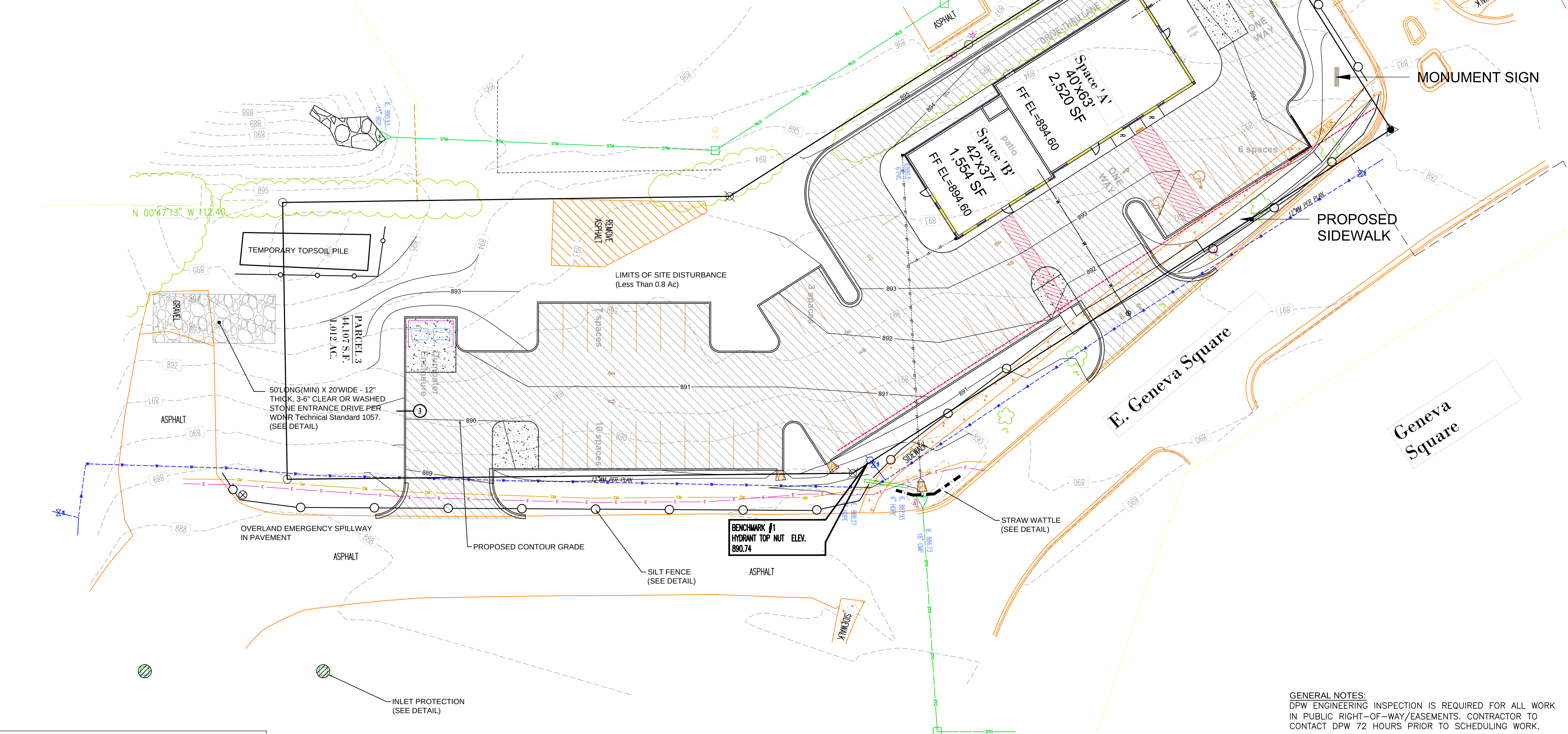
- i. Inlets/Outlets: Inspect and grade (2' min) of all culvert inlets, and other high-erosion locations in accordance with County standards.
- ii. Maintenance: Inspect all seeded areas weekly. Ensure adequate water is provided until full temporary cover is obtained, and report any erosion problems, wash outs, etc.

- a. Seeding Rate: Same seed rate as subsection (b) (including temporary cover crop) except the rules for permanent species must be applied of 1.5 x WDOT section 605 rates (apply rates of 3-4 lbs./1000 sq.ft.).

- i. Erosion Control:
 - i. Channel Flow (roadside water, etc.) and Backslope: Apply Type A soil stabilizer and divided PMA Class 3 Type A erosion matting over the water channel and all backslope.
 - ii. Other Areas: Apply Type A Soil Stabilizer from the WDOT Product Acceptability List to all other disturbed areas that remain exposed.
- ii. Inlets/Outlets: Inspect and grade (2' min) of all culvert inlets, and other high-erosion locations in accordance with County standards.

- i. Maintenance: Inspect all seeded areas weekly. Ensure adequate water is provided until full temporary cover is obtained, and report any erosion problems, wash outs, etc.

If construction schedule should change significantly, this plan narrative will be updated and resubmitted.



THE BOUNDARY & TOPOGRAPHIC SURVEY WAS PROVIDED BY NM&B ENGINEERING. WHILE THIS INFORMATION IS BELIEVED TO BE RELIABLE, ITS ACCURACY AND COMPLETENESS CANNOT BE GUARANTEED NOR CERTIFIED TO.

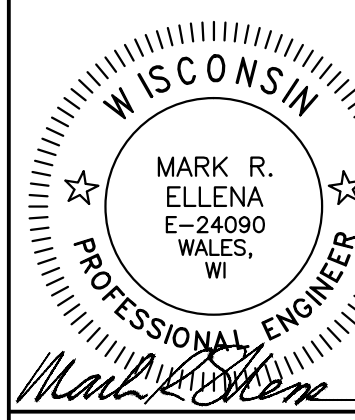
GENERAL NOTES:
DPW ENGINEERING INSPECTION IS REQUIRED FOR ALL WORK IN PUBLIC RIGHT-OF-WAY/EASEMENTS. CONTRACTOR TO CONTACT DPW 72 HOURS PRIOR TO SCHEDULING WORK.



GENEVA SQUARE - PARCEL 3 OUTLOT

LAKE GENEVA, WI

EROSION CONTROL PLAN



DATE: 05-28-24
BY: MARK R. ELLENA, PE
SCALE: 1"=20'

SHEET NUMBER
C400

DATE	DESCRIPTION

ELLENA ENGINEERING CONSULTANTS, LLC
SITE CIVIL ENGINEERING & STORMWATER MANAGEMENT
700 Pilgrim Parkway - Suite 100 Elm Grove, WI 53122
Phone: 262-719-6183 Fax: 866-457-2584 Email: mellen@eeceng.com

NOTE: THIS EROSION CONTROL PLAN MUST BE APPROVED BY THE CITY ENGINEER AND BUILDING INSPECTOR.

Page 28 of 123

LETTER OF TRANSMITTAL

To:	Sonja Kruesel, AICP	CC:	Fred Walling
From:	Gregory Hughes & Mark R. Ellena	Date:	June 12, 2024
Re:	SWM Requested Flexibilities @ 80 Geneva Square		
Attached:	Site Plan including Erosion Control Plan		

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☒ As Requested

Sonja,

Please consider an exemption from the City's storm water management requirements for the subject parcel. Include the following in your review for your consideration and placing the development on the next available Plan Commission agenda.

Per DIVISION 2 USE OF PUBLIC SEWERS:
Sec. 78-247. Storm sewers; stormwater management.

(a) Authority.

(4) The Common Council hereby designates the Building Inspector, Zoning Administrator, and/or City Engineer to administer and enforce the provisions of this section.

We respectfully request that the Building Inspector, Zoning Administrator, and/or City Engineer administer and enforce the provisions of this section.

(b) Findings of fact. The Common Council acknowledges that uncontrolled, post-construction runoff has a significant impact upon water resources and the health, safety and general welfare of the community and diminishes the public enjoyment and use of natural resources.

This project will not threaten public health, safety, property and general welfare by overtaxing storm sewers, drainageways, and other minor drainage facilities, in anyway. The building downspouts will be captured and directed to the adjacent existing private storm; whereas, the remainder of this site will drain overland through the Geneva Square parking and drainage system to a regional storm water basin in Geneva Square.

(c) Purpose and intent.

(1) Purpose. The general purpose of this section is to establish long-term, post-construction runoff management requirements that will diminish the threats to public health, safety, welfare and the aquatic environment.

Geneva Square has a regional storm water facility that treats and slow releases runoff from the subject parcel and tributary watershed.

(d) Applicability.

(1) Except as provided under Subsection (d)(2), this section applies to: a. A post-construction site whereupon one acre or more of land-disturbing construction activity occurs during construction.

STORMWATER MANAGEMENT Exemption: The site will disturb less than 0.8 acre and be tributary to the regional storm water basin in Geneva Square (see Erosion Control Plan for limits of disturbance). We believe this site is exempt from storm water management and is subject only to the review and approval of the grading, drainage and erosion control plans submitted for review.

Respectfully Submitted,

Mark



Mark R. Ellena, PE
Ellena Engineering Consultants, LLC
700 Pilgrim Parkway, Suite 100
Elm Grove, WI 53122
Phone: (262) 719-6183
Email: mellena@eeceng.com

NEW COMMERCIAL BUILDING

Schermerhorn & Co. - Parcel 3 Outlot, Lake Geneva WI 53147

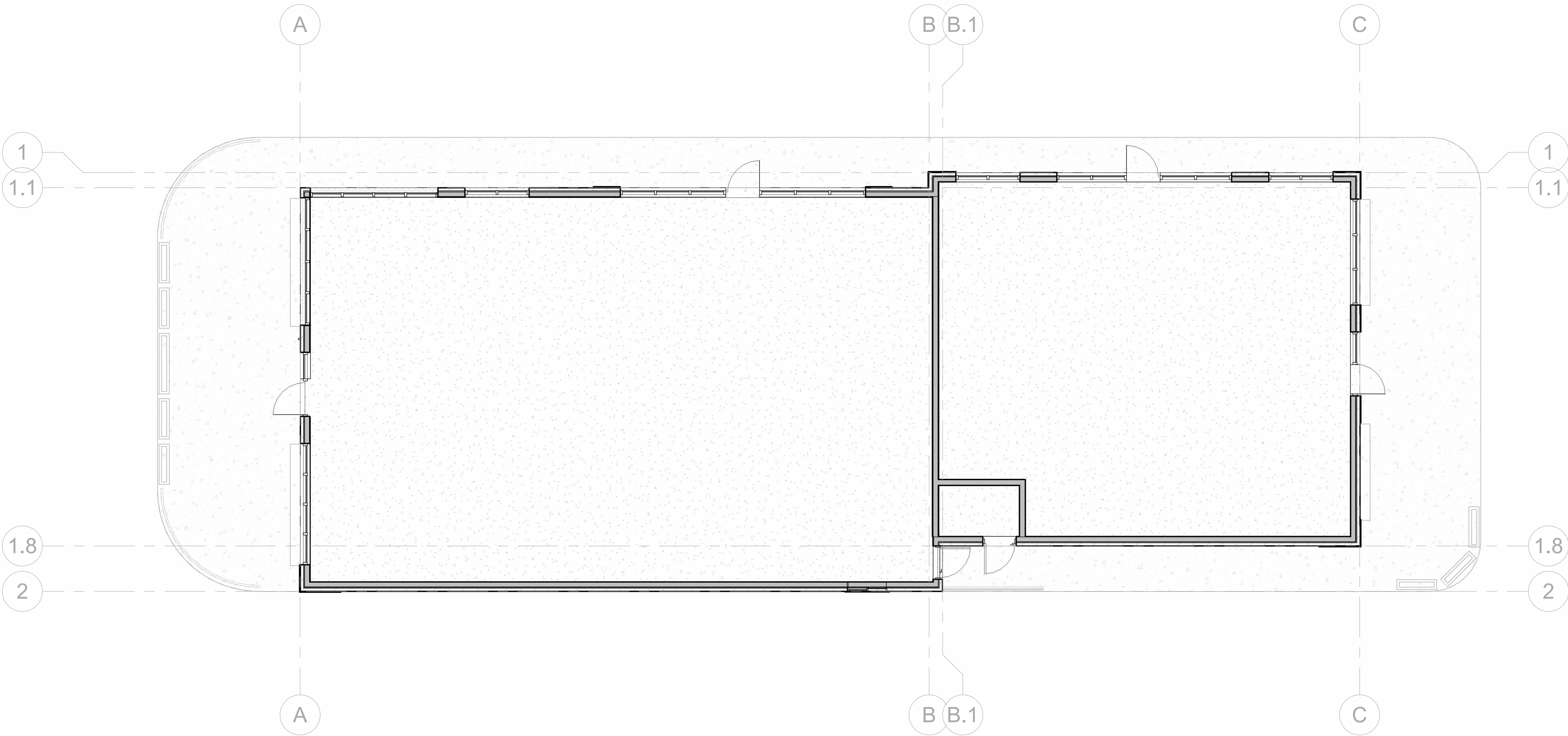
Table of Contents	
Sheet	Sheet Name
A100	Title, Location Map, Site Plan, Index, Code Plan
A101	Foundation Plan, Floor Plan
A103	Exterior Elevations
A104	Building Sections, Wall Sections
A102	Roof Plan, Ceiling Plan
A105	Window Types, Details



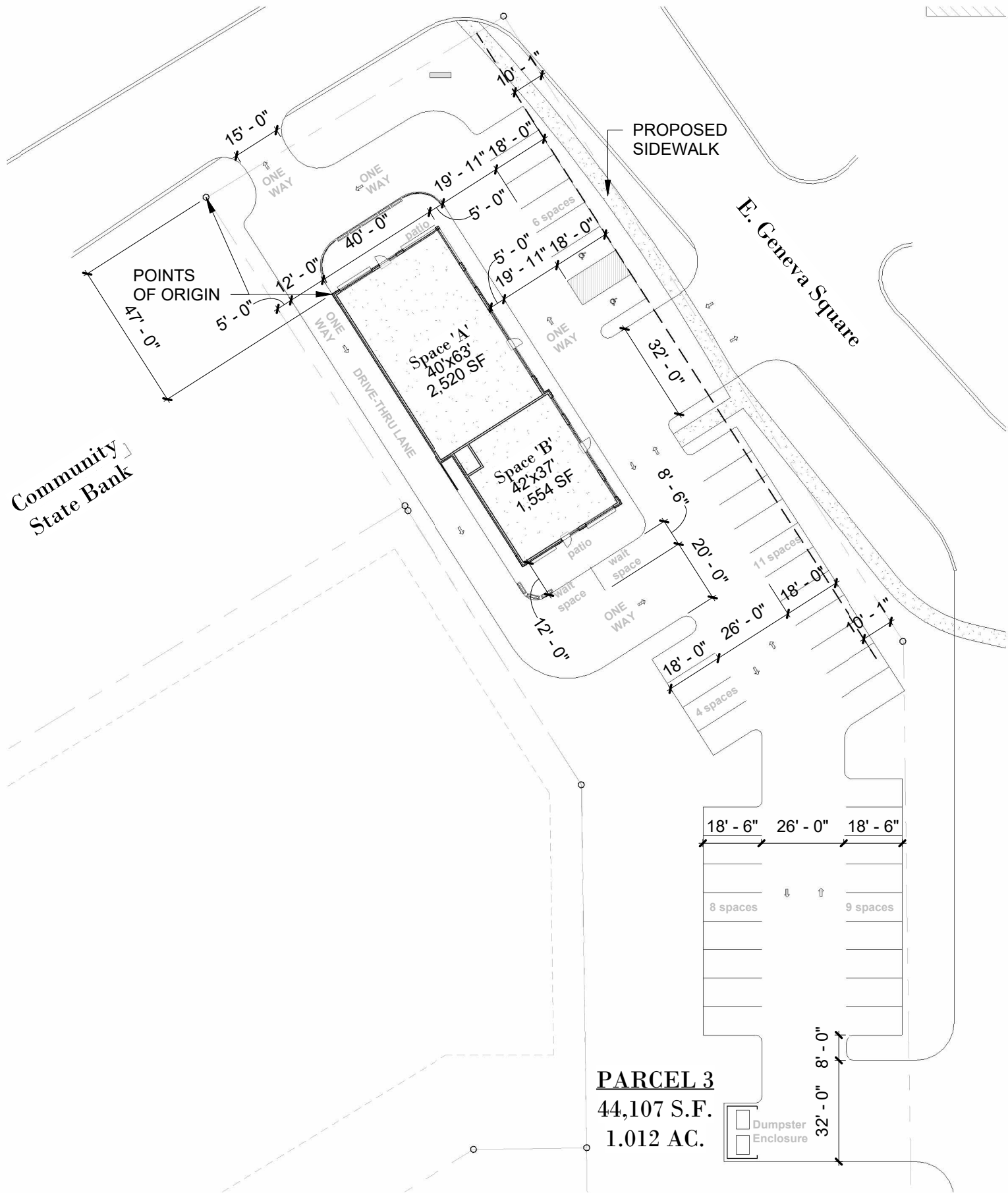
4 Exterior View - Tenant B



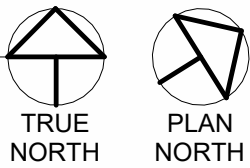
3 Exterior View - Summer Moon



2 Code Plan
1/8" = 1'-0"



1 Site
1" = 40'-0"



OWNER:
Schermerhorn & Co.

PROJECT NO: **24.006** PROJECT NAME: **Geneva Square Outlot**

CONTACT ADDRESS:

PROJECT ADDRESS:
Lake Geneva, WI 53147

CONTACT PHONE:

CONTRACTOR:

CONTACT: PHONE:

ARCHITECT:
Hundt Architecture
3058 North Newhall Street
Milwaukee, WI 53211

CONTACT: **Ryan Hundt** PHONE: **+ 414 554 3853**

ISSUED FOR:

NO.	DESCRIPTION	DATE

GENERAL NOTES

CONTRACTOR TO CHECK AND VERIFY ALL LEVELS, DATUMS AND DIMENSIONS ON SITE AND SHALL REPORT ANY DISCREPANCIES OR OMISSIONS TO THIS OFFICE PRIOR TO START OF WORK & DURING THE CONSTRUCTION PHASE. THIS DRAWING IS TO BE READ AND UNDERSTOOD IN CONJUNCTION WITH ANY OTHER CONSULTANT DOCUMENTATION AS MAY BE APPLICABLE TO THE PROJECT PRIOR TO START OF WORK & ITS DURATION. DO NOT SCALE OFF THE DRAWING.

STAMP

TITLE

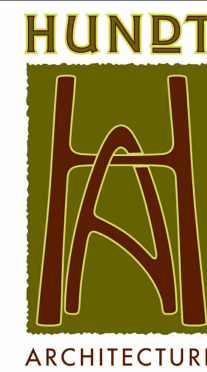
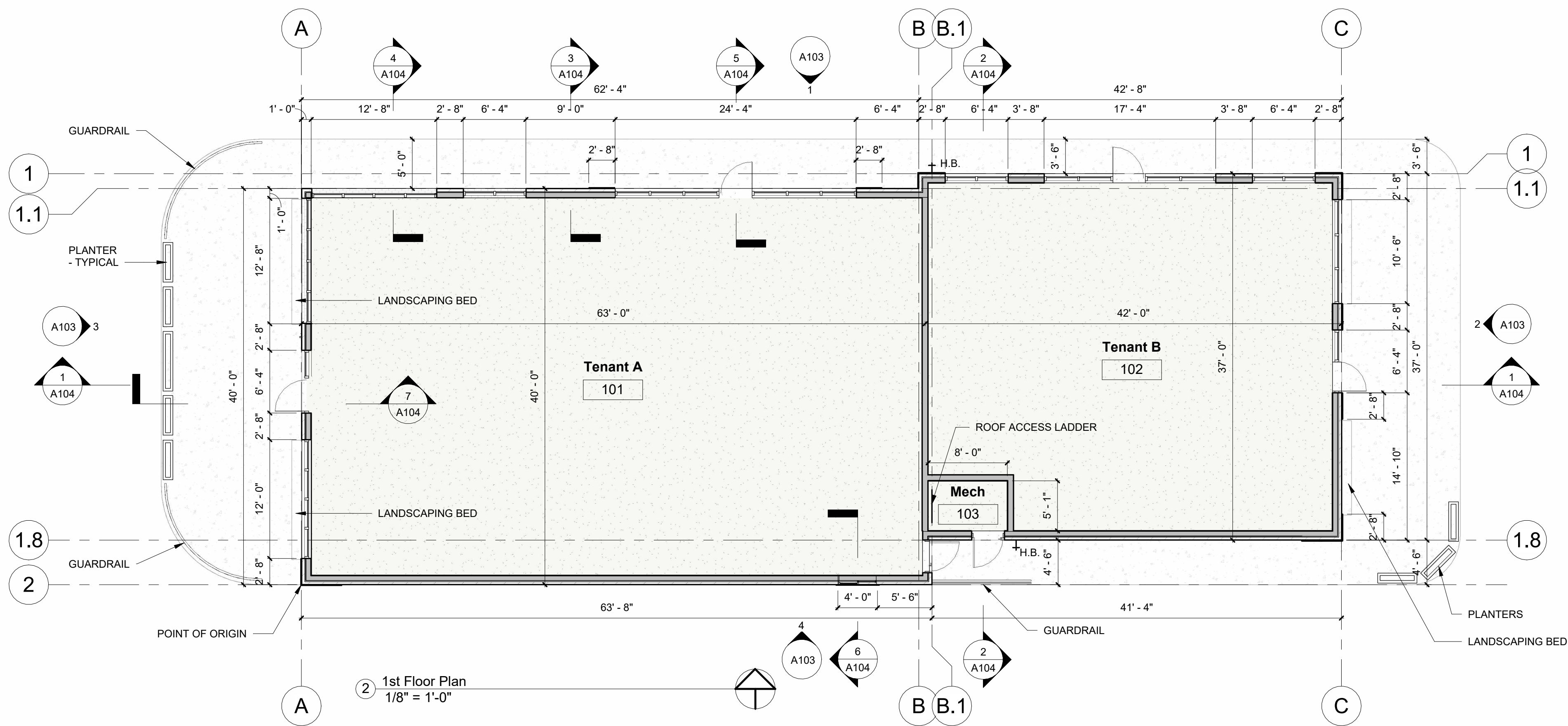
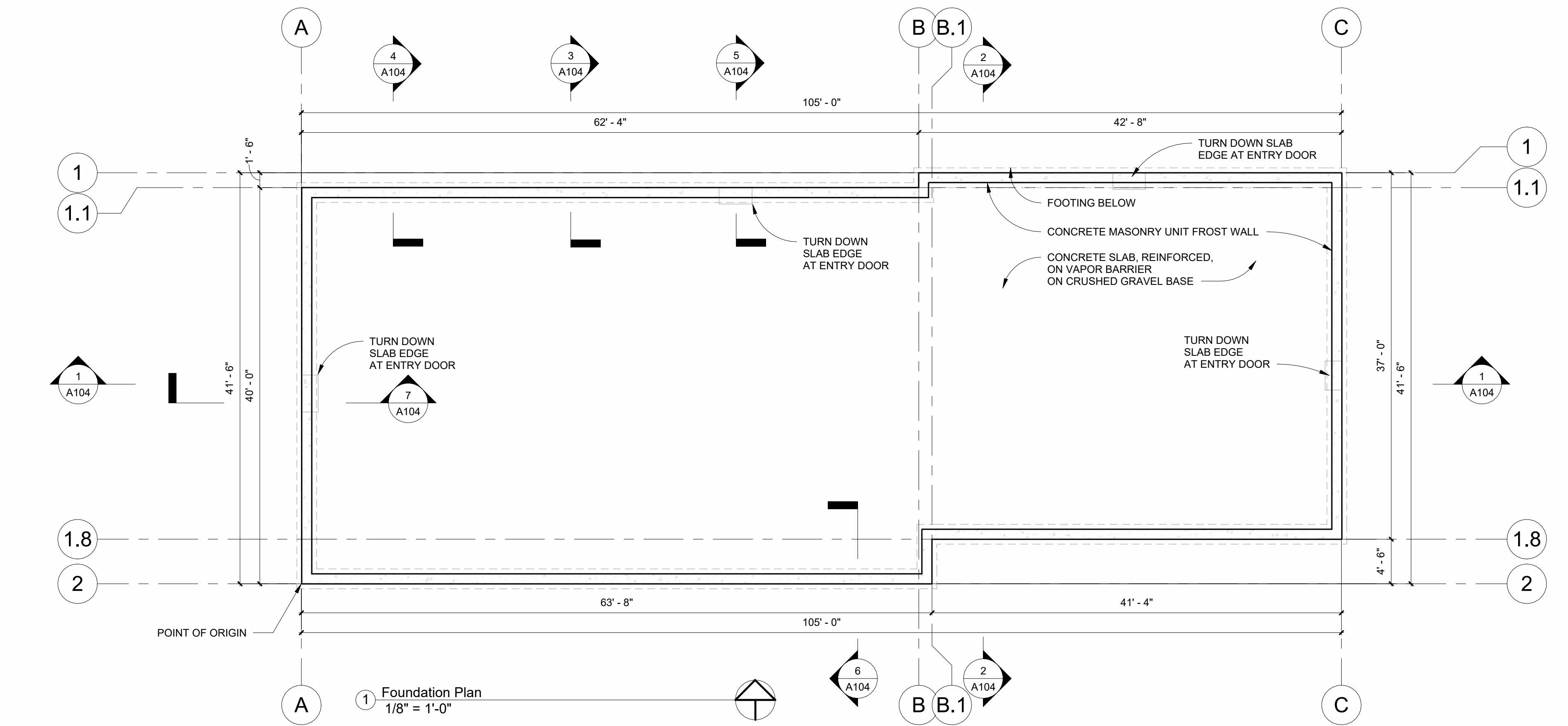
Title, Location Map, Site Plan, Index, Code Plan

Scale: **As indicated**

Date: **06/07/24**

Drawn By: **RSH**

A100



OWNER:
Schermerhorn & Co.

PROJECT NO:
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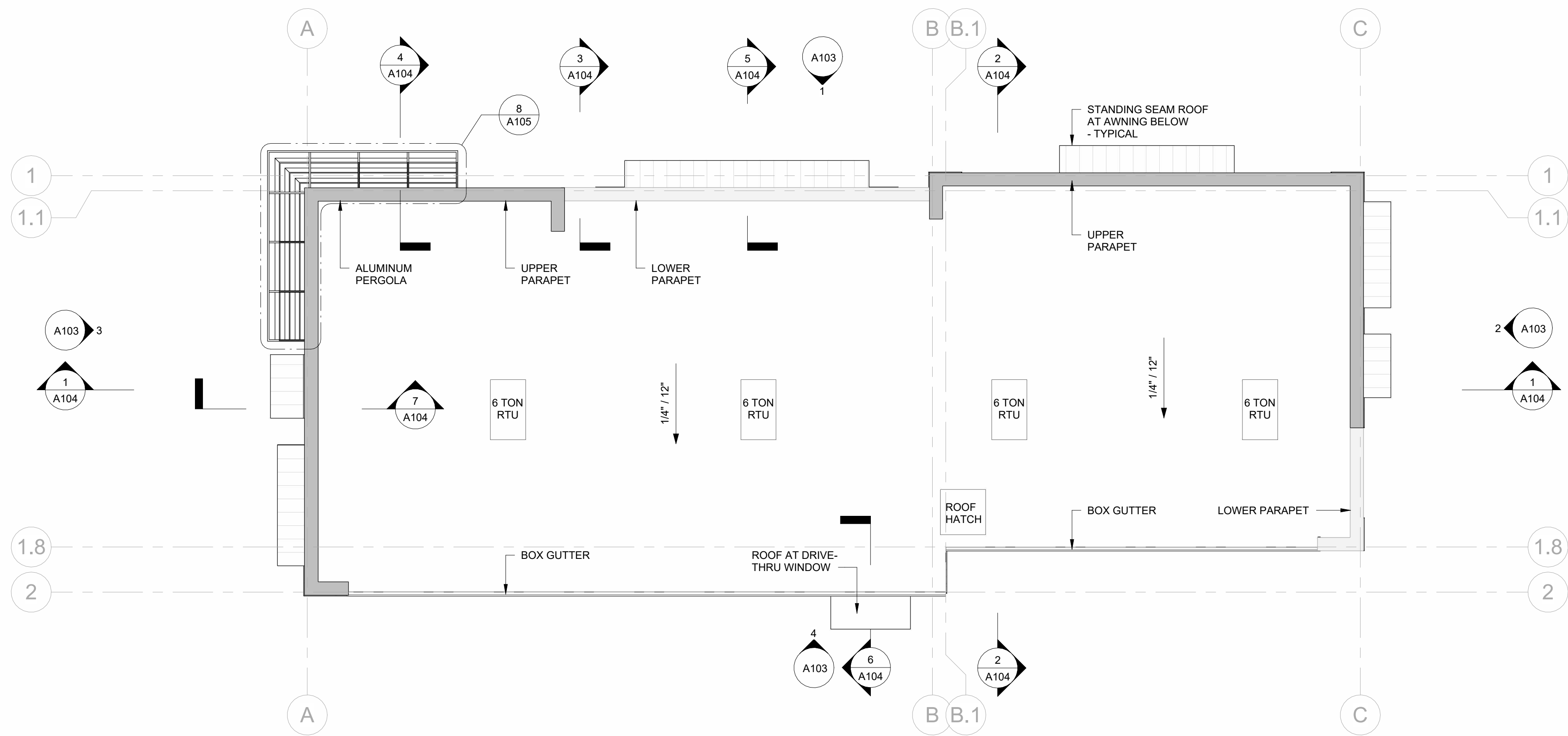
Foundation Plan, Floor Plan

Scale: **1/8" = 1'-0"**

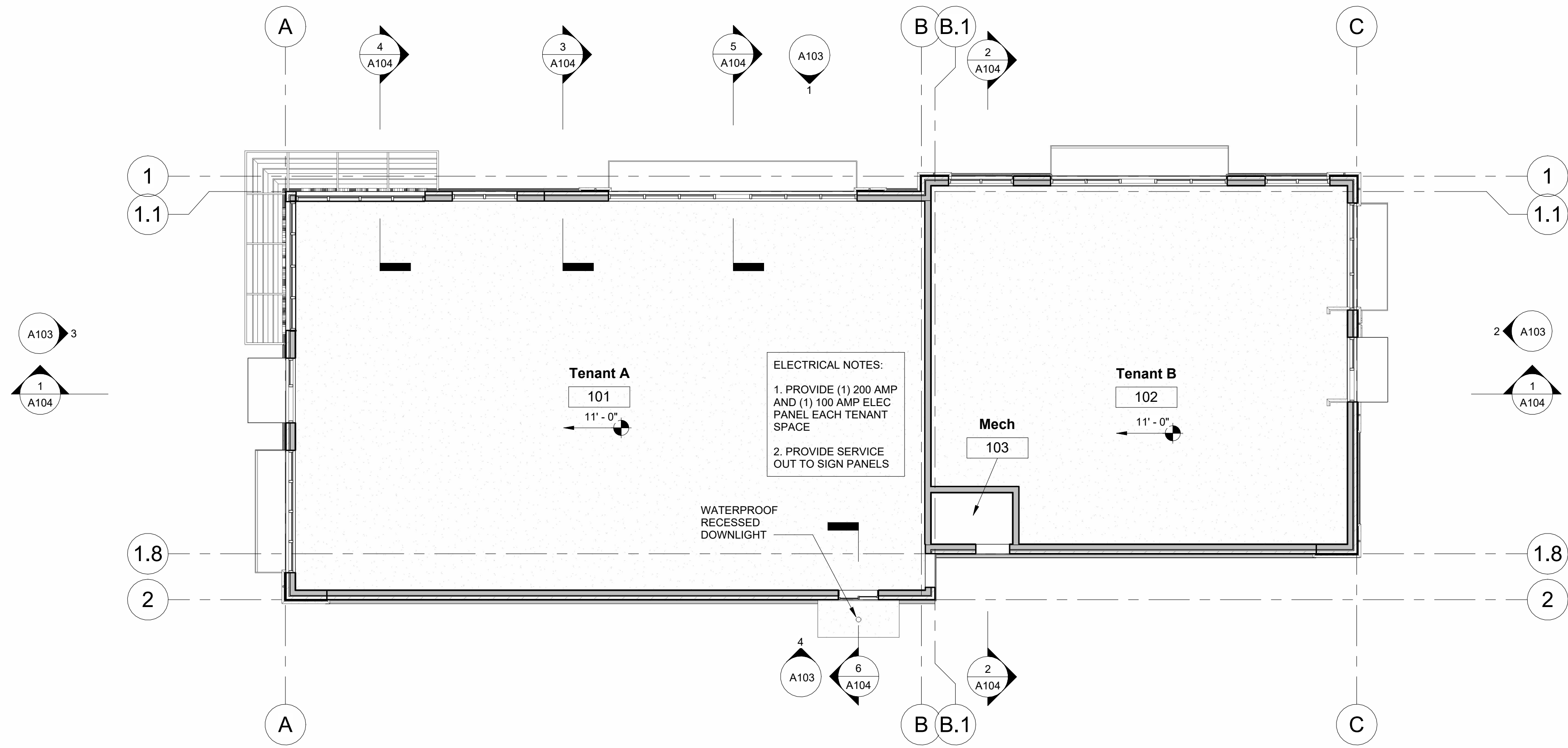
Date: **06/07/24**

Drawn By: **RSH**

A101



1 Roof Plan
1/8" = 1'-0"



2 First Floor
1/8" = 1'-0"



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STAMP

TITLE

Roof Plan, Ceiling Plan

Scale: 1/8" = 1'-0"

Date: 06/07/24

Drawn By: RSH

A102



OWNER:
Schermerhorn & Co.
PROJECT NO:
24.006
PROJECT NAME:
Geneva Square Outlot
CONTACT ADDRESS:

PROJECT ADDRESS:
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CONTRACTOR:

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ARCHITECT:
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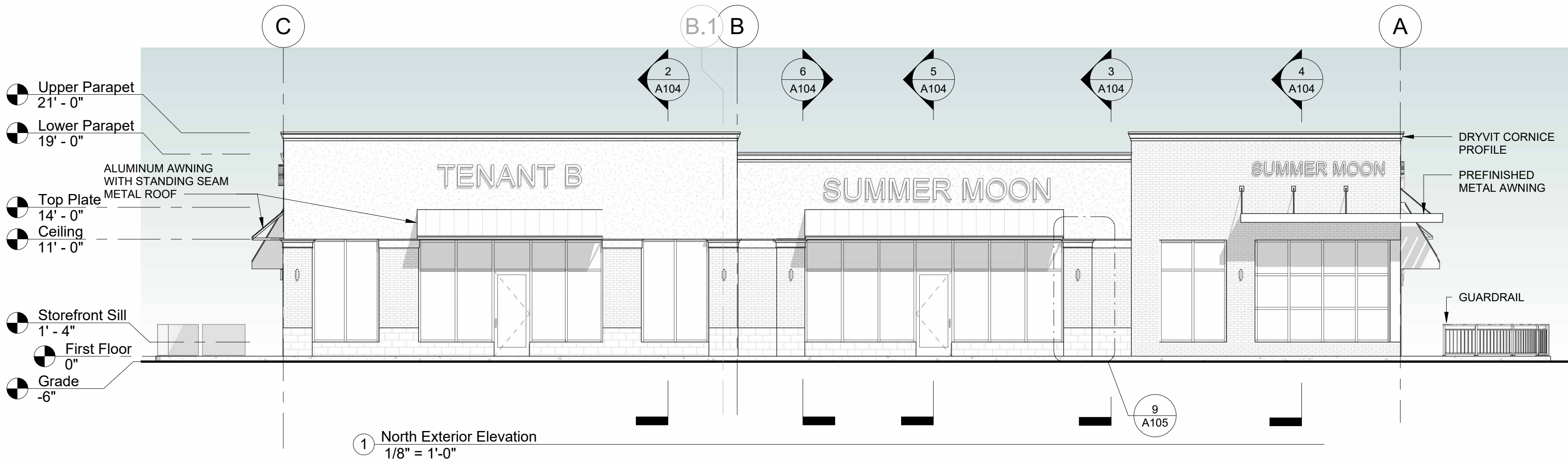
Exterior Elevations

Scale: 1/8" = 1'-0"

Date: 06/07/24

Drawn By: RSH

A103



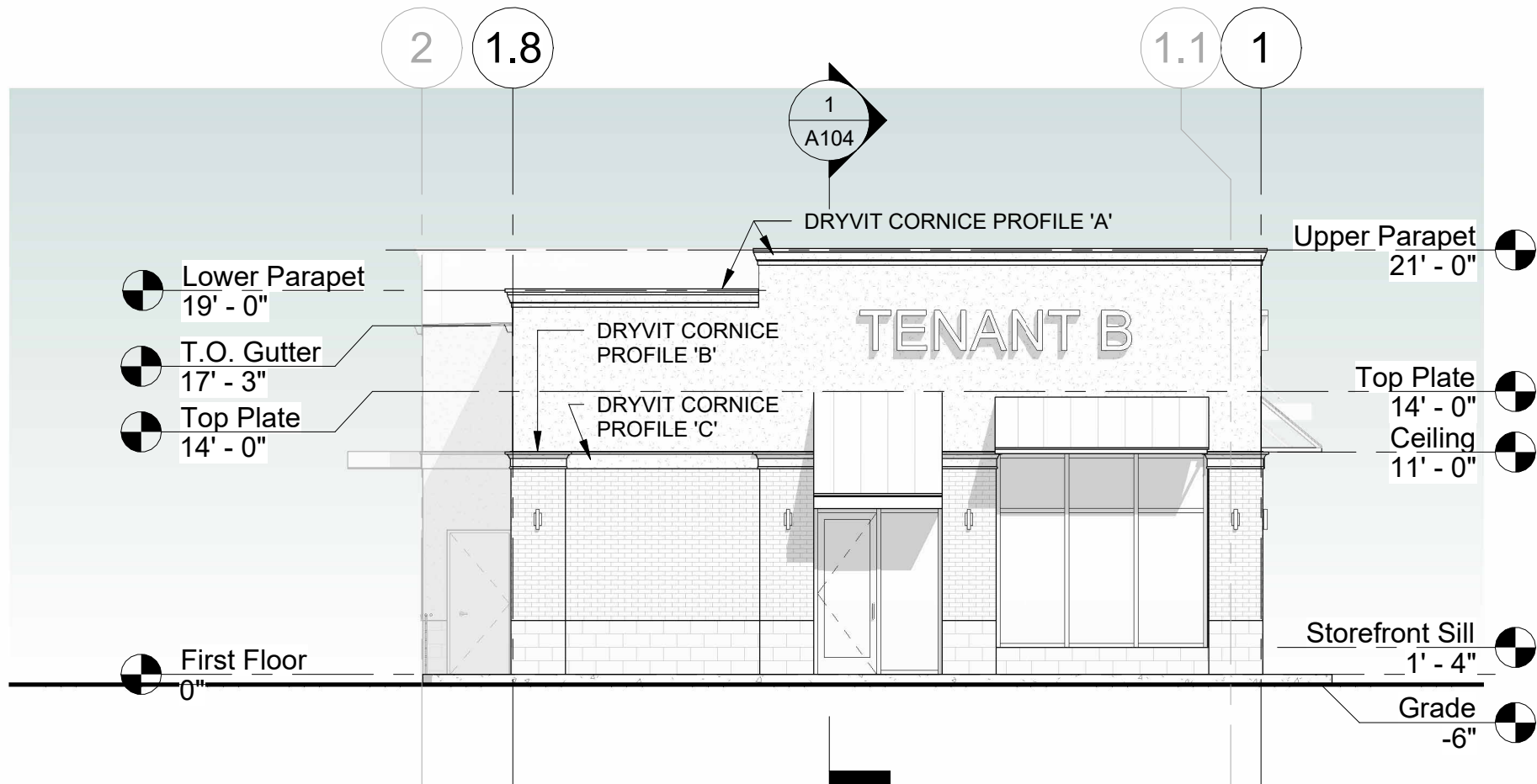
1 North Exterior Elevation
1/8" = 1'-0"



