



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

**PLAN COMMISSION
MONDAY, MAY 19, 2025 - 6:00 PM
COUNCIL CHAMBERS, CITY HALL**

Members:

Chair - Mayor Todd Krause; Alderperson Joel Hoiland, Commissioners: John Gibbs, Doug Skates, Jeremy Nafziger, Kyle Cary, and Ann Esarco

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<https://cityoflakegeneva.gov/319/City-Meetings-Video-Stream>

AGENDA

1. Call to Order
2. Roll Call
3. Approve Minutes of the April 21, 2025 Plan Commission meeting as distributed
4. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to five (5) minutes.
5. Acknowledgment of Correspondence
6. Downtown Design Review:
 - a. Discussion/Action on Resolution PC-018 for a Downtown Design Review Application filed by **Roger Wolff**, 771 W Main Street, Lake Geneva, WI for a proposed exterior change to a building located at 734 W Main Street, Tax Key No. ZOP 00314
 - b. Discussion/Action on Resolution PC-019 for a Downtown Design Review Application filed by **Cassidy Winkler**, W5039 Clearwater Lane, Elkhorn, WI for a proposed exterior change to a building located at 605 W Main Street, Tax Key No. ZOP 00291
 - c. Discussion/Action on Resolution PC-020 for a Downtown Design Review Application filed by **Gage Marine Corporation**, 1 Liechty Drive, Williams Bay, WI for a proposed exterior change to a building located at 803 W Main Street, Tax Key No. ZOP 00256B
7. Old Business
8. Building and Zoning Administrators report
 - a. Update Short Term Rental Program
 - b. Update Code Enforcement Program
9. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's
office in advance so that the appropriate accommodations can be made.*

**CITY OF LAKE GENEVA PLAN COMMISSION MINUTES
MONDAY, APRIL 21, 2025 - 6:00 PM
COUNCIL CHAMBERS, CITY HALL**

Members: Chair: Mayor Todd Krause, Alderperson Peg Esposito, Commissioners: John Gibbs, Doug Skates, Jeremy Nafziger, Kyle Cary, and Ann Esarco

Call to Order

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

Roll Call

Present: Krause, Hoiland, Nafziger & Esarco

Absent (Excused): Gibbs, Cary & Skates

Approve Minutes of the March 17, 2025 Plan Commission meeting as distributed

Motion by Hoiland to approve, second by Nafziger.

Motion carried: 4-0

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.

No public comments.

Acknowledgment of Correspondence

No Correspondence.

Downtown Design Review:

Discussion/Action on Resolution PC-010 for a Downtown Design Review Application filed by Carly Loobeek, N5957 Red Wing Lane, Elkhorn, WI, for a proposed exterior change to a building located at 300 Sage Street, Tax Key No. ZOP 00148

The Commission heard a presentation from City Planner Mich regarding an application for Downtown Design Review for the proposed exterior change to 300 Sage Street. The City Planner Mich subsequently answered questions from the Commission.

Motion by Hoiland to approve; second by Esarco. To include all staff recommendations and fact findings in the affirmative.

Motion carried: 4-0

Discussion/Action on Resolution PC-011 for a Downtown Design Review Application filed by Corey Nelson, PO Box 823, Waukesha, WI, for a request for a proposed change to the pavement at the Geneva Towers Condominium building located at 101 Broad Street, Tax Key Nos. ZCNG 00001-00041

The Commission heard a presentation from City Planner Mich and applicant regarding an application for Downtown Design Review for the proposed exterior change to pavement at 101 Broad Street. The City Planner Mich and applicant subsequently answered questions from the Commission.

Motion by Hoiland to approve; second by Krause. To include all staff recommendations and fact findings in the affirmative.

Motion carried: 4-0

Public Hearing, Review, and Recommendation – Tim Kerins

Public Hearing for a Conditional Use Permit (CUP) application filed by Tim Kerins, 3267 South Shore Drive, Delavan, WI, for a request for alterations to a site plan within the Estate Residential-1 (ER-1) zoning district for the property located at 1600 Evergreen Lane, Tax Key No. ZLM 00088A

City Planner Mich presented a Conditional Use Permit (CUP) application filed by Tim Kerins, at 1600 Evergreen Lane, Lake Geneva. The City Staff recommends approval, with no specific conditions mentioned. The

representative for the applicant advocated for the approval of this conditional use and answered the commission's questions.

Public Hearing:

No public comment.

Motion by Hoiland to close the Public Hearing, second by Esarco. No discussion

Motion carried 4-0

Discussion/Action on Resolution PC 012 for a Conditional Use Permit (CUP) application filed by Tim Kerins, 3267 South Shore Drive, Delavan, WI, for a request for alterations to a site plan within the Estate Residential-1 (ER-1) zoning district for the property located at 1600 Evergreen Lane, Tax Key No. ZLM 00088A

Motion by Hoiland to approve; second by Esarco. To include all staff recommendations and fact findings in the affirmative.

Motion carried: 4-0

Public Hearing, Review, and Recommendation – Wisconsin Power & Light Company

Public Hearing for a Planned Development – Precise Implementation Plan application filed by Wisconsin Power and Light Company, 4902 N. Biltmore Ln, Madison, WI, to allow for reconstruction of the electrical substation located at 255 Mill Street, Tax Key No. ZA312100002

The Commission heard a presentation from City Planner Mich, City Engineer Rauch and applicant regarding an application for a Precise Implementation Plan for 255 Mill Street. The City Planner Mich, City Engineer Rauch and applicant subsequently answered questions from the Commission.

Public Hearing:

Peg Esposito, 124 Darwin Street: Expressed concern that structural changes could disrupt Chimney Swifts.

Victoria Ross, 301 Cadence Circle: Expressed concerns about disrupting the Chimney Swift migration timeline.

Motion by Hoiland to approve, second by Nafzinger. No discussion.

Motion carried: 4-0

Discussion/Action on Resolution PC 013 for a Planned Development – Precise Implementation Plan application filed by Wisconsin Power and Light Company, 4902 N. Biltmore Ln, Madison, WI, to allow for reconstruction of the electrical substation located at 255 Mill Street, Tax Key No. ZA312100002

The Avian Committee is requested to contact the applicant to provide information regarding Chimney Swift migration dates. This is to ensure that no construction activities are scheduled during this period. Furthermore, please confirm that the proposed pole placement will not interfere with their migration patterns.

Motion by Hoiland to approve; second by Krause. To include all staff recommendations and fact findings in the affirmative.

