

CITY OF LAKE GENEVA PLAN COMMISSION MINUTES
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

Meeting called to order by Todd Krause

Mayor Krause called the meeting to order at 6:00 pm.

Roll Call

Present: Krause, Esposito, Gibbs, Skates, Foster-Fueredi, Nafziger, Cary

Absent: None

Approve Minutes of the July 15, 2024 Plan Commission meeting as distributed

Motion by Cary to approve, second by Skates; Motion Carried; 7-0

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

Joel Hoiland, Short-Term Rental (STR) Ad-Hoc Committee member, 390 Country Club Drive: Spoke on agenda item #12. Hoiland addresses the Plan Commission to approve STR documents to the city website and Request for Proposal (RFP) for STR software (8/20/24 Finance, Licensing & Regulation (FLR) agenda).

Kirk Ladu, 1815 Miller Road: Spoke about concerns on item #12, and would like to see it to be punitive enough to be a deterrent to Short-Term Rentals (STR) and allowing STR who are complying to rent the full year. He encouraged strict enforcement.

Sarah McConnell, 21 Lakeview Drive: Spoke on item #12, and encouraged strict enforcement.

Sharon Jolly, 1028 S Lake Shore Drive: Spoke about concerns on item #12.

Luke Pfeifer, Short-Term Rental (STR) Ad-Hoc Committee member, 1091 S Lake Shore Drive: Spoke on item #12 and provided comments/feedback to the public comments.

Tom Keefe, Short-Term Rental (STR) Ad-Hoc Committee member, 253 Smythe Drive, Williams Bay: Spoke on item #12 and shared the STR Ad-Hoc Committee's strategy and process.

Scott Robinson, 1201 Madison Street: Spoke on item #12 and the main issues with Short-Term Rentals.

Acknowledgment of Correspondence

No correspondence.

Building and Zoning Administrator's report update on new single-family housing units and short-term housing units

Administrator Walling presented the Building & Zoning Administrator's report (pages 6-7 of packet).

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

Greg Hughes & Ryan Hunt, representatives for Geneva Square, presented the request for a Precise Implementation Plan (PIP) to construct a multi-tenant commercial building on the property located at 80 Geneva Square and answered the Commission's questions (pages 8-41 of the packet).

City Planner Kruesel presented a staff report and answered the Commission's questions. City staff recommended approval.

City Engineer Rauch spoke about the engineering review as it pertains to storm-water management.

Public Comment:

Sarah McConnell, 21 Lakeview Drive: Inquired if there will be a postage drop-off box.

Motion to close public hearing by Skates, seconded by Cary; Motion Carried; 7-0
Motion by Cary to approve, seconded by Esposito; Motion Carried; 7-0

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

City Planner Mich presented a request for a Precise Implementation Plan (PIP) located at 736 Pine Tree Lane (pages 42-68 of packet). City staff recommended approval.

Public Comment:

Sharon Jolly, 1028 S Lake Shore Drive: Stated she did not receive public notice and asked the applicant not to make this location a Short-Term Rental. Informed the Commission of a shared easement near this location.

Motion to close public hearing by Cary, seconded by Gibbs; Motion Carried; 7-0
Motion by Skates to approve, seconded by Gibbs; Motion Carried; 7-0

Clarification requested by Esposito on the storm-water management logistics. City staff confirmed this has been completed.

Request for a recommendation to approve a CSM for a request from Stahli USA, Inc. 200 Sheridan Springs Rd. Lake Geneva to review a possible land division application. Representative Matt Huff of Stahli in connection with the City of Lake Geneva for tax parcels ZGC00001 & ZGC00002

City Engineer Rauch presented and answered the Commission's questions (pages 69-78 of packet). City staff recommended approval.

Motion by Skates to approve, seconded by Esposito; Motion Carried; 7-0

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

Applicant Kristen Kettle presented and answered the Commission's questions for a conceptual proposal for Mashtun Brewing, in the Planned Business Park for indoor & outdoor commercial entertainment with a beer garden (pages 79-84 of packet).

City Planner Kruesel presented an overview, answered the Commission's questions and shared next steps.

Pete Juergens addressed Commissioner's questions & concerns.

Mayor Krause recommended getting feedback from tenants in the Business Park.

No action was taken.

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

City Planner Kruesel presented and answered the Commissioner's questions about proposed amendments to the City of Lake Geneva Zoning Code regarding signage regulations (pages 85-113 of packet).

Administrator Walling answered Commissioner's questions. Attorney Draper suggested adding a caveat that the sign provision doesn't apply to public property.

No public comment.

Motion to close public hearing by Cary, seconded by Gibbs; Motion Carried; 7-0
City Planner Kruesel confirmed the staff recommendation is for approval.
Motion by Skates to approve, seconded by Cary; Motion Carried; 7-0

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

Motion to suspend the rules to allow Joel Hoiland to speak by Cary, seconded by Skates.

Motion Carried; 7-0

Administrator Walling presented an overview of the Short-Term Rental (STR) committee findings and recommendations for the proposed amendments to zoning code 98-206(9)(y) (pages 114-123 of packet).

Attorney Draper clarified that the state said that we're creating an estate and land for residents for rentals from 7 to 30 days. We cannot treat it any differently from any other state and land. They essentially carved out a new estate in real estate. It's creating new land use. It is set by state statute.

Motion to suspend the rules to allow Luke Pfeifer to speak by Cary, seconded by Skates.

Motion Carried; 7-0

Administrator Walling, Hoiland & Pfeifer answered the Commission's questions and provided recommendations.

The Commissioner's recommended changes for the STR Ad-Hoc committee to consider:

Property Management -Verbiage Clarification - Item 9

Short-Term Rental management business is located within 25 miles of Lake Geneva.

Penalties and License Revocation

Change five (5) citations to three (3) - Item 9

Overall Enforcement & Audit Requirements Concerns

Adjournment

Motion by Cary to adjourn seconded by Skates. Motion Carried; 7-0

The meeting adjourned at 8:11 pm.