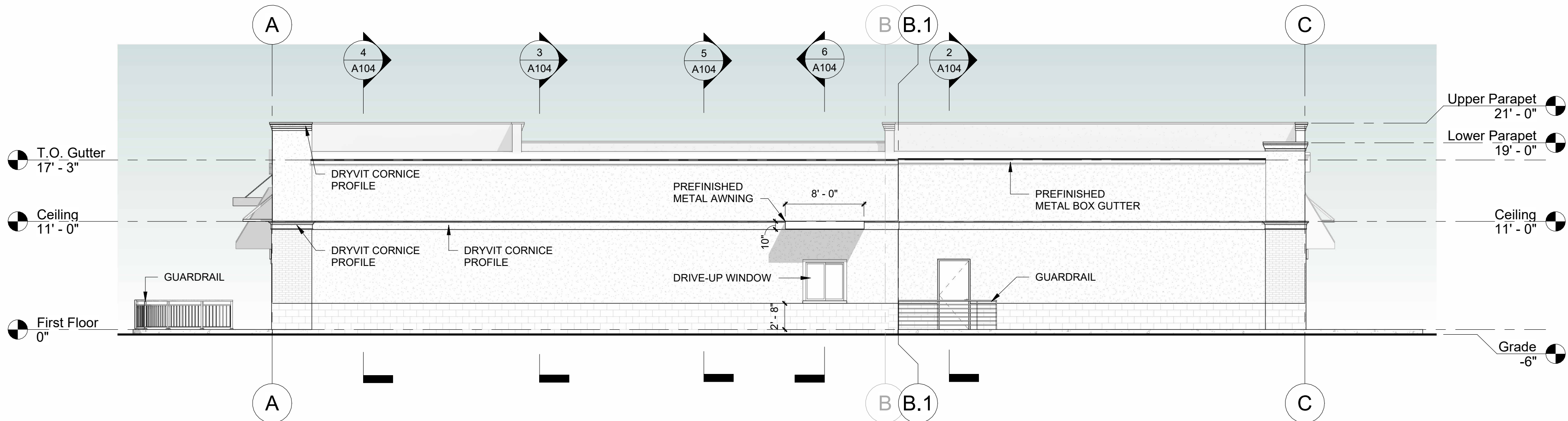
3 West Exterior Elevation
1/8" = 1'-0"

Exterior Material Symbols Key

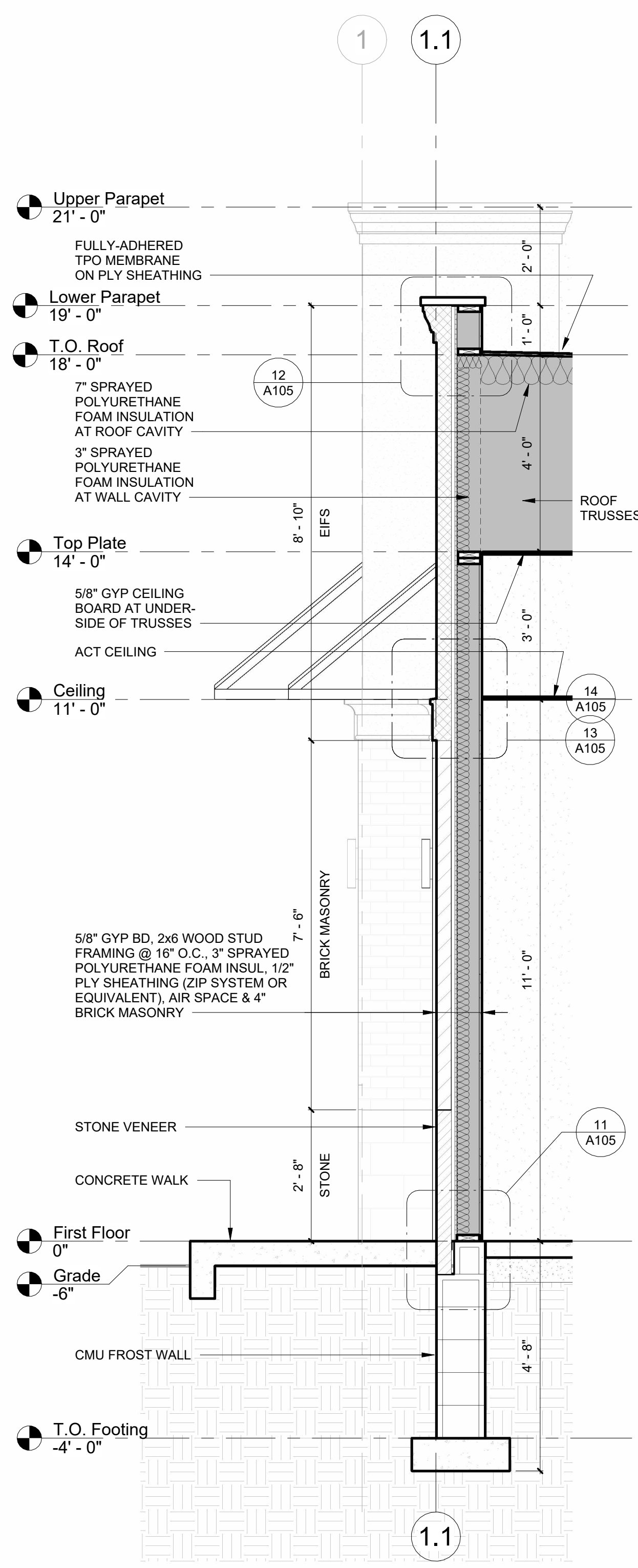
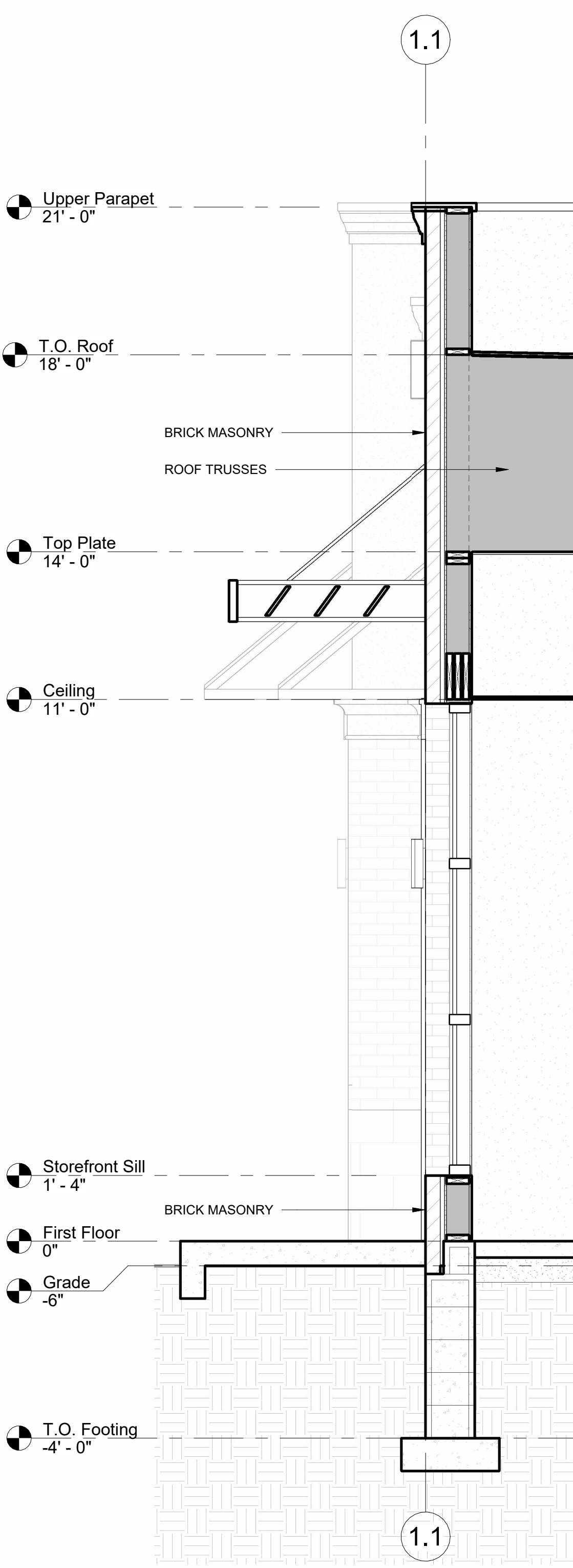
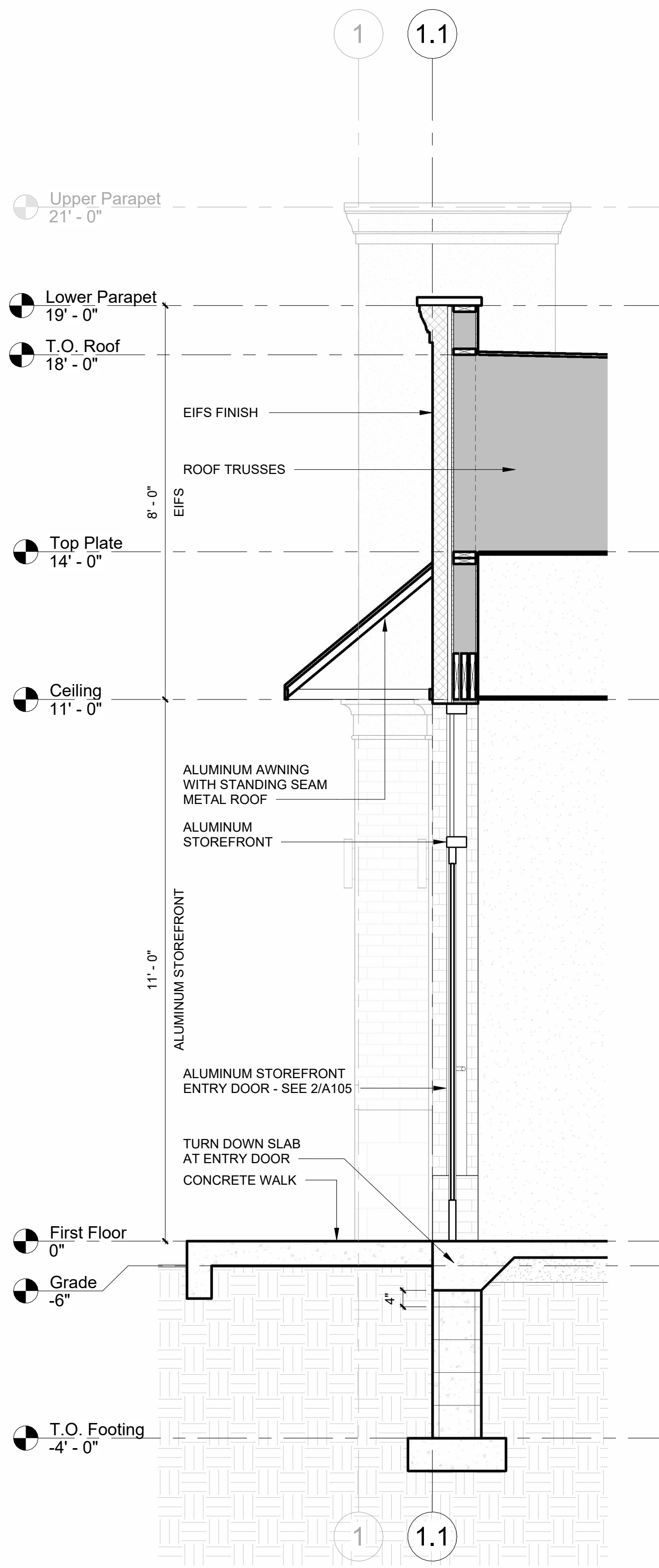
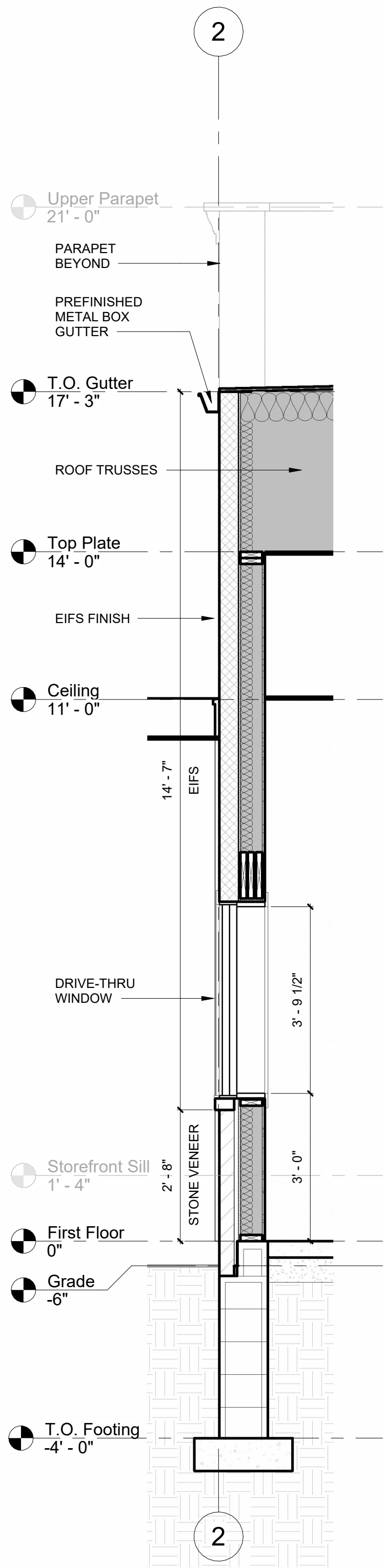
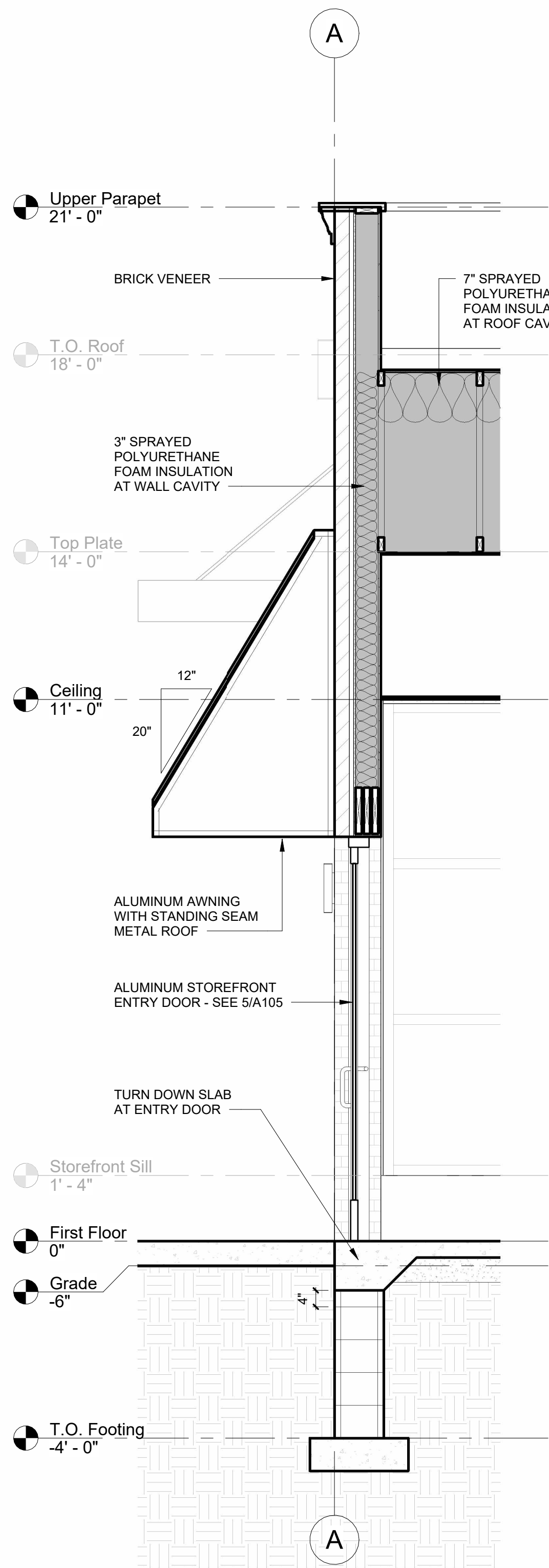
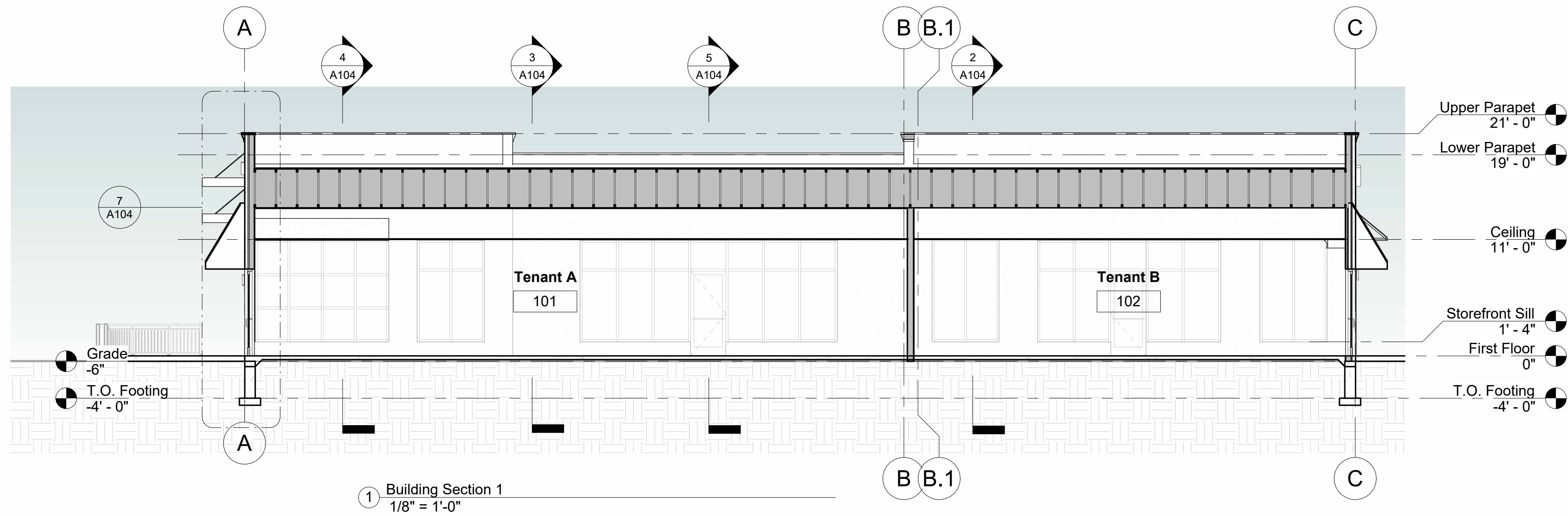
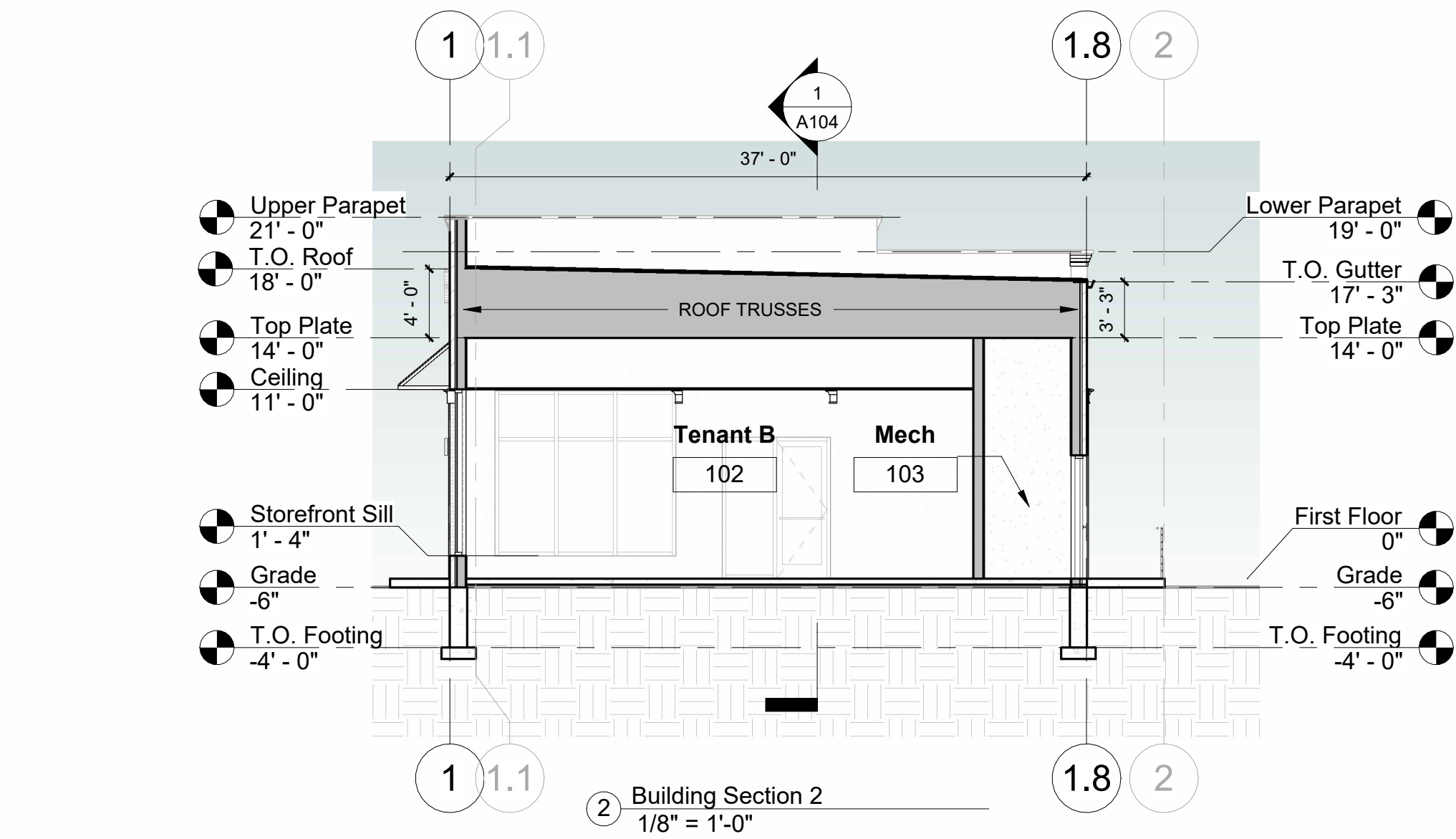
- EXTERIOR INSULATION FINISH SYSTEM
- BRICK MASONRY VENEER
- STONE VENEER



2 East Exterior Elevation
1/8" = 1'-0"



4 South Exterior Elevation
1/8" = 1'-0"



7 Wall Section Looking North
1/2" = 1'-0"

6 Wall Section at Drive-Up Window
1/2" = 1'-0"

5 Wall Section at Entry Door
1/2" = 1'-0"

4 Wall Section at Storefront
1/2" = 1'-0"

3 Wall Section - Typical
1/2" = 1'-0"



OWNER:
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24.006
PROJECT NAME:
Geneva Square Outlot
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CONTACT PHONE:

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CONTACT: PHONE:

ARCHITECT:
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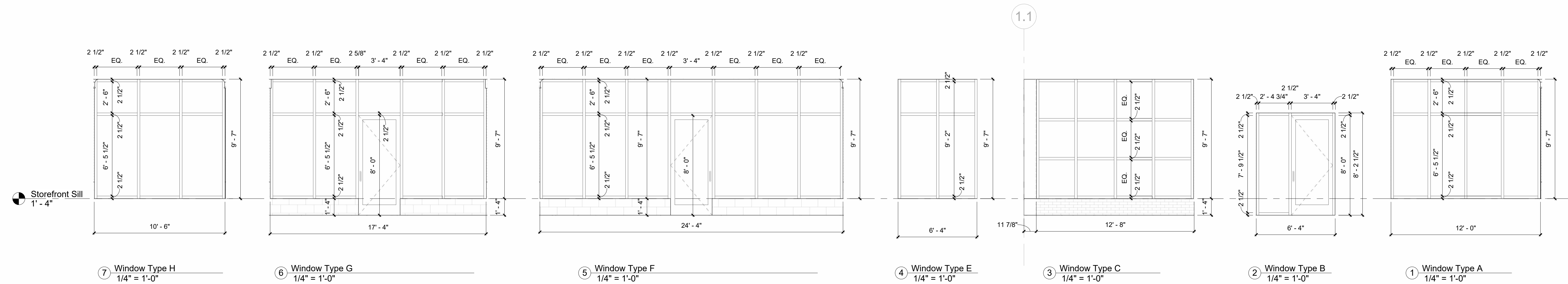
Building Sections, Wall Sections

Scale: As indicated

Date: 06/07/24

Drawn By: RSH

A104



7 Window Type H
1/4" = 1'-0"

6 Window Type G
1/4" = 1'-0"

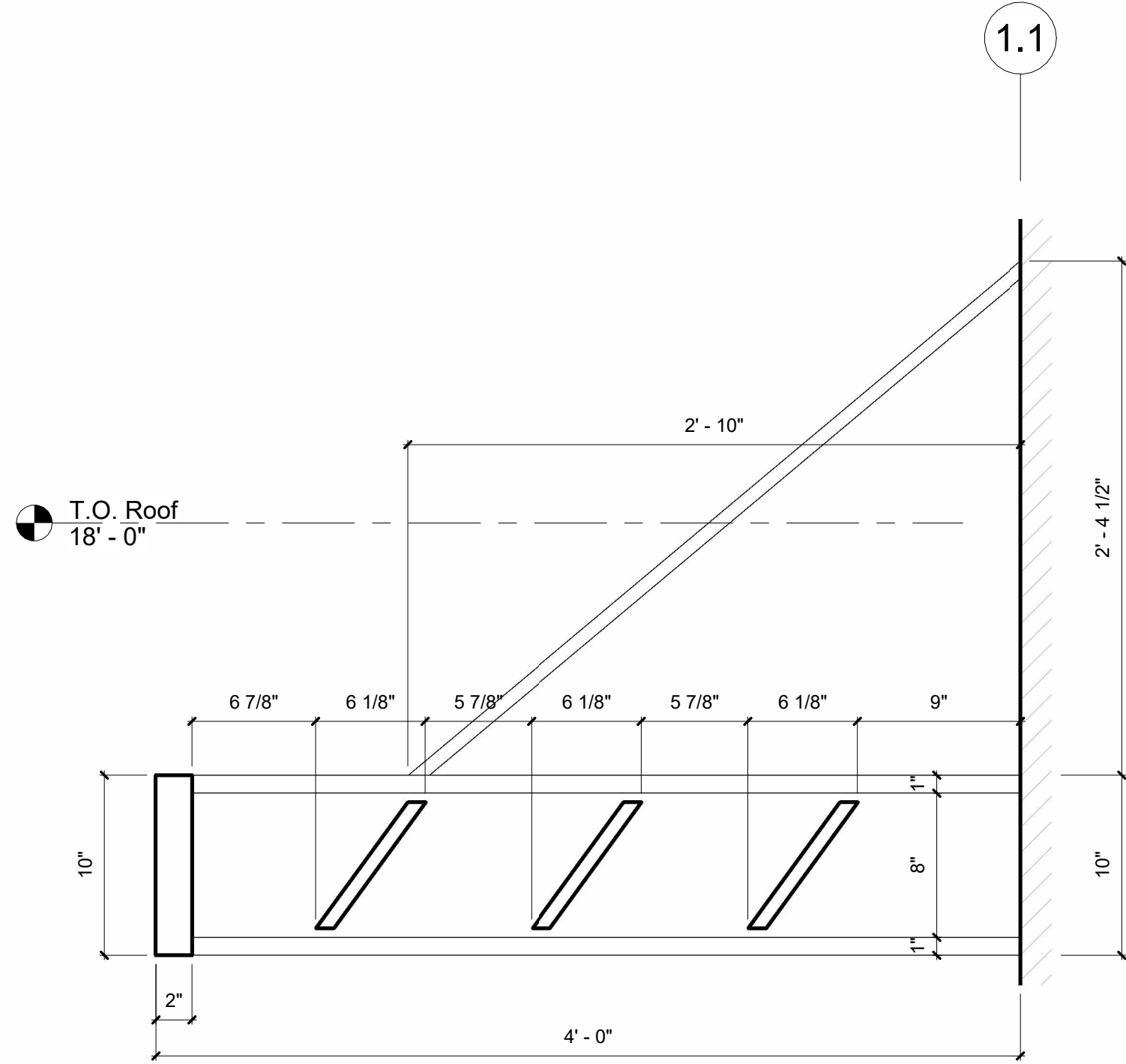
5 Window Type F
1/4" = 1'-0"

4 Window Type E
1/4" = 1'-0"

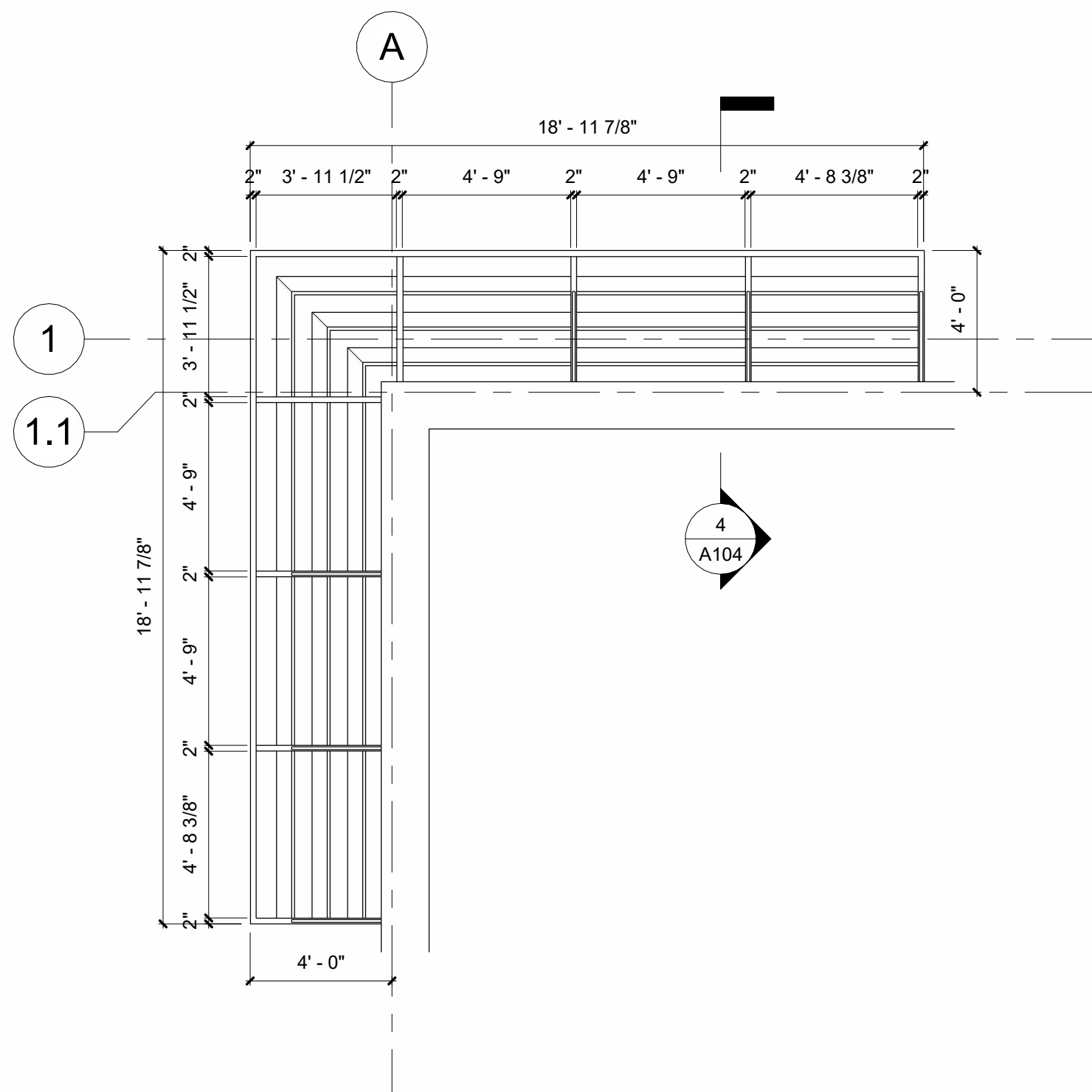
3 Window Type C
1/4" = 1'-0"

2 Window Type B
1/4" = 1'-0"

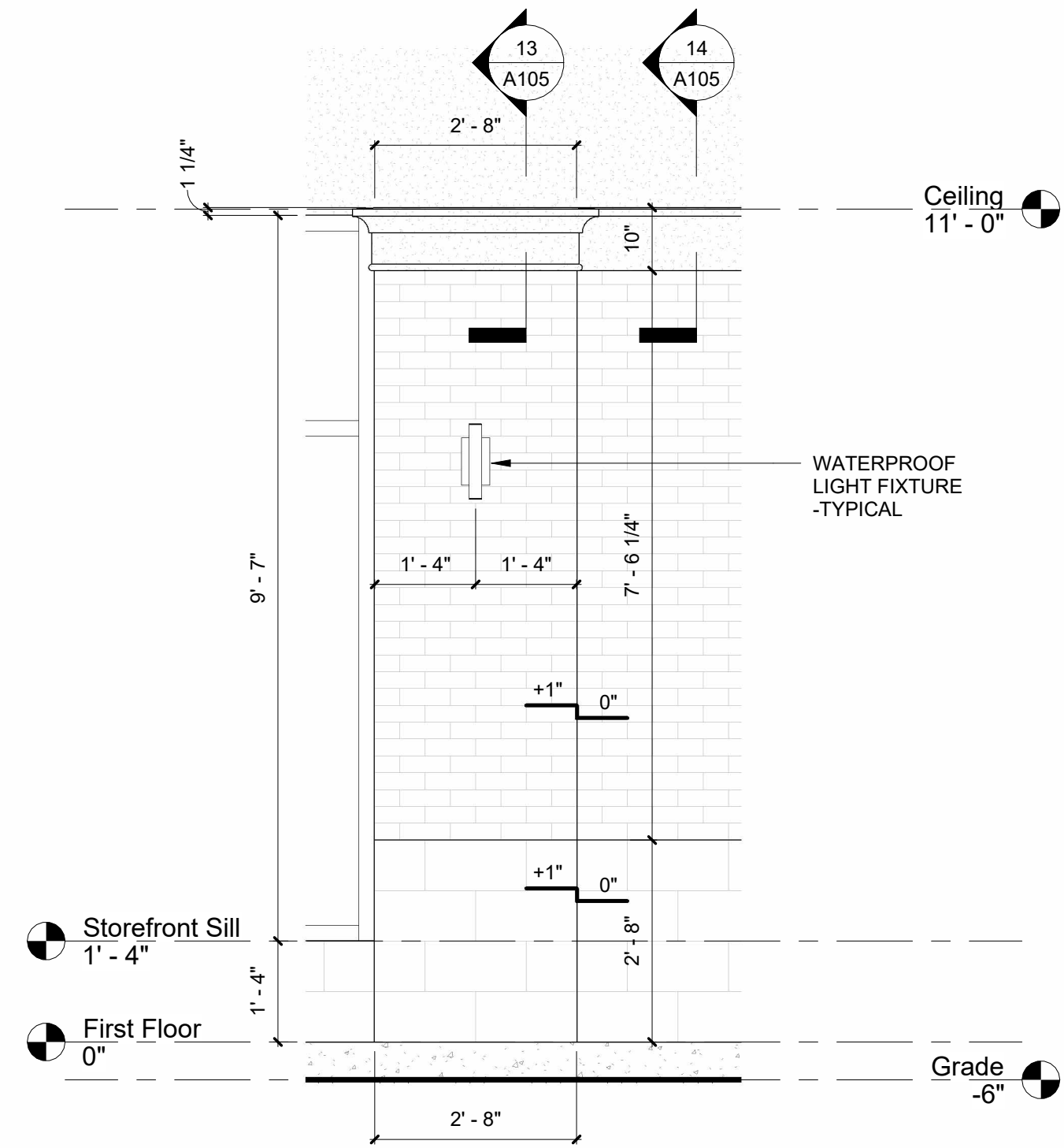
1 Window Type A
1/4" = 1'-0"



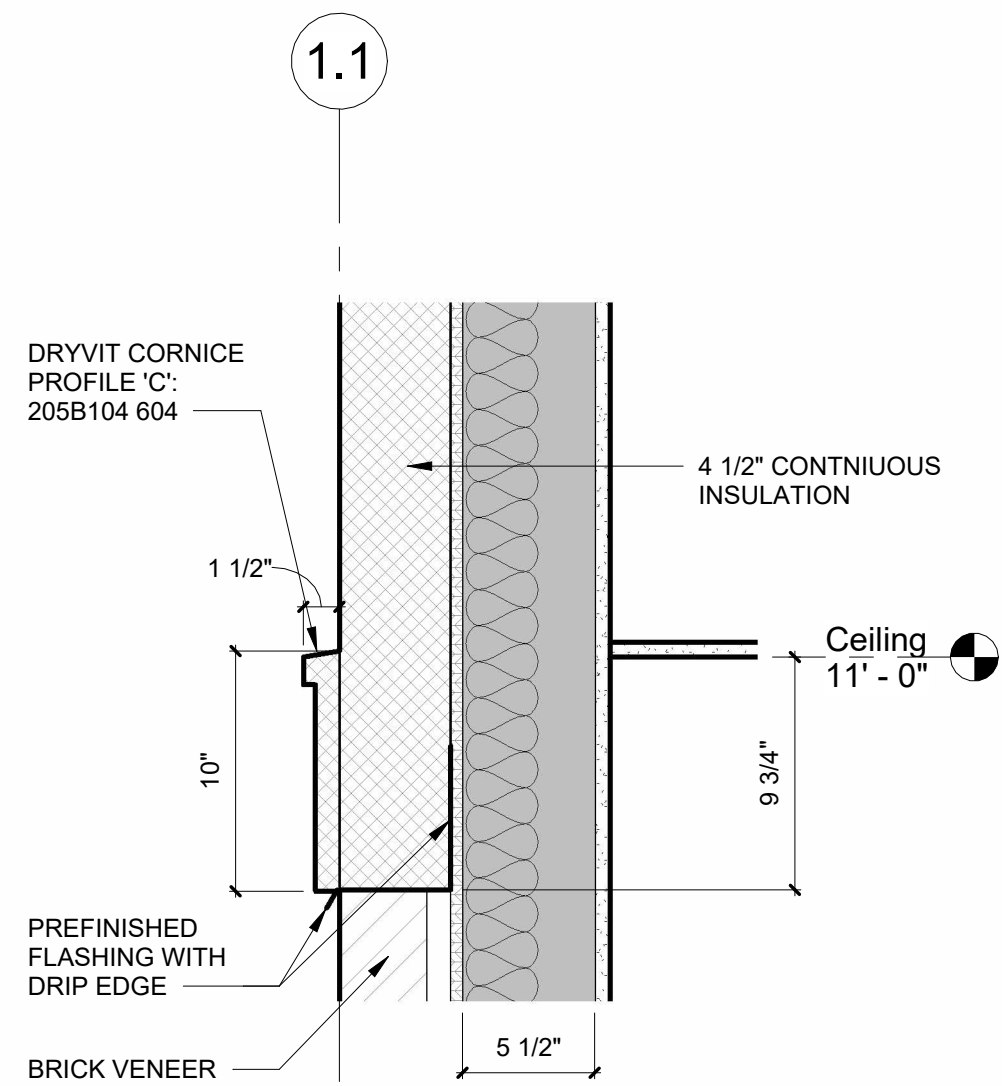
10 Detail at Pergola (Section)
1 1/2" = 1'-0"