Motion carried: 4-0

Public Hearing, Review, and Recommendation – Covenant Harbor

Public Hearing for a Planned Development – General Development Plan application filed by Eric Anderson, 611 Sage St., Lake Geneva, WI for a request to update the boundary of a Planned Development zoning district and to accommodate a new pavilion and dining hall for Covenant Harbor Bible Camp and Retreat Center located at 1724 W Main St., Tax Key No. ZYUP00096 and ZA254600001

The Commission heard a presentation from City Planner Mich & applicant regarding an application for a General Development Plan, for a request to update the boundary of a Planned Development zoning district and to accommodate a new pavilion and dining hall. The City Planner Mich & applicant subsequently answered questions from the Commission.

No public comment.

Motion to close the public hearing by Nafziger; second by Hoiland.

Motion Carried: 4-0

Discussion/Action on Resolution PC 014 for a Planned Development – General Development Plan application filed by Eric Anderson, 611 Sage St., Lake Geneva, WI for a request to update the boundary of a Planned Development zoning district and to accommodate a new pavilion and dining hall for Covenant Harbor Bible Camp and Retreat Center located at 1724 W Main St., Tax Key No. ZYUP00096 and ZA254600001

Motion to approve, to include all staff recommendations and fact findings in the affirmative by Hoiland; second by Krause

Motion carried: 4-0

Discussion/Action on Resolution PC 015 for a Certified Survey Map application filed by Eric Anderson, 611 Sage St., Lake Geneva, WI, to combine Tax Key Nos. ZYUP00096, ZA254600001, a portion of ZA254600002, and a portion of ZA95800002 for Covenant Harbor Bible Camp and Retreat Center located at 1724 W. Main Street

The Commission heard a presentation from City Planner Mich & applicant regarding an application for a Survey Map application.

No discussion.

Motion to approve, to include all staff recommendations and fact findings in the affirmative by Hoiland; second by Krause.

Motion carried: 4-0

Public Hearing, Review, and Recommendation – Building & Zoning Department

Public Hearing for a Zoning Code Amendments pertaining to Group Developments (Section 98-205(10) and 98-208)

The Commission heard a presentation from City Planner Mich regarding Zoning Code Amendments pertaining to Group Developments. The City Planner Mich subsequently answered questions from the Commission.

No public comment.

Motion to close the public hearing by Hoiland; second by Krause.

Motion Carried: 4-0

Discussion/Action on Resolution PC 016 for a Zoning Code Amendment pertaining to Group Developments (Section 98-205(10) and 98-208)

Motion to approve, to include all staff recommendations and fact findings in the affirmative by Hoiland; second by Krause

Motion carried: 4-0

Public Hearing, Review, and Recommendation – Building & Zoning Department

Public Hearing for a Zoning Code Amendment pertaining to Definitions (Section 98-034), Access Standards (Section 98-702), and Fire Department Access and Provision of Fire Lanes (Section 98-727)

The Commission heard a presentation from City Planner Mich & City Engineer Rauch regarding Zoning Code Amendments pertaining to Group Developments. The City Planner Mich & City Engineer Rauch subsequently answered questions from the Commission.

Public Comment:

Eric Anderson, 611 Sage Street; Discussed the current project at Covenant Harbor and its relevance to their application.

Peg Espesito, 124 Darwin Street; Inquired about the annexation of city islands and the city's responsibilities.

Motion to close public hearing by Hoiland; second by Krause.

Motion carried: 4-0

Discussion/Action on Resolution PC 017 for a Zoning Code Amendment pertaining to Definitions (Section 98-034), Access Standards (Section 98-702), and Fire Department Access and Provision of Fire Lanes (Section 98-727)

Motion to approve, to include all staff recommendations and fact findings in the affirmative by Esarco; second by

Hoiland.
Motion carried: 4-0

Old Business

Review and Recommendation – Building & Zoning Department

Discussion/Action on Resolution PC 006 for a Zoning Code Amendment pertaining to parking on paved surfaces (Section 98-704)

The Commission heard a presentation from City Planner Mich regarding Zoning Code Amendments pertaining to parking on paved surfaces. The City Planner Mich & City Engineer Rauch subsequently answered questions from the Commission.

Motion to approve, to include all staff recommendations and fact findings in the affirmative by Hoiland; second by Krause

Motion carried: 4-0

Review and Recommendation – Building & Zoning Department

Discussion/Action on Resolution PC 007 for a Zoning Code Amendment pertaining to alley setbacks for fences (Section 98-720)

The Commission heard a presentation from City Planner Mich regarding Zoning Code Amendments pertaining to alley setbacks for fences.

The Commission recommended 3' setbacks from alley. The ordinance says 5' setback, which was the rejected staff recommendation.

Motion to approve by Krause; second by Esarco.

No discussion.

Motion carried: 4-0

Concept Reviews:

Discussion on a Planned Development – Concept Plan applicant filed by Core Ventures, LLC, 10 Parkway North Blvd Suite 120 Deerfield, IL, for a request to add a drive-through to an existing building at 280 N. Edwards Blvd and modify parking and site circulation for properties at 240 and 280 N. Edwards Blvd, Tax Key Nos. ZA218400001 and ZA218400002

The Commission heard a presentation from City Planner Mich and applicant regarding an application for Concept Plan, for a request to add a drive-through to an existing building at 280 N. Edwards Blvd and modify parking and site circulation for properties at 240 and 280 N. Edwards Blvd.

No action taken.

Adjournment

Motion by Hoiland to adjourn, second by Krause. Motion Carried; 4-0. The meeting adjourned at 7:45 p.m.

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: May 19, 2025

Agenda Item 6a

Applicant:

Roger Wolff
Jayne Boutique
771 W Main Street
Lake Geneva, WI 53147

Request:

734 W Main Street
Downtown Design Review of Signage and
Façade Improvement

Description:

The applicant proposes making the following improvement to the façade at 734 W Main Street:

- Remove existing plexiglass and replace with waterproof board painted Benjamin Moore Amherst Grey. All paintable surfaces of the façade to be painted Benjamin Moore Amherst Grey.
- Install an aluminum sign board painted Benjamin Moore Croquet centered on the storefront. Attach black PVC ¾” inch letters to the sign board to read “Jayne Outlet”. The sign surface area will not exceed nineteen (19) square feet.
- Install three (3) black, gooseneck light fixtures above the sign board to externally illuminate the sign.

This business occupies a storefront with a single façade facing Main Street. The Zoning Ordinance permits this business one wall sign per façade with a maximum surface area of one (1) square foot per each one (1) linear foot of façade width. This wall sign shall not exceed nineteen (19) square feet.

Staff Recommendations:

The colors submitted have been reviewed and comply with the Downtown Design Overlay Sign requirements (98-828). The proposed improvements meet the requirements of the Downtown Design Overlay Zoning district (98- 913).

Staff recommend *approval* of the proposed improvements, provided that the following conditions are met:

1. The applicant shall secure a sign permit and an electrical permit prior to installation of the sign and lighting.



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

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

734 W MAIN ST. ZOR 00314

Name & Address of Current Building Owner:

Tom Keefe
P.O. Box 460
Lake Geneva WI 53147

Telephone Number of Current Building Owner: 262-729-2005

Email Address: tkoefe@ajaxpm.com

Owner Signature: _____

Name & Address of Applicant:

JAYNE BOUTIGUO
771 W MAIN ST.
Lake Geneva WI 53147

Telephone Number of Applicant: 262-348-1911

Email Address: rwolff@jayneboutiguo.com

Proposed Design Change:

REMOVING PLEXIGLASS FACE ABOVE WINDOWS - PAINTING
STONE FRONT - INSTALLING LOGO - INSTALLING 4 GOOSE NECK
LIGHTS NECK

Zoning District: _____

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

CARR CONTRACTING ROBERT CARR
5420 S LAKE SHORE DR
WILSON CAKE IL 60097

Description of Project:

PAINTING LOWER PORTION OF BUILDING - TAKING OFF
EXISTING PLEXIGLASS FACE and putting on waterproof BOARD -
Attaching LOGO to the BOARD - installing 4 GOOSE NECK LAMPS

Date: 8/16/25

Signature of Applicant:

April 16, 2025



Design Review
Lake Geneva WI

Regarding application for 734 Main Street – JAYNE Outlet

We will be removing plexiglass from above the windows and replacing with waterproof board.

The waterproof board and all of the paintable surfaces will be painted in the Benjamin Moore Amherst Grey HC167. Please see the enclosure.

Our logo will be attached to an aluminum back that will be centered on the wall and that back will be painted in the Benjamin Moore Croquet color. Please see the enclosure.

Above the Logo sign we will have equally spaced lights to shine on the logo sign. See enclosure of the light to be installed.

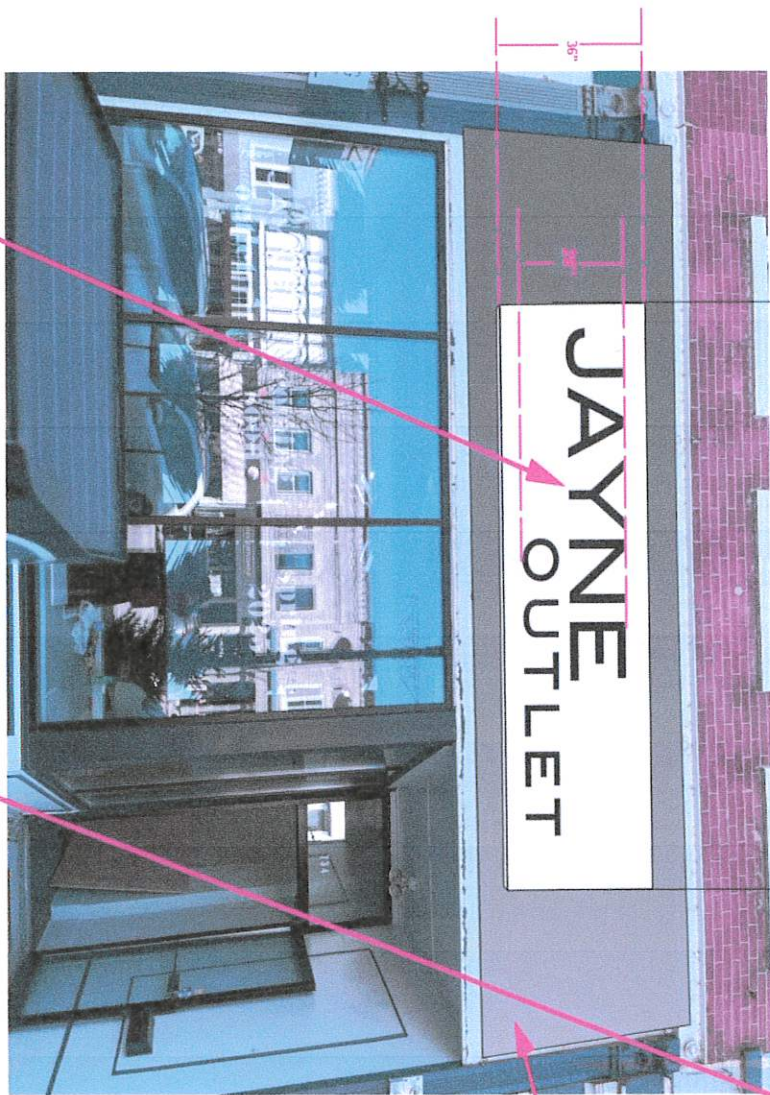
Thank you.

A handwritten signature in black ink, appearing to read "Roger Wolff". The signature is stylized and includes a large, sweeping flourish that extends to the right.

Roger Wolff
847-744-2468
rwoff@jayneboutique.com



CURRENT
VIEWING
STONEFRONT
734 MAIN



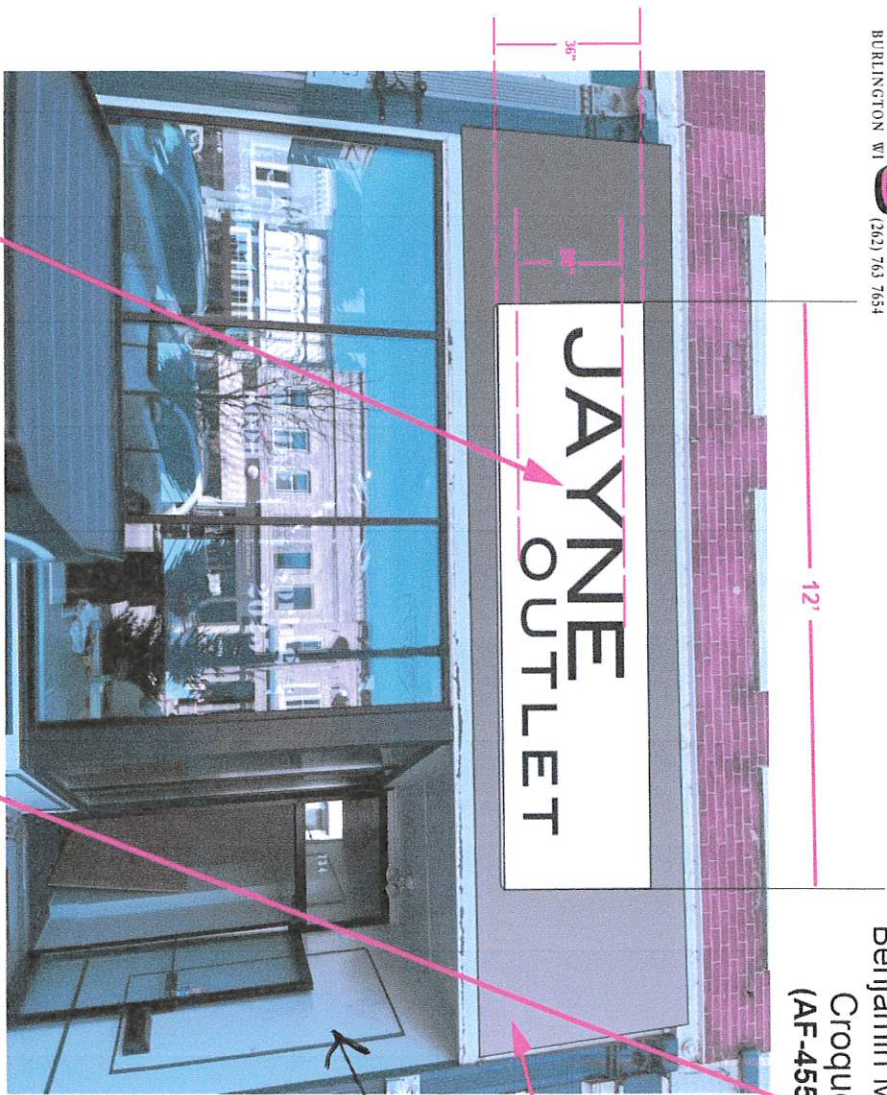
Benjamin Moore
 Croquet
 (AF-455)