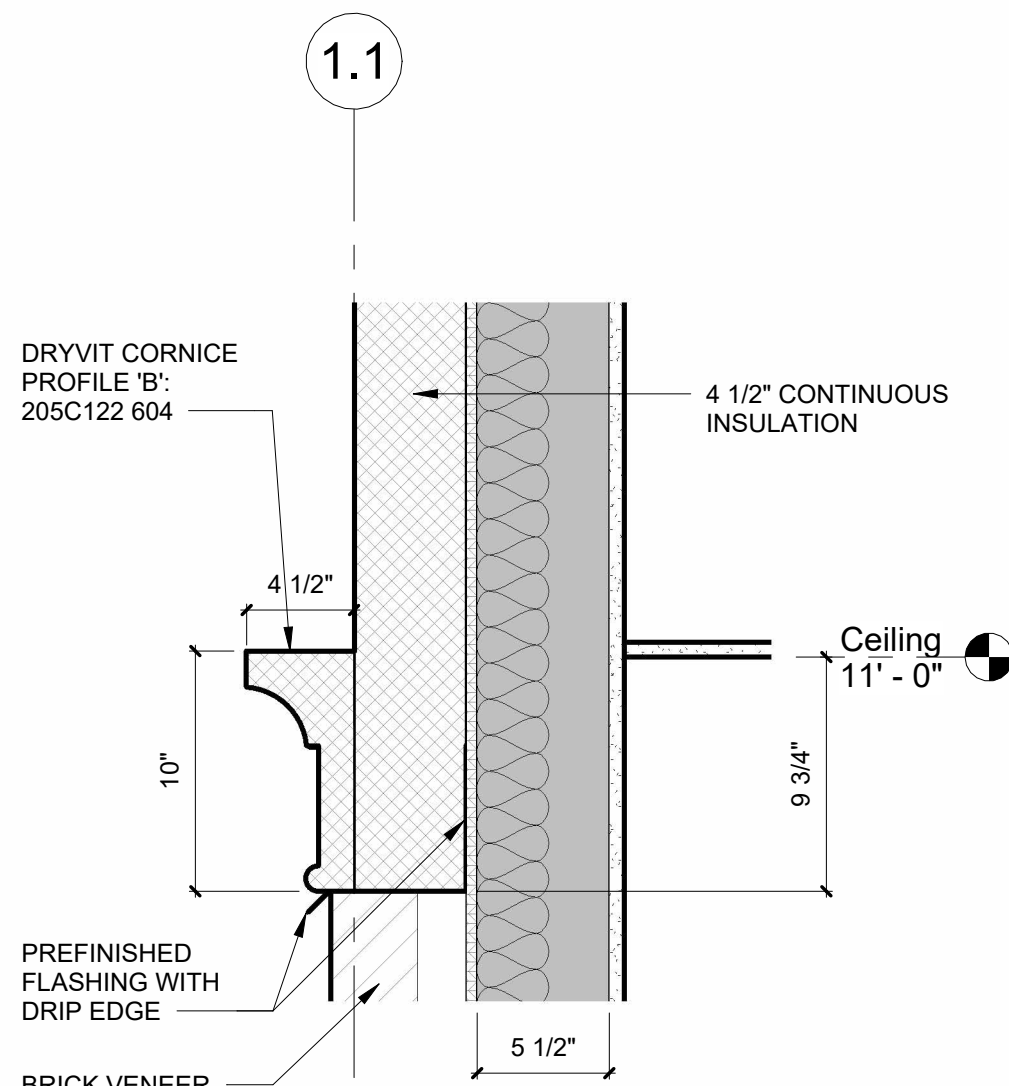
8 Detail at Pergola (Plan)
1/4" = 1'-0"



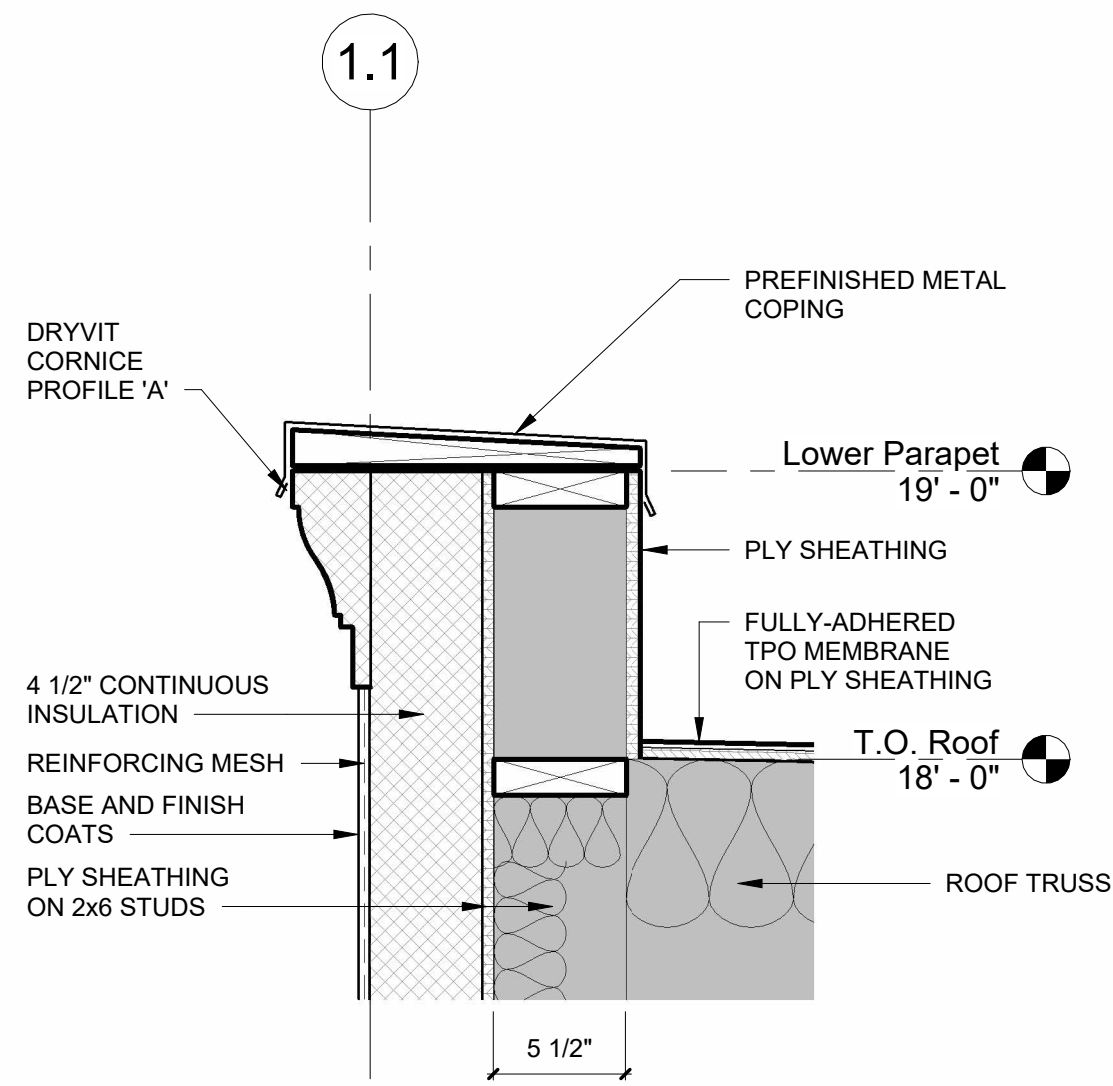
9 Detail at Pilaster (Elevation)
1/2" = 1'-0"



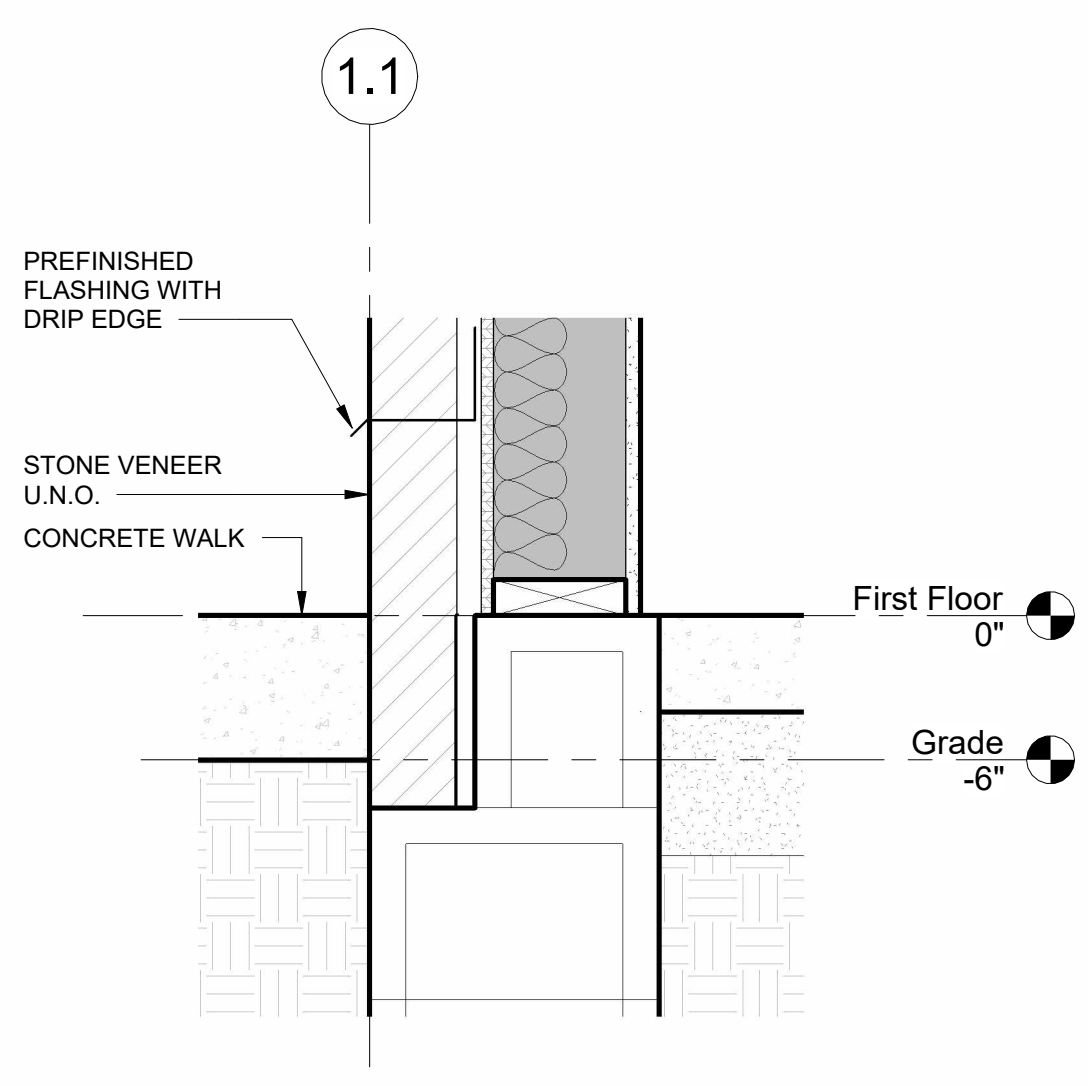
14 EIFS Horizontal Band
1 1/2" = 1'-0"



13 EIFS Pilaster Cornice
1 1/2" = 1'-0"



12 Parapet Coping
1 1/2" = 1'-0"



11 Base of Masonry Clad Wall
1 1/2" = 1'-0"



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TITLE

Window Types, Details

Scale: As indicated

Date: 06/07/24

Drawn By: RSH

A105

City Plan Commission Meeting
Monday, September 20, 1999 – 6:30 P. M.
Council Chambers, City Hall

Meeting called to order by Mayor Condos.

Roll Call: Present: Commissioners Mathison, Huston, Etten, Davila, Gleason, Yaeger and Mayor Condos.

Motion was made by Commissioner Huston, seconded by Commissioner Gleason to approve the minutes of the City Plan Commission Meeting of August 16, 1999 as distributed. Unanimously carried.

Comments from the public: none.

Correspondence: none.

Public Hearing on a Zoning Map Amendment Petition filed by Mr. James R. Seigreid, Agent for Walgreens, 1749 S. Bell School Road, Cherry Valley, Illinois 61016, requesting zone classification change from Planned Business to Planned Development and approval of General Development Plan and Precise Implementation Plan for Phase I, tax key numbers ZYUP 00167 and ZYUP 00168, Edwards Boulevard and Highway 50 East. The applicants are requesting zoning map amendment to re-develop existing commercial uses, which, they feel, need flexibility of zoning regulations to accomplish. City Planner Slavney's report on this project, is part of these minutes. Mr. Seigreid, Architect and Wayne Erickson appeared in behalf of the petition, informing that the architecture of the building would be prairie style with copper tone colors for the brick of the building, trim and roof. Building is set back as far as possible from Edwards Blvd. and Highway 50, with a left turn out and a right turn out and created a driveway behind the building, which would accommodate the restaurant to the east. Storm water drainage was discussed. Mr. Lyle Swatek appeared stating that at present the storm water runs to the south and east and could not understand why you would want to change the flow of the stormwater. No one else appeared in favor or in opposition. Motion was made by Alderman Gleason, seconded by Alderman Yaeger that the Public Hearing be closed. Unanimously carried. Motion was made by Commissioner Gleason, seconded by Commissioner Etten to recommend to the City Council approval of the General Development Plan only at this time, to include City Planner Slavney's recommendations as follows that all signage must be fully in compliance with the baseline Zoning Ordinance standards, and that the property owner will commit to improving a driveway from the northeast corner of the Walgreen's property northerly to the extension of Edward's Drive, within one year of such extension. Unanimously carried except for Alderman Yaeger voting "no".

→ Public Hearing on a Zoning Map Amendment petition filed by T. L. Finke & Associates, S. C. for Heil, Heil, Smart & Golee, Kensington Development, requesting zone classification change from Planned Business to Planned Development and approval of General Development Plan and Precise Implementation Plan for Phase I, Geneva Square Mall, 100 East Geneva Square, lots 1, 2, 3 and 4 of Certified Survey #1100 and tax key number ZYUP 137C1. Architect Tim Finke and Greg Hughes appeared to make a presentation on their re-development of the property, addressing expansion of Pick 'N Save Grocery Store, expansion in the middle and rear of building for possibly office supply type tenant, former Prange Way Store will be renovated by Aurora Health Care for medical clinic; next to the health care is an outlot which will be developed into a retail building (small type retail and restaurant), re-work the parking lot by adding landscaping and improve the flow of traffic on the site, a new auto maintenance on outlot on Sheridan Springs Road, a new branch bank building adjacent to Highway 120 and a new outlot building for retail, service or restaurant use near the former Hardee's location off of Highway 120. Kevin O'Connor, addressed the truck traffic on Center Street, as well as a traffic light to be installed on Sheridan Springs Road, from increase of traffic from this re-development of shopping mall. After all was heard and discussed, a motion was made by Commissioner Gleason, seconded by Commissioner Mathison and unanimously carried. Motion was made by Commissioner Yaeger, seconded by Commissioner Gleason, to recommend to the City Council approval of the zone classification change from Planned Business to Planned Development, and approval of the General Development Plan and Precise Implementation Plan for Phase I, Geneva Square Mall, with the following conditions: that a storm water drainage plan be submitted

and approved by the City Engineer; that the two smaller pylon signs be limited to a maximum height of ten feet and wall signage should meet all the standards of the Zoning Ordinance; that the following changes be made to the parking lot layout – eliminate two parking spaces on the east side of the south end of the parking aisle leading south from the Outlot 1 label and extend the landscaped island into this area; eliminate the northernmost accessible parking space on the east site of the Health Clinic building; eliminate the two southernmost parking spaces on the southeast corner of the Health Clinic building; provide for a bump out peninsula that guides one way drive through traffic around the southeast corner of the northwestern most building; provide for a driveway connection between the drive aisle located behind the main shopping center building and the auto maintenance outlot parking lot from the northeast corner of the auto maintenance site and that the sidewalk be extended to Sheridan Springs Road. Letter was filed by Geneva Square agreeing to the submittal of drainage calculations; parking lot concerns and signage concerns. Unanimously carried.

Public Hearing on a direct Annexation Petition filed by Mr. Gonzalo Davila, Jr., 1155 South Lake Shore Drive, Lake Geneva, WI. 53147, under unanimous approval pursuant to Wisconsin Statutes 66.02 (12), requesting annexation to the City of Lake Geneva from the Town of Lyons and further requesting that the property be temporarily zoned SR-4 Single Family Residential District, parcel in the Town of Lyons, 300 block of Curtis Street. At this Mr. Davila left his seat on the Commission. Attorney Dan Draper, representing Mr. Davila appeared before the Commission in behalf of the petition filed. No one else appeared in favor or in opposition. After all was heard, a motion was made by Commissioner Gleason, seconded by Commissioner Huston to close the Public Hearing. Unanimously carried. Motion was made by Commissioner Etten, seconded by Commissioner Huston to recommend approval to the City Council for the direct annexation petition, requesting temporary zoning of SR-4 filed by Gonzalo Davila, conditioning pending comment from the Town of Lyons and State of Wisconsin. Unanimously carried.

Commissioner Davila resumed his seat on the Commission.

Public Hearing on an amendment to the Zoning Code of the City of Lake Geneva, amending Section 98-809 Non conforming signs (1) (c) deleting the following sentence: "nonconforming signs shall be removed when the principal structure located on the premises undergoes a change of use, or shall be removed per Subsection 98-809 (2)." And Section 98-809 Nonconforming Signs (2) Removal of Nonconforming Signs (a) Alteration of Signs 1. Is amended to include the following: "with the granting of a Conditional Use Permit, nonconforming signs may be altered in sign face appearance in any manner, and may be altered in sign frame, supporting structure and lighting in any manner that does not increase the degree of non-conformance. The consideration of said permit shall evaluate the quality and character of the proposed non-conforming sign with the character of nearby development and community objectives. This conditional use shall expire ten (10) years after date of issuance." Staff report: Staff has been directed to review and recommend changes to the nonconforming sign section of the Zoning Code. It has been stated by the Mayor and some of the Aldermen, that, the current ordinance provisions are so restrictive that they discourage or prohibit replacement or at least improvement of current nonconforming signs. The proposed amendment would no longer prohibit modifications of nonconforming without bringing the total sign in conformance. It would allow certain modifications to be approved after review and approval as a conditional use. Staff feels that the time limit on these conditional uses is necessary to eventually eliminate the nonconforming signs. No one else appeared in favor or in opposition. After Commission discussed this matter for some time, a motion was made by Commissioner Mathison, seconded by Commissioner Huston to close the Public Hearing. Unanimously carried. A motion was then made by Commissioner Etten, seconded by Mayor Condos, to recommend approval to the City Council of the proposed amendments to Section 98-909 Nonconforming Signs (1) (c) and (2). Unanimously carried except for Commissioners Yaeger, and Gleason voting "no".

Site Plan Review for R & L Spring Company, lots 36, 37 and 38 Lake Geneva Business Park, Phase II was presented, as applicant would like to provide additional on-site parking for future employees by expanding their existing parking lot. Staff finds the plans submitted to be in compliance with design requirements.

Page 2.

Commissioner Hathaway, seconded by Commissioner Etten to recommend to the City Council approval of the Conditional Use Application filed by Ketterhagen Car Wash & Express Detail, proposed use, modify non-conforming pole sign, tax key #ZWH 00008, 1231 Grant Street. Commissioner Waldeck voiced concern on the changes made to the sign ordinance and feels by granting a conditional use for a non-conforming pole sign violates the spirit of the ordinance, as what the ordinance was intended to do, was to remove pole signs and this does not support the intent of the ordinance. Roll Call vote: "Yes" – Commissioner Mathison, Etten, Hathaway and Rude. "No" – Commissioners Russell and Waldeck. Absent: Commissioner Davila.

Public Hearing on a Conditional Use Application filed by Mr. Greg Hughes, Lake Geneva Investors, LLC 1515 Chicago Avenue, Evanston, IL. 60201, proposed use, continuation of existing multi-tenant shopping center with adjustments to previously approved site plan, and approval of outside storage area, tax key numbers ZA 1100 00001; 00002; 00003; and 00004, 100-168 East Geneva Square. The applicant would like to modify the approved General Development Plan and receive Precise Implementation Plan approval for the remainder of the Phase 1 renovations to the existing structure. The primary revision is to eliminate outlot 6 of the General Development Plan and replace it with additional parking for the grocery tenant. This will result in a slight increase in the paved surface area and slight reduction in landscape surface ratio and a slight reduction of building area. All of these ratios are still consistent with the original General Development Plan and the previous zoning of General Business. The application also provides detailed plans for revisions to the existing seasonal merchandise storage and display area at the front of the store and the existing outdoor storage area at the rear of the store. There are also plans to reduce the size of the existing wall sign on the north façade and add an additional wall sign to the northeast façade. These signs are conforming to both the General Development Plan and Planned Business zoning requirements. Staff recommendation: as the proposed General Development Plan amendment is consistent with the existing General Development Plan for the Planned Development approved for this site and the submitted Precise Implementation Plan details are consistent with the General Development Plan and the Planned Business zoning standards, which would otherwise apply to this site, Staff has no objection this proposal as submitted. Staff feels that the elimination of the proposed outlot 6 to allow additional parking for the grocery tenant is appropriate for the use and will greatly enhance the shopping center re-development. Staff also feels that the proposed landscaping and screening at the outdoor storage and display areas are appropriate and will provide a greater safety factor for users of the area. Architect Tim Finke appeared to explain the site plan to accommodate primarily the grocery store expansion, their parking needs, landscaping for that parking area, an adjustment to the driveway coming in off of Highway 120 and the outdoor sales and display areas, that will be enclosed by decorative block to match the building, with landscaping in front of that to soften up in front of the building. Cart corral will be screened by removable sections of guard rail with fabric panels, matching the color of the building, so from the parking lot you would not see the carts. When not so busy, corrals will be removed and carts will be placed to the rear of building or inside the building. Landscaping was discussed with the hope to add trees in the islands and to include more trees in the landscape plan to definitely enhance the property. No one else appeared in favor or in opposition to the conditional use application. After all was discussed, a motion was made by Commissioner Waldeck, seconded by Commissioner Mathison to close the Public Hearing. Unanimously carried. Motion was then made by Commissioner Waldeck, seconded by Commissioner Russell to recommend to the City Council approval of the Conditional Use Application filed by Mr. Greg Hughes, Lake Geneva Investors, LLC, proposed use, continuation of existing multi-tenant shopping center with adjustments to previously approved site plan and approval of outside storage area, tax key numbers ZA 1100 00001; 00002; 00003 and 00004, 100 -168 East Geneva Square with the approval conditioned upon submittal of a landscape plan to Staff for their approval and amend the site plan for outdoor storage area to reflect the setback. Unanimously carried.

Mr. Roger Wolff, Keefe and Associates, Inc. for discussion on Newport West Shops project, downtown Lake Geneva, requested this matter to be continued to the December, 2001 meeting.

Approval of the Lake Geneva Library Board request for non-payment of collection letters was upon motion by Alderman Ahlgren, seconded by Alderman Rude. Roll Call vote: "Yes" – Aldermen Rude, Ahlgren, John Huntress, Shepstone, Saia, Yaeger and Bill Huntress. Absent: Alderman Peterson.

Finance Director/Treasurer employment contract was approved upon motion by Alderman Bill Huntress, seconded by Alderman Yaeger. An amended motion was made by Alderman Yaeger, seconded by Alderman Shepstone that the contract be approved subject to review and possible modification of Section 8 on page 5 of contract. Unanimously carried on amended motion. Roll Call vote on main and amended motion: "Yes" – Aldermen Rude, Ahlgren, John Huntress, Shepstone, Saia, Yaeger and Bill Huntress. Absent: Alderman Peterson.

City Plan Commission recommendations from meeting of September 20, 1999:

1. Zoning Map Amendment Petition filed by Mr. James R. Seig Reid, Agent for Walgreens, requesting zone classification change from Planned Business to Planned Development and approval of General Development Plan and Precise Implementation Plan, for Phase I, tax key numbers ZYUP 00167 and 00168, Edwards Boulevard and Highway 50 East was recommended as the following to the City Council: approval of the General Development Plan only at this time, and to include City Planner Slavney's recommendations as follows: that all signage must be fully in compliance with the baseline Zoning Ordinance standards, and that the property owner will commit to improving a driveway from the northeast corner of the Walgreen's property northerly to the extension of Edward's Drive, within one year of such extension was also approved by City Council upon motion by Alderman Yaeger, seconded by Alderman Bill Huntress. Roll Call vote: "Yes" – Aldermen Rude, Shepstone, Saia and Bill Huntress. "No" – Aldermen Ahlgren, John Huntress and Yaeger. Absent: Alderman Peterson.
2. Zoning Map Amendment Petition filed by T. L. Finke & Associates, Agent for Geneva Square Mall, requesting zone classification change from Planned Business to Planned Development and approval of the General Development Plan and Precise Implementation Plan for Phase I, Geneva Square Mall, 100 East Geneva Square, Lots 1, 2, 3, and 4 of Certified Survey #1100 and tax key number ZYUP 00137C1 was recommended for approval with the following conditions: that storm water drainage plan be submitted and approved by the City Engineer; that the two smaller pylon signs be limited to a maximum height of ten feet and wall signage should meet all the standards of the Zoning Ordinance; that the following changes be made to the parking lot layout – eliminate two parking spaces on the east side of the south end of the parking aisle leading south from the Outlot 1 label and extend the landscaped island into this area; eliminate the northernmost accessible parking space on the east site of the Health Clinic building; eliminate the two southernmost parking spaces on the southeast corner of the Health Clinic building; provide for a bump out peninsula that guides one way drive through traffic around the southeast corner of the northwestern most building; provide for a driveway connection between the drive aisle located behind the main shopping center building and the auto maintenance outlot parking lot from the northeast corner of the auto maintenance site and that the sidewalk be extended to Sheridan Springs Road. Letter was filed by Geneva Square agreeing to the submittal of drainage calculations; parking lot concerns and signage concerns, with City Council approving upon motion by Alderman Yaeger, seconded by Alderman Ahlgren and unanimously carried.
3. Certified Survey Map filed by Mrs. Lois Whiting, Town of Linn, within extra territorial plat review as recommended approval by the City Plan Commission, was approved by City Council upon motion by Alderman Yaeger, seconded by Alderman Ahlgren and unanimously carried.
4. Certified Survey Map filed by Karl and Lucy Otzen, Town of Linn, within extra territorial plat review as recommended for denial by the City Plan Commission, was also denied by City Council upon motion by Alderman Yaeger, seconded by Alderman John Huntress and unanimously carried.

Motion was made by Alderman Ahlgren, seconded by Alderman Shepstone to approval the Wausau Insurance proposal for the boiler/machinery insurance policy for the City of Lake Geneva, an amount of \$3,825., a savings of \$1,289. from previous carrier with a coverage increase from one million to twenty million. Roll call vote: "Yes" – Aldermen Rude, Ahlgren, John Huntress, Shepstone, Saia, Yaeger and Bill Huntress. Absent: Alderman Peterson.

Approval for compensation to City Clerk, while performing City Administrator duties, for 49 days, in the amount of \$3,844.62, was approved upon motion by Alderman Ahlgren, seconded by Alderman John Huntress. Roll Call vote: "Yes" – Aldermen Rude, Ahlgren, John Huntress, Shepstone, Saia, Yaeger and Bill Huntress. Absent: Alderman Peterson.

Lease between City of Lake Geneva and Geneva History Buffs, Inc. for City building located at 832 Geneva Street, was tabled upon motion by Alderman Peterson, seconded by Alderman Flemming. Unanimously carried.

Request of Lake Geneva's Christmas Parade Committee to close 200 block of Broad Street, just before and during Christmas Parade on Saturday, December 1, 2001 at 5 P. M. was granted upon motion by Alderman Flemming, seconded by Alderman Boldt. Unanimously carried.

Request for relief from sanitary sewer charge for Virginia Reich, 1304 ½ Park Row, in the amount of \$73.50, was approved upon motion by Alderman Flemming, seconded by Alderman Folman. Unanimously carried.

Southeastern Wisconsin Regional Planning Commission Walkable Communities initiative was approved upon motion by Alderman Flemming, seconded by Alderman Peterson and unanimously carried.

Materials expenditure at Street Department Building, 211 Mill Street for hallway work, not to exceed \$700.00 was approved upon motion by Alderman Flemming, seconded by Alderman Peterson. Roll Call vote: "Yes" – Aldermen Flemming, Folman, Shepstone, McBride, Krohn, Boldt, Waldeck, and Peterson.

Authorization to sell one giant orange box at Street Department in the amount of \$3,500.00 was granted upon motion by Alderman Flemming, seconded by Alderman Peterson. Roll Call vote: "Yes" – Aldermen Flemming, Folman, Shepstone, McBride, Krohn, Boldt, Waldeck and Peterson.

Authorization to sell giant vac at Street Department in the amount of \$4,000.00 was granted upon motion by Alderman Flemming, seconded by Alderman Peterson. Roll Call vote: "Yes" – Aldermen Flemming, Folman, Shepstone, McBride, Krohn, Boldt, Waldeck and Peterson.

Lakefront Board recommendation on waiver of Riviera rental fee for Community New Year's Party, on December 31, 2001 was approved upon motion by Alderman Peterson, seconded by Alderman Folman. Unanimously carried.

Conditional Use Application filed by Keefe & Associates, Inc., proposed use, group development for multi-office facility, tax key numbers ZGBC 00001; 00001A; 00002 and LGBP 00002, Geneva Business Park, 751 Geneva Parkway, with continuance of the Public Hearing to the December meeting by the City Plan Commission, was also continued by City Council upon motion by Alderman Waldeck, seconded by Alderman Peterson and unanimously carried.

Conditional Use Application filed by Ketterhagen Car Wash & Express Detail, proposed use, modify non-conforming pole sign, tax key #ZWH 00008, 1231 Grant Street, as recommended approval by the City Plan Commission, was approved by City Council upon motion by Alderman Waldeck, seconded by Alderman Flemming. Roll Call vote: "Yes" – Aldermen Flemming, Folman, Krohn and Boldt. "No" – Aldermen Shepstone, McBride, Waldeck and Peterson. "Tie" was broken by Mayor Rude voting "yes".

Conditional Use Application filed by Mr. Greg Hughes, Lake Geneva Investors, proposed use, continuation of existing multi-tenant shopping center with adjustments to previously approved site plan, and approval of outside storage area, tax key numbers ZA 1100 00001; 00002; 00003; and 00004, 100-168 East Geneva Square, recommended approval by the City Plan Commission, with the approval conditioned upon submittal of a landscape plan to Staff for their approval and amend the site plan for outdoor storage area to reflect the setback, was approved by City Council upon motion by Alderman Waldeck, seconded by Alderman Peterson and unanimously carried.

Regular bills in the amount of \$66,121.82, as approved by the Finance Committee, were approved by City Council upon motion by Alderman Peterson, seconded by Alderman Folman. Roll Call vote: "Yes" – Aldermen Flemming, Folman, Shepstone, McBride, Krohn, Boldt, Waldeck and Peterson.

Wire transfer in the amount of \$4,138.17 was approved upon motion by Alderman Peterson, seconded by Alderman Flemming. Roll Call vote: "Yes" – Aldermen Flemming, Folman, Shepstone, McBride, Krohn, Boldt, Waldeck and Peterson.

Approving of the investing of City bonds in the State Treasurer Investment Pool was upon motion by Alderman Peterson, seconded by Alderman Flemming. Roll Call vote: "Yes" – Aldermen Flemming, Folman, Shepstone, McBride, Krohn, Boldt, Waldeck and Peterson.

There were no purchase orders for submittal.

Original alcohol beverage license application filed by P & P Spirits, Ken Hnilo, Agent, Gilbert's Restaurant, 327 Wrigley Drive and first floor commercial unit of Bella Vista Suites, 335 Wrigley Drive,

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 19, 2024

Agenda Item #8

Applicant:

Bryan and Mary Durkin
736 Pine Tree Lane
Lake Geneva

Request:

817 N Knoll Lane
Tax Key No. ZA442700001
PIP – Precise Implementation Plan

Description:

The applicant is requesting approval of a new Precise Implementation Plan (PIP) for the property at 817 N Knoll Lane. The subject property includes two nonconforming lots. One lot contains a single family home, and the other is undeveloped. The applicant proposes to demolish the existing home and build one new home across the two lots.

The property has been zoned Planned Development with Estate Residential – 1 (ER-1) as the base zoning district since 2011. In May of 2024, the City approved a new General Development (GDP) for this property, which replaced the 2011 GDP approval. The 2024 GDP reapproved the two parcels for single family land use and granted zoning flexibility from minimum lot size requirements and front, rear, and interior/shared side setback requirements. A GDP is Step 3 of 4 for the Planned Development process. Now the applicant is requesting PIP approval, which is Step 4 of the process. This final zoning step establishes details of site development including architecture, landscaping, lighting, and engineering. In this case, the PIP is limited primarily to architectural and other minor site details, as landscaping and lighting are not required for single family development. Stormwater engineering has been reviewed by Kapur.

Relationship to Base Zoning Standards:

All Planned Developments must identify any flexibility being requested from the base zoning standards in the most comparable regular zoning district. In this instance, the Estate Residential – 1 (ER-1) zoning district provides that comparison zoning district.

This applicant requests no additional flexibility from ER-1 zoning standards. (The maximum 0.100 Floor Area Ratio described in the PIP application does not apply to residential development.) Aside from the requested zoning flexibilities approved as part of the GDP, all other zoning requirements are met.

All PIPs must be consistent with the previously approved GDP. Staff notes that the PIP application is fully consistent with the approved GDP.

Staff Review Comments:

General Site Layout – The proposed two-story home will have an approximately 2,400-square-foot footprint, with a total floor area of 4,803 square feet for both stories. The home will include a screened porch on the west side, a concrete patio, and a small dog run on the north side. An attached three-car

garage will be located on the east side of the house. The garage will be accessed from Knoll Lane. The driveway narrows to 24 feet in width where it meets Knoll Lane. Ample greenspace is provided to the east and west of the house.

Architecture – The proposed home will be modern farmhouse style with a black and white color palette. Stone veneer will be used at the base of the first floor and around some first floor window bays. A mix of LP Smart siding and LP Smart wall shakes will cover the remainder of the façade. Asphalt shingles are the primary roof material. Metal roofing will be used over some of the eaves. Eaves will be accented by clear cedar brackets.

Retaining Wall – A short retaining wall is proposed along the northern property line. The proposed material is decorative concrete block with a natural rock appearance (Unilock Estate). The retaining wall does not require engineering review as it is less than four feet in height.

Floor Plans – Floor plans depict a screen porch, great room, kitchen/dining room, guest room, and 1.5 baths on the first floor, and three bedrooms, a bunk room, and three bathrooms on the second floor.

Action by the Plan Commission:

As part of the consideration of a requested Planned Development / Precise Implementation Plan (PIP) step, the Plan Commission is required to:

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

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

A proposed PIP must undergo the review standards for all Conditional Use Permits, below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be in agreement with Factors 1-6 of the following.
1. The proposed PIP (the use in general, independent of its location) is in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, this Chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 2. The proposed PIP (in its specific location) is in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, this Chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 3. The proposed PIP, 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 this Chapter, 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 PIP 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 PIP is 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.
6. The potential public benefits of the proposed PIP outweigh all potential adverse impacts of the proposed PIP (as identified in Items 1. through 5., above), 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 in disagreement with at least one of Factors 1-6 listed above.

Staff Recommendation:

Staff recommends that the Plan Commission recommend *approval* of the PIP as submitted.

- *Approve:* I recommend approval of the *Precise Implementation Plan for Bryan and Mary Durkin, 736 Pine Tree Lane, Lake Geneva, for a request to build a new single family home at 817 N Knoll Lane, Tax Key No. ZA442700001*, including the affirmative set of findings, and any additional conditions of approval recommended by staff.
- *Deny:* I recommend denial of the *Precise Implementation Plan for Bryan and Mary Durkin, 736 Pine Tree Lane, Lake Geneva, for a request to build a new single family home at 817 N Knoll Lane, Tax Key No. ZA442700001*, because *[provide rationale for denial, based on disagreement with at least one of Items 1 through 6 above]*

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

Memo to City of Lake Geneva

To: Fred Walling, Zoning Administrator **Date:** August 9, 2024

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

CC: Bryan and Mary Durkin
Tim Lynch – Lynch and Associates
City Administrator
Amanda Rotondi – Building and Zoning Administrative Assistant
Tom Earle – Director of Public Works
Josh Gajewski – Utility Director

Subject: PIP RECOMMENDED APPROVAL – 817 N. Knoll
Kapur Project No. 24.0167 Phase 02

BACKGROUND AND REQUEST:

A **Precise Implementation Plan (PIP)** application was submitted by Bryan and Mary Durkin for the construction of a single family residence at **817 N. Knoll Lane (PIN ZA442700001 & ZA442700002)]**. The proposed structure is 3,068 SF with concrete patio, stoop, and driveway resulting in 4,897 SF of impervious surface. The total lot area is 21,133 SF.

The following plan and calculations were submitted for review:

- **Site Improvement Plans for 817 N. Knoll Road**, prepared by **Lynch and Associates**, one sheet, dated 02-26-2024, plot date of 04-03-2024.
- **817 N. Knoll Road Exist. Impervious Surface**, prepared by Lynch and Associates, one sheet, dated August 05, 2024.
- **817 N. Knoll Road Grading & Erosion Control Plan (Post Impervious Surface Exhibit)** prepared by Lynch and Associates, one sheet, dated August 05, 2024.
- **Plat of Survey**, prepared by Lynch and Associates, one sheet, dated August 05, 2024.

Comments:

Kapur recommends approval of the PIP application for 817 N. Knoll Lane based on the information reviewed above. This approval is subject to the following conditions:

1. The proposed development will reduce impervious surface when compared to the existing conditions by 200 SF; therefore no stormwater provisions of the ordinance apply to this development.
2. The existing watermain located along the north side of the private drive shall be included in the proposed 10-ft utility easement. The plat of survey shall be revised to label the road Knoll Lane instead



of Knoll Road and a description of the easement shall be submitted for staff review and approval before recording.

3. Sediment and erosion control measures shall be installed prior to upland disturbance and must be maintained and remain in place until final stabilization is achieved.
4. No construction site sediment or debris shall be tracked outside of the construction limits. It is the applicant's responsibility to remove any sediment that is tracked offsite in a timely manner.

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 PRECISE IMPLEMENTATION PLAN OR AMENDMENT

City of Lake Geneva

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

Name and Address of Current Owner: _____

Bryan and Mary Durkin

Telephone No. with area code & Email of Current Owner:

312-340-7955 greenpiano1960@gmail.com

Owner Signature: _____

Name and Address of Applicant:

S/A

Telephone No. with area code & Email of Applicant: _____

Proposed Use:

Single Family Residence

Zoning District in which land is located: Planned Development

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

Midwest Design Group 11445 Hillsboro Dr Huntley, IL

Lynch Engineering 156 Duane St Burlington, WI Canyon Custom Home Builders Fontana

Canyon Custom Home Builders 937 Tarrant Dr Fontana WI 53125

Short statement describing activities to take place on site:

Remove existing structure, build a custom single family home

PIP fee \$400.00, payable upon filing application.