*BM
 HC-167
 ALL PARAMETERS
 SURFACES*

BLACK
 3/4" P.V.C. Letters
 1/8" X 2" ALUMINUM BACK

Benjamin Moore
 Amherst Gray
 (HC-167)

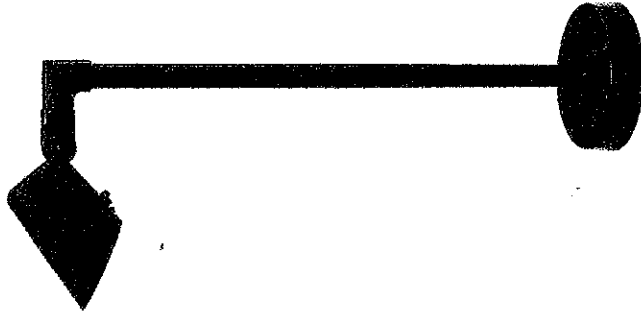
Benjamin Moore
 Croquet (AF-455)



BWL
~~HC-167~~
 HC-167
 ALL PRINTABLE SURFACES

BLACK
 3/4" P.V.C. Letters
 1/8" X 2" ALUMINUM BACK

Benjamin Moore
 Amherst Gray (HC-167)



BEST SELLER In Outdoor Wall Lights & Sconces

Sign Light, Architectural Black

By BASELITE CORPORATION

★★★★★ 9 Reviews

\$188

Qty: 1

Add to Cart

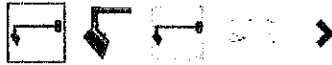
Protect Your Purchase

5 Year Protection Plan - \$42

[What's covered?](#)



Product Specifications



Page 1 of 5

Visually Similar Products



Endurance LED Double Signage-Light 3000K, Architectural Black

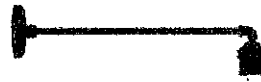
★★★★★ (1)

SALE
\$450 ~~\$540~~



The Great Outdoors 7972-29C Reflective Lighting 8" Tall Outdoor - Black

\$150



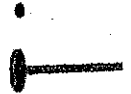
Minka Lavery Great Outdoors 7972-29C-66, 1-Light Outdoor Wall Mount

\$150



Minka Lavery Great Outdoors 7972-22C-66, 1-Light Outdoor Wall Mount

\$125



WAC Lighting Endurance 2 L LED Outdoor

★★★★★

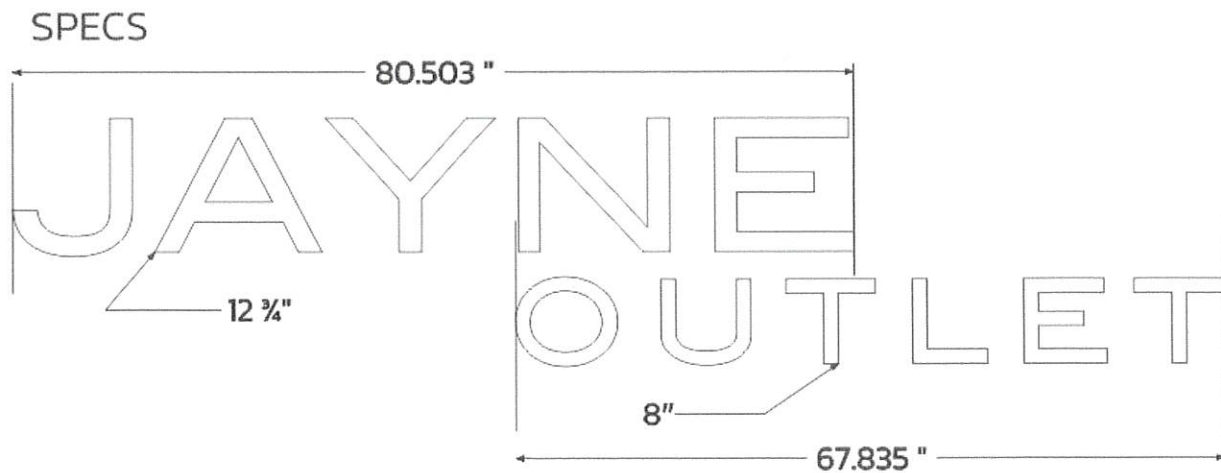
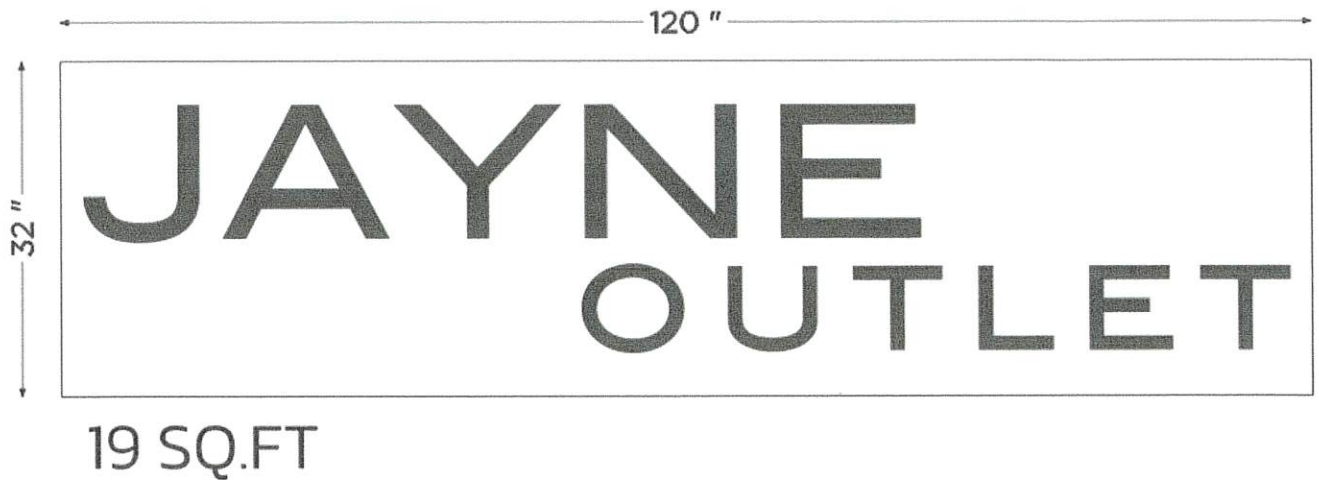
SALE
\$450



5-2-25



REVISED



STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: May 19, 2025

Agenda Item 6b

Applicant:

Cassidy Winkler
W5039 Clearwater Lane
Elkhorn, WI 53121

Request:

605 W Main Street
Downtown Design Review of Signage and
Façade Improvement

Description:

The applicant proposes making the following improvement to the façade at 605 W Main Street:

- Install a sign board painted to match existing tenant signs in the building. The sign will be centered on the storefront. The proposed sign surface area is nineteen (19) square feet.
- The sign will be externally illuminated by an existing gooseneck fixture on the building.

This business occupies a storefront with a single façade facing Main Street. The Zoning Ordinance permits this business one wall sign per façade with a maximum surface area of one (1) square foot per each one (1) linear foot of façade width. The façade is twenty (20) feet in width.

Staff Recommendations:

The colors proposed have been reviewed and comply with the Downtown Design Overlay Sign requirements (98-828). The proposed improvements meet the requirements of the Downtown Design Overlay Zoning district (98- 913).

Staff recommend *approval* of the proposed improvements, provided that the following conditions are met:

1. The applicant shall secure a sign permit prior to installation of the sign.



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

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

605 W Main St Lake Geneva, WI 53147

Name & Address of Current Building Owner:

Justin Bender

W3187 Wildwood Ln

Lake Geneva, WI 53121

Telephone Number of Current Building Owner: 262-215-4031

Email Address: benderj03@gmail.com

Owner Signature: _____

Name & Address of Applicant:

Cassidy Winkler

W5039 Clearwater Ln

Elkhorn, WI 53121

Telephone Number of Applicant: 847-722-4822

Email Address: Cassidywinkler@gmail.com

Proposed Design Change:

Add signage above entry door

Zoning District: _____

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

Milwaukee Sign Company

Description of Project:

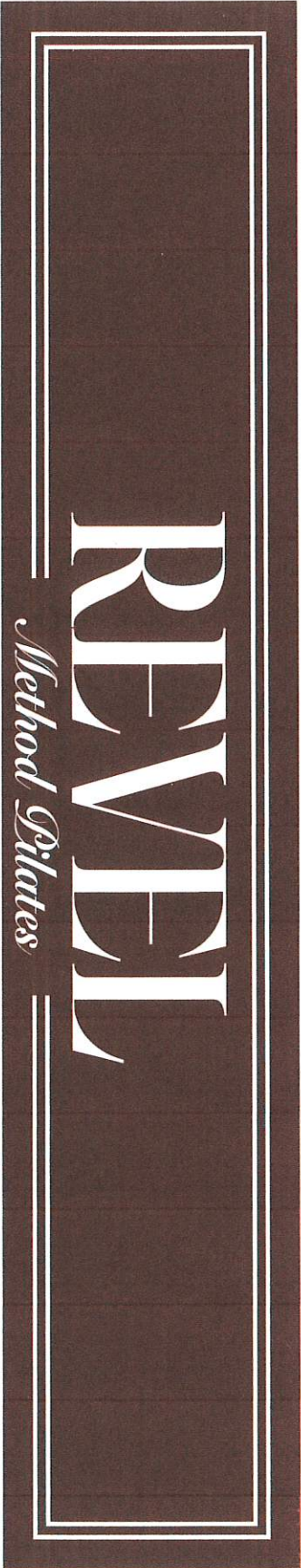
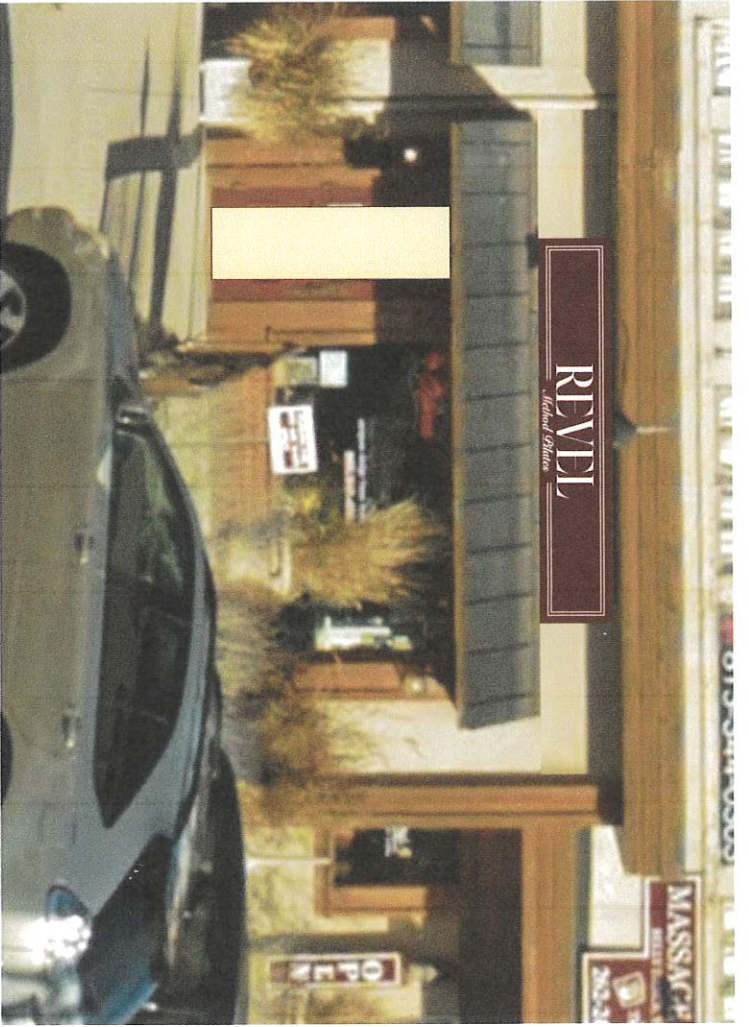
Add same material signage above door