06/28/2024
Date



Bryan & Mary Durkin (Jun 28, 2024 10:09 CDT)

Signature of Applicant

_____ Cost Recovery # _____
Petitioner Name _____ Project Address _____
OFFICE USE ONLY _____ Description of Request _____

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

_____ Canyon Custom Home Builders Inc. _____, as applicant/petitioner for
Project: _____ Durkin Residence _____
Project Address: _____ 817 N Knoll Lane _____
Parcel No. _____ ZA442700001 _____
Name: _____ Canyon Custom Home Builders Inc. _____
Address: _____ 937 Tarrant Dr, Fontana WI 53125 _____

_____ 2276
Cell Phone: (815) - 451 - _____ Phone: (815)-356-6889 - _____

Email: steveg@cdgrp.net

Dated this 28th Day of June, 2024

Stephen Greenberg

Printed Name of Applicant / Petitioner

Stephen Greenberg

Signature of Applicant/Petitioner

Applicant/Petitioner agrees that in addition to those normal costs payable by an applicant/petitioner (e.g., filing or permit fees, publication expenses, recording fees, etc.), that in the event the action applied or petitioned for requires the City of Lake Geneva, in the judgment of its staff, to obtain additional professional service(s), (e.g., engineering, surveying, planning, legal) than would be routinely available "in house" to enable the City to properly address, take appropriate action on, or determine the same, applicant/petitioner shall reimburse the City for the costs thereof

Section 98-935 Fees:

(1) Fees for Procedures or Permits Requested by a Private Party: The fees for the procedures and permits established by this Chapter shall be established by resolution of the Common Council of the City of Lake Geneva

(2) Fees for Procedures Requested by the City of Lake Geneva: There shall be no fee in the case of applications filed in the public interest by the Common Council or the Plan Commission, other agency, or official of the City of Lake Geneva.

(3) Payment of Fees: Fees shall be payable at the time applications are filed with the appropriate officer of the City (per the requirements of this Chapter), and are not refundable.

(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. The City may apply the charges for these services to the Petitioner. The City will require the Petitioner to sign a professional consultant review services form. The City Administrator at any time may require an applicant to submit an advance deposit **of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until such fees are paid by the Petitioner. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal. Review fees which are applied to a Petitioner, but which are not paid, may be assigned by the City as a special assessment to the subject property.

APPLICATION SUBMITTAL REQUIREMENTS

PD STEP 4: PRECISE IMPLEMENTATION PLAN (PIP)

Prior to submitting the 8 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. After the effective date of the rezoning to PD/GDP, the Applicant may file an application for the proposed PIP with the Plan Commission. This submittal packet shall contain the following items, prior to its acceptance by the Zoning Administrator and placing the item on the Plan Commission agenda for PIP review.

_____ (1) **A location map** of the subject property and its vicinity at 11" x 17", as depicted on a copy of the City of Lake Geneva Land Use Plan Map;

_____ (2) **A map of the subject property** for which the PD 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 clearly reproducible with a photocopier;

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

_____ All lot dimensions of the subject property provided;

_____ Graphic scale and north arrow provided.

_____ (3) **A general written description** of proposed PIP including:

_____ Specific project themes and images;

_____ The specific mix of dwelling unit types and/or land uses;

_____ Specific residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio;

_____ The specific treatment of natural features;

_____ The specific relationship to nearby properties and public streets.

_____ A Statement of Rationale as to why PD zoning is proposed identifying perceived barriers in the form of requirements of standard zoning districts and opportunities for community betterment through the proposed PD zoning.

_____ A complete list of zoning standards which will not be met by the proposed PIP and the location(s) in which they apply and a complete list of zoning standards which will be more than met by the proposed PIP and the location(s) in which they apply shall be identified. Essentially, the purpose of this listing shall be to provide the Plan Commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit, and in regard to the mitigation of potential adverse impacts created by design flexibility.

- _____ (4) **A Precise Implementation Plan Drawing** at a minimum scale of 1"=100' (and reduced to 11" x 17") of the proposed project showing at least the following information in sufficient detail: *(See following page)*
 - _____ A PIP site plan conforming to all requirements of Section 98-908(3). If the proposed PD is a group development (per Section 98-208) also provide a proposed preliminary plat or conceptual plat;
 - _____ Location of recreational and open space areas and facilities specifically describing those that are to be reserved or dedicated for public acquisition and use;
 - _____ Statistical data on minimum lot sizes in the development, the precise areas of all development lots and pads, density/intensity of various parts of the development, floor area ratio, impervious surface area ratio and landscape surface area ratio of various land uses, expected staging, and any other plans required by the Plan Commission or City Council; and
 - _____ Notations relating the written information (3), above to specific areas on the GDP Drawing.

- _____ (5) **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.
- _____ (6) **A landscaping plan for subject property**, specifying the location, species, and installed size of all trees and shrubs. Include a chart which provides a cumulative total for each species, type and required location (foundation, yard, street, paved area or bufferyard) of all trees and shrubs.
- _____ (7) **A series of building elevations** for the entire exterior of all buildings in the PD, including detailed notes as to the materials and colors proposed.
- _____ (8) **A general signage plan** including all project identification signs, concepts for public fixtures and signs (such as street light fixtures and/or poles or street sign faces and/or poles), and group development signage themes which are proposed to vary from City standards or common practices.
- _____ (9) **A general outline of the intended organizational structure** for a property owners association, if any; deed restrictions and provisions for private provision of common services, if any.
- _____ (10) **A written description** which demonstrates the full consistency of the proposed PIP with the approved GDP.
- _____ (11) **A written description** of any and all variations between the requirements of the applicable PD/GDP zoning district and the proposed PIP development; and,
- _____ (12) **Proof of financing capability** pertaining to construction and maintenance and operation of public works elements of the proposed development.

FINAL APPLICATION PACKET INFORMATION
PD STEP 4: PRECISE IMPLEMENTATION PLAN (PIP)

The process for review and approval of the PD shall be identical to that for conditional use permits per Section 98-905 of the Zoning Ordinance and (if land is to be divided) to that for preliminary and final plats of subdivision per the Municipal Code. All portions of an approved PD/PIP not fully developed within five years of final City Council approval shall expire, and no additional PD-based development shall be permitted. The City Council may extend this five years period by up to five additional years via a majority vote following a public hearing.

- _____ **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:** _____

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 817 N Knoll Lane
Applicant name Canyon Custom Home Builders
Applicant email Steve@cdgrp.net Phone Number 815-356-6889

Architect/Contractor/Designer Name Canyon Custom Home Builders Inc.
Architect/Contractor/Designer Email steveg@cdgrp.net Phone Number 815-356-6889

Type of Construction: New X Addition _____ Remodel _____
Type of Development: Single-family X Multi-family _____ Commercial _____ Industrial _____
Type of Business General Contractor

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 None
 - 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 NA
- 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? NA
- Detailed property Site Plan? ☒ YES ☒ NO Date of Plan: 3/1/2024
- 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:

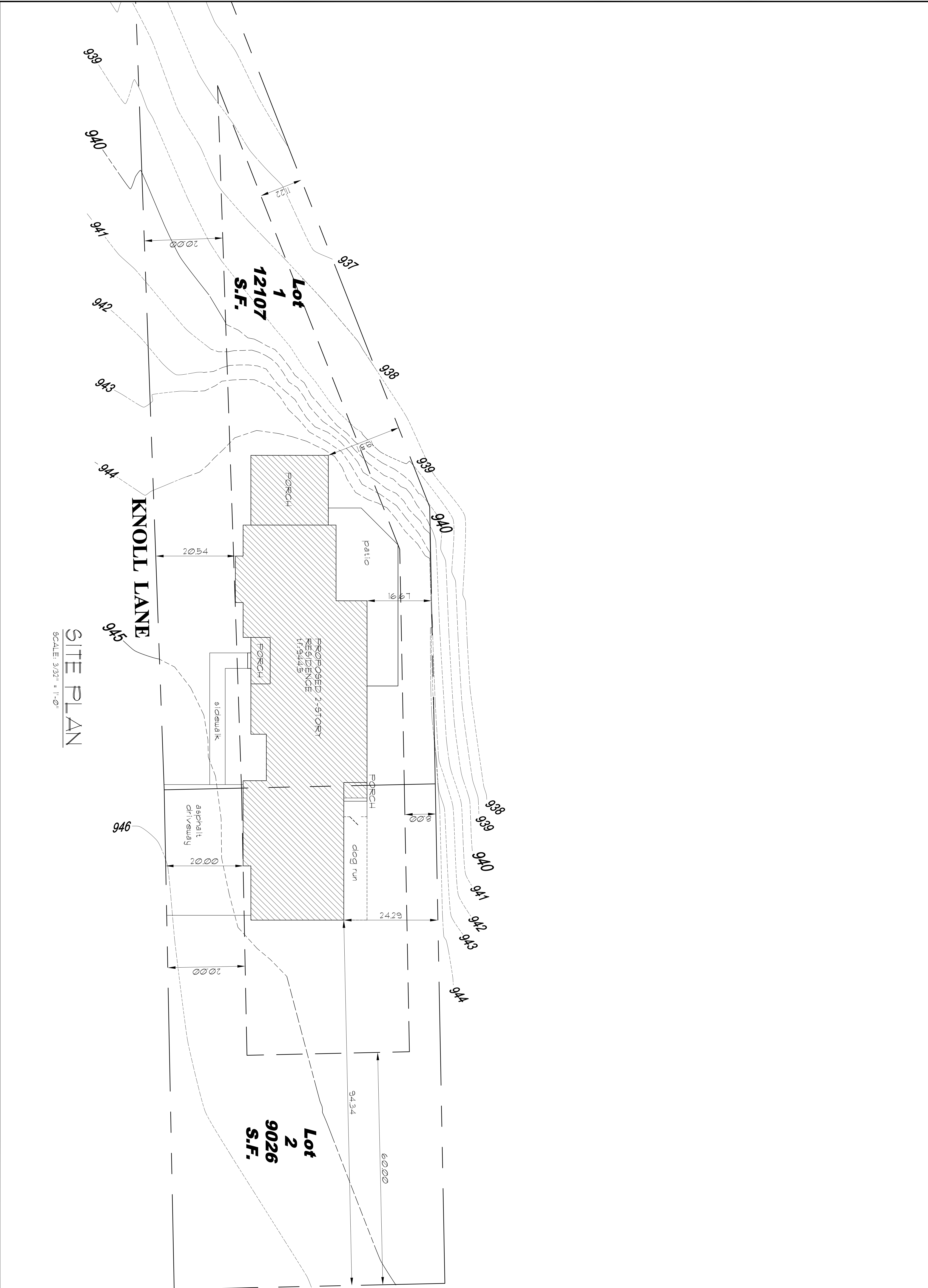
- Will existing sewer & water connections be used? ☒ YES ☒ NO
- Will your project require the installation of a grease interceptor? YES ☒ NO

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 _____



SITE PLAN

SCALE: 3/32" = 1'-0"

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X-DURKINDVS

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NEW SINGLE FAMILY RESIDENCE FOR:
THE DURKIN RESIDENCE
817 N. KNOLL ROAD
LAKE GENEVA WI 53147

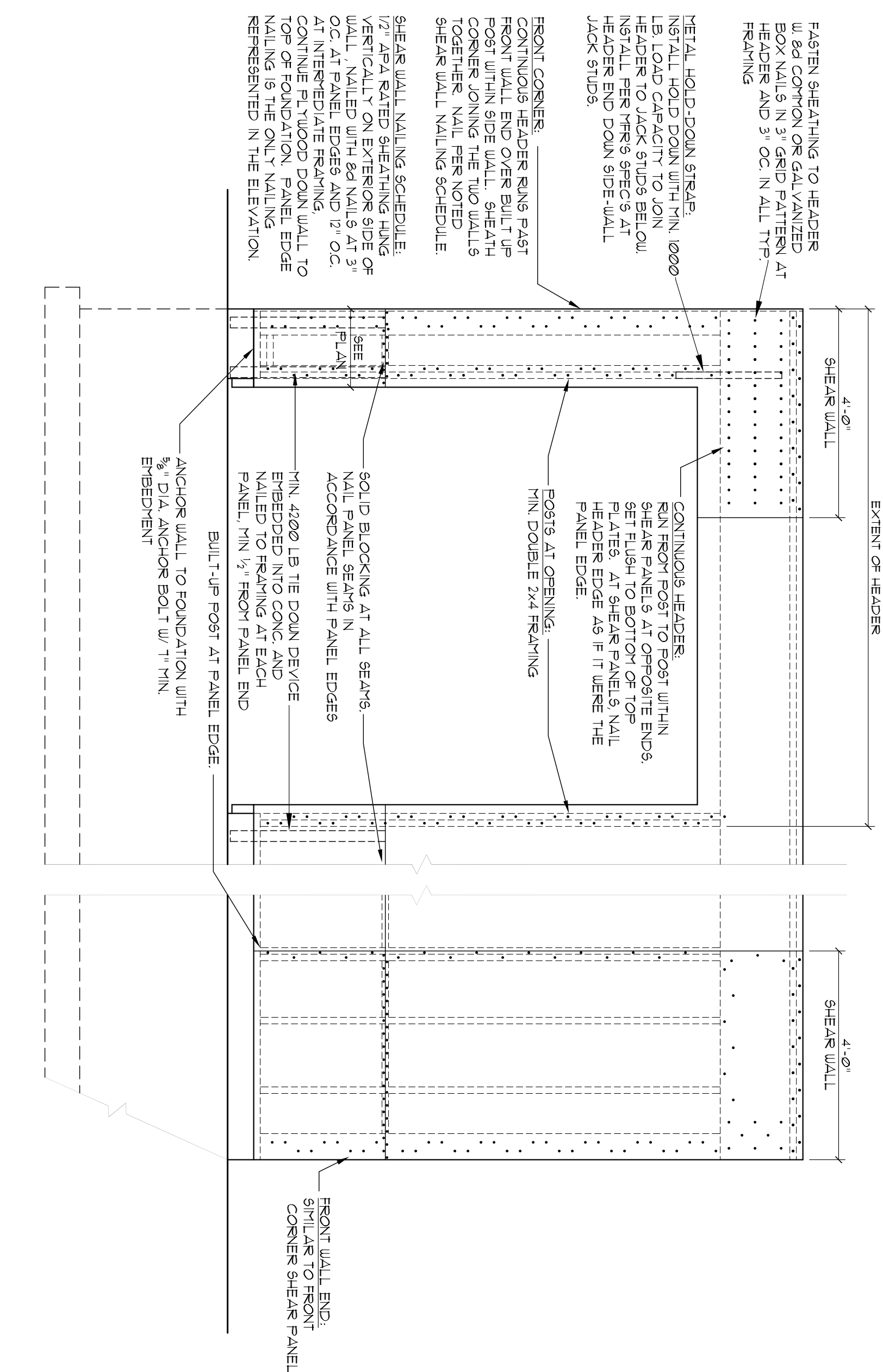
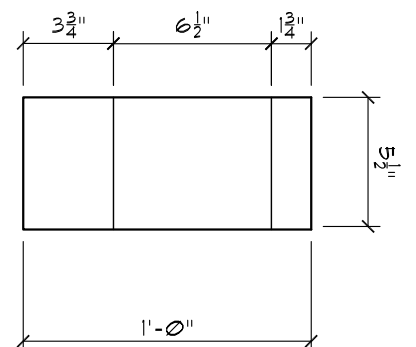
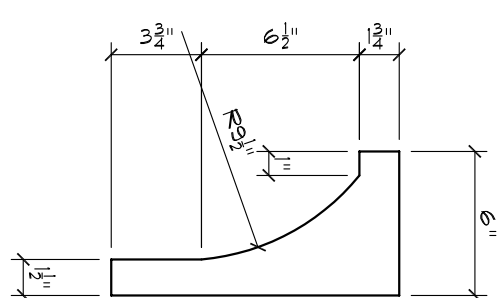
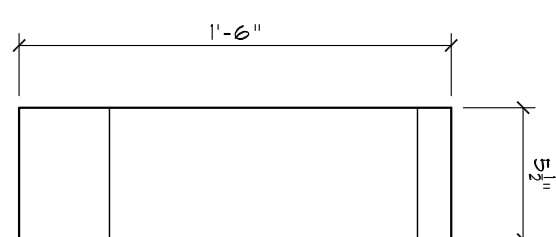
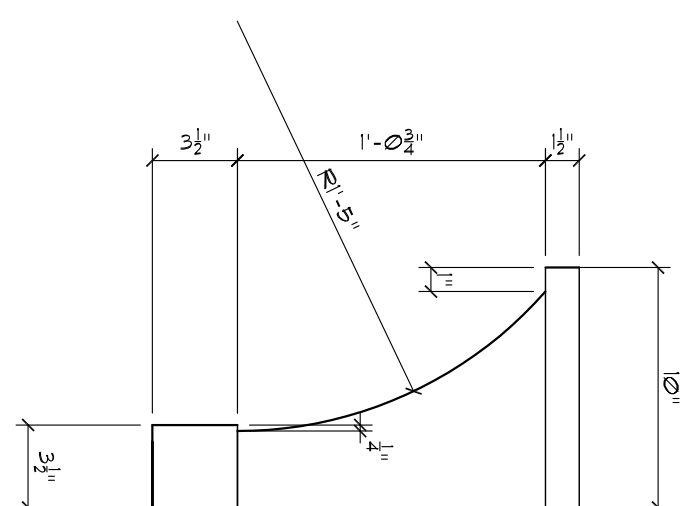
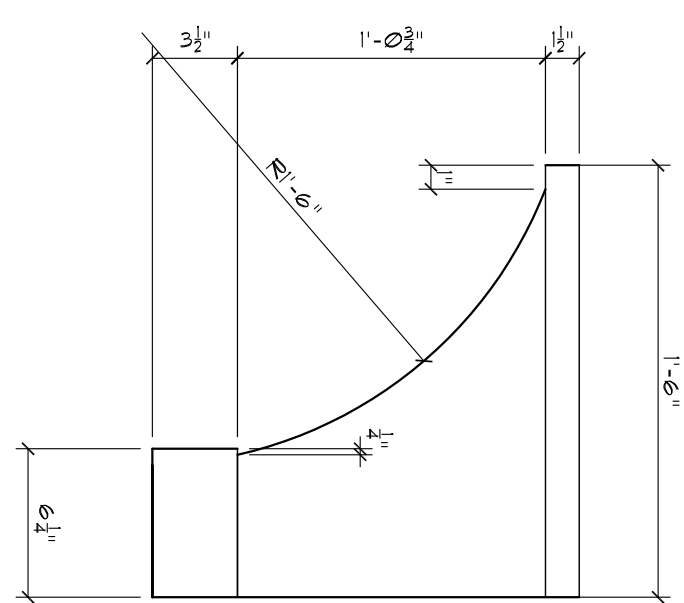
CANYON DEVELOPMENT GROUP

937 TARRANT DR.
FONTANA WI.

DESIGNERS

HANLEY, IL 60142
OFFICE: 224.800.3030
EMAIL: ADAM.MDG@GMAIL.COM
PROFESSIONAL DESIGN FIRM
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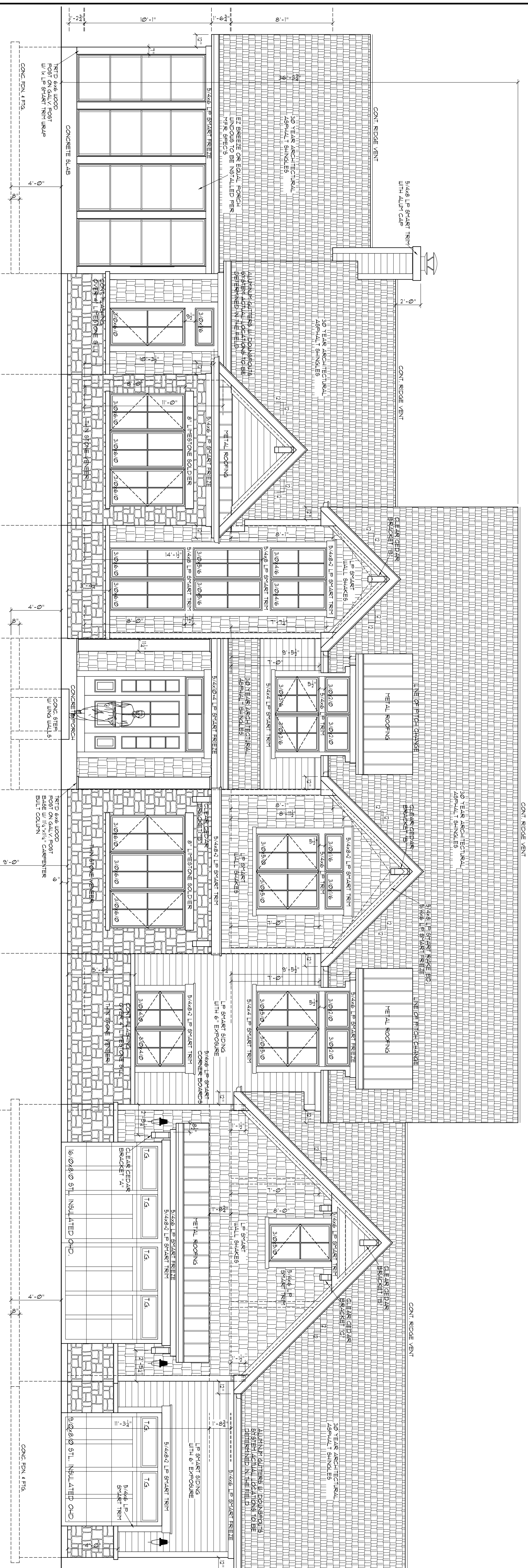


A BRACKET DETAILS

SCALE: 1 1/2" = 1'-0"

GARAGE SHEAR PANEL (PFH METHOD)

SCALE: 1/2" = 1'-0"



FRONT ELEVATION

SCALE: 1/4" = 1'-0"

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X-DURKIN.DMG

ALL GLAZING REQUIREMENTS TO FOLLOW IRC R-308 AND MANUFACTURERS SPECIFICATIONS. WINDOW FALL PROTECTION SHALL BE PROVIDED IN ACCORDANCE WITH IRC SECTION 16.03 AND 16.05.

PROVIDE FLASHING AT ALL TOP AND SIDES OF WINDOWS, DOORS, SILLS, AND ROOF VALLEYS.

DOWNSPOUT NOTES:
ALL ROOF DOWNSPOUTS SHALL DISCHARGE

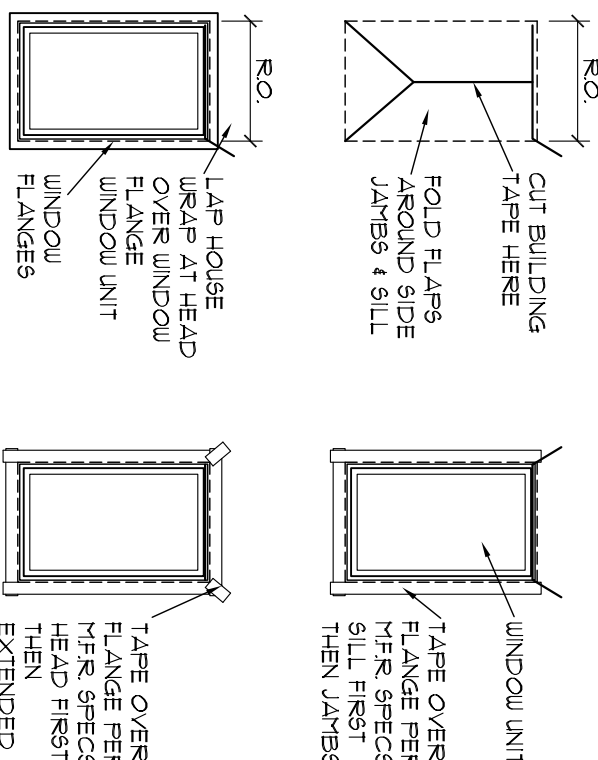
GRADE IN THE FRONT, REAR, OR
YARD DIRECTION WITH A MAXIMUM
OF 1° FROM THE STRIKE AND

4" OR 5" "OGEE" STYLE PREFINISHED ALUMINUM ROLL FORMED SEAMLESS GUTTERS MOUNTED ON FASCIA BOARD. FINAL COLOR TO BE SELECTED BY OWNER

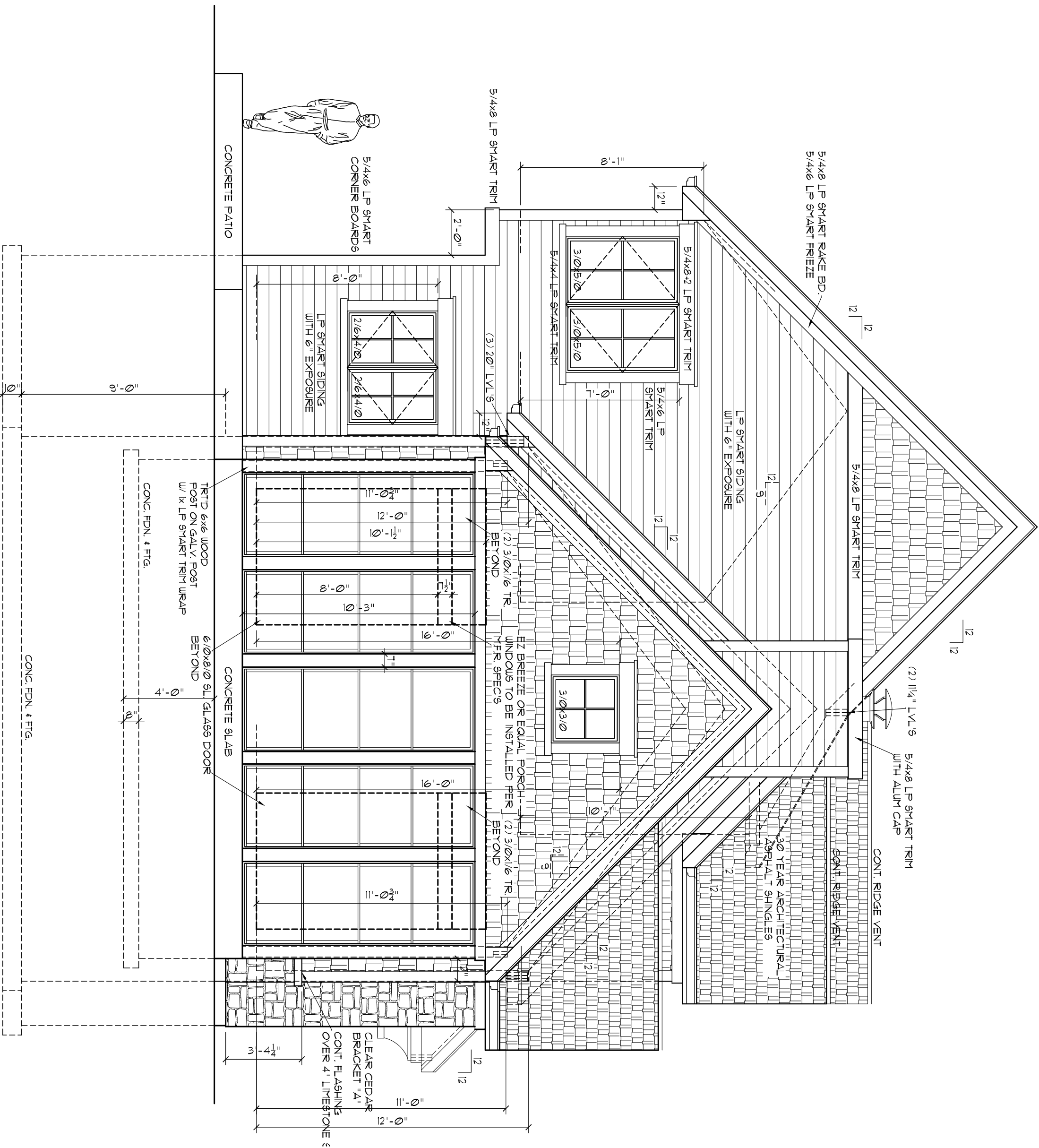
ADDRESS NUMBERS NOTES:
THE ADDRESS NUMBERS ON THE HOUSE SHALL
CONTRAST WITH THE BACKGROUND AND BE A
MINIMUM 4" HIGH WITH A MINIMUM Ø5".

The diagrams illustrate four different window flashing details:

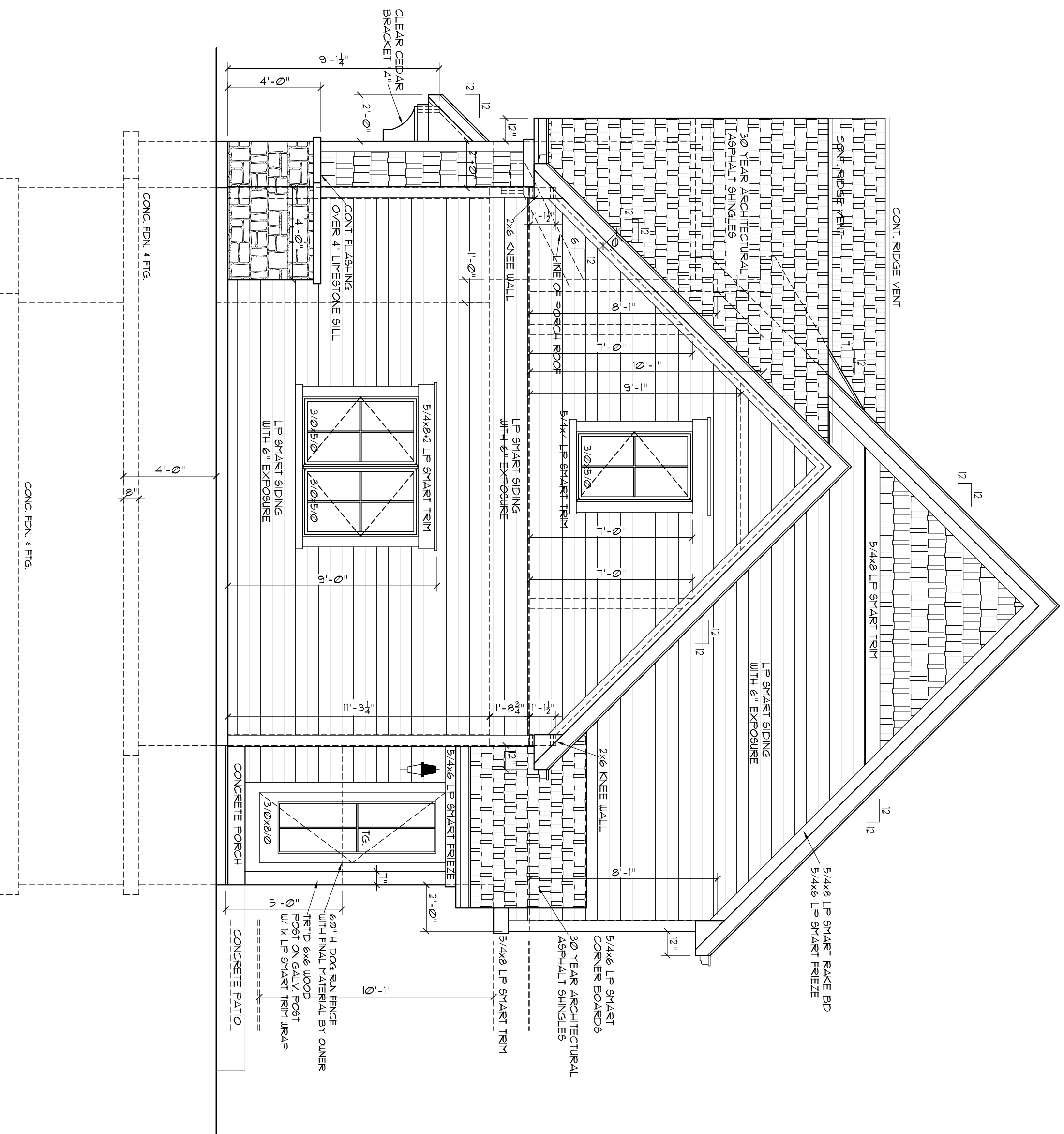
- Diagram 1 (Top Left):** A side view of a window unit. Labels include 'HEAD JOIST' pointing to the top edge, 'FLASH OVER WINDOW UNIT' pointing to the top flange, 'WINDOW UNIT' pointing to the main frame, 'WINDOW' pointing to the glass, and 'R.O.' (Roofing) pointing to the bottom edge.
- Diagram 2 (Top Right):** A top view of a window unit. Labels include 'FLASH OVER WINDOW UNIT' pointing to the top flange, 'WINDOW UNIT' pointing to the main frame, 'WINDOW' pointing to the glass, and 'R.O.' (Roofing) pointing to the bottom edge.
- Diagram 3 (Bottom Left):** A side view of a window unit. Labels include 'WINDOW UNIT' pointing to the main frame, 'FLASH OVER WINDOW UNIT' pointing to the top flange, 'HEAD JOIST' pointing to the top edge, 'FLASH OVER WINDOW UNIT' pointing to the bottom flange, 'WINDOW' pointing to the glass, and 'R.O.' (Roofing) pointing to the bottom edge.
- Diagram 4 (Bottom Right):** A top view of a window unit. Labels include 'WINDOW UNIT' pointing to the main frame, 'FLASH OVER WINDOW UNIT' pointing to the top flange, 'WINDOW' pointing to the glass, and 'R.O.' (Roofing) pointing to the bottom edge.



SCALE: 1/4" = 1'-0"



SCALE: 1/4" = 1'-0"



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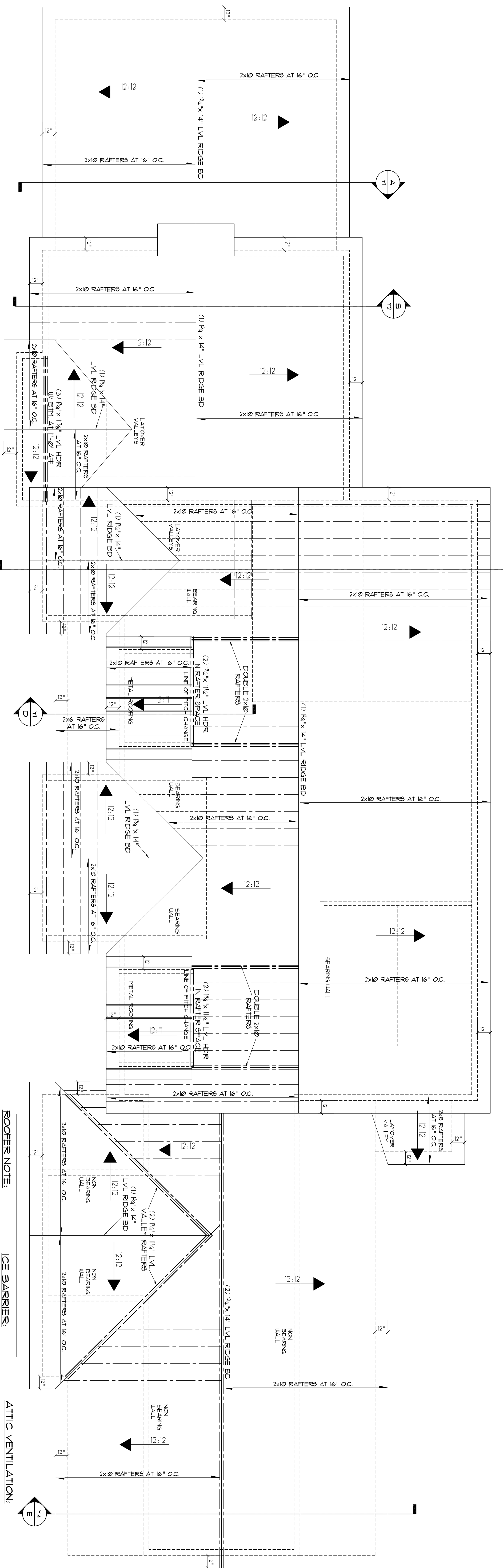
937 TARRANT DR.
FONTANA WL.

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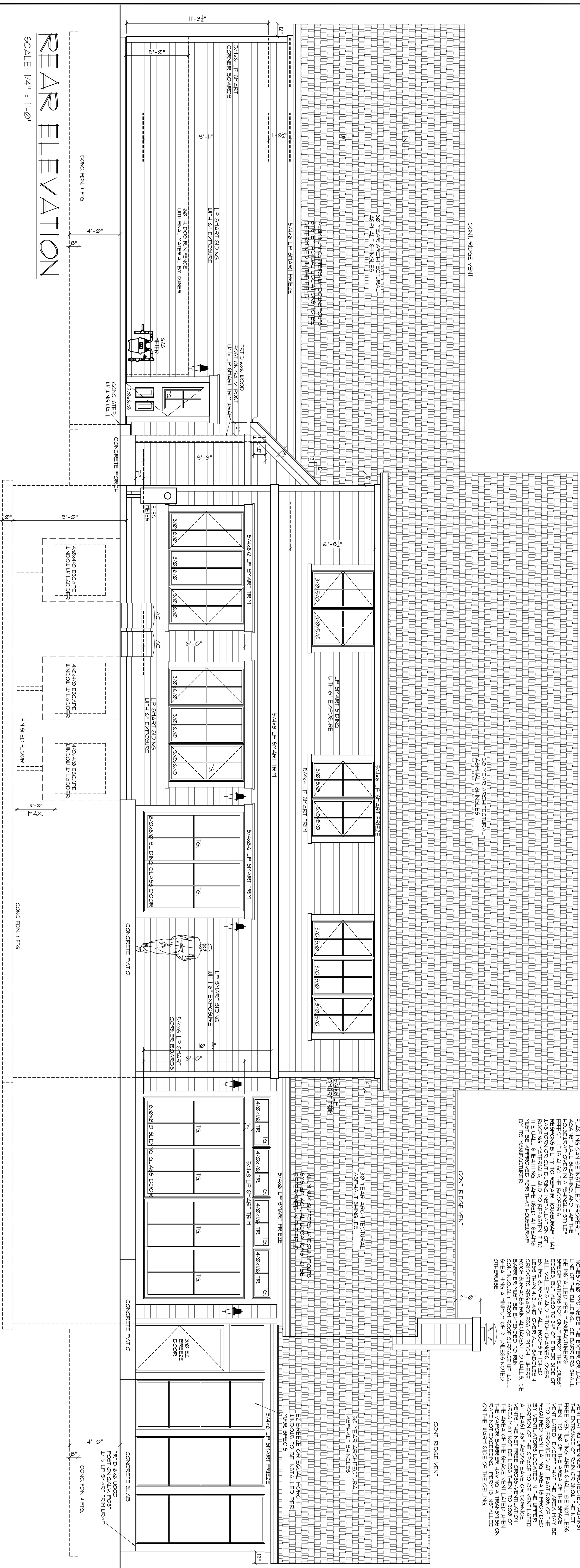
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-DURKIN.DMG



ROOF PLAN VIEW WITH FRAMING

SCALE: 1/4" = 1'-0"



REAR ELEVATION

SCALE: 1/4" = 1'-0"

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817 N. KNOLL ROAD
LAKE GENEVA WI 53147

CANYON DEVELOPMENT GROUP

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ELECTRICAL KEY

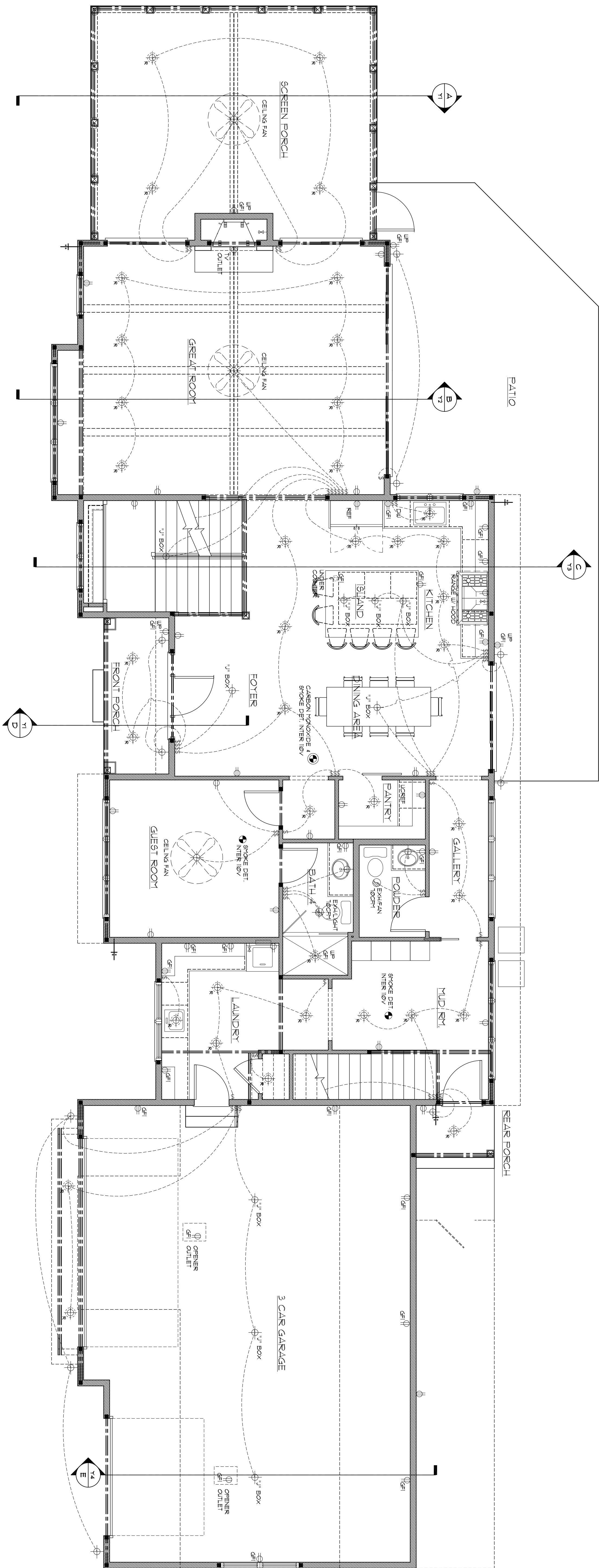
- ALL 120 VOLT SINGLE PHASE, 15 AND 20 AMP BRANCH CIRCUITS SUPPLYING OUTLETS INSTALLED IN DUELING BEDROOMS, HALLS, CLOSETS, DINETTE, BY THE BUILDER OR PERMIT HOLDER

EXHAUST FAN

REQUIRE BONDING FOR PERSONNEL PROTECTION. THESE SYSTEMS INCLUDE BUT ARE NOT LIMITED TO HVAC SYSTEMS, RECREATIONAL EQUIPMENT (GPA-45), AND STRUCTURAL STEEL SYSTEMS.