Date:

4/30/2025

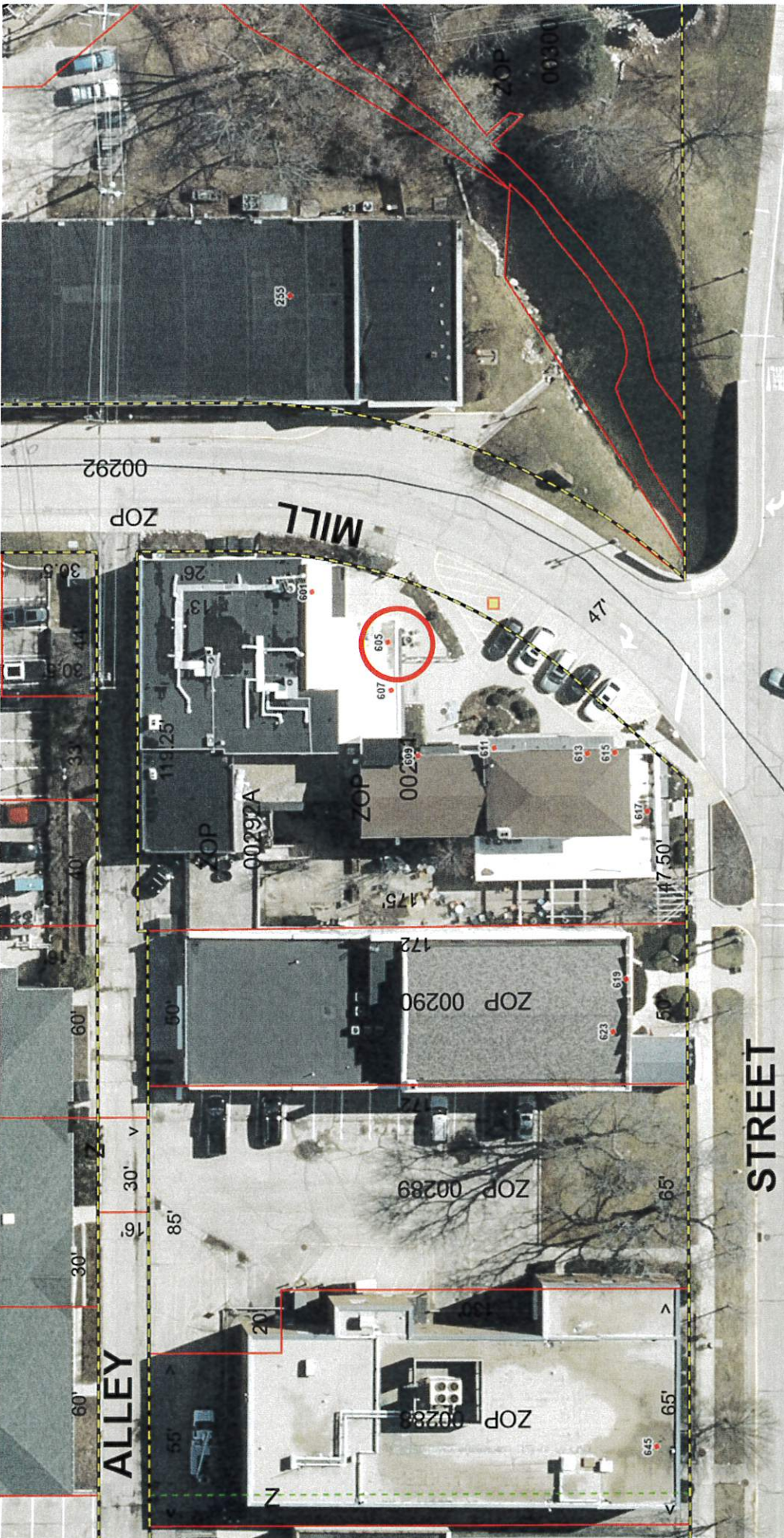
Signature of Applicant:

Cassidy Winkler



23"x120"

Name:	605 W Main Street, Lake Geneva	Drawing:	1	Project:	Revel Wall	Drawn:	Hanaway	Notes:	Milwaukee Sign Co. N63W22625 Main St Sussex, WI 53089
Cat:	Revel	Scale:	1/8:1	Date:	03/27/2025	Rev:	D		



STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: May 19, 2025

Agenda Item 6c

Applicant:
Gage Marine Corporation
1 Leichty Drive
Williams Bay, WI 53191

Request:
803W Main Street
Downtown Design Review of Signage

Description:

The applicant proposes installing the following signs at 803 W Main Street:

- A non-illuminated wood wall sign measuring twenty-four (24) square feet on the building façade which is thirty-six (36) linear feet in width.
- A non-illuminated wood suspended sign measuring three (3) square feet.
- A non-illuminated wood on-building locational sign measuring four (4) square feet.
- Four (4) vinyl window signs measuring approximately nine (9) square feet.

Staff Recommendations:

The colors submitted have been reviewed and comply with the Downtown Design Overlay Sign requirements (98-828). Section 98-828.h states, "...The location of signs shall fir the building". The location of the wall sign on the shingled portion of the building is not a typical sign placement. The Plan Commission should consider this placement along with how the sign will be attached to the shingled surface.

Staff recommend *approval* of the proposed improvements, provided that the following conditions are met:

1. The applicant shall secure sign permits prior to installation of the signs.



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

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

Address: 803 West Main Street, Lake Geneva, Wisconsin 53147


Parcel No: ZOP 00256B

Name & Address of Current Building Owner:

803 MAIN ST INVESTMENTS LLC, PO BOX 460, LAKE GENEVA, WI 53147

Telephone Number of Current Building Owner: 262-729-2015

Email Address: "Tom Keefe" <tkeefe@ajaxpm.com>

Owner Signature: 

Name & Address of Applicant:

FJ Frazier

*Alanna Conzdon for questions

Gage Marine Corporation, 1 Liechty Drive, Williams Bay, WI 53191

Telephone Number of Applicant: 262-751-5532

262-607-6510

Email Address: fjfrazier@gagemarine.com

alanna.conzdon@gagemarine.com

Proposed Design Change:

#1: On-Building Wall Sign: 8 feet long x 3 feet tall (24 square feet) Wood Sign. #2: Pedestrian Suspended Sign: 3 feet long x 1 foot tall

(3 square feet) Wood Sign. #3: On-Building Locational Sign: 2 feet long x 2 feet tall (4 square feet) Wood Sign

#4: Window Sign: Vinyl Graphics - logo + text (55 inches wide x 24.5 inches tall (1,347.50 square inches)

Zoning District: Business Improvement District

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

Gage Marine

Description of Project:

Create and mount 1 On-Building Wall Sign, 1 On-Building Locational Sign, 1 Pedestrian Suspended Sign, and Vinyl Window Graphics on the property located at 803 West Main Street.