③ C

C



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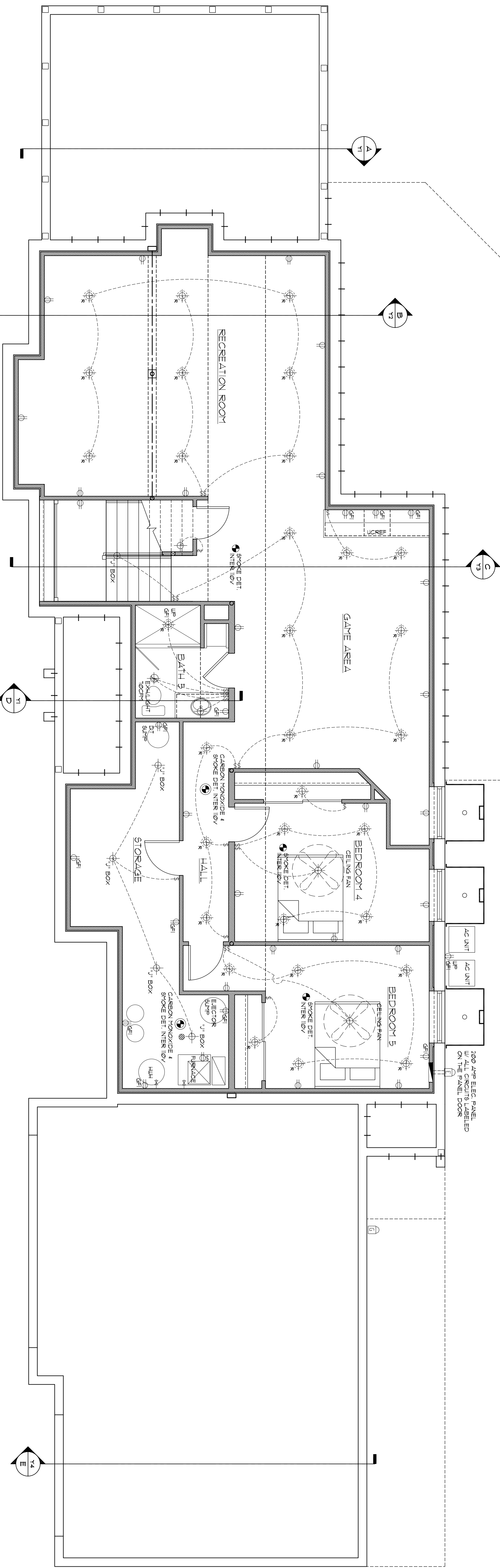
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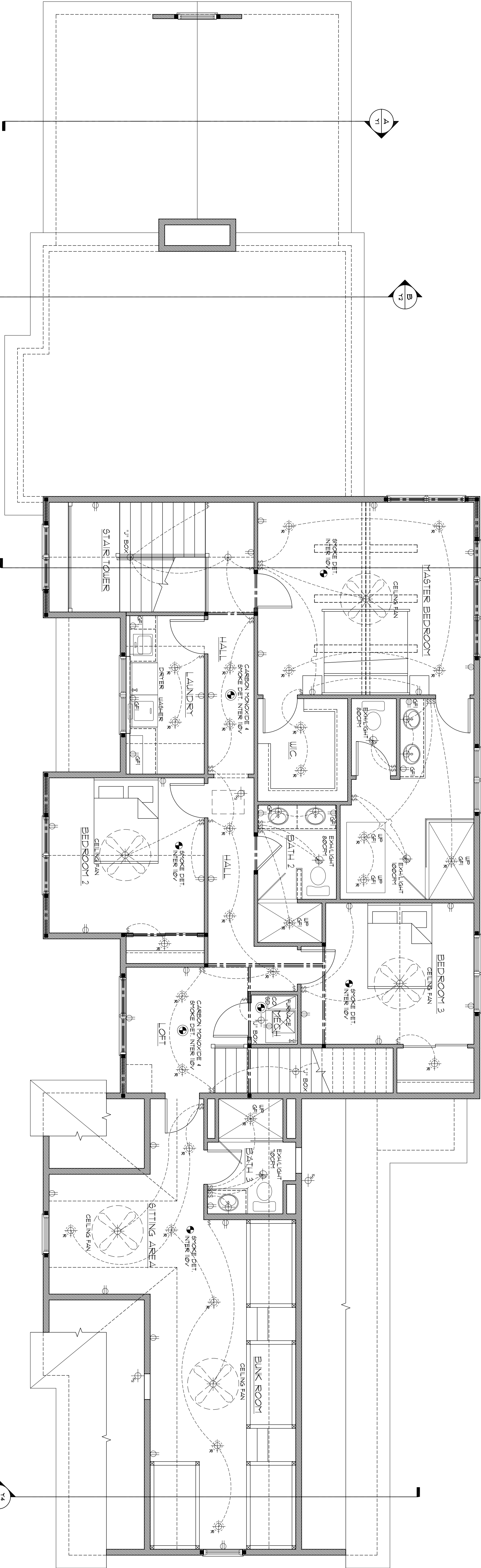
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OFFICE: 224-800-3030
EMAIL: ADAM.MDG@GMAIL.COM
PROFESSIONAL DESIGN FIRM
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FINISHED ELECTRICAL BASEMENT PLAN

SCALE: 1/4" = 1'-0"



SECOND FLOOR ELECTRICAL PLAN

SCALE: 1/4" = 1'-0"

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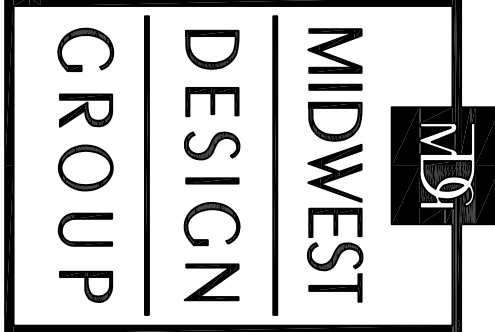
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FONTANA, WI.

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X-DURKINDWG



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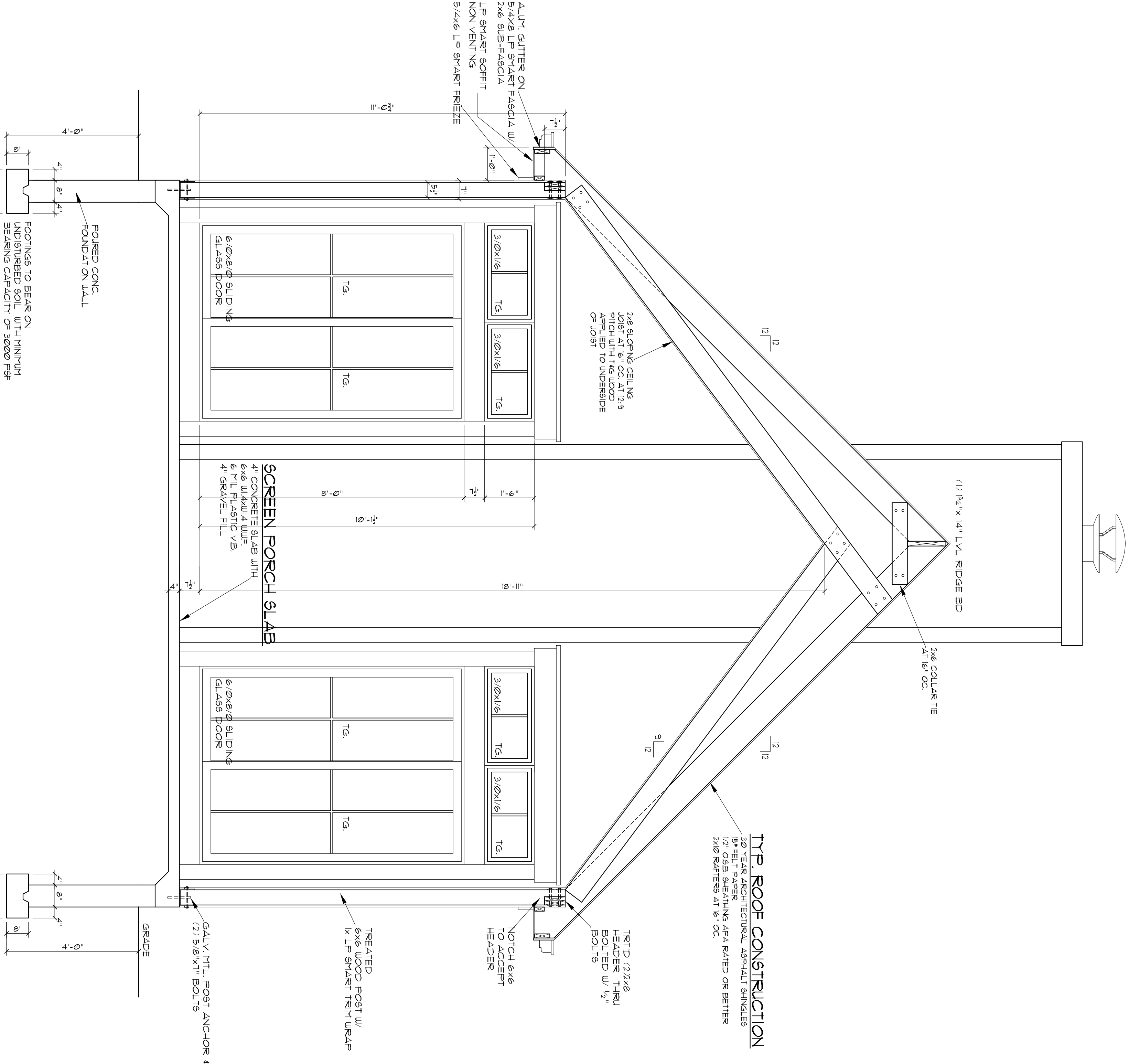
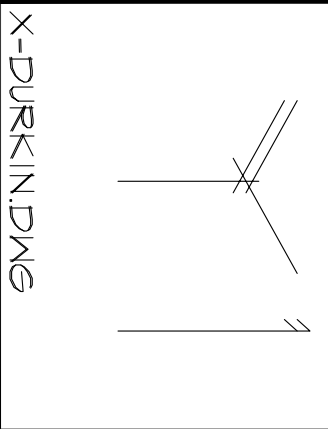
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FONTANA, WI.

NEW SINGLE FAMILY RESIDENCE FOR:
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811 N. KNOLL ROAD
LAKE GENEVA WI 53141

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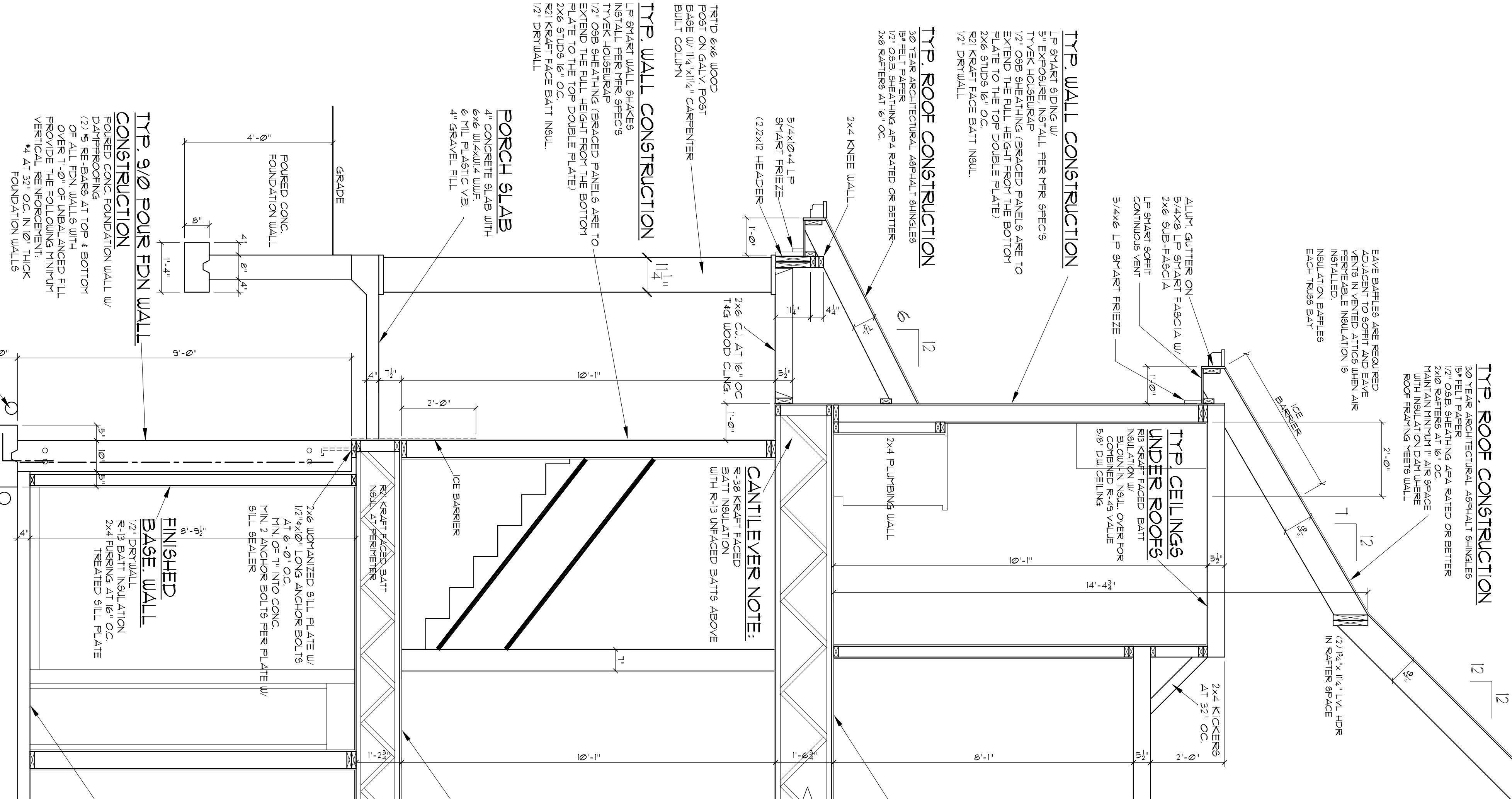
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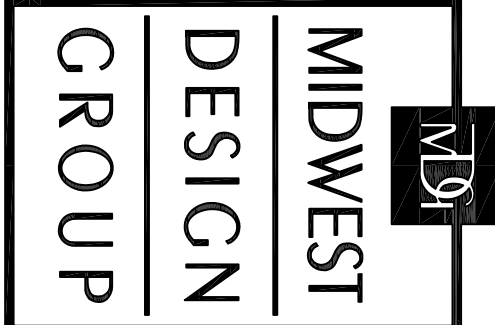
CROSS SECTION "A"

SCALE: 1/2" = 1'-0"



CROSS SECTION "D"

SCALE: 1/2" = 1'-0"

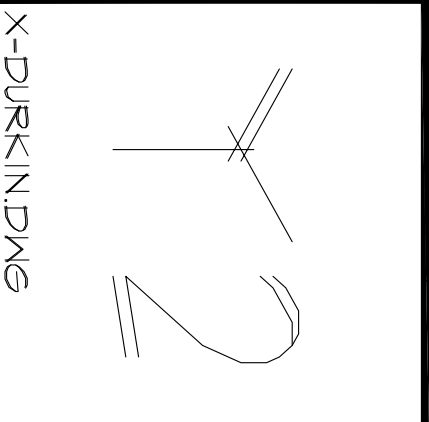


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CANYON DEVELOPMENT GROUP
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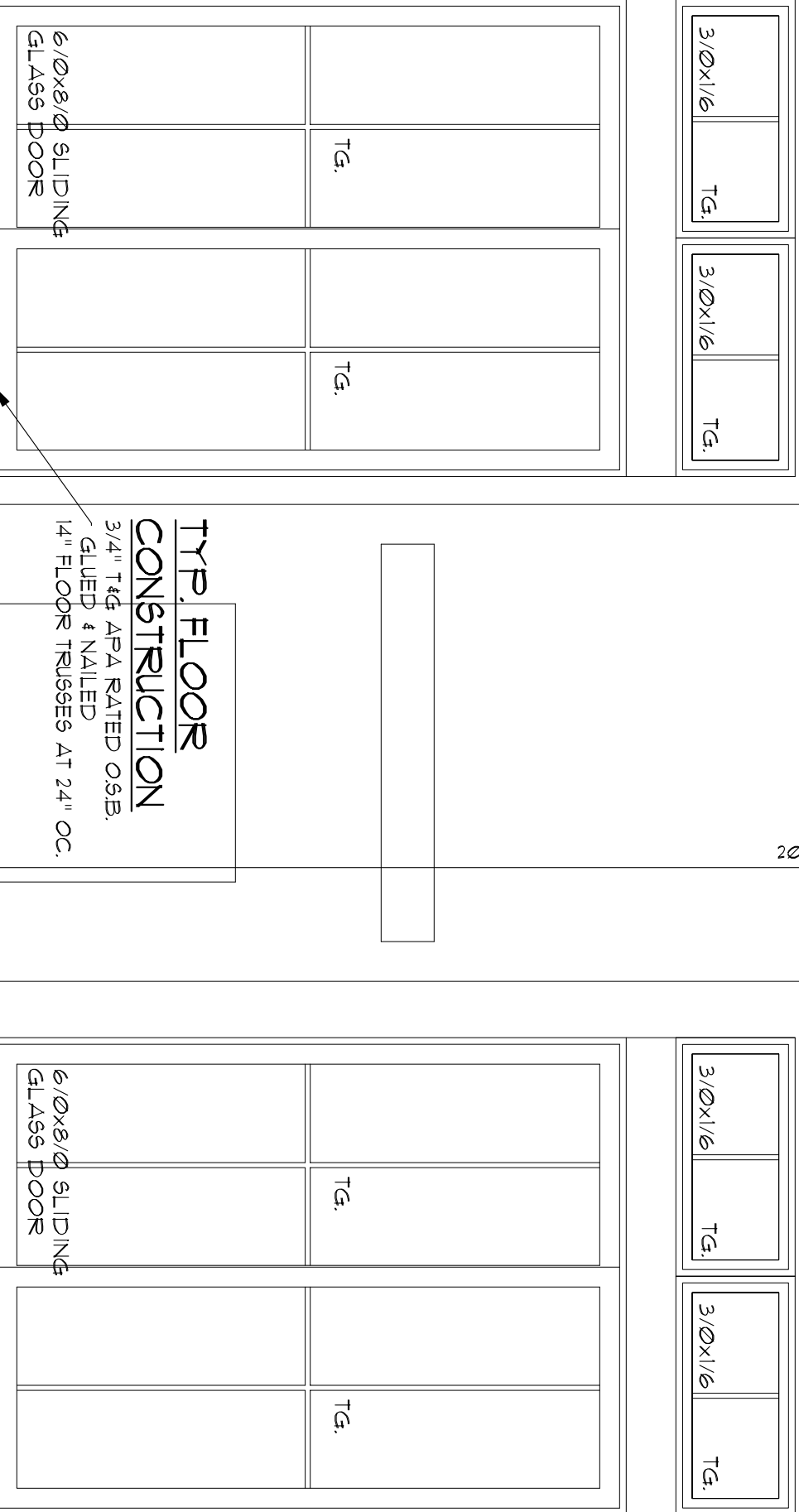
TYP. ROOF CONSTRUCTION
30 YEAR ARCHITECTURAL ASPHALT SHINGLES
1" BELT PAPER
10" OSB SHEATHING APA RATED OR BETTER
2"x6" RAFTERS AT 16" O.C.
MAINTAIN MINIMUM 1" AIR SPACE
WITH INSULATION BATT WHERE
ROOF MEETING VERTICAL WALL

2"x6" TOP PLATE W/
5/4"x6" BELOW
ALUM. GUTTER ON
2"x6" SUB-FASCIA W/
1"x6" SUB-FASCIA
LP GYAST SOFT
CONTINUOUS VENT
5/4"x6" LP GYAST FRIEZE
(3) 20" LVL'S

TYP. WALL CONSTRUCTION
LP GYAST SILLING W/
5" EXPOSED INSULL. PER MFR SPEC'S
TYVEK HOUSERAP
10" OSB SHEATHING (BRACED PANELS ARE TO
EXTEND THE FULL HEIGHT FROM THE BOTTOM
PLATE TO THE TOP DOUBLE PLATE)
2"x6" STUDS 16" O.C.
1/2" DRYWALL
1/2" KRAFT Faced BATT INSULL.

**TYP. 9/10" POUR FDN WALL
CONSTRUCTION**
POURED CONC. FOUNDATION WALL W/
1" REINFORCING BARS
(2) 5" REBARS AT TOP & BOTTOM
OF ALL FDN WALLS WITH
OVER 1'-0" OF UNBALANCED FILL
PROVIDE THE FOLLOWING MINIMUM
VERTICAL REINFORCEMENT:
4" AT 10' MAX. THICK
FOUNDATION WALLS

TYP. DRAIN TILE
4" DRAIN TILE INSIDE & OUTSIDE
APPROVED BUILDING PAPER
(1/2" ROBIN PAPER) W/
MIN. 2" OF 3/4" SLICED STONE BASE AND
1/2" WASHED STONE COVER



TYP. WALL CONSTRUCTION
LP GYAST WALL SHAKES
INSTALL PER MFR SPEC'S
TYVEK HOUSERAP
10" OSB SHEATHING (BRACED PANELS ARE TO
EXTEND THE FULL HEIGHT FROM THE
PLATE TO THE TOP DOUBLE PLATE)
2"x6" STUDS 16" O.C.
1/2" KRAFT Faced BATT INSULL.
1/2" DRYWALL

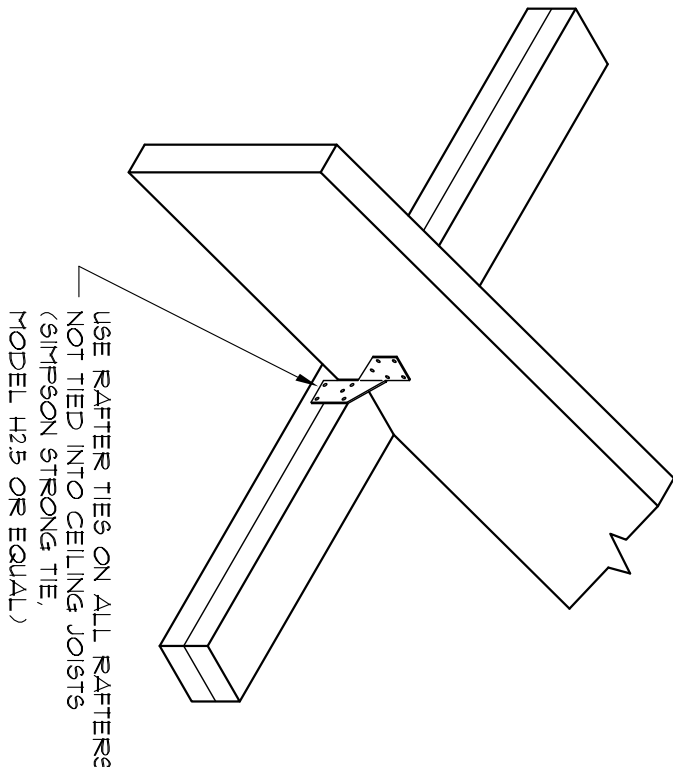
**SLOPED
CEILING**
2"x6" TOP PLATE W/
5/4"x6" BELOW
2"x6" STUDS 16" O.C. AT 12.9
PITCH WITH 8"x8" KRAFT
Faced BATT INSULATION
5/8" DRYWALL

**TYP. FLOOR
CONSTRUCTION**
3/4" T&G APA RATED OSB
GRADED & VALED
14" FLOOR TRUSSES AT 24" O.C.

FINISHED BASE WALL
1/2" DRYWALL
8" R-13 BATT INSULATION
3/4" FLOORING AT 16" O.C.
TREATED SILL PLATE

BASEMENT
4" CONCRETE SLAB WITH
6"x6"x10" WLL MESH OVER
6" TYP. PLASTIC VAPOR BARRIER
WITH 1" MINIMUM GRAVEL FILL
4" THINNY GRAVEL FILL
(NO LOOSE FILL)

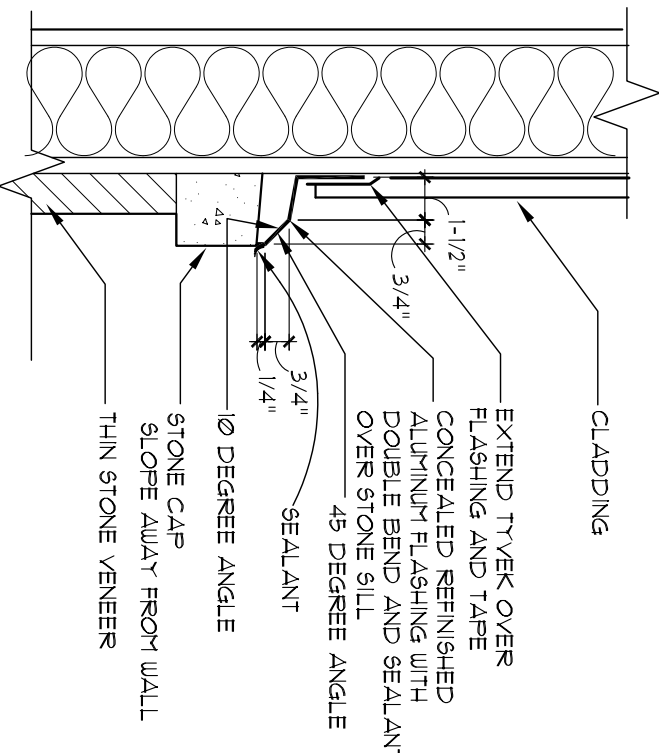
• ALL SILL PLATES TO BE
TREATED FOR TERMITES
• PROVIDE TERMITES PROTECTION
PER IBC



USE RAFTER TIES ON ALL RAFTERS
NOT TIED INTO CEILING JOISTS
(SIMPSON STRONG TIE
MODEL H2.5 OR EQUAL)

DETAIL - RAFTER TIE

SCALE: 1/2" = 1'-0"
NOTE:
RAFTER TIES TO BE INSTALLED AT
ALL RAFTERS



**TYP. THIN STONE WALL
CONSTRUCTION**
THIN STONE PER IBC
CONSTRUCTION SPECIFICATIONS
TYVEK HOUSERAP
1/2" APA RATED PL-WOOD SHEATHING
2"x6" STUDS 16" O.C. UNLESS OTHERWISE NOTED
1/2" DRYWALL

INTERIOR SIDE

EXTERIOR SIDE

THIN STONE
FAUX MASONRY DETAIL
SCALE: 1/4" = 1'-0"

FLASHING DETAIL W/
THIN STONE W/ STONE
CAP ABOVE
SCALE: 2" = 1'-0"

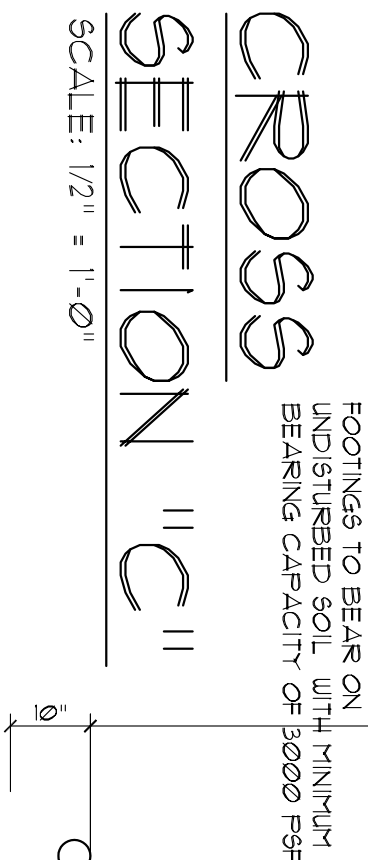
CROSS SECTION "B"

SCALE: 1/2" = 1'-0"

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X-DURKINDING

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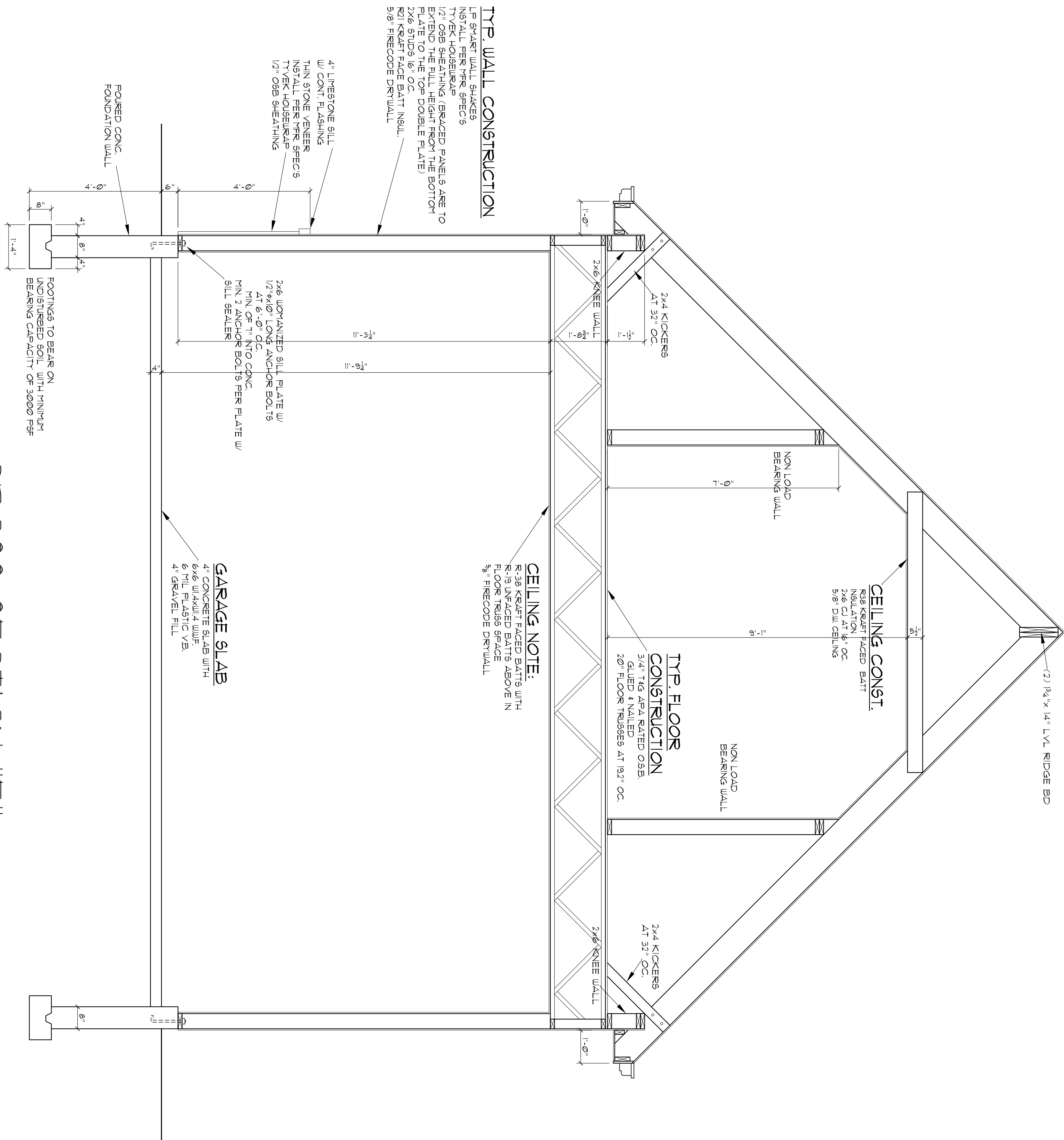




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817 N. KNOLL ROAD
LAKE GENEVA WI 53147

DATE	REV#	DESCRIPTION OF REVISION
2-20-24	1	PRELIMINARY PLANS FOR REVIEW
2-29-24	2	PROGRESS SET FOR REVIEW
6-28-24	3	PHASE 1 PLANS FOR BIDDING ONLY



CROSS SECTION

SCALE: 1/2" = 1'-0"

© COPYRIGHT 2024 MIDWEST DESIGN GROUP FOR BIDDING ONLY-NOT FOR CONSTRUCTION OR PERMIT

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date:
August 19, 2024

Agenda Item: 9

Applicant:

Stahli USA, Inc.
200 Sheridan Springs Road
Lake Geneva, WI 53147

Request: Stahli CSM review dedicating public road right-of-way along Allendale Avenue Tax Key No. ZGC00001 & ZGC00002 (200 Sheridan Road)

Description:

This request is to approve a Certified Survey Map (CSM) dedicating 66-ft public road right-of-way along Allendale Avenue and establishing Lot 1 and Lot 2 to the West and East of Allendale Avenue, respectively.

This request is to approve the proposed Certified Survey Map Project No. ____ for the property located on Sheridan Springs Road. The land separation will create 2 buildable lots with this request and provides dedication of the existing Allendale Avenue to the public. The dedication allows for Allendale Avenue to be recommended for public roadway accepted by the City. Over the years' the City has maintained and utilized Allendale Avenue as it is the preferred access to the Wastewater Treatment Facility for many operations.

1. Lot 1 – 144,209 square feet (3.31 acres)
2. Lot 2 – 310,875 square feet (7.14 acres)

Action by the Plan Commission:

Recommendation to the Common Council on the proposed (CSM)

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

- Provide the Common Council with a *recommendation* regarding the proposed CSM review.

Staff Recommendation on the proposed

1. Staff recommends that the Plan Commission recommend *approval* of the Certified Survey Map (CSM): as submitted and approval from Walworth County Land Use Zoning.

City of Lake Geneva

APPLICATION FOR LAND DIVISION REVIEW



CERTIFIED SURVEY MAP or



SUBDIVISION PLAT

NAME AND ADDRESS OF CURRENT OWNER:

Stahli USA, Inc.
200 Sheridan Springs Road
Lake Geneva, WI 53147

TELEPHONE NUMBER OF CURRENT OWNER: (608) 359-2274

OWNER SIGNATURE: M. Huff

EMAIL ADDRESS: m.huff@stahliusa.com

PROJECT ADDRESS 200 Sheridan Springs Road - Lake Geneva TAX KEY NUMBER: 86C 00001
WI 53147

NAME AND ADDRESS OF APPLICANT:

Stahli USA, Inc.
200 Sheridan Springs Road
Lake Geneva, WI 53147

TELEPHONE NUMBER OF APPLICANT: 847 (719) 0360

EMAIL ADDRESS: m.huff@stahliusa.com

NAME AND ADDRESS OF SURVEYOR:

Kapur
1224 S. Pine Street
Burlington, WI 53105

TELEPHONE NUMBER OF SURVEYOR: 262 (758) 6032

SHORT STATEMENT DESCRIBING PURPOSE OF APPLICATION:

Change ownership of Attendale Road from Stahli USA, Inc.
to the City of Lake Geneva.

SUBMITTAL CHECKLIST

- _____ LOCATION MAP SHOWING LOCATION OF PARCELS TO BE DIVIDED OR PARTIALLY DIVIDED WITH TOWN OR TOWNS, AND PARCELS WITHIN 1,000-FT OF BOUNDARY OF SUBJECT PROPERTY.
- _____ SKETCH MAP TO APPROXIMATE SCALE SHOWING ENTIRE PARCELS TO BE DIVIDED OR PARTIALLY DIVIDED, AND SHOWING THE APPROXIMATE CONFIGURATION OF PROPOSED LOTS AND ROADS WITHIN THOSE PARCELS.
- _____ CITY OF LAKE GENEVA SIGNATURE BLOCK ON FACE OF CSM OR PLAT, PER STATE STATUTES.
- _____ PROVIDE 1 FULL SET AND 8 - 11" X 17" COPIES OF CSM OR PLAT PRIOR TO PLACEMENT ON PLAN COMMISSION AGENDA.
- _____ PROVIDE 1 DIGITAL COPY OF THE FULL APPLICATION PACKET TO THE LAKE GENEVA BUILDING AND ZONING DEPARTMENT AT BZADMIN@CITYOFLAKEGENEVA.COM OR BZCLERK@CITYOFLAKEGENEVA.COM

I AM AWARE THAT THE CITY OF LAKE GENEVA IS ACTIVELY ENGAGED IN THE REVIEW, APPROVAL OR DENIAL OF LAND DIVISIONS WITHIN ITS EXTRATERRITORIAL LAND DIVISION REVIEW AREA.

I UNDERSTAND THAT THE CITY OF LAKE GENEVA LAND DIVISION ORDINANCE REQUIRES THE CITY TO DENY LAND DIVISIONS WHICH CREATE NEW, BUILDABLE PARCELS OR LOTS WITHIN THE EXTRATERRITORIAL AREA WITH OVERALL DENSITY THAT EXCEEDS MORE THAN ONE DWELLING UNIT PER THIRTY-FIVE ACRES UNLESS THE CITY DETERMINES THAT THE LAND DIVISION CONSTITUTES INFILL DEVELOPMENT.

3/13/2024
DATE


SIGNATURE OF APPLICANT

_____ Cost Recovery # _____
Petitioner Name _____ Project Address _____
OFFICE USE ONLY _____ Description of Request _____

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

Stahl USA, Inc., as applicant/petitioner for
Project: Allendale
Project Address: 200 Sheridan Springs Road, Lake Geneva, WI 53147
Parcel No. 26c 00001
Name: Stahl USA, Inc.
Address: 200 Sheridan Springs Road
Lake Geneva, WI 53147
Cell Phone: (608) - 359 - 2274 Phone: (847) - 719 - 0360
Email: m.huff@stahlusa.com
Dated this 13th Day of March, 20 24
Matt Huff
Printed Name of Applicant / Petitioner
Matt Huff
Signature of Applicant/Petitioner

Applicant/Petitioner agrees that in addition to those normal costs payable by an applicant/petitioner (e.g., filing or permit fees, publication expenses, recording fees, etc.), that in the event the action applied or petitioned for requires the City of Lake Geneva, in the judgment of its staff, to obtain additional professional service(s), (e.g., engineering, surveying, planning, legal) than would be routinely available "in house" to enable the City to properly address, take appropriate action on, or determine the same, applicant/petitioner shall reimburse the City for the costs thereof

Section 98-935 Fees:

(1) Fees for Procedures or Permits Requested by a Private Party: The fees for the procedures and permits established by this Chapter shall be established by resolution of the Common Council of the City of Lake Geneva

(2) Fees for Procedures Requested by the City of Lake Geneva: There shall be no fee in the case of applications filed in the public interest by the Common Council or the Plan Commission, other agency, or official of the City of Lake Geneva.

(3) Payment of Fees: Fees shall be payable at the time applications are filed with the appropriate officer of the City (per the requirements of this Chapter), and are not refundable.

(4) Professional Consultant Review Services: The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission. The City may apply the charges for these services to the Petitioner. The City will require the Petitioner to sign a professional consultant review services form. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until such fees are paid by the Petitioner. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal. Review fees which are applied to a Petitioner, but which are not paid, may be assigned by the City as a special assessment to the subject property.

Being a part of Lots 1, 2, 3, 4, 5, 6, 7, and 8, and all of Lots 9, 10, 11, 12, 13, 14, 15, and 16, and a vacated alley, all in Block 1; part of Lots 1, 2, 3, 4, and 9, and all of Lots 10, 11, and 12, and a vacated alley, all in Block 2; part of Lot 4, and all of Lots 1, 2, and 3, all in Block 10; all of Lots 1, 2, 3, 4, 5, 6, 7, and 8, all in Block 11; and vacated Grove Street and Allendale Avenue, all being in Geneva Lake Crawford Manufacturing Company's Addition to the City of Lake Geneva, located in the Northeast 1/4 of the Southeast 1/4, of Section 25, Township 2 North, Range 17 East, City of Lake Geneva, Walworth County, Wisconsin



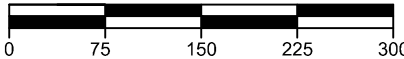
NORTH REFERENCED TO THE
WISCONSIN COORDINATE SYSTEM
(WCCS), WALWORTH ZONE, NAD
1983 (11), THE NORTH LINE OF THE
SE 1/4 OF SECTION 25-02-17,
BEARING S89°37'48"E.

Note:

- The field work was completed on January 4, 2024.
- Quit Claim Deed Doc No. 80042 (Rec on 7/06/1959) is Fee title to Lake Geneva, lands dedicated for highway purposes.
- Doc. No. 677277 (Rec. on 4/22/1974) vacated Allendale Avenue.



SCALE: 1" = 150'



○ = Iron Pipe Found (Size As Noted)
 ● = Iron Pipe Found Set (18" x 1 1/4" O.D.
 weighing 1.13 lbs/foot
 (M) = Measured

Owner / Subdivider:
 Stahli USA, Inc.
 200 Sheridan Springs Road
 Lake Geneva, WI 53147

Surveyor:
KAPUR
1224 South Pine Street.
Burlington, WI 53105
(262) 767-2747

kapur

**1224 S. Pine Street
Burlington, Wisconsin 53105
kapurinc.com**

11/01/2023

THIS INSTRUMENT DRAFTED BY BRIAN M. DODGE

CERTIFIED SURVEY MAP

Being a part of Lots 1, 2, 3, 4, 5, 6, 7, and 8, and all of Lots 9, 10, 11, 12, 13, 14, 15, and 16, and a vacated alley, all in Block 1; part of Lots 1, 2, 3, 4, and 9, and all of Lots 10, 11, and 12, and a vacated alley, all in Block 2; part of Lot 4, and all of Lots 1, 2, and 3, all in Block 10; all of Lots 1, 2, 3, 4, 5, 6, 7, and 8, all in Block 11; and vacated Grove Street and Allendale Avenue, all being in Geneva Lake Crawford Manufacturing Company's Addition to the City of Lake Geneva, located in the Northeast 1/4 of the Southeast 1/4, of Section 25, Township 2 North, Range 17 East, City of Lake Geneva, Walworth County, Wisconsin

SURVEYOR'S CERTIFICATE:

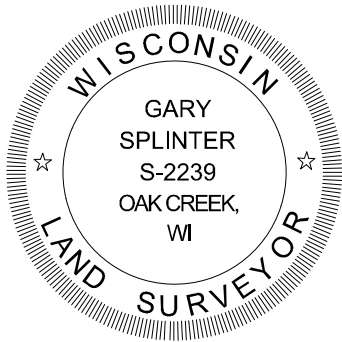
I, Gary Splinter, Professional Wisconsin Land Surveyor, do hereby certify that at the direction of Stahli USA, Inc, I have surveyed, divided and mapped the land shown and described hereon,being a part of the Northeast 1/4 of the Southeast 1/4 of Section 25, Town 02 North, Range 17 East in the City of Lake Geneva, Walworth County, Wisconsin, which is bounded and described as follows:

Commencing at the East 1/4 corner of said Southeast 1/4; thence South 00°13'59” West along the east line of said Southeast 1/4, 30.00 feet to the south line of Sheridan Springs Road and the point of beginning; thence continue South 00°13'59” West along said east line and the east line of said Geneva Lake Crawford Manufacturing Company's Addition to the City of Lake Geneva, 600.85 feet to the southeast corner of Lot 1 of said Block 11; thence North 89°37'48” West along the south lines of Block 11 and Block 10 of said Subdivision, 823.41 feet; thence North 00°14'01” West 600.85 feet to the south line of Sheridan Springs Road; thence South 89°37'48” East along said south line, 823.40 feet to the point of beginning.

I further certify that I have fully complied with the provisions of Chapter 236.34 of the Wisconsin State Statutes, Chapter A-E 7, of the Wisconsin Administrative Code, and with the subdivision control ordinances for the City of Lake Geneva, Walworth County, in surveying, dividing and mapping said land, and that this map is a correct representation of all exterior boundaries of the land surveyed and the land division thereof made.

Dated this ____ day of _____, 2024.

Gary Splinter S-2239



City of Lake Geneva Approval

The land division, as represented on this certified survey map, is hereby approved by the City of Lake Geneva on this ____ day of _____, 2024.

Lana Kropf, Clerk

Charlene Klein, Mayor

CERTIFIED SURVEY MAP

Being a part of Lots 1, 2, 3, 4, 5, 6, 7, and 8, and all of Lots 9, 10, 11, 12, 13, 14, 15, and 16, and a vacated alley, all in Block 1; part of Lots 1, 2, 3, 4, and 9, and all of Lots 10, 11, and 12, and a vacated alley, all in Block 2; part of Lot 4, and all of Lots 1, 2, and 3, all in Block 10; all of Lots 1, 2, 3, 4, 5, 6, 7, and 8, all in Block 11; and vacated Grove Street and Allendale Avenue, all being in Geneva Lake Crawford Manufacturing Company's Addition to the City of Lake Geneva, located in the Northeast 1/4 of the Southeast 1/4, of Section 25, Township 2 North, Range 17 East, City of Lake Geneva, Walworth County, Wisconsin

OWNER'S CERTIFICATE:

Stahli USA, Inc, as owner, does hereby certify that said company has caused the land described on this map to be surveyed, divided, mapped and dedicated as represented hereon in accordance with Chapter 236.34 of the Wisconsin State Statutes, and Chapter 32, of the City of Lake Geneva Ordinance.

IN WITNESS WHEREOF, Stahli USA, Inc has caused these presents to be signed by:

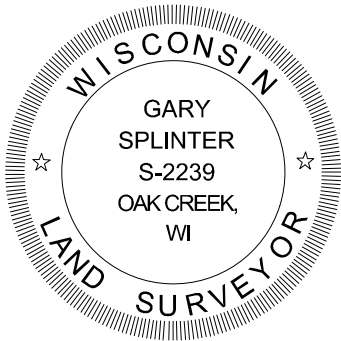
_____, Member

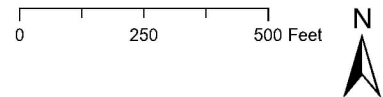
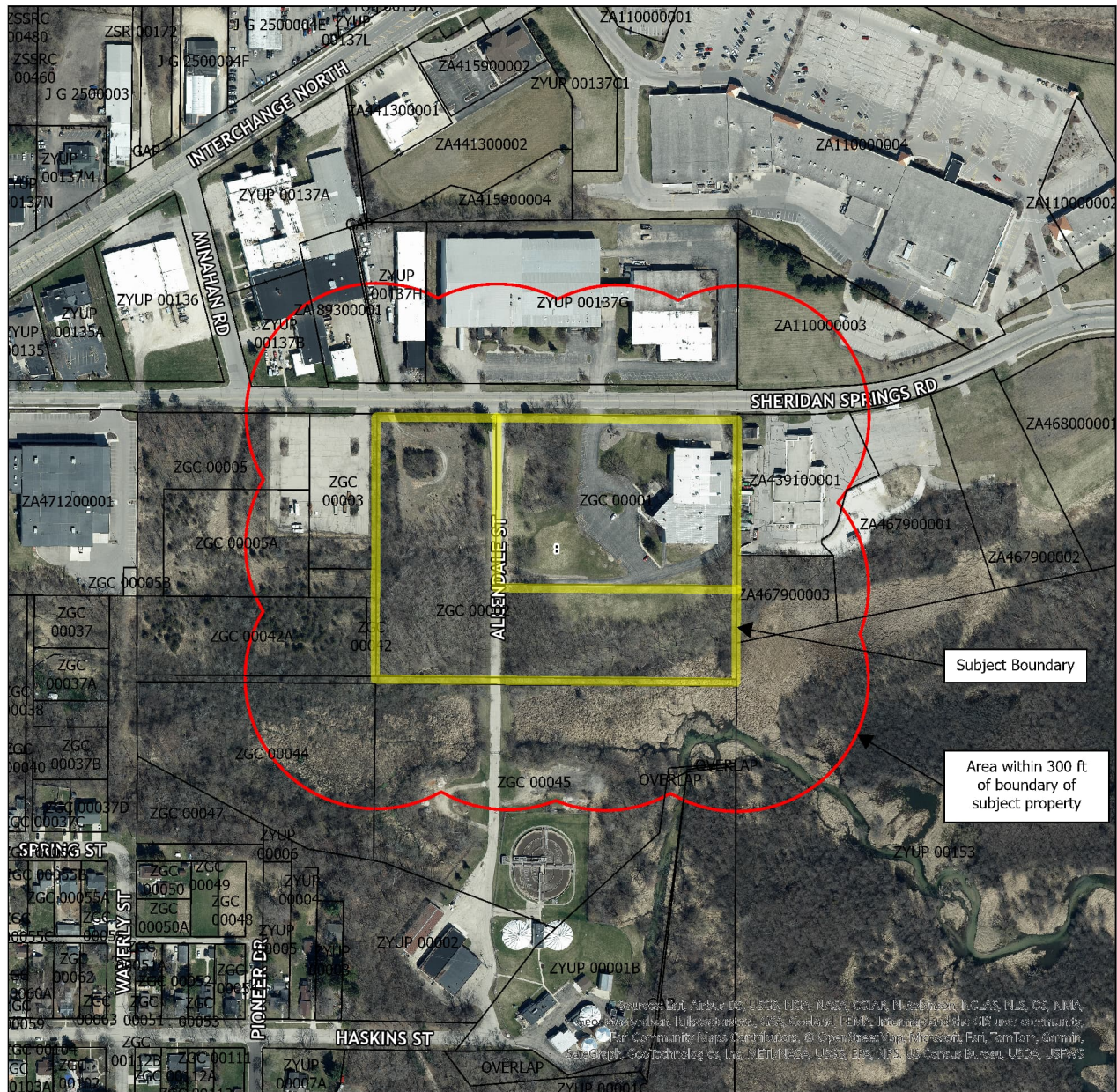
on this _____ day of _____, 2024.

STATE OF WISCONSIN)
_____ COUNTY) ss

PERSONALLY came before me this _____ day of _____, 2024,
Member, and to me known to be the person who executed the foregoing instrument and acknowledges the same.

Print Name: _____
Notary Public-State of Wisconsin
My Commission Expires, is Permanent _____





July 19, 2024

Tax Key	Owner	Address	Address 2	City	State	Zip Code
ZGC 00044	WPC GENEVA LLC	W405 COUNTY RD L		EAST TROY	WI	531202406
ZGC 00045	CITY OF LAKE GENEVA	626 GENEVA ST		LAKE GENEVA	WI	531470000
ZYUP 00001B	CITY OF LAKE GENEVA	626 GENEVA ST		LAKE GENEVA	WI	531470000
ZGC 00003	WPC GENEVA LLC	300 INTERCHANGE N		LAKE GENEVA	WI	531478916
ZA467900001	CITY OF LAKE GENEVA	626 GENEVA ST		LAKE GENEVA	WI	53147
ZYUP 00137B	WPC GENEVA LLC	W405 COUNTY RD L		EAST TROY	WI	531202406
ZA 89300001	WPC GENEVA LLC	W405 COUNTY RD L		EAST TROY	WI	531202406
ZYUP 00137H	SOMEWHERE ELSE LLC	661 S LAKESHORE DR		LAKE GENEVA	WI	53147
ZYUP 00137G	AZENE LLC	201 SHERIDAN SPRINGS RD		LAKE GENEVA	WI	53147
ZA110000003	WISCONSIN GENEVA SQUARE INVESTORS LLC	2737 CENTRAL ST		EVANSTON	IL	60201
ZYUP 00001C	CITY OF LAKE GENEVA	626 GENEVA ST		LAKE GENEVA	WI	53147
ZGC 00042A	WPC GENEVA LLC	W405 COUNTY RD L		EAST TROY	WI	531202406
ZGC 00005	WPC GENEVA LLC	W405 COUNTY RD L		EAST TROY	WI	53120
ZGC 00005A	WPC GENEVA LLC	W405 COUNTY RD L		EAST TROY	WI	53120
ZYUP 00153	CITY OF LAKE GENEVA	626 GENEVA ST		LAKE GENEVA	WI	53147
ZA439100001	JBST LG LLC	120 SHERIDAN SPRINGS RD		LAKE GENEVA	WI	53147
ZA467900003	CITY OF LAKE GENEVA	626 GENEVA ST		LAKE GENEVA	WI	53147

SHERIDAN SPRINGS ROAD

QC DEED NORTH
5.25'
DOC. 80042

VACATED ALLENDALE AVENUE
FUTURE ALLENDALE AVENUE

TAX ID ZGC 00001

LOT 1

LOT 2

GROVE STREET
VACATED PER
DOC. 680341

30' WATER MAIN
EASEMENT
DOC. 683664

VACATED GROVE STREET

TAX ID ZGC 00002

66' QC DEED TO
CITY
DOC. 112033
ALSO ALLENDALE
AVENUE
VACATED PER
DOC. 677277

building

building



PROPOSAL FOR BUSINESS PARK EXPANSION

2023/2024 - Pilot microbrewery:

Mashtun Brewing is a Lake Geneva based, 12 tap microbrewery serving beer, seltzer and non-alcoholic drinks alongside pretzels and grilled cheese sandwiches. All of our beer and seltzer is brewed onsite in our SS Brewtech 1 BBL system with multiple fermenters/tanks. We opened our taproom for business Sept 7th, 2023, and our existing brewery is the pilot/launchpad for what we hope will be a much larger future operation. We are currently located in the LG business park at 700 Veterans Pkwy #203.

2025 and beyond:

Mashtun will expand to be a +/-15BBL brewery and taproom with manufacturing, warehousing, on-prem service/taproom as well as full canning, warehousing and distribution capability. Alongside the brewery we intend to create a beer/hop garden for on-prem patrons. These items would be phase 1 of our plan for a new build at a new location (ideally in the LG Business Park)

Phase 2 would include other future food manufacturing capacity and ideally a larger warehouse and/or event space for business conferences, both are TBC, pending feasibility analysis at this stage.

Land and building requirements:

To create the above, we would like to buy Lot 1 (Lot A) at the LG Business Park, as indicated in the picture below, but would need to ensure we can do what we intend to do prior to purchase.

To that extent, we would propose the following infrastructure on the site:

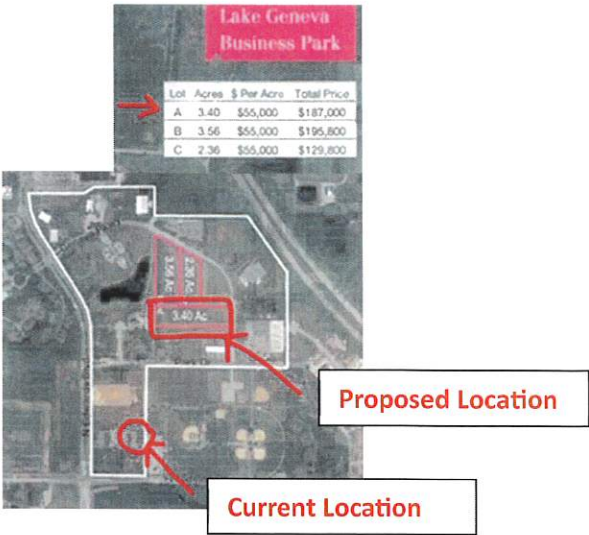
Phase 1 =

1. 5,000 -10,000 sqf brewery and restaurant, which would also include beer manufacturing area, offices and warehousing, commercial kitchen and public taproom/restaurant space
2. Outdoor garden area/covered patio

Phase 2 =

1. ~5,000 sqf food manufacturing area with 25% for shared workspace/viewing or tasting, depending on concept.
2. Potential for further 5,000 sqf warehousing and/or event space/daycare – size (and feasibility) TBC
3. Connector/entrance area with officing above - linking Phase 1 and Phase 2 buildings

PROPOSED LOCATION & CONCEPT DIAGRAM:





APPLICATION FOR SITE PLAN REVIEW

City of Lake Geneva

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

Lot 7 Certified Survey # 4040

Tax Parcel # 7A404000001

Name and Address of Current Owner: Lake Geneva Economic Development Corp

Telephone No. with area code & Email of Current Owner: a.dammeir@genevaonline.com;
torhorstlaw@gmail.com ↳ 262 - 949 - 8669

★ Owner Signature: _____ or 262 248 - 9731

Name and Address of Applicant:

Mashtyn Brewing, LLC

700 Veterans Pkwy # 203; Lake Geneva
WI 53147

Kristen Kettle & Riccardo Nardi
12747 Walden Lane
Lake Geneva WI 53147

Telephone No. with area code & Email of Applicant:

KK: kristen@burtlewisingredients.com - 312 813 5575

RN: riccardo@mashtynbrewing.com - 312 866 3929

Proposed Use:

Brewery, Restaurant & Beer Garden

↳ manufacturing, indoor & outdoor entertainment.

Zoning District in which land is located: Business Park - Lake Geneva

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

Pete Juergens - Geneva Bay Construction

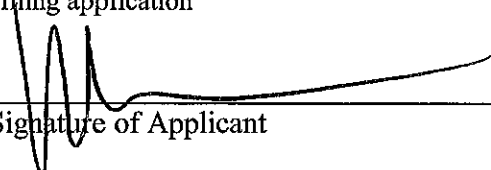
Short statement describing activities to take place on site:

Please see attached document.

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

7/17/24

Date


Signature of Applicant

_____ Cost Recovery # _____

Petitioner Name

Project Address

OFFICE USE ONLY

Description of Request _____

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals coming before the Plan commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of **\$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants** or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). **An advanced deposit shall be required for the application related to Extraterritorial matters.** Surplus deposits shall be returned to the Applicant at the conclusion of the project.

_____, as applicant/petitioner for

Project:

Mashtun Brewing

Project Address:

_____ - Lake Geneva Pkwy

Parcel No.

Name:

Kristen Kettler

Address:

710 N2747 Walden Lane

Lake Geneva WI 53147

Cell Phone: (312) - 813 - 5575

Phone: () - -

Email: Kristen@mashtunbrewing.com

Dated this _____ Day of _____, 20____

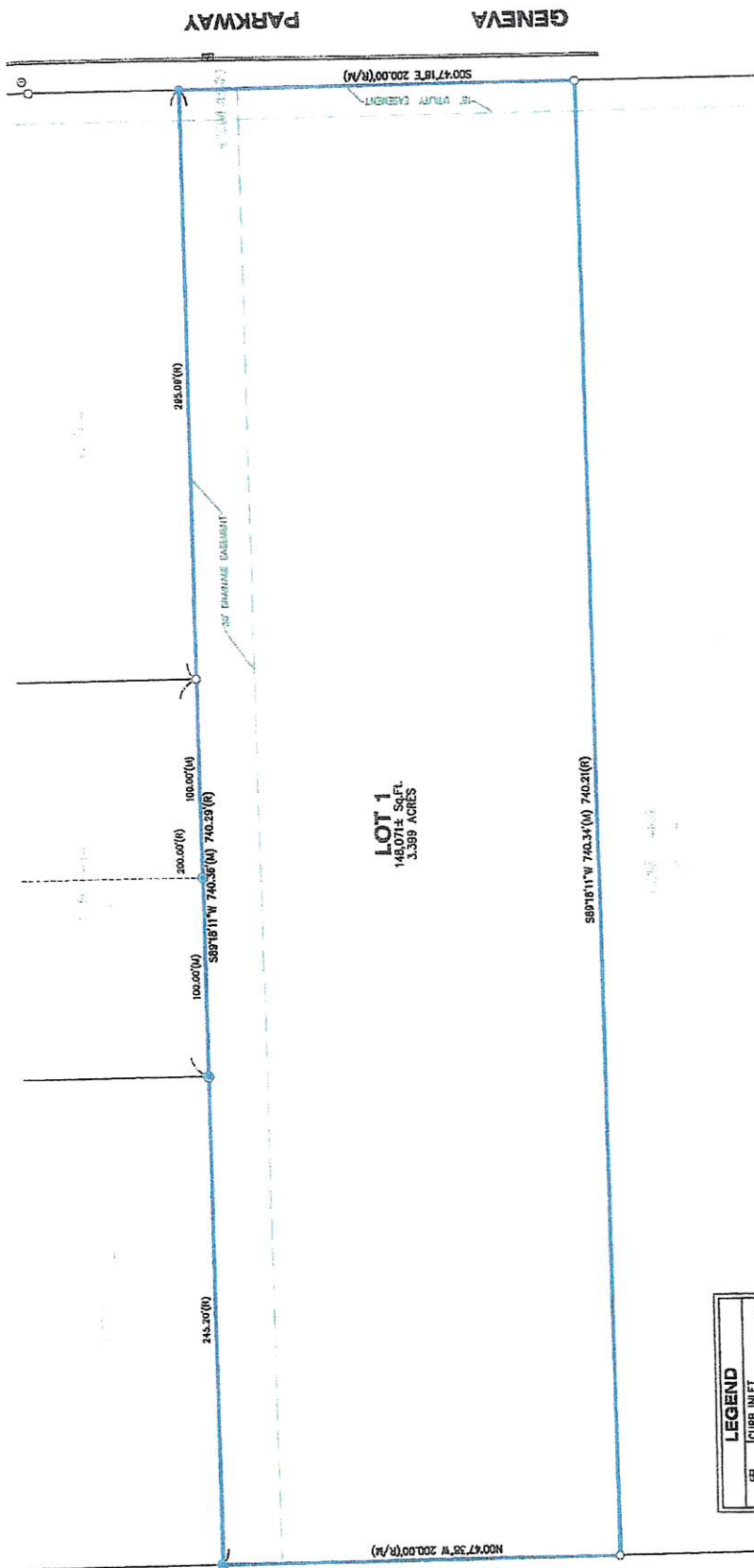
Kristen Kettler

Printed Name of Applicant / Petitioner

Signature of Applicant/Petitioner

Vanderstappen
Land Surveying, Inc.
1116 N. Madison St.
Waukegan, Illinois 60085
ph. 815-275-8100 fax 815-277-8314
"Always faithful to the property line"

Lot 1 in Certified Survey Number 4040 as Recorded in Volume 25 of Certified Survey Maps of Walworth County on pages 105 and 106 and located in the Northeast Quarter of the Southeast Quarter and the Southwest Quarter of the Southeast Quarter of Section 31, Township 2 North, Range 18 East of the Fourth Principal Meridian, the City of Lake Geneva, Walworth County, Wisconsin.



LEGEND	
□	CURB INLET
●	FOUND IRON BAR
○	FOUND IRON PIPE
●	SET IRON BAR
○	SET IRON PIPE
}	SON
○	TELEPHONE MANHOLE
(u)	MEASURE
(g)	RECORD

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: August 19, 2024

Agenda Item #11

Request:

Proposed amendment to Article 8, Signage Regulations and Section 98-913(11), Exterior Signage Regulations within the Downtown Design Overlay.

Description:

The Comprehensive Plan has recommended a comprehensive update of the City's signage regulations in order to comply with the 2015 Reed v. Gilbert Supreme Court Case regarding content regulations, as well as to modernize and improve the Code where appropriate. The enclosed, proposed ordinance reflects the following:

1. Proposes a sign ordinance that is consistent with the U.S. Supreme Court Case Reed v. Gilbert which requires all sign regulations to be content-neutral.
2. Proposes a sign ordinance that reflects modern standards, clarifies regulations for staff, property owners, and businesses, and provides for simplified administration where appropriate.
3. Signs are organized by sign group (permanent business, temporary business, permanent miscellaneous, temporary miscellaneous)
4. User-friendly tables provide a one-page, "one-stop-shop" for finding all the sign rules that apply for sign types and by zoning districts and a diagram is included for each sign type
5. The sign definitions are separated from sign regulations, so all regulations are listed in one table
6. Size regulations were simplified such as using uniform formulas for on-building signage
7. Added graphics and text to clarify how signs should be measured for purposes of determining compliance with maximum size area
8. Signage rules for the Downtown Design Overlay district were moved from a separate section of the zoning code into the sign code, so all sign regulations can be found in the same chapter. The Downtown Design Overlay code will require amendment to delete the redundant language.
9. Existing rules are carried forward regarding sign permitting and nonconforming signs
10. More specific regulations are added for electronic message signs
11. Lighting levels for electronic signs must be able to automatically adjust relative to ambient light to avoid nuisance and glare with night-time lumen factor.
12. Temporary feather type signs for commercial properties are allowed at a rate of 1 per 100 feet of street frontage.

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

PUBLIC HEARING DRAFT

CITY OF LAKE GENEVA, WISCONSIN

ARTICLE 8: SIGNAGE REGULATIONS

Section 98-801. Purpose.

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Section 98-801. Purpose.

ARTICLE 8: SIGNAGE REGULATIONS**Section 98-801. Purpose.**

- (1) The purpose of this Article is to establish standards for the fabrication, erection, and use of signs, and to regulate the location, type, size, and height of signage for all properties within the City of Lake Geneva. The adoption of this Article reflects the formal finding of fact by the City of Lake Geneva Plan Commission and City Council that regulation of signage advances the following compelling governmental interests:
 - (a) Elimination of signage that the City has determined to be a cause of unsafe traffic and visibility conditions for pedestrians, bicyclists, drivers, and passengers.
 - (b) Protection of pedestrians, bicyclists, drivers, and passengers from injury caused by the faulty and uncontrolled construction and use of signs within the City.
 - (c) Protection of pedestrians, bicyclists, drivers, and passengers from injury caused by distractions, obstructions, and hazards created by certain signs or by cluttered, distracting, or illegible signage.
 - (d) Promotion of the public welfare, health, and safety of all persons using public thoroughfares and rights-of-way within the City of Lake Geneva in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (e) Preservation of the value of private property by assuring the compatibility of signs with surrounding land uses.
 - (f) Assuring that public benefits derived from expenditures of public funds for the improvement and beautification of public streets and other public structures and spaces are protected from visual blight and unsafe conditions by exercising reasonable controls over character and design of signage.
 - (g) Advancing the aesthetic goals of the City throughout the community and ensuring the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
- (2) Furthermore, this Article leaves ample and adequate alternative channels of communication and is narrowly defined so as to limit regulation to exterior signage and signage designed to be viewed from beyond the boundaries of a site.

Section 98-802: Reserved**Section 98-803: Definitions**

- (1) **Definition of a Sign.** In this Article, the word “sign” means any object, device, display, structure, or part thereof, situated or visible from outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, logos, symbols, fixtures, colors, illumination, or projected images.

For the purposes of this Article, the following are not signs regulated by this Article:

- (a) Traffic control devices and similar structures erected by roadway authorities located within a right-of-way to communicate regulatory, directional or similar information to users.
- (b) Decorations that are incidentally and customarily associated with a holiday, community festival or similar event.
- (c) Flags which do not contain a commercial message or commercial logo or branding.

Section 98-803: Definitions

- (d) Art works, including but not limited to wall murals and statues, which do not contain a commercial message or logo or branding.
 - (e) Building colors and lighting which do not contain a commercial message or commercial logo or branding.
 - (f) Window displays of merchandise, pictures, or models of products or services incorporated in a window display, which are not directly attached to an interior or exterior window surface.
 - (g) Vehicles that are licensed, operable, and parked in legal parking spaces.
 - (h) Individual signs that are less than one square foot in area. Individual signs shall not be combined in a “mosaic” arrangement to create a resulting larger sign.
 - (i) Construction site banners as defined in Wis. Stats. §66.1102(5)(a).
- (2) **Other Definitions.**
- (a) **Advertising.** Any writing, painting, display, emblem, drawing, sign, or other device designed, used, or intended for display or any type of publicity for the purpose of making anything known or attracting attention to a place, product, good, service, idea, or statement.
 - (b) **Building frontage.** The width of the building façade that fronts a public street, highway, or interstate.
 - (c) **Business frontage.** The portion of a building frontage occupied by a single tenant space having a public entrance within the building frontage. For businesses located on the interior of a building without frontage, the building elevation providing customer access shall be considered the business frontage.
 - (d) **Commercial message.** Any sign wording, logo, branding, or other representation that, directly or indirectly, names, advertises, or calls attention to a business product, service, idea, or commercial activity. Any sign authorized by this Article may contain a commercial message.
 - (e) **Copy.** Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.
 - (f) **Changeable copy.** Sign copy that may be changed manually to provide different information such as boards with changeable letters, bulletin boards, and chalkboards.
 - (g) **Customer entrance.** The entrance that the public can use when an establishment is open to the public.
 - (h) **Electronic message sign:** See Section 98-808.
 - (i) **Elevation, building.** The view of any building or other structure from any one of four sides regardless of the configuration or orientation of a building. No building shall be treated as having more than four building elevations. Each elevation will generally be identified as a north, south, east or west building elevation.
 - (j) **External illumination.** The lighting of an object from a light source located a distance from the object.
 - (k) **Façade.** See “Elevation, building.”
 - (l) **For lease.** The period of time in which a property is being offered for lease through a licensed real estate agent or is being offered for lease by the owner.
 - (m) **Height of sign.** The vertical distance from the average ground level at the base of the sign to the top of the highest attached component of the sign. See Section 98-815(2) for the measurement of sign height.
 - (n) **Lighting, ambient.** Illumination in which the only light that falls onto the sign comes from sources that are available naturally (e.g. sunlight, moonlight) or from artificial lighting sources

Section 98-803: Definitions

- used for other purposes in the vicinity of the sign (e.g. streetlights, lighting installed for other purposes or sites)
- (o) **Lighting, backlit.** Illumination that is arranged in such a way that the light is cast from behind the sign to the eyes of the viewer. Often, the lighting element is unshielded but concealed behind individual freestanding letters, creating a silhouette effect.
 - (p) **Lighting, gooseneck.** Illumination resulting from light emitted directly from a shielded light fixture located at the top of the sign and angled downward onto the sign face. The light fixture is attached to a curved neck which is often flexible, allowing the user to position the light source onto the sign face.
 - (q) **Lighting, internal.** Illumination emanating from a lighting element that is located behind the sign face and which is completely enclosed.
 - 1. Internally illuminated signs shall have a light-colored copy on a dark-colored or opaque background, so that the copy is legible during the day and night. When illuminated, the sign shall appear to have an illuminated copy with a dark or non-illuminated background.
 - a. The requirements of Subsection (q)1., above, shall not apply to internally illuminated individual characters, letters, or shapes that do not contain copy on the sign face.
 - 2. Neon lighting is not considered to be internal lighting.
 - (r) **Lighting, neon.** Glass tube lighting in which gas and phosphors are used in combination to create a colored light. Neon lighting is not considered internal lighting as defined in Subsection (q) above.
 - (s) **Maintain.** Maintaining the existing appearance of the sign; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a Changeable Copy Sign; or changing the face of an Off-Premises Advertising Sign (billboard).
 - (t) **Noncommercial message.** Any wording, logo, branding, or other representation that does not, directly or indirectly, name, advertise, or call attention to a business product, service, idea, or commercial activity. Any sign authorized by this Article may contain a noncommercial message.
 - (u) **Open house.** An on-premise event used to advertise the lease, rent, or sale of a property.
 - (v) **Plat phase.** The subset of lots, rights-of-ways, and outlots located within the perimeter boundary of a Final Plat that is being developed during a discrete and separate period from other lands in the same Final Plat.
 - (w) **Sign area.** The entire face of a sign, including the extreme limits of writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display but not including any supporting framework. See Section 98-815(4).
 - (x) **Sign face.** The area or display surface used for the message.
 - (y) **Site.** A site shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership under the jurisdiction of this Article. A site may also be determined to be a portion of a single lot where more than one building contains separate businesses. For the purposes of this Article, the site shall be determined by the Zoning Administrator.
 - (z) **Temporary sign.** A sign or advertisement intended to be displayed for a certain limited period of time. If a sign display area is permanent, but the message displayed is subject to periodic changes, that sign shall not be considered temporary. A portable sign shall not be considered a temporary sign or used for such a purpose.
 - (aa) **Three-dimensional signs.** Signs that have a depth or relief on their surface. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured according to its maximum projection upon a vertical plane. See Section 98-815(4).

Section 98-804: Reserved

- (bb) **Windowpane.** The area defined by any combination of the window frame and mullions located within said frame.

Section 98-804: Reserved**Section 98-805: Definitions Related to Sign Groups, Sign Categories, and Sign Types**

This Section provides the definitions related to various Sign Groups, Sign Categories, and Sign Types. Figures 98-811(1) through 98-811(3.A.) provide the regulations for these signs applicable to each zoning district, including an indication of whether a particular Sign Type is permitted or prohibited as a new sign. Any Sign Type not addressed by this Article shall be considered prohibited.

- (1) **Business Sign--Permanent Group.** A permanent sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the site where the sign is located.

“Business Sign--Permanent” is a Sign Group which contains various Sign Categories and Sign Types that a business is eligible to use, and which requires a sign permit and in some cases Plan Commission approval. This Sign Group includes the following Sign Categories: Freestanding Signs, On-Building Signs, Pedestrian Signs, and Changeable Copy Signs. See Figure 98-811(1) for additional rules related to zoning districts.

- (a) **Freestanding Sign Category.** A sign permanently resting on or supported by a slab, pedestal, post, pylon, or any other form of base located on the ground.

The following Freestanding Sign Types are addressed by this Article:

1. **Monument Sign.** A type of Freestanding Sign in which the bottom edge of the sign face is located within one foot of a ground-mounted pedestal.
2. **Dual Post Sign.** A type of Freestanding Sign mounted to the sides or ends of two or more posts, with the majority of the sign area located between the outermost posts, with the bottom edge located within an average of three feet of existing grade.
3. **Pylon Sign.** A type of Freestanding Sign erected upon one or more pylons or poles, generally of a height that is taller than permitted for a Dual Post sign.
4. **Freestanding Canopy Sign.** A type of Freestanding Sign placed directly on the fascia of a freestanding canopy associated with an In-Vehicle Sales and Service land use (See Section 98-206(g)).

- (b) **On-Building Sign Category.** A type of sign permanently affixed to a wall of a building, and which is generally oriented and sized for visibility to motorists.

The following On-Building Sign Types are addressed by this Article:

1. **Wall Sign.** A type of On-Building Sign that is mounted directly on, and parallel to, a building façade or other vertical building surface. A Wall Sign also includes a sign located on the interior of a building that is intended to be viewed primarily from beyond the boundaries of the site. Whether an interior sign is considered a Wall Sign shall be determined by the Zoning Administrator during the sign permit review process.
2. **Awning Sign.** A type of On-Building Sign that is directly affixed via sewing, silk screening, painting, or similar method to a non-rigid removable awning which is mounted to the façade of a building.
3. **Canopy Sign.** A type of On-Building Sign that is directly affixed via bolts, brackets, or similar method to a rigid permanent canopy which is mounted to, or adjacent to, the façade of a building.

Section 98-805: Definitions Related to Sign Groups, Sign Categories, and Sign Types

4. **Marquee Sign.** A type of On-Building Sign that is mounted to a permanent roof-like structure that projects out from the exterior wall of a structure and shelters the entrance or entrance approaches to a building.
5. **Projecting Sign.** A type of On-Building Sign that is mounted at any angle other than parallel to the wall on which it is mounted, extending from the face of the wall.
- (c) **Pedestrian Category.** A sign attached to the façade of a building and mounted just above sidewalk level, and which is oriented and sized for visibility to nearby pedestrians rather than to motorists.
 1. **Suspended Sign.** A type of Pedestrian Sign that is mounted to the nearest wall, oriented to pedestrian traffic, and suspended from the underside of a horizontal plane surface, such as a covered porch, arcade, or canopy or suspended from a mounting bracket and arm.
- (d) **Changeable Copy Sign Category.** A sign typically used to advertise daily specials, daily menu items, or on-site events that change on a frequent basis and which usually includes changeable copy. This type of sign is often associated with restaurants, taverns, retail stores, music venues, and retail stores.

The following Changeable Copy Sign Types are addressed by this Article:

1. **Menu Board Sign.** A type of Changeable Copy Sign mounted flat against a wall containing changeable copy.
 2. **Sandwich Board Sign.** A type of freestanding Changeable Copy Sign placed on the ground and constructed in such a manner as to form an “A”-like shape, hinged or not hinged at the top, with each angular face held together at an appropriate distance by a supporting element such as a folding bar, latch, or chain.
 3. **Bulletin Board Sign.** A type of freestanding Changeable Copy Sign located on-site containing changeable copy and resting on or supported by a pedestal, post, or other form of base located on the ground.
 4. **Drive Thru Sign.** A type of Changeable Copy Sign used only in conjunction with drive-through or drive-in establishments.
- (2) **Business Sign--Other Group.** A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the site where the sign is located.