Date: 5/1/25
02/27/2025

Signature of Applicant: 



Gage Marine

Application for Downtown Design Review Design Mockups

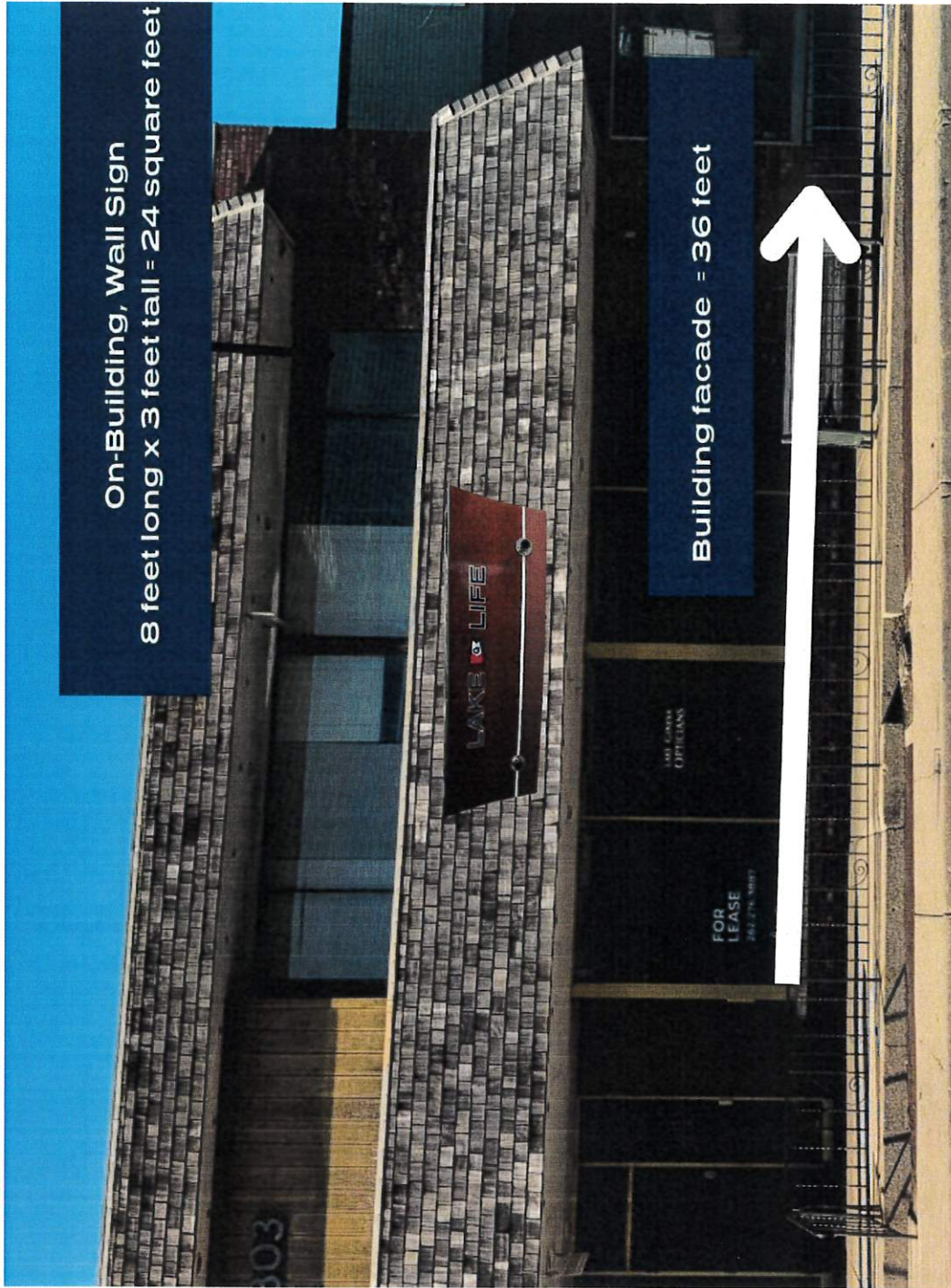
Dated 5/2/2025

*Mockups are not to scale but are for design purposes only.

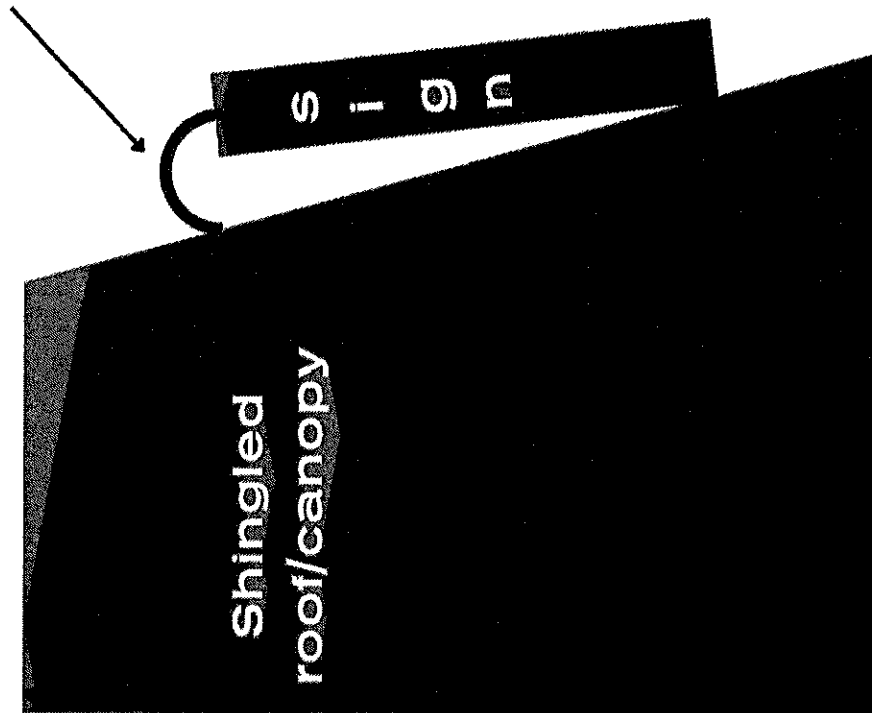
#1: On-Building Wall Sign: 8 feet long x 3 feet tall (24 square feet)
Wood Sign

Sign requirement per ordinance:
1 sq ft = 1 ft of building length

Store front = 36 ft; sign max = 36 square feet; roof line is 5 feet tall



2-4 inches from shingled roof/canopy to sign



*not to scale

On-Building Sign: 8 feet wide x 3 feet tall
Designed to look like the stern of an actual boat (back of the boat)