“Business Signs--Other” is a Sign Group which contains various Sign Categories and Sign Types that a business is eligible to use, which do not require a Sign Permit, and which are typically used to promote temporary activities. This Sign Group includes the following Sign Categories: Window Signs, Temporary Board & Banner Signs, Temporary Flag or Feather Signs, and Temporary Approved Development Signs. See Figure 98-811(2) for additional rules related to zoning districts.

- (a) **Window Sign Category.** A type of sign that is either painted onto a window, attached to the inside face of an exterior window, or located inside a building within 3 feet of a window and intended to be viewed from the exterior of the building. Window Signs may face toward the outside, the inside, or both.
- (b) **Temporary Board & Banner Sign Category.** A sign located outside of a building for a defined display time limit. Such signs are often used for the purpose of informing the public of a sale or special offer.

The following Temporary Board & Banner Sign Types are addressed by this Article:

1. **Board Sign.** A type of Temporary Board & Banner Sign that is temporarily placed on the ground and is made of rigid material such as plywood or corrugated plastic.
2. **Banner Sign.** A type of Temporary Board & Banner Sign that is made of flexible material such as cloth or vinyl and is supported along one or more sides or at two or more corners by wires, ropes, string, nails, or other removable fastening materials.

Section 98-805: Definitions Related to Sign Groups, Sign Categories, and Sign Types

- (c) **Temporary Flag & Feather Sign Category.** A sign located outside of a building. Such signs are often used for the purpose of informing the public of a sale or special offer.
 - 1. **Flag Sign.** A type of Temporary Flag & Feather Sign that is located outside of a building, made of vinyl, fabric, or other similar lightweight all-weather flexible material which is mounted on a pole.
 - 2. **Feather Sign.** A type of Temporary Flag & Feather Sign consisting of a piece of vertically elongated, flexible material such as cloth or vinyl which is affixed to a single pole driven in the ground. The pole may be rigid or flexible but is not permanent.
- (d) **Temporary Approved Development Sign Category.** A sign which is limited to display only during the active development of a building or plat but does not include construction site banners defined under Wis. Stats. §66.1102(5).

The following Temporary Approved Development Sign Types are addressed by this Article:

- 1. **Active Building Board Sign.** A type of Temporary Approved Development Sign that is made of a rigid material such as plywood or corrugated plastic, which may be displayed only on the site of a building under construction, and only during the time period in which the Building Permit is valid.
 - 2. **Active Plat Board Sign.** A type of Temporary Approved Development Sign that is made of a rigid material such as plywood or corrugated plastic, which may be displayed only on the site of a subdivision plat under construction, and only during the time period when less than 80 percent of the lots in the plat phase have been sold.
- (3) **Miscellaneous Sign Group.** “Miscellaneous Sign Group” is a Sign Group containing various Sign Categories and Sign Types that a site or business is eligible or required to use. This group includes the following Sign Categories: Site Guidance Signs, Placemaking Signs, and Yard Signs. See Figure 98-811(3) and 98-811(3.A.) for additional rules related to zoning districts.
- (a) **Site Guidance Sign Category.** A Sign Category that includes signs that the City finds essential or highly desirable in order to protect the public health, safety, or welfare. Specifically, these signs are used to provide information essential to the following public purposes: to deliver mail; to identify property addresses for the provision of emergency services such as fire or rescue service; to identify the management of rental properties for the provision of emergency services; to provide information about parking limitations or warnings against trespass; and, to provide information about required traffic flow where a safe path to a destination is not evident.

The following Site Guidance Sign Types are addressed by this Article:

- 1. **On-Building Locational Sign.** A type of Site Guidance Sign located on-building that typically indicates addressing information or the name or address of the property owner, tenant, or manager of the property.
 - 2. **Interior Site Navigational Sign.** A type of Site Guidance Sign that typically includes a directional arrow or symbol that directs people to a specific destination within a development or site or indicates a warning from the property owner related to conditions on-site or that cites a City, State, or Federal law, order, rule, or regulation. Examples may include signs listing parking hours or “No Trespassing,” “No Loitering,” or “Customer Parking Only” signs. This Sign Type may also include either the name, logo, or symbol of the destination, provided that the name, logo, or symbol is less than 1 square foot.
- (b) **Placemaking Sign Category.** A Sign Category that conveys information which the City of Lake Geneva finds desirable to encourage placemaking, particularly related to officially recognized historic places, officially-designated neighborhoods, and conveying information for the general public. Signs in this Category are optional and are only permitted through official government action, including designation of historic places, creation of outlots in a Plat or Certified Survey Map, and the presence of an Institutional land use.

Sections 98-806 - 98-807: Reserved

The following Placemaking Sign Types are addressed by this Article:

1. **Metal Plaque Sign.** A type of Placemaking Sign is available to officially recognized historic properties, sites, or districts, typically denoting the name of the building onto which it is mounted, its date of erection, or historical information.
 2. **Permanent Gateway Sign.** A type of Placemaking Sign typically indicating the name of a neighborhood, neighborhood association, or subdivision recognized by the City of Lake Geneva.
 3. **Community Sign.** A type of Placemaking Sign typically providing information to the community regarding scheduled public events, public activities, and public facilities.
 4. **Community Interior-Oriented Sign.** A type of Placemaking Sign typically indicating or recognizing a business or other entity which sponsors or supports a particular sport, team, event, or other activity in which persons are or will be engaged at the location where the sign is displayed.
- (c) **Yard Sign Category.** A Sign Category which is available to all land uses and is intended to accommodate a wide variety of sign purposes (e.g. garage sale signs, for sale signs, political signs, “slow down for kids” signs, on-premises advertising signs, etc.), often needed on a temporary basis. Such signs are freestanding and mounted on one or two stakes or posts and do not have footings. Yard Signs are not permitted in any street terrace or other portion of a right-of-way.

The following Yard Sign Types are addressed by this Article:

1. **Stake Sign.** A type of Yard Sign that consists of a sign face erected upon one or more metal wires or wood, metal, or plastic stakes of no more than 3 inches in width.
2. **Frame Sign.** A type of Yard Sign that consists of a frame into which a sign face can be inserted and erected upon two wood, metal, or plastic stakes or ground spikes.
3. **Arm & Post Sign.** A type of Yard Sign mounted on a post or posts, either with a bracket arm extending outward to support a hanging sign, with the sign attached directly to the side of the post, or with the sign mounted between two posts.

Sections 98-806 - 98-807: Reserved

Section 98-808: Electronic Message Signs

- (1) **Electronic Message Sign.** A type of sign that displays words, lines, logos, graphic images, or symbols, which may be changed electronically to provide different information, and which includes computer signs, electronic reader boards, video screens, LCD signs, electronic time and temperature signs, and other signs with electronically controlled changing or moving displays.
 - (a) Electronic Message Signs shall be permitted only with nonresidential land uses. No more than one Electronic Message Sign shall be permitted per site.
 - (b) In addition to the setback requirements of this Article, no Electronic Message Sign shall have a message that is visible from any residential zoning district within 150 feet of the sign.
 - (c) Electronic Message Signs may be integrated into the design of the following Sign Types: Freestanding Signs, Drive Thru Signs, or Community Signs, but may not comprise more than 50 square feet of the sign’s total area. Electronic Message Signs shall count toward the site’s maximum permitted sign area.
 - (d) Messages and non-text images shall not change appearance more than once every 10 seconds and transitions between messages shall be via instantaneous change. Use of Electronic Message Signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered animated signs, which are prohibited per Section 98-830.

Section 98-809: Reserved

- (e) Electronic Message Signs shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.
- (f) Electronic Message Signs shall comply with the exterior lighting requirements of Section 98-707.
- (g) Electronic Message Signs shall be maintained so as to display messages in a complete and legible manner.

Section 98-809: Reserved**Section 98-810: Group Developments**

- (1) To accommodate increased signage needs for multi-tenant buildings, Group Developments (defined in Section 98-208), shall be permitted an increase in total permitted sign area and height.
 - (a) Each business shall be eligible for integration into a Group Development Sign. The allocation of the sign area for each business shall be determined by the property owner.
 - (b) Group Development Signs shall be configured as a Monument Sign per Section 98-805(1)(a)1.
 - (c) Group Development Signs may be increased by up to 50 percent in area and up to two feet in height above the maximum sign area and height established in Figure 98-811(1).
 - (d) Once a Sign Permit is granted for a proposed Group Development Sign, all existing freestanding signs on the site shall be brought into conformity with this Article.

Section 98-811: Permitted Sign Rules

- (1) Signs shall be allowed on private property in the City in accordance with Figures 98-811(1) through 98-811(3.A.), which address permitted signage as it relates to permits, quantity, area, location, lighting, and zoning districts. The requirements set forth in Figures 98-811(1) through 98-811(3.A.) shall be declared to be part of this Article.
 - (a) The rules for signs in the Business Signs--Permanent Group are located in Figure 98-811(1).
 - (b) Additional rules pertaining to the Freestanding Sign Category are located in Figure 98-811(1.A.).
 - (c) The rules for signs in the Business Signs—Other Group are located in Figure 98-811(2).
 - (d) The rules for signs in the Miscellaneous Sign Group are located in Figure 98-811(3) and Figure 98-811(3.A.).
 - (e) Signage for all uses in the Planned Unit Development zoning district shall be permitted per the underlying zoning district and may be granted flexibility through the Planned Unit Development process.

Section 98-811: Permitted Sign Rules

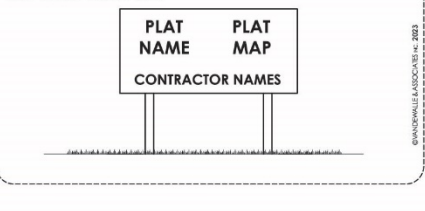
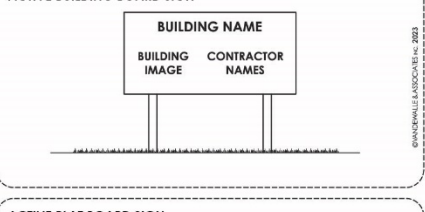
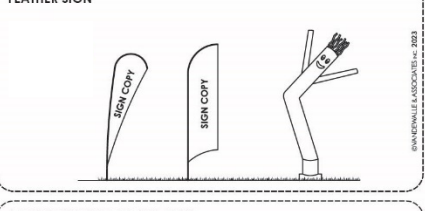
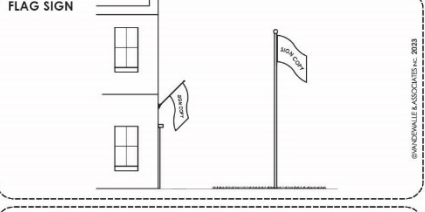
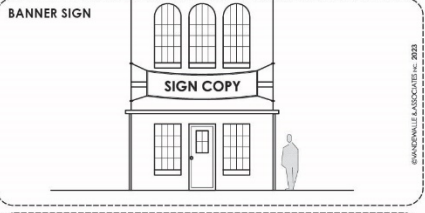
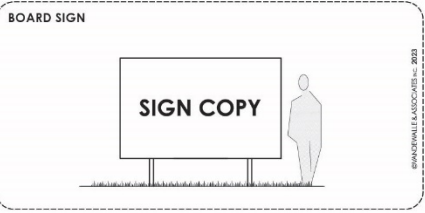
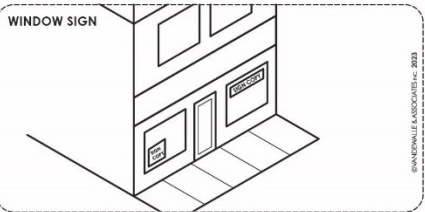
Figure 98-811(1): Business Sign--Permanent Group ²							Sign Area & Height Maximums for Zoning Districts:					
Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 98- 827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown		
							CR-5ac, ER-1, SR- 3, SR-4, TR-6	MR-8	RH, PO, NB, PB, PBP, NO, GB, PI, and HI	CB		
A. Freestanding Sign Category ^{1, 2} Choose 1 of the following Sign Types.												
1. Monument Sign ^{1, 2, 4, 6, 10, 12, 16}	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum sign setback from each property line shall be greater than or equal to the sign height. ¹⁰	Durable, all- weather materials in all districts. ¹²	Standard. ^{4, 5}	1 sf of sign area per 1 ft of street frontage	Not allowed	32 sf area 6 ft height	120 sf area 8 ft height			
2. Dual-Post Sign ^{1, 2, 4, 6, 10, 12, 16}						Not allowed						
3. Pylon Sign ^{1, 2, 4, 6, 10, 12, 16}		1 per street frontage ¹⁸	Placed on the canopy facia ¹⁸			None. Use max area.	Not allowed		See Footnote 17			
4. Freestanding Canopy Sign ¹⁷												
B. On-Building Sign Category ^{1, 2} Choose 1 of the following Sign Types.												
1. Wall Sign ^{1, 2, 3, 7, 9, 10}	Yes: For each new sign. City staff approval.	1 sign per business per street frontage, plus 1 sign per customer entry	Sign shall not extend above parapet or facia. Minimum overhang rules. ^{8, 9, 10} Sign may not project within 2 feet of curb.	Durable, all- weather materials in all districts.	Standard. ⁵	1 sf of sign area per 1 ft of building façade length	Not allowed	Per formula.				
2. Awning Sign ^{1, 2, 3, 8, 9, 10}					Gooseneck.							
3. Canopy Sign ^{1, 2, 3, 8, 9, 10}					Backlit, gooseneck.							
4. Marquee Sign ^{1, 2, 3, 8, 9, 10}					Standard. ⁵			Not allowed	40 sf area			
5. Projecting Sign ^{1, 2, 3, 9, 10}									12 sf area			
C. Pedestrian Sign Category ^{1, 2}												
1. Suspended Sign ^{1, 2, 9, 10}	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. ^{8, 9, 10}	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.	Not allowed		3 sf area			
D. Changeable Copy Sign Category ^{1, 2}												
1. Menu Board Sign ^{1, 2, 15}	Yes: For each new sign. City staff approval.	1 for each business.	Within 10 ft of customer entrance. ^{9, 12}	Durable, all- weather materials in all districts.	Internal.	None. Use max area.	Not allowed		4 sf area			
2. Sandwich Board Sign ^{1, 2, 13}			Minimum 15' from the right-of- way. ¹⁰		Ambient only.		Not allowed		6 sf area/3 ft height/2 ft width			
3. Bulletin Board Sign ¹⁴					Internal.		Not allowed		10 sf area/6 ft height			
4. Drive Thru Sign ^{1, 2, 4, 11}	Yes: For each new sign. City staff approval.	1 per drive thru lane	Drive-thru ¹¹		Standard. ^{4, 5}		Not allowed		48 sf area/8 ft height	Not allowed		
Footnotes Containing Additional Development Requirements:												
1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).												
2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2.												
3 The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area on the receiving wall shall still be limited by its length ratio of said wall.												
4 Electronic Message Signs (of up to 50% of the sign area) are permitted for this Sign Type in nonresidential districts. See Section 98-808.												
5 “Standard” means the following forms of sign lighting: ambient, backlit, internal, and gooseneck. Any Internally illumined sign must have opaque cabinet fields and a translucent message.												
6 Group Development Signs may be up to 50% larger in area and 2 feet taller in height. See Section 98-810.												
7 Every business shall be guaranteed a minimum of 50 square feet of Wall Sign area, regardless of the business’s actual building façade length.												
8 Sign copy shall be horizontally and vertically centered on the face of the awning, canopy, or marquee. Sign copy shall not extend above or below an awning or marquee but may extend up to 12” in height above the canopy face, excluding Freestanding Canopy Signs.												
9 Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level- surface; and a maximum of 3 feet from the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.												
10 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle without a permit from the City Engineer.												
11 Drive Thru Signs shall conform to the location requirements for In-Vehicle Sales or Service land uses. Drive Thru Signs shall be located within 15 feet of the building, sign copy shall not be viewable from the public right-of-way or an adjacent residential land use, sign type may be either freestanding or mounted on the exterior wall of the building and must meet the noise and lighting standards in the zoning code. A maximum total of 96 sf of total Drive Thru Signs is permitted per business.												
12 Sign must be designed of materials complementary to and harmonious with the building and site and must be closely integrated with site landscaping.												
13 Signs shall only be located on a public sidewalk or private walkway that is a minimum 6 feet wide and shall only be displayed during the hours of operation for on-site land use. Sign shall be located to maintain a 5-foot-wide pedestrian path.												
14 Sign type only allowed for Institutional land uses as determined by the Zoning Administrator.												
15 Menu Board Signs shall be securely affixed to the exterior wall of the building and shall not extend more than 4” from the wall on which it is mounted.												
16 As required by Wis. Stat. Section 100.18(8), any In-Vehicle Sales and Service land use is permitted to include illuminated fuel price signage as a changeable copy or Electronic Message Sign integrated into the sign structure. Such signs shall count toward the site’s maximum permitted sign area.												
17 Only permitted for In-Vehicle Sales and Service land uses. Stripe width shall be permitted on all sides of the freestanding canopy and limited to a maximum height of 20 percent of the facia’s vertical height, to a maximum height of 12 inches. Sign copy shall be limited to a maximum of 4 square feet in size per facia facing a public right-of-way.												
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission												

Example Sign Diagrams:

Section 98-811: Permitted Sign Rules

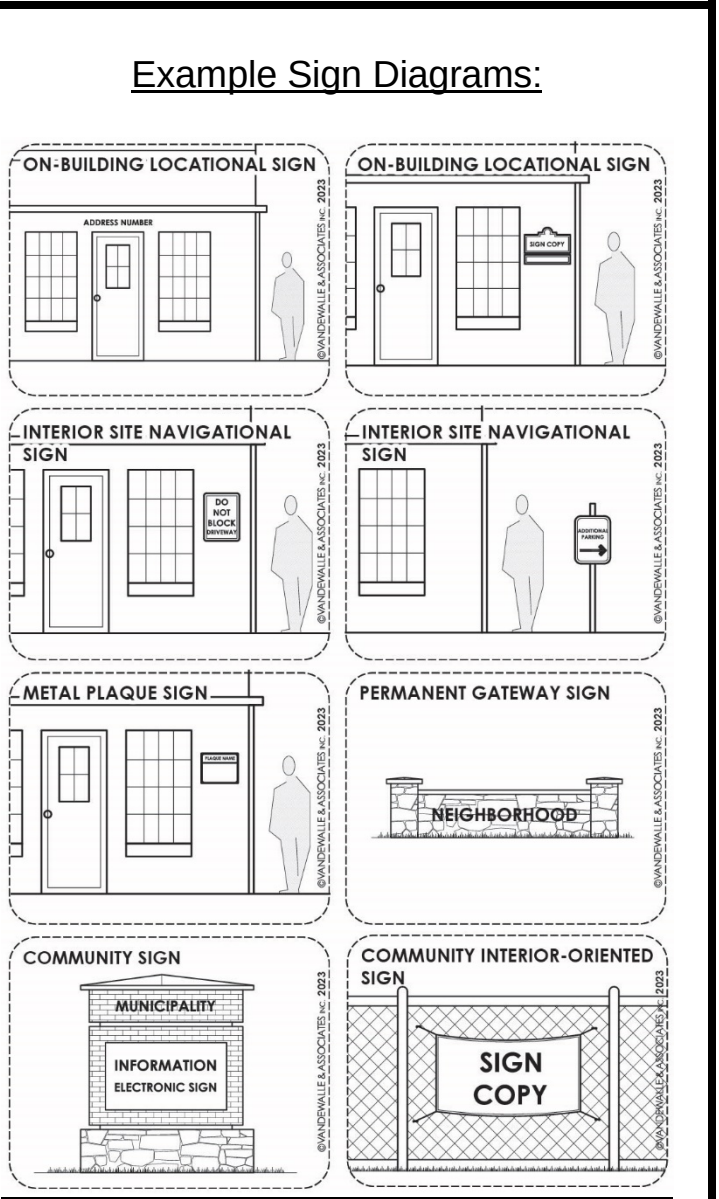
Figure 98-811(2): Business Sign--Other Group ²							Sign Area & Height Maximums for Zoning Districts:			
Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 98-827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							CR-5ac, ER-1, SR-3, SR-4, TR-6	MR-8	RH, PO, NB, PB, PBP, NO, GB, PI, and HI	CB
A. Window Sign Category ^{1, 2, 4} No time limit on the display of these signs.										
1. Window Sign ^{1, 2, 4}	Sign Permit not required.	Not to exceed maximum coverage percentages ⁴	Only allowed on the inside of the window. ¹¹	Paper, vinyl, or similar lightweight material, paint	Ambient only; up to 1 internally illuminated or neon sign per tenant	Based on the percentage of window area covered. →	Not allowed.		25% max window area coverage per window up to 25% max total window coverage area per façade ⁴	
B. Temporary Board or Banner Sign Category ^{1, 2, 3} Display limit is based on the footnotes below. ^{8, 10}										
1. Board Sign ^{1, 2, 3, 8}	Sign Permit not required.	1 per lot.	Sign setback shall be at least max. sign height ³	Plywood or similar rigid, all-weather material.	Ambient only.	None. Use max sign area limit. →	Not allowed.	32 sf max area 8 ft max height		
2. Banner Sign ^{1, 2, 3, 10}		1 per lot.	On-building	Vinyl, Fabric, or Lightweight all-weather material.			Not allowed.	32 sf max area, cannot exceed building height		
C. Temporary Flag or Feather Sign Category ^{1, 2, 3} Display limit is based on the footnotes below. ^{9, 10}										
1. Flag Sign ^{1, 2, 3, 7}	Sign Permit not required.	1 per 100 feet of street frontage.	Sign setback shall be at least max. sign height ³	Vinyl, Fabric, or Lightweight all-weather material.	Ambient Only	None; Use max sign area limit. →	32 sf max area, cannot exceed building height			
2. Feather Signs ^{1, 2, 3, 9}							Not allowed.	8 sf max area 6 ft max height ⁸	Not allowed.	
D. Temporary Approved Development Sign Category ^{1, 2, 3} Display limit is based on the period of active development. ^{5, 6}										
1. Active Building Sign ^{1, 2, 3, 5}	Sign Permit not required.	2 per development site.	On-Building; or Freestanding; and clustered in a single location approved by the City Engineer.	Any durable, all-weather material.	Ambient only.	None; Use max sign area limit. →	32 sf max area ⁵ 10 ft max height			
2. Active Plat Sign ^{1, 2, 3, 6}							32 sf max area for each sign ⁶ 10 ft max height			
E. Prohibited Other Sign Category ¹ Display of the following signs is always prohibited in all zoning districts:										
- Signs resembling any traffic control sign or located within a required vision triangle near a street intersection or driveway apron, as determined by the City Engineer. - Signs that project above the building parapet or eave. - Signs that flutter, undulate, swing, rotate, or otherwise move, e.g. inflatable signs, windsocks/tubes, pennants, streamers, festoons, and pinwheels; except signs permitted in A.-D., above. - Flashing, scrolling, or animated signs (including signs that change their appearance less than once per 6 seconds), beacon, search lights, and strobe lights. - Signs mounted on platforms, with wheels or runners, such as trailer signs, sled signs, or other portable signs.										
Footnotes Containing Additional Development Requirements:										
¹ Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
² Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2.										
³ Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.										
⁴ A "Window" is the total area within a window frame, which may be divided by muntins or mullions. Glass areas divided by walls, piers or columns are considered separate windows. Signs shall only be placed on windows located on the ground floor.										
⁵ Period of active building development is between the issuance of the building permit and the issuance of the first occupancy permit for the building. One additional Active Building Sign is permitted on lots greater than 5 acres in size.										
⁶ Period of active plat development is between the recording of the final plat to the issuance of building permits for 80% of the lots as applied to each development phase in the final plat. One additional Active Plat Sign is permitted for a subdivision greater than 5 acres in size.										
⁷ Flag Signs must be mounted to a pole. The pole can either be driven into the ground or attached to a building. If the pole is driven into the ground, it must be rigid and permanent. If the pole is attached to the building, it must also be rigid. The following flags are exempt: National flags, flags of political subdivisions, and symbolic flags of any institution or badge or insignia of the United States, State of Wisconsin, Rock County, City of Lake Geneva, foreign countries or official historic plaques.										
⁸ A Board Sign is only permitted during the sale or lease of the subject property or on-site building. Signs are permitted to be displayed between the listing of the subject property or on-site building for sale or for lease and shall be removed within ten days after undergoing a rental or lease agreement or sale.										
⁹ Feather Signs shall only be displayed during business hours.										
¹⁰ Banners and Flags shall be displayed a maximum of 30 consecutive days, 1 time per calendar year.										
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission										

Example Sign Diagrams:



Section 98-811: Permitted Sign Rules

Figure 98-811(3): Miscellaneous Sign Group ²							Sign Area & Height Maximums for Zoning Districts:			
Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 98- 827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							CR-5ac, ER-1, SR-3, SR-4, TR-6	MR-8	RH, PO, NB, PB, PBP, NO, GB, PI, and HI	CB
A. Site Guidance Sign Category ^{1, 2, 6}										
1. On-Building Locational Sign ^{1, 2, 6, 8, 10}	Sign Permit not required.	1 required per address. ⁶	On-building, and visible from street. ⁸	Any durable, all- weather material.	Ambient only.	None needed. Use max sign area limit. →	4 sf max area 6 ft max mounted height ¹⁰	12 sf max area 12 ft max mounted height ¹⁰		
2. Interior Site Navigational Sign ^{1, 2, 6, 8, 9}	Yes. For each new sign. Staff approval	As permitted by the Zoning Administrator	On-building or freestanding. ^{6, 8}				4 sf max area 6 ft max height			
B. Placemaking Sign Category ^{1, 2, 6}										
1. Metal Plaque Sign ^{1, 2}	Yes. For each new sign. HPC approval.	Up to 3 per historic building, property, or district.	On-building ⁸ or freestanding. ⁶	Bronze, aluminum, or stainless steel.	Standard. ⁷	None Needed. Use max sign area limit. →	6 sf max area 6 ft max height			
2. Permanent Gateway Sign ^{1, 2, 3, 6}	Yes. For each new sign. P.C. approval.	As approved per the final plat.	Minimum height of sign = minimum distance from the right-of-way ⁶		Standard. ⁷		32 sf max area 6 ft max height			
3. Community Sign ^{1, 2, 4, 5, 6}		1 per site.				Standard. ^{5, 7}	1 sf of sign area per 1 ft of building façade length	See Monument Signs in Figure 98-811(1)		
4. Community Interior- Oriented Sign ^{1, 2, 4, 6}	Yes. For each new sign. Staff approval	As permitted by the Zoning Administrator	Affixed to fences facing the interior of a recreational field		Ambient only.	None Needed. Use max sign area limit. →	32 sf max area 15 ft max height			
Footnotes Containing Additional Development Requirements:										
1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2, other than Community Signs and Community Interior-Oriented Signs.										
3 Permanent Gateway Signs shall be located within a platted outlot or within a permanent sign easement and shall only be configured as a monument sign.										
4 Community Signs shall only be configured as monument signs. Community Interior-Oriented Signs shall only be configured as a banner sign affixed to a fence facing the interior of a recreational field. Community Signs and Community Interior-Oriented Signs are only allowed for Institutional land uses as determined by the Zoning Administrator.										
5 Electronic Message Sign are permitted per Section 98-808.										
6 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.										
7 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.										
8 On-building signs must be located within 10 feet of building's main entrance.										
9 May also include either the name, logo, or symbol of the destination, provided that the name, logo, or symbol is less than 1 square feet.										
10 Home occupations are permitted one additional On-Building Locational Sign. Such sign shall be a max of 2 square feet.										
11 Water tower signs shall be approved by the Plan Commission through the Site Plan review process (see Section 98-908).										
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission HPC = Historic Preservation Commission										

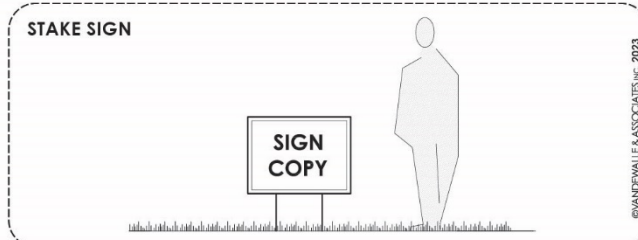


Section 98-811: Permitted Sign Rules

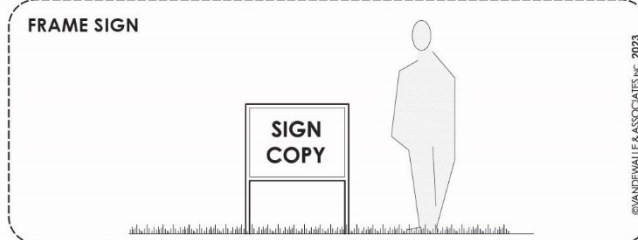
Figure 98-811(3.A.): Miscellaneous Sign Group							Sign Area & Height Maximums for Zoning Districts:			
Sign Categories & Sign Types	Sign Permit Required (see Section 98- 827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							CR-5ac, ER-1, SR-3, SR-4, TR- 6	MR-8	RH, PO, NB, PB, PBP, NO, GB, PI, and HI	CB
A. Yard Sign Category										
1. Stake Sign 1,2,4,5,7,8	No. Sign Permit not required.	2 per lot.	Must be located on-site ³	Any material.	Ambient only.	None needed. Use max sign area limit. →	6 sf max area 4 ft max height			
2. Frame Sign 1,2,4,5,7,8										
3. Arm & Post Sign 1,2,4,5,6,7,8							10 sf max area ⁶ 6 ft max height			
Footnotes Containing Additional Development Requirements:										
1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2										
3 Yard Signs must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.										
4 Yard Signs may be displayed permanently, but typically are not.										
5 One additional Yard Sign or Arm & Post Sign per lot is permitted if the subject property is for lease, for rent, for sale, or hosting an open house. The additional sign(s) must be removed within 10 days after undergoing a rental or lease agreement, sale, or open house.										
6 The area maximum for Arm & Post signs includes the sign face, as well as any additional placards that are attached to the sign.										
7 Any number of Yard Signs is permitted within a period of 30 days prior to, and 10 days following, any local, state, or federal election, with a maximum area of 32 square feet per sign and maximum height of 6 feet per sign.										
8 No off-premises Yard Signs are permitted.										
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission										

Example Sign Diagrams:

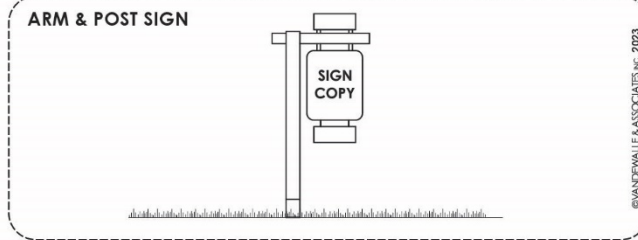
STAKE SIGN



FRAME SIGN



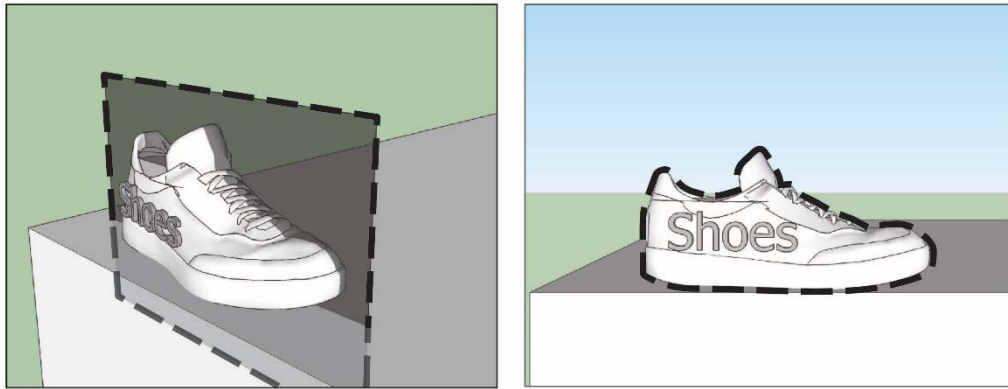
ARM & POST SIGN



Sections 98-812 to 98-814: Reserved**Section 98-815: Sign Setback, Height, Measurement, and Flexibility**

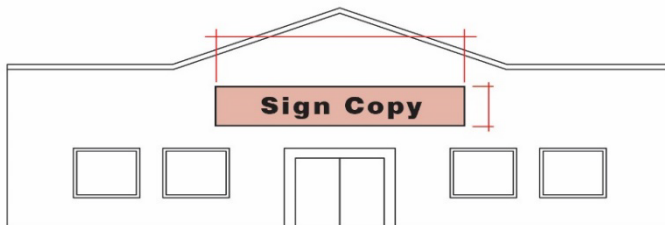
- (1) **Sign Setbacks.** Signs must be located on-site, outside of the vision triangle, and must not be located within any street right-of-way. Each sign type must be set back in a location consistent with Figure 98-811(1), Figure 98-811(2), Figure 98-811(3), and Figure 98-811(3.A.). Any sign to be placed within a public easement requires City approval.
- (2) **Sign Height.**
 - (a) The height of a freestanding sign shall be measured from the average ground level adjacent to and at the base of the sign to the top of the highest attached component of the sign, or from the centerline grade of the nearest adjacent public road, if such information is supplied with the permit application and confirmed by the Zoning Administrator, whichever is higher.
 - (b) The average ground level is defined as the average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other area shall be considered as the ground level.
- (3) **Minimum Ground Clearance.** All On-Building and Pedestrian Signs shall have a minimum clearance of 14 feet above a drive, alley, or street and a minimum of 8 feet above a sidewalk, path, trail, or other ground-level surface.
- (4) **Measurement of Sign Area:** The measurement of sign area is based on the arrangement of sign copy and sign background:
 - (a) In the case of a freestanding sign (including three-dimensional objects), sign area shall include the total sign area(s) that can be viewed from any single vantage point. i.e., for a typical freestanding sign that faces two directions, only the largest sign face visible from any single vantage point shall count toward the total permitted sign area. Sign area shall not include any elements of the sign structure designed solely for support of the sign structure and located below or to the side of the sign message. Examples of parts of a freestanding sign structure which are exempt from the sign area include the sign base and the supporting columns, posts, or poles.
 - (b) For signs comprised of individual letters and related copy which are attached to a background surface with one or more neutral surface colors, sign area shall be measured as the sum of the smallest rectangle enclosing each letter or related copy. See Example 1 in Figure 98-815(2).
 - (c) For signs comprised of individual letters and related copy surrounded by one or more sign background colors on individual panels, sign area shall be measured as the smallest single rectangle enclosing the entire sign message and any and all background color areas. See Example 2 in Figure 98-815(2).
 - (d) Groupings of related smaller signs may be counted as one sign. In such cases, sign area shall be measured as the smallest single rectangle enclosing the individual signs and any and all background color areas. See Example 3 in Figure 98-815(2).
 - (e) For signs comprised of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as its maximum projection upon a vertical plane. See Figure 98-815(1).

Section 98-815: Sign Setback, Height, Measurement, and Flexibility

Figure 98-815(1): Measurement of a 3D Sign Area**Figure 98-815(2): Measurement of Sign Area**

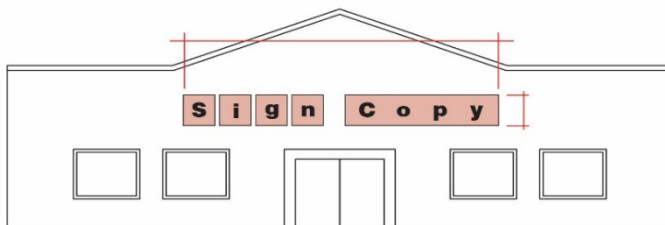
Example 1: Individual letters on a neutral surface

Sum of the smallest rectangles



Example 2: Individual letters or words grouped on one or more panels

Smallest single rectangle



Example 3: Individual letters on separate panels

Smallest single rectangle

Sections 98-816 to 98-826: Reserved**Section 98-827: Sign Approvals and Permits – Application, Enforcement, and Revocation**

- (1) Applicability.
 - (a) No Electronic Message Sign listed under Section 98-808(1), Permanent Gateway Sign under Section 98-805(3)(b)2., or Community Sign under Section 98-805(3)(b)3. shall be erected, installed, or constructed without approval from the City of Lake Geneva Plan Commission and the granting of a permit from the Zoning Administrator in accordance with the provisions of this Section.
 - (b) No On-Building Sign listed under Section 98-805(1)(b), Suspended Sign under Section 98-805(1)(c)1, Menu Board Sign, Sandwich Board Sign, Bulletin Board or Drive Thru Sign listed under Section 98-805(1)(d), or Interior Site Navigational Sign under Section 98-805(3)(a)2., shall be erected, installed, constructed, or maintained without the granting of a permit from the Zoning Administrator in accordance with the provisions of this Section.
 - (c) No Metal Plaque Sign under Section 98-805(3)(b)1. shall be erected, installed, constructed, or maintained without the granting of a permit from the Historic Preservation Commission in accordance with the provisions of this Section.
 - (d) For signs requiring a permit in Subsection (a), above, this Section shall apply and be construed to require a permit for a change of copy on any sign or for any conversions or changes in the sign structure.
 - (e) This Section shall not apply to repainting or re-facing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
 - (f) No new permit is required for signs which are in place as of the effective date this Article, and such signs may remain as legal nonconforming signs if they do not comply with every provision of this Article. Any alteration or relocation of such signs shall conform to the requirements of this Article. Refer to Section 98-835 for rules pertaining to nonconforming signs.
 - (g) Any sign permit granted hereunder shall not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
 - (h) The owner or tenant may request the granting of one permit for all signs on a site that requires a sign permit.
- (2) Review Authority.
 - (a) The Plan Commission shall review all signs per Section 98-827(1), all signs accompanying changes in land use or a new land use which must receive approval of a zoning permit, and sites which will have more than one sign viewed together as part of a group of signs. This may be required with a zoning permit for change of land use or a sign permit.
- (3) Sign Permit Application. Each sign permit application shall include:
 - (a) The name, address, phone number, and email address of the applicant.
 - (b) The name of the business or land use the proposed sign will serve.
 - (c) The name, address, phone number, email address, and signature of the property owner.
 - (d) The name, address, phone number, and email address of the sign contractor.
 - (e) The property's zoning designation.
 - (f) The property's current land use or uses for the entire subject property, including all indoor and outdoor areas.

Section 98-827: Sign Approvals and Permits – Application, Enforcement, and Revocation

- (g) The approved site plan for the subject property (see Section 98-908). If a site plan was not previously required or approved, a site plan for the subject property with requirements as determined by the Zoning Administrator shall be provided. At a minimum, the site plan shall include the following:
 - 1. Location, type, height, width, and area of the proposed sign.
 - 2. Location, type, height, width, and area of all existing signs on the property and indication of whether existing sign(s) will remain or be removed/replaced.
 - 3. All property lines and buildings on the property and within 50 feet of the proposed sign.
 - 4. All parking areas, driveways, and public roads.
 - 5. Method of attachment, structural support, method of illumination, and sign materials.
 - 6. The total area of all signs on the subject property both before and after installation of the proposed sign.
 - 7. Approximate value of the sign to be installed, including cost of installation.
 - (h) Payment of the sign permit fee, as established in the City of Lake Geneva Fee Schedule.
 - (i) A written statement that all temporary signs will be removed per the time limits of this Article.
 - (j) Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
 - (k) Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway may also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.
- (4) Granting and Issuance.
- (a) The Zoning Administrator shall review the application within 14 working days of submittal to ensure it is complete per the requirements of Subsection (3), above.
 - (b) In cases where no other review or approvals are required under this Article, the Zoning Administrator shall review said application for compliance with Subsection (5), below, and shall, in writing, either approve or deny said sign permit within 45 working days of the acceptance of the complete application and payment of the required fee. If the permit application is denied, the Zoning Administrator shall state the reasons for this. The failure of the Zoning Administrator to act within this time frame shall not constitute automatic approval of the sign permit.
 - (c) When a proposed sign is associated with any development that requires a Site Plan, a sign permit shall not be granted prior to the approval of a Site Plan. In such cases, the Zoning Administrator shall review said application for compliance with Subsection (5), below, and shall place the item on the appropriate meeting agenda(s) within 30 working days of the acceptance of the complete application and payment of the required fee. Within 30 working days of recommendation or action by the body with recommending or approval authority, the Zoning Administrator shall approve or deny said sign permit based on such recommendation or action.
 - (d) Sign permit fees are nonrefundable unless applications are withdrawn prior to the commencement of Zoning Administrator review.
 - (e) A granted sign permit shall expire, and shall be null and void, if the sign is not attached or erected within 180 days after the issuance of the sign permit.
- (5) Basis for Granting a Sign Permit. In deciding whether or not to grant a sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of this Article. In such review, the Zoning Administrator may also consider the following factors:
- (a) Any signage affixed to a building shall be dimensioned and located in such a manner that it fits the building's architectural features and proportions.

Section 98-827: Sign Approvals and Permits – Application, Enforcement, and Revocation

- (b) All signs shall be designed to fit the zoning and character of the surrounding area including compatibility with the building characteristics, adjacent uses, and adjacent signs. Special consideration should be made where proposed signage is located on or adjacent to locally identified historic structures or publicly owned recreation and conservancy areas. Signage in the Planned Unit Development zoning district shall conform to the planned or existing dominant architectural theme of the area. Signage in or abutting residential properties should be designed and located so as not to create a nuisance.
 - (c) Signs illuminated by floodlights or spotlights shall be positioned in such a manner that none of the light spills over onto an adjoining property or glares or shines into the eyes of motorists or pedestrians. Light levels must conform to zoning requirements. All signs must conform to the Sign Illumination standards in Section 98-707.
 - (d) The number of colors and materials of the sign should be kept to a minimum.
 - (e) Landscape features shall be incorporated around the base of all permanent freestanding signs. Landscape plantings or other landscape materials shall not be considered as part of the allowable signage.
 - (f) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety and minimizes conflict with vehicular or pedestrian circulation.
 - (g) Whether the sign complies with all provisions of the City of Lake Geneva Municipal Code and Building Code, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity.
- (6) Enforcement and Revocation of Sign Permit.
- (a) A sign permit may be revoked if the applicant has failed to comply with the provisions of this Article or any conditions that may have accompanied the permit at the time of issuance. Revocation requires written notice by either the Zoning Administrator for Article 17 violations or the Building Inspector for Building Code or other construction code violations.
 - (b) If construction, installation, or manufacture of a sign for which a permit has been issued has not commenced within 180 days from the date of the issuance of such permit, said permit shall be null and void and automatically revoked. If work authorized by such permit is suspended or abandoned for a period of 90 days any time after the work is commenced, the original permit shall become null and void. In such cases, a new permit shall be obtained to complete the work and a new permit fee shall be required.
 - (c) Any sign subject to a revoked permit shall be removed by the licensee, sign owner, or property owner within 45 days of such revocation.
- (7) Variances. Any sought by a property owner or applicant shall follow the process set forth in Section 98-910.
- (8) Appeals. Any applicant or sign permit holder affected by a decision of the Zoning Administrator may petition for a hearing before the Board of Zoning Appeals in the same manner and subject to the same procedures as other appeals of decisions of administrative officers. The filing of such petition automatically stays removal of any sign involved and already legally erected until the Board of Zoning Appeals decides whether to sustain, modify, or withdraw the notice.
- (9) Removal of Signs in Violation of this Article.
- (a) If the Zoning Administrator determines that any sign exists in violation of this Article, the Zoning Administrator shall notify the sign permit holder or the owner of the property on which the sign is located. Said notification shall indicate that such violation shall be corrected within 60 days of receipt of said notice on penalty of automatic revocation of any sign permit, and that removal of the sign by the City may occur at the expense of the owner of the property.

Section 98-828: Downtown Design Overlay Sign Requirements

- (b) If notification is sent and the violation is not corrected within 60 days, the Zoning Administrator shall revoke the permit for any sign which is in violation of this Article. It shall be the duty of the Zoning Administrator to cause removal of such sign.
 - (c) The expense of removing such sign shall be charged to the owner of the property on which the sign is located. If the owner fails to pay such expense within one month of being billed therefore, or has not made arrangement for payment satisfactory to the City Attorney, then such expense shall become a lien on the property and shall be placed upon the tax roll in accordance with Wis. Stats. §66.0627.
 - (d) Any sign illegally placed in a public right-of-way shall be subject to immediate removal and confiscation without notice by the Zoning Administrator.
- (10) Adjustments to Approved Signs. The following adjustments may be approved administratively by City staff and no additional process is necessary.
- (a) A proposed adjustment that does not alter the size, location, or placement of the approved sign.
 - (b) A proposed adjustment that would remove a sign component which is not required under the Article.

Section 98-828: Downtown Design Overlay Sign Requirements

- (1) 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 Sections 98-9-913(9)(a)1a, 98-9-913(9)(a)1b, and 98-9-913(9)(a)2. All signs located in the Downtown Design Overlay District shall meet the signage requirements of the underlying zoning district, as well as the additional restrictions set forth in this section. 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. All signs found in Figures 98-811(1) through 98-811(3a) may be used for individual businesses. Roof signs, mobile signs and portable signs are not permitted in any instance. Special event signs shall be regulated per Section 98-805(2) 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 Figures 98-811(1) through 98-811(3a). The base of freestanding signs shall be fully concealed by plants to a minimum height of 24 inches. The supports of freestanding signs shall be constructed of materials and in a style which is consistent with the materials and style of the principal structure on the site, and with the design guidelines as determined by the Design Review Commission.
 - (e) Sign colors:
 - 1. 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.
 - 2. High gloss paints, enamels, lacquers, varnishes or other shiny non-glazing surfaces shall not be used, except as provided for under Subsection 98-828(1)(e)(3) below. Flat paint or satin finishes are encouraged.
 - 3. 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,

Section 98-829: Reserved

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.

4. Color schemes and lettering styles shall be used consistently on all signage used throughout the property.
- (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 98-828(1), below.)

Figure 98-828(1): Sign Location



- (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.

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Section 98-830: Sign Prohibitions and Limitations

The regulations contained in this Subsection apply to signs in all zoning districts.

- (1) **Prohibited Signs.**
 - (a) **Abandoned Sign.** Any sign remaining in place on a site or a portion of a site (such as a single tenant in a multitenant building) that has been vacant, closed, or otherwise unoccupied for a period of 90 days.
 - (b) **Animated Sign.** A sign having lights or illumination which flashes, scrolls, moves, rotates, twinkles, blinks, flickers, varies in intensity of color, or uses intermittent electrical pulsations.

Section 98-830: Sign Prohibitions and Limitations

Electronic Message Signs meeting the definition and requirements of Section 98-808 of this Article shall not be considered an animated sign.

- (c) **Billboard Sign.** An Off-Premises Advertising Sign which is freestanding, constructed of durable materials, and permanently affixed to a structure used to display advertisements and other messages to vehicle travelers for a fee paid to the owner of the structure.
 - (d) **Beacon Sign.** Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same site as the light source; also, any light with one or more beams that rotate or move.
 - (e) **Inflatable Sign.** A sign capable of being filled with and expanded by air or other gas, including “dancing” inflatable signs where air moves through the sign causing it to move.
 - (f) **Off-Premises Advertising Sign.** A sign which directs attention to a business, commodity, service, or entertainment that is conducted, sold, or offered elsewhere than upon the site where the sign is displayed. Off-Premises Advertising Signs include billboards.
 - 1. Existing legal Off-Premises Advertising Signs made nonconforming by this Section shall be permitted to continue as legal, nonconforming signs, subject to the requirements of Section 98-835.
 - 2. Any advertising sign not considered an Off-Premises Advertising Sign is considered to be an On-Premises Advertising Sign.
 - (g) **Portable Sign.** A sign not permanently attached to the ground, that is designed to be moved from one location to another. Also, a sign mounted on a frame or chassis designed to be easily relocated, including unlicensed or inoperable vehicles or trailers whose principal commercial use is for signage. Licensed and operable business vehicles, trailers, or other pieces of equipment shall not be considered mobile or portable signs. Sandwich Board Signs meeting the definition and requirements of Section 98-805(1)(d)2. of this Article shall not be considered mobile or portable signs.
 - (h) **Roof Sign.** A sign displayed above the eaves or cornice of a building.
 - (i) **Vehicle Sign.** A vehicle, trailer, or other piece of equipment which contains any sign or advertising device, which is unlicensed or inoperable, or which is parked on a public right-of-way or in a location that is not an active worksite so as to be seen from a public right-of-way.
 - 1. Business vehicles legally parked in any of the locations described below shall not be considered Vehicle Signs.
 - a. A business vehicle parked on-site at the place of business in a parking space designated for company vehicle parking or storage on a site plan approved by the City; or
 - b. A business vehicle legally parked on-site at the residence of an employee (including driveways and legal off-street parking spaces)
- (2) **Sign Prohibitions.**
- (a) No sign shall be erected at any location where it may, by reason of its position, shape, color or design, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, nor shall such sign make use of words such as “stop,” “look,” “danger,” or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse users of streets or highways.
 - (b) No fluttering, undulating, swinging, rotating, or otherwise moving signs such as windsocks, motorized signs, pennants, and streamers shall be permitted. This shall not apply to Banners Signs, Flag Signs, or Feather Signs as defined in Section 98-811(2) or Community Interior-Oriented Signs as defined in Section 98-811(3)(b).
 - (c) No signs shall project above the building parapet or eave, or be mounted on or extend above the roof, if attached to the building.

Sections 98-831 to 98-832: Reserved

- (d) No flashing, scrolling, or animated signs shall be permitted. Flashing is defined as changing more than once within a 10-second time interval.
 - (e) No signs shall be mounted to an unlicensed trailer or other unlicensed vehicle.
 - (f) No beacon signs shall be permitted.
 - (g) No off-premises advertising signs shall be permitted.
 - (h) No abandoned signs shall be permitted. See Section 98-830 (1)(a).
 - (i) No sign shall be located within a required bufferyard or within a permanently protected green space area.
 - (j) No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting element is not visible from any property within a residential zoning district.
- (3) **Sign Limitations.**
- (a) No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape, and no sign shall be attached to a standpipe or fire escape.
 - (b) No sign shall be placed in a manner that would impede vehicular or pedestrian safety or impede access or visibility. Signs shall meet the visibility requirements of Section 98-703.
 - (c) No private sign shall be attached to or painted on any natural feature (e.g. tree or rock), fence, fire hydrant, public utility pole, public light pole, or traffic regulatory structure, unless otherwise authorized by the City Engineer.
 - (d) Unless otherwise allowed by this Article, no sign shall be permitted within or extend into a public right-of-way.

Sections 98-831 to 98-832: Reserved**Section 98-833: Appearance, Construction, and Maintenance of Signage**

- (1) All signs shall be constructed, mounted, and maintained so as to comply with the appropriate detailed provisions of the Building Code as adopted by the City relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the Electrical Code as adopted by the City.
- (2) The base or support(s) of all ground-mounted signs shall be securely anchored to a concrete base or footing and shall meet minimum wind load capabilities of 30 pounds per square foot.
- (3) Freestanding Signs, Permanent Gateway Signs, and Community Signs shall:
 - (a) Conceal the footings and related supporting structure, including bolts, flanges, and brackets with landscaping using the formula of two landscaping points for every foot of sign's width as measured on the sign face or sign base – whichever is greater.
 - (b) Construct the base of the sign from masonry or aluminum products. The tone and texture of the base shall reflect the principal building construction as close as possible. The base of the sign must be equal or larger in width to the face of the sign.
 - (c) Follow the color scheme of the principal building and incorporate architectural features (such as sills, piers, reveals, capstones, medallions, etc.) which are part of the architectural makeup of the building shall be incorporated into the sign.
- (4) Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces shall be mechanically fastened to mortar joints only and not directly into brick or stone. Drilling to provide electrical service shall follow the same rule.

Section 98-834: Reserved

- (5) No sign shall be suspended in a way that will allow the sign to swing due to wind action. Signs shall be anchored to minimize any lateral movement that would cause wear on the sign face or supporting members or connections.
- (6) All permanent signs and their supporting members shall be constructed of standardized, durable, all-weather sign materials.
- (7) Sign materials in the Business Sign—Permanent Group (Figure 98-811(1)) shall be compatible with the design of the face of the façade where they are placed and shall contribute to the legibility of the sign.
- (8) No combustible materials other than approved plastics shall be used in the construction of electric signs.
- (9) All signage within the jurisdiction of this Article shall remain in a state of proper maintenance. Proper maintenance shall be the absence of loose materials (including peeling paint, paper or other material), the lack of excessive rust, the lack of excessive vibration or shaking, and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof.
- (10) Every sign requiring either Plan Commission or Zoning Administrator approval hereafter erected shall have marked in a conspicuous place thereon the date of erection, the manufacturer's name, the permit number, and the voltage of any electrical apparatus used in connection therewith.
- (11) The repainting, changing of parts, and preventive maintenance of signs which completely conform to the requirements of this Article, and result in absolutely no change in the appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.
- (12) Any signs which may be, or may hereafter become rotted, unsafe, or in a state which is not properly maintained shall be subject to the provisions of Section 98-936.
- (13) If any sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner agreeing to hold the City harmless, and obtaining and maintaining in force liability insurance for such a sign in such form and such amount as the City may reasonably from time to time determine, provided that the amount of such liability insurance shall be at least \$1,000,000.00 per occurrence per sign.

Section 98-834: Reserved**Section 98-835: Nonconforming Signs**

- (1) Nonconforming Signs. Permanent signs existing as of the effective date of this Article, which do not conform to the provisions of this Article but that conformed and met all applicable regulations of the ordinance on the effective date of this Article, shall be legal nonconforming signs.
- (2) Continuation of a Legal Nonconforming Sign.
 - (a) Legal nonconforming signs may be maintained.
 - (b) Legal nonconforming signs shall not be altered or moved to a new location without being brought into compliance with the requirements of this Article. See Subsection (3)(a), below, for what would constitute an alteration of a sign.
 - (c) When the principal structure located on the site undergoes a change of land use per the lettered land use categories described in Article III of the Zoning Ordinance, all legal nonconforming signs shall be brought into conformance with the provisions of this Article or shall be removed.
 - (d) Whenever there is a change in the sign user (excluding off-premises signs), sign owner, or owner of the property on which the sign is located, the new sign user, sign owner, or new property owner shall forthwith notify the Zoning Administrator of the change. No new sign permit is required unless there is modification of the sign face or sign structure. The sign will continue to be considered legal nonconforming.
- (3) Alteration of Legal Nonconforming Signs.

Section 98-836: Reserved

- (a) For the purpose of this Section, alteration of a sign is considered to be any change to the sign's frame, supporting structure, lighting, material, height, location, or any other alterations as determined by the Zoning Administrator.
- (b) Altering a sign does not include maintaining the existing appearance of the sign; changing the appearance of the sign face; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a Changeable Copy Sign; or changing the face of an Off-Premises Advertising Sign (as defined in Section 98-830(1)(h)).
- (c) A tenant sign may be replaced to accommodate a new tenant sign without triggering the need to bring the entire project identification sign, or any of its parts, into compliance with the provisions of this Article.

Section 98-836: Reserved**Section 98-837: Removal of Sign and Sign Structures where Business is no Longer in Operation**

- (1) A building, portion of a building, or site shall be determined to be vacated based on the following criteria: vacancy, cessation of some or all utilities, or lapse or termination of occupational license. Vacation of a building, structure or site shall have the following effect:
 - (a) Within 90 days, the owner of the property shall take action regarding any sign and sign structures associated with the vacant building, portion of a building, or site located on the property. At the property owner's option, the property owner shall do one of the following: remove all such signs and structures, or replace the face of such signs with a blank sign face. If the property owner is granted an extension under Subsection (b) below, the requirement shall not apply during the extension period.
 - (b) An extension allowing signs or sign structures associated with vacant buildings, portions of buildings, or sites to remain on the property for an additional six-month period after the original 90 days have lapsed may be granted under the following conditions:
 - 1. The property owner shall submit an application with the appropriate fee and allow staff to inspect the signs and sign structures on the vacated building, portion of a building, or site.
 - 2. Staff shall review the application and sign to determine that the sign will not be a hazard, safety concern, or blight for the duration of the extended period.
 - 3. Signs shall be properly blanked out and contain no commercial message.
 - 4. If the sign has been damaged during the vacated period to the point it becomes a safety hazard or blight on the property, staff may have the structure removed.
 - 5. After the original six-month extension, one additional six-month extension may be approved by staff for up to one year upon submittal of a new application and fee. Any additional applications for an extension, beyond the first year, shall be approved by the Plan Commission.
 - 6. Owners of nonconforming signs may also apply for an extension; however, the nonconforming sign must be brought into compliance with this Article if any business is reestablished on the subject property.
- (2) Sign structures that have been left without a sign face, or where the permit holder no longer has any interest in the site as owner or tenant, any of which for a continuous period of 90 days, shall be deemed abandoned and shall be removed by the owner of the sign structure or the City shall proceed to remove such sign structure pursuant to the terms of this Article if the owner has not been granted an extension.

Sections 98-838 to 98-839: Reserved

- (3) If the sign or sign structure(s) have not been removed, the City shall send written notification to the property owner of record or last known occupant, via certified mail, return receipt requested, indicating that said property owner or occupant remove the sign or sign structure or apply for and be granted an extension. If the sign or sign structure have not been removed within 90 days after the City sends notice, and an extension has not been granted, the City may have the sign or sign structure removed.
- (4) Any and all costs incurred by the City in the removal of a sign or sign structure pursuant to the provisions of this Section, which authorized assessment of the cost, shall constitute a lien against the property upon which the sign or sign structure existed and shall be collected as a special charge under Wis. Stats. §66.0627.

Sections 98-838 to 98-839: Reserved**Section 98-840: Violations, Penalties, and Fees**

- (1) It shall be a violation of this ordinance for any person to maintain any prohibited sign, to perform or order the performance of any act prohibited by this ordinance, or to fail to perform any act which is required by the provisions of this Article. In the case of any such violation, each day in which such violation exists shall constitute a separate violation.
- (2) Any and all signs, erected, altered, or maintained in violation of this section, or in violation of any of the laws or ordinances of the City or the State of Wisconsin, are declared to be a public nuisance and subject to enforcement. Any such signs so erected, altered or maintained contrary to law shall be abated as a common nuisance by the Zoning Administrator.
- (3) Any person who fails to comply with any of the provisions of this Article shall be subject to a penalty as prescribed by Section 98-936.
- (4) Fees related to signage shall be subject to those prescribed by Section 98-935.

Sections 98-841 to 98-899: Reserved

Amend Zoning Code Section 98-913 Downtown Design Overlay to Repeal Subsection 11 regarding Exterior Signage. This content is instead incorporated into the Proposed Signage Code (Public Hearing Draft 8.19.24).

- ~~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.~~

MEMORANDUM

TO: Short Term Rental Ad Hoc Committee

FROM: City Attorney, Daniel S. Draper

DATE: August 15, 2024

RE: Proposed Ordinance

I have reviewed the proposed changes to Sec. 98-206, the Short-Term Rental Ordinance. I have made some changes that are highlighted in blue.

The changes to the ordinance that are contrary to state statute are found in 98-206 1 c. iii and iv. The state statute on Short Term Rentals states that “Subject to par. (d), a political subdivision may not enact or enforce an ordinance that prohibits the rental of a residential dwelling for 7 consecutive days or longer.” §66.1014(2)(a), *Wis. Stats.* The statute provides that the City can ban the rental of residential dwellings for less than 7 days. The proposed change to the Municipal Ordinance at subsection 1 c. iii, allows the rental of a residential dwelling for a minimum of two days. It does provide however, that the residential dwelling can only be rented to different transients every 7 days. In other words, there will only be a change over of transients once each week, instead of multiple times each week.

The other provision at subsection 1 c. iv is also contrary to the plain language of the state statute. §66.1014(2)(d) 1., *Wis. Stats.* States “If a residential dwelling is rented for periods of more than 6 but fewer than 30 consecutive days, a political subdivision may limit the total number of days with any consecutive 365-day period that the dwelling may be rented to no fewer than 180 days...” It may be argued that this provision only limits the short-term rentals within 180 consecutive days. It could also be argued that if the person wants to do short term rentals, he or she is limited to renting out his or her unit for only 180 days out of the year. That would seem to be the plain reading of that provision. There have been no cases reported addressing this statute or this language.

I would recommend leaving the maximum number of occupants to the original ordinance. This is easier to enforce than trying to do the calculations set forth in WI Statute ATCP 72.14 (2) (b).

Under 1 c. xi, I would change the language to state at the beginning to state “Each Designated Operator and **property owner** shall maintain a ...” It is the owner who is responsible for operation of the short-term rental.

Finally, I cleaned up the provisions of the penalty provisions. I made some clarifying statements, eliminated some language, and deleted the reference to the chronic nuisance ordinance.

SHORT-TERM RENTAL ORDINANCE

Sec. 98-206(9)(y). Short-term rental.

Description: Includes all lodging places and tourist cabins and cottages, other than hotels and motels, in which sleeping accommodations are offered for pay to tourists and transients for more than six but fewer than 29 consecutive days (**hereinafter "STR"**). It does not include private boardinghouses or rooming houses not accommodating tourists or transients, or bed-and-breakfast establishments regulated under ACTP 73. [Ord. No. 19-16]

1. Permitted by right: all zoning districts where "residential dwellings" are permitted, as that term is defined in § 66.1014, Wis. Stats. [Ord. No. 19-16]

a. **Land use requirement.** An **STR** ~~short-term rental~~ shall only be located as an accessory land use within zoning districts that allow residential dwellings, as that term is defined in § 66.1014, Wis. Stats.

b. **Annual city license required.** **STRs** shall operate only during the valid period of an annual City of Lake Geneva **STR** license (hereinafter "**Annual License**") for each consecutive 365-day period. If the **STR** is transferred or there is any change of ownership of the **STR** during the valid period of an **Annual License**, the **new owner must apply for a license as defined in this ordinance before operating the STR. Licensees may not be transferred. When the license is issued, it will include a registration number (hereinafter "STR License Number") that must be displayed as defined in this ordinance.** Operating an **STR** without a current version of a valid **Annual License** shall be considered a violation of this chapter, and **the property owner shall be** subject to the penalties of Section 98-936. The following information shall be provided on an annual basis, ~~prior to~~ **before** issuance of said **Annual License**:

i. Completed City of Lake Geneva short-term rental application, which includes the property owner's name, address, and phone number; the **Designated Operator's** name (**as defined in 1(c)(vii)**), address, and phone number; and the period of operation of up to 180 days in a 365-day period, which must be consecutive;

ii. A current floor plan for the **STR**, at a minimum scale of one-inch equals four feet, and a site plan of the property at a minimum scale of one-inch equals 10 feet showing on-site parking spaces, **all bedrooms**, and trash storage areas;

iii. General Building Code inspection by the City, and submittal of official Building Code inspection report with no outstanding compliance orders remaining;

iv. Proof of valid property and liability insurance for the dwelling unit; [5]

[5] Editor's Note: Former Subsection b. iv, requiring a Fire Code inspection and report, was repealed on 3-28-2022 by Ord. No. 22-02. This ordinance also redesignated former Subsection (8)(y)1bv through x as Subsection (8)(y)1biv through viii, respectively.

v. State of Wisconsin tourist rental house license;

vi. City of Lake Geneva room tax permit;

vii. City of Lake Geneva general business license; [6]

[6] Editor's Note: Former Subsection (8)(y)1bvii, requiring a seller's permit, was repealed on 3-28-2022 by Ord. No. 22-02. This ordinance also redesignated former Subsection (8)(y)1bv through x as Subsection (8)(y)1biv through viii, respectively.

viii. Payment of an administrative fee, set by City Council resolution, to cover the costs to the City of administering the above. The City of Lake Geneva ~~short-term rental~~ **Annual License** shall be issued with the completion of the above requirements and compliance with the City's Room Tax Ordinance. [7]

[7] Editor's Note: See Ch. 70, Taxation, Art. III.

c. **Property management requirements.** Each **STR** shall be managed consistent with the following requirements:

i. The total number of days of operation within any 365-day period of an **Annual License** shall not exceed 180 consecutive days (**hereinafter "Rental Season"**). This period of **STR** operation shall be specified by the property owner in the required Lake Geneva ~~short-term rental~~ **Annual License** application.

ii. The stay of a guest in an STR (hereinafter "Rental") is calculated on the number of nights stayed between the arrival date and departure date.

iii. The minimum rental **booking** period shall be a minimum of seven consecutive days by any one party. **"Rental Booking Period" shall be identified as the date between one rental arrival and the next rental arrival. A Rental must be for at least two nights and may not arrive within 7 days of the prior guest arriving at the STR. For example, if a rental arrives on June 1, the earliest the next Rental could arrive is on June 7.**

iv. ~~The maximum rental period within a 365-day period of an annual license shall be no more than 180 consecutive days.~~ **During the days of the Annual License that is outside of the Rental Season ("Rental Off-Season") the Rental Booking Period shall be a minimum of 29 days. For example, if the property is rented November 1-7, it cannot be rented again until November 29.**

v. Similar facilities in which single-family detached homes are available for less than seven days, more than 180 days ~~nights~~, or throughout the year, are a different land use that falls within the indoor commercial lodging land use category.

vi. The maximum number of occupants shall not exceed the total number licensed by the State of Wisconsin **or two per bedroom plus two additional occupants, whichever is less.**

WI Statute ATCP 72.14 (2)(b) Size of sleeping rooms. Every sleeping room shall be of sufficient size to afford at least 400 cubic feet (12 cu m) of air space for each occupant over 12 years of age and 200 cubic feet (6 cu m) for each occupant 12 years and under. Every sleeping room shall have a minimum ceiling height of 7 feet (2.13 m). No greater number of sleeping occupants than the number established by the application of these standards is permitted in any sleeping room.

vii. The **STR** shall be operated by the property owner or by a property manager explicitly designated in the valid Lake Geneva ~~short-term rental~~ **Annual License** application as the **"Designated Operator."** ~~A manager is someone who has~~ **The Designated Operator must have all of the powers of the STR owner in the STR owner's absence.**

viii. The property owner's and the **Designated Operator's** names, addresses, and twenty-four-hour phone numbers shall be provided in the City of Lake Geneva ~~short-term rental~~ **Annual License** application and shall be updated within 24 hours upon any change in the ~~property manager~~ **Designated Operator** or the ~~property manager~~ **Designated Operator's** contact information.

- ix. The **Designated Operator** must reside within or have their business located within 25 miles of the **STR** parcel.
- x. The **Designated Operator** must be available by phone 24 hours, seven days a week, during the period of operation designated in the Lake Geneva ~~short-term rental~~ **Annual License** application.
- xi. Each ~~short-term rental~~ **Designated Operator** shall ~~provide and~~ maintain a guest register **for each Rental** and shall require **the primary** ~~all~~ guests to register their true names and addresses before allowing occupancy. **The guest register shall also include the Rental arrival date, Rental departure date, and consideration paid for the Rental.** The guest register shall be kept intact and available by the designated operator for inspection by representatives of the City for at least one year from the day of the conclusion of the period of operation.
- xii. Each ~~short-term rental~~ shall maintain the following written business record for each rental of short-term rental: the true names and addresses of any person renting the property, the dates of the rental period (which must be a minimum of seven consecutive days), and the monetary amount or consideration paid for the rental. The business record shall be kept intact and available by the designated operator for inspection by representatives of the City for at least one year from the day of the conclusion of the period of operation.
- xii. ~~Short-term rental~~ **Annual License** and emergency contact information must be posted in a conspicuous area within the property at all times.

d. ~~Property STR~~ **operational requirements.** Each **STR** shall be operated per the following requirements:

- i. The "Requirements for Short-Term Rental Guests" form provided by the City of Lake Geneva to summarize City requirements for **STRs**, and the site plan for the subject property clearly depicting guest parking spaces and the rear yard, shall be posted on the inside of the front door of each throughout its period of operation.

ii. **Parking requirements:**

- a. A minimum of two off-street parking spaces shall be provided on the subject property for each **STR**. If the **STR** provides three or more bedrooms, an additional on-site parking space is required for each additional bedroom over two, ~~plus one space for each employee on the largest shift, if applicable.~~
- b. All guest parking for vehicles and trailers shall be within a parking space designated on the site plan, on an area paved with concrete or asphalt.
- c. ~~All guest vehicles and trailers may only park on-site. Street parking for guests is not permitted.~~
- b.** No parking is permitted on gravel, lawn, or planter bed areas.

iii. **Site appearance requirements:**

- a. Aside from a changing mix of guests and their vehicles, there shall be no evidence of the property being used as an **STR** visible on the exterior of the subject property.

- b. No exterior signage related to the **STR** is permitted, other than the property address.
- c. No outdoor storage related to the **STR** land use is permitted, except for typical residential recreational equipment, seating and outdoor cooking facilities which are permitted only within the rear **not permitted in the front yard. The STR and property must abide by the Zoning Ordinance defined in Municipal Code section 98.**
- d. No recreational vehicle, camper, tent, or other temporary lodging arrangement shall be permitted to accommodate guests.

iv. Neighborhood impact requirements:

- a. **STRs, including guests, must abide by City ordinances, including those defined in Municipal Code section 46-4 regarding loud and/or unnecessary noise.**

Municipal Code section 46-4(b) Loud and/or unnecessary noise prohibited. It shall be unlawful for any person to make, continue, or cause to be made or continued any loud and/or unnecessary noise between the hours of 9:00 p.m. and 7:00 a.m. on weekdays and between the hours of 9:00 p.m. and 8:00 a.m. on weekends. [Amended 6-22-2020 by Ord. No. 20-05]

- ~~a. No outdoor activity shall occur between the hours of 9 p.m. and 7:00 a.m.~~
- ~~b. At all times, no noise, lighting, odor or other impacts from the subject property shall be detectable at the property line at levels exceeding the requirements of Article 7 of this chapter.~~
- ~~c. No vehicular traffic shall be generated by the short term rental at levels exceeding those typical for a detached single family dwelling unit.~~

v. STR advertising:

- a. No outdoor advertising is allowed on the subject property.
- b. The **STR** shall not be advertised for availability in any form of media **until** the required **State of Wisconsin Tourist Rooming House and the** City of Lake Geneva short-term rental **Annual License** have been issued.
- c. **The STR shall not advertise a maximum capacity that exceeds the license provided by the State of Wisconsin.**
- d. **All listings, websites, posts, and advertisements (“Rental Marketing”) must display the Lake Geneva STR Number, except for when the advertisement includes a web link/URL and the Lake Geneva STR Number is displayed on the page presented to the user when viewing the web link/URL. For clarity, if Rental Marketing does not contain a web link/URL with the STR Number displayed on it and contains other means for a consumer to make contact about an STR or to book a Rental, the Lake Geneva STR Number must be displayed. Examples of these other contact methods include but are not limited to mailing address, physical address, phone number, email, messaging of any kind, and any form in which a consumer’s contact information is captured.**
- e. **All Rental Marketing must include the maximum on-site parking spaces available at the Property per this ordinance before confirming a booking of a Rental.**

e. Access and inspections.

- i. The City shall be authorized at all reasonable times upon reasonable notice to the owner, and with either the owner's consent or a special inspection warrant under § 66.0119, Wis. Stats., except in cases of emergency where no special inspection warrant is required, and as provided in § 66.0119(2), Wis. Stats., to enter and examine any building, structure, or premises, for the purpose of ensuring compliance with this chapter. If the owner declines to consent to an inspection without a warrant, the City may not conduct an inspection under this section without first obtaining a special inspection warrant under § 66.0119, Wis. Stats., except in cases of emergency where no special inspection warrant is required, and as provided in § 66.0119(2), Wis. Stats. The owner, agent, or occupant of any such premises who refuses to permit, or prevents or interferes with any entry into or upon the premises by any such inspector with a special inspection warrant or in cases of emergency where no inspection warrant is required and as provided in § 66.0119(2), Wis. Stats., shall be in violation of this section. It is not a violation of this section to refuse to grant voluntary consent to an inspection.
- ii. The City has adopted the Knox-Box® key box system providing for the installation of miniature vaults that are placed upon the exterior buildings, gateposts, or other applicable locations. Contained within the vault are the keys that will allow access to the **STR** in emergency situations.
- iii. Designated operators and owners are encouraged, but not required to install the Knox-Box® Systems on their **STRs**. Designated **O**perators and owners of **STRs** acknowledge that the City shall not be obligated for damages occurring to **STRs** in the event emergency access to an **STR** is required and there is no Knox-Box® System installed on the property.

f. Penalties and license revocation.

- i. **Operating an STR without a Tourist Room House License from the State of Wisconsin and an Annual License from the City of Lake Geneva is prohibited. STRs found to be operating without the proper permits will be cited \$1,000 per day and required to pay room taxes and penalties for prior Rentals if not yet paid per Municipal Code 70.** Violations of the requirements for **STRs**, the provisions of the ~~short term rental~~ **Annual License**, and all other **provisions** of this subsection (8)(y) are subject to separate daily fines ~~citations~~ per Section 98-936 **and this ordinance**. Citations for violations of this chapter will be issued to and will be the responsibility of the property owner.
- ii. ~~The annual short term rental license may be revoked for more than two violations of the requirements specific to the short term rental, the license, or the remainder of this chapter. Short term rental operators found noncompliant with the terms of this subsection (8)(y) shall be considered in violation and shall be subject to all applicable penalties up to and including revocation of their short-term rental license.~~
 - ii. **Major violations of this ordinance are subject to citations and license revocation. The following are considered major violations:**
 - a. **Rental Marketing that does not advertise or falsely advertises information as required in this ordinance, including but not limited to maximum capacity and available on-site/off-street parking as provided with the Annual License as defined in 1(d) of this ordinance.**
 - b. **No Designated Operator within 25 miles. The Designated Operator must have all of the powers of the STR owner in the STR owner's absence.**

- c. Failure to display the STR License Number as defined in 1(d) of this ordinance.
 - d. Failure to pay Room Tax and to submit timely reporting. Room Tax that is more than 30 days late may constitute a violation.
 - e. Renting outside the requirements defined in 1(c) of this ordinance, including but not limited to having more than one Rental arrive in a Rental Booking Period.
- iii. Penalties for major violations of this ordinance are based on the number of violations in a rolling 12-month period as follows:
- a. 1st: \$250 citations and court costs (citations are per day of violation). For example, the owner rents a 3-night weekend beyond the permitted time, which equals three tickets for that Rental.
 - b. 2nd: \$500 citations and court costs (citations are per day of violation) and suspension of Annual License for 3 months.
 - c. 3rd: \$1,000 citations and court costs (citations are per day of violation) and suspension of Annual License for 1 year.
 - d. 4th: Permanent revocation of Annual License and future ability to get an Annual License for the STR property.
- iv. Minor violations, are those caused by renters or guests of a Rental.
- a. Examples include excessive noise, disruptive behavior, and related incidents that require law enforcement intervention.
- v. Minor violations penalty method. If renters or guests of a Rental receive five citations from the Police Department for violations that occur at the same STR in separate Rentals within a rolling 12 months, this shall constitute a major violation of this ordinance. Each violation beyond the initial 5 minor violations within a rolling 12 months shall be cited as a major violation.
2. Resident Reporting. Residents who witness and experience major or minor STR violations are encouraged to report violations to the property owner, the property operator, the City of Lake Geneva Citizen Action Request / Complaint Form, or the Police Department non-emergency line (262-248-4455). In addition, it may be helpful to document the violations. The reporting method is dependent on the severity of the violation. No adverse action will be taken against a resident for reporting STR violations.

Short-Term Rental (STR) Guidelines for Neighbors

STRs have become increasingly common in our community. We understand that living near a short-term rental property can raise questions and concerns. While they can bring economic benefits, it's important to maintain a peaceful and respectful environment for everyone.

This guideline aims to foster a positive co-existence with STR guests and owners, to provide helpful information and tips, and to help neighbors understand their rights and responsibilities.

Understanding Short-Term Rentals

- **What is an STR?** An STR is a dwelling unit rented out for periods of less than 29 days and sometimes for as little as a weekend.
- **Why are STRs popular?** They offer flexible lodging options for travelers and can provide supplemental income for homeowners.
- **What are the regulations?** State and local ordinances govern STRs, covering licensing, occupancy limits, parking, noise, and garbage disposal. [Wisconsin State Statute 66.1014](#), [City of Lake Geneva Ordinance 98-206](#). A major revision of the City of Lake Geneva ordinance is underway and will take effect at the end of the 2024 STR peak season.

Neighbor Responsibilities:

- **Open Communication:** If you have concerns about an STR, try addressing them directly with the property manager/owner in a respectful manner. Open communication is key. A friendly conversation can often resolve issues before they escalate.
- **Know Your Rights:** Familiarize yourself with the City of Lake Geneva's STR ordinance. This will help you understand what is and isn't permissible.
- **Reporting Concerns:** If communication with the property manager/owner is unsuccessful, or if there are ongoing issues such as excessive noise, parking violations, or disruptive behavior, report your concerns to the appropriate local authorities (police, code enforcement, etc.). [Submit a Complaint to Building & Zoning](#)
- **Document Incidents:** Record disturbances, including dates, times, and details. This documentation can be helpful when addressing ongoing issues.
- **Be Patient and Understanding:** Remember that most STR guests are respectful and considerate. Occasional disruptions are to be expected, but major problems should be addressed.

Neighbor Rights:

- **Quiet Enjoyment:** You have the right to the peaceful enjoyment of your property. Excessive noise, late-night parties, or disruptive behavior from STR guests should not be tolerated.
- **Parking:** STR guests should adhere to local parking regulations. Report any violations to the appropriate authorities or the property manager/owner. Parking on City streets is permissible.
- **Trash Disposal:** Trash from STRs should be properly contained and disposed of according to local ordinances.
- **Safety & Security:** Your safety and security are paramount. Contact law enforcement immediately if you feel threatened or observe suspicious activity at an STR.

Resources:

- **Local Government:** The City of Lake Geneva [website](#) has information on STR regulations and contact information for relevant departments.
- **Community Groups:** Some neighborhoods have formed associations to address STR concerns collectively.

Additional Information:

- **Noise Complaints:** The City of Lake Geneva has a noise ordinance. Note the time, date, and nature of the disturbance when reporting noise complaints to the authorities.
- **Parking Violations:** If STR guests are violating parking regulations, note the vehicle's make, model, and license plate number when reporting the violation.

Remember: The goal is to create a positive living environment for everyone. By understanding your rights, responsibilities, and the resources available to you, we can work together to ensure that short-term rentals operate responsibly and respectfully, and contribute positively to our community.

A Good Neighbor Guide for Short-Term Rental Guests

Welcome to our neighborhood! We're excited to have you visit and hope you enjoy your stay. To help ensure a positive experience for everyone, please be mindful of the following guidelines:

1. **Respect Quiet Hours:** Please be considerate of our neighbors and keep noise to a minimum, especially during quiet hours, typically between 9 PM and 8 AM.
2. **Parking:** Please park only in designated areas and avoid blocking driveways, crosswalks, or sidewalks.
3. **Trash & Recycling:** Properly dispose of trash and recycling in designated bins to help keep our neighborhood clean.
4. **Safety:** Familiarize yourself with safety procedures and emergency exits. Be mindful of fire hazards and avoid open flames outdoors.
5. **Occupancy:** Please adhere to the maximum occupancy limits for the property to ensure a comfortable and safe experience for all.
6. **Local Regulations:** We kindly ask that you respect local ordinances, including those about noise, parking, and occupancy.
7. **Communication:** If you have any questions or concerns during your stay, please don't hesitate to contact your host or property manager.

Thank you for your cooperation and consideration! We hope you have a wonderful time in our community.