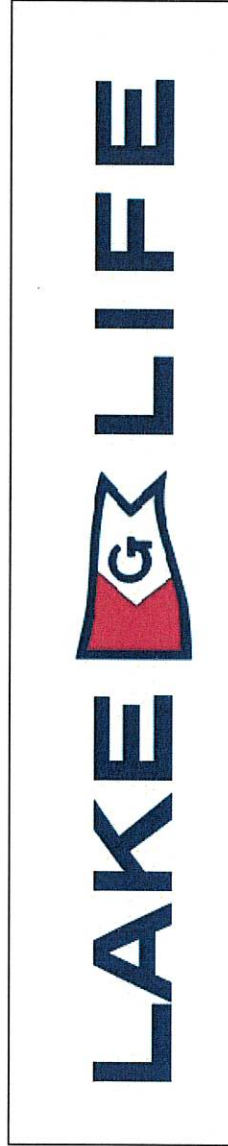


#2: Pedestrian Suspended Sign: 3 feet long x 1 foot tall (3 square feet) Wood Sign.

Per ordinance: Max size is 3 square feet



Suspended Pedestrian Sign



#3: On-Building Locational Sign
Sign: 2 feet long x 2 feet tall
(4 square feet) Wood Sign

Per ordinance:
4sf maximum size



Site Guidance Sign Category: On-Building
Locational Sign

2 ft long x 2 ft tall

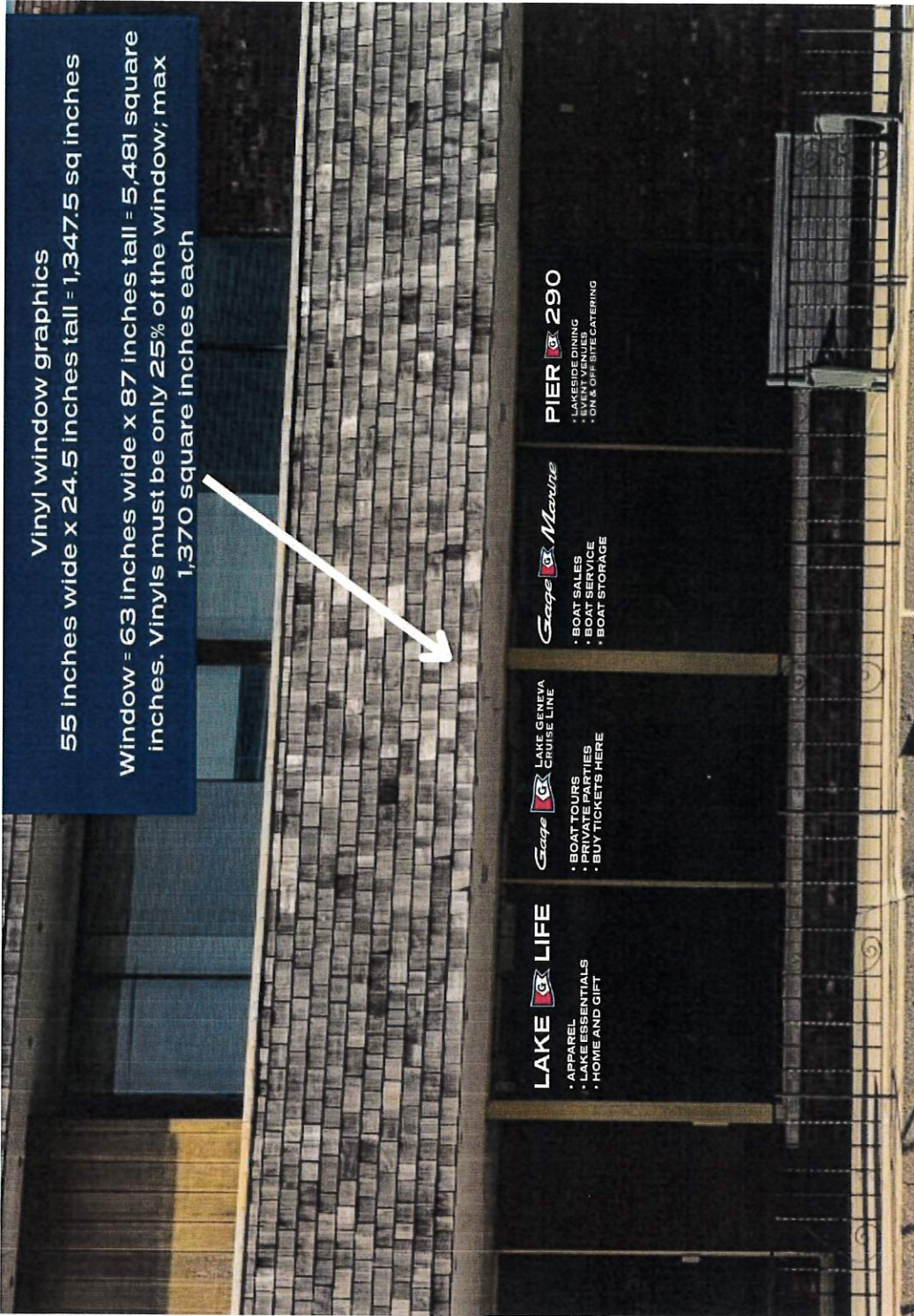
On-Wall Location Sign



#4: Window Sign: Vinyl
 Letters = logo + text (55 inches wide x 24.5 inches tall = 1,347.50 square inches

Per ordinance: 25% max window area coverage per window




- Window size: 63.50 inches wide X 87 inches tall (each)
- $63 \times 87 = 5,481$ = Individual window area
- $5,481 / 4 = 1,370$ = 25% of the window's area
- 55 inch wide x 25 inch tall = max window graphics



Vinyl window graphics
 55 inches wide x 24.5 inches tall = 1,347.5 sq inches
 Window = 63 inches wide x 87 inches tall = 5,481 square inches. Vinyls must be only 25% of the window; max 1,370 square inches each



Vinyl Window Graphics

 <p>LAKE LIFE</p> <ul style="list-style-type: none">• APPAREL• LAKE ESSENTIALS• HOME AND GIFT	 <p>LAKE GENEVA CRUISE LINE</p> <ul style="list-style-type: none">• BOAT TOURS• PRIVATE PARTIES• BUY TICKETS HERE	 <p>Gage Marine</p> <ul style="list-style-type: none">• BOAT SALES• BOAT SERVICE• BOAT STORAGE	 <p>PIER 290</p> <ul style="list-style-type: none">• LAKESIDE DINING• EVENT VENUES• ON & OFF-SITE CATERING
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Full Mockup



