

RECEIVED  
Date: 4-22-16  
pm

APPLICATION FOR CONDITIONAL USE

City of Lake Geneva

SITE ADDRESS/PARCEL NO. AND FULL LEGAL DESCRIPTION REQUIRED (ATTACH SEPARATE SHEET IF NECESSARY):

ZOP 00235 (see attached)

920 Geneva St.

NAME AND ADDRESS OF CURRENT OWNER:

Ann H. McCullough

TELEPHONE NUMBER OF CURRENT OWNER: \_\_\_\_\_

NAME AND ADDRESS OF APPLICANT:

Steven Johansen

(Maple Park Inn)

N4590 Ostrander Rd, New London, WI

TELEPHONE NUMBER OF APPLICANT: \_\_\_\_\_

PROPOSED CONDITIONAL USE:

Bed and Breakfast (5 rooms)

ZONING DISTRICT IN WHICH LAND IS LOCATED:

Single Family Residential

NAMES AND ADDRESSES OF ARCHITECT, PROFESSIONAL ENGINEER AND CONTRACTOR OF PROJECT:

Contracting services will be done at a later date and a permit will be applied for.

SHORT STATEMENT DESCRIBING ACTIVITIES TO BE CARRIED ON AT SITE:

A five room luxury bed and breakfast that will be certified, licensed and insured.

CONDITIONAL USE FEE PAYABLE UPON FILING APPLICATION: \$400.00 [\$100 FOR APPLICATIONS UNDER SEC. 98-407(3)]

April 22nd, 2016

DATE

Steven Johansen

SIGNATURE OF APPLICANT

April 22, 2016

To whom it may concern:

This letter provide authorization for Steve and Sue Johansen to pursue a conditional use permit for a bed-and-breakfast through the city of Lake Geneva for our property at 920 Geneva St., Lake Geneva, WI. Should there be any expenses associated with this, please bill to Steve and Sue Johansen.

Regards,

A handwritten signature in blue ink, appearing to read "Meghan Brennan". The signature is fluid and cursive, with a long horizontal stroke at the end.

Meghan Brennan (for Ann McCullough)

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

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

**I. RECORDATION OF ADMINISTRATIVE PROCEDURES**

\_\_\_ Pre-submittal staff meeting scheduled:

Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

Follow-up pre-submittal staff meetings scheduled for:

\_\_\_ Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_ Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_ Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_ Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_ Application form filed with Zoning Administrator: Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_ Application fee of \$ \_\_\_ received by Zoning Administrator: Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_ Reimbursement of professional consultant costs agreement executed: Date: \_\_\_\_\_ by: \_\_\_\_\_

**II. APPLICATION SUBMITTAL PACKET REQUIREMENTS**

Prior to submitting the 25 final complete applications as certified by the Zoning Administrator, the Applicant shall submit 5 initial draft application packets for staff review, followed by one revised draft final application packet based upon staff review and comments.

*Initial Packet (5 Copies to Zoning Administrator)*

Date: \_\_\_\_\_ by: \_\_\_\_\_

↓ *Draft Final Packet (1 Copy to Zoning Administrator)*

Date: \_\_\_\_\_ by: \_\_\_\_\_

↓

\_\_\_ (a) A map of the proposed conditional use:

- \_\_\_ Showing all lands for which the conditional use is proposed;
- \_\_\_ Showing all other lands within 300 feet of the boundaries of the subject property;
- \_\_\_ Referenced to a list of the names and addresses of the owners of said lands as they appear on the current records of the Register of Deeds of Walworth County (as provided by the City of Lake Geneva);
- \_\_\_ Clearly indicating the current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control;
- \_\_\_ Map and all its parts are clearly reproducible with a photocopier;
- \_\_\_ Map size of 11" by 17" and map scale not less than one inch equals 800 ft;
- \_\_\_ All lot dimensions of the subject property provided;
- \_\_\_ Graphic scale and north arrow provided.

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



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

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

\_\_\_\_\_ (e) Written justification for the proposed conditional use:

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

### III. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

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

The property will still remain a single family residence despite being used as a bed and breakfast

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

Again, it will still be a single family residence.

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

No

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

The home will remain a single family residence

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

There should be no additional burden  
on any of the public agencies.

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

Bed and breakfast properties are typically  
the best maintained properties within  
their neighborhood and bring substantial  
economic gain to their communities

#### IV.FINAL APPLICATION PACKET INFORMATION

- \_\_\_\_ Receipt of 5 full scale copies in blue/line or black/line  
of complete Final Application Packet by Zoning Administrator:      Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Receipt of 25 reduced (8.5" by 11" text and 11" x 17" graphics)  
copies of complete Final Application Packet by Zoning Administrator:      Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Certification of complete Final Application Packet and  
required copies to the Zoning Administrator by City Clerk:      Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Class 2 Legal Notice sent to official newspaper by City Clerk:      Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Class 2 Legal Notice published on \_\_\_\_\_ and \_\_\_\_\_      by: \_\_\_\_\_
- \_\_\_\_ Conditional Use recorded with the County Register of Deeds Office:      Date: \_\_\_\_\_ by: \_\_\_\_\_

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

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

**I. RECORDATION OF ADMINISTRATIVE PROCEDURES**

\_\_\_ Pre-submittal staff meeting scheduled:

Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

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\_\_\_ Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

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*Initial Packet (5 Copies to Zoning Administrator)*

Date: \_\_\_\_\_ by: \_\_\_\_\_

↓ *Draft Final Packet (1 Copy to Zoning Administrator)*

Date: \_\_\_\_\_ by: \_\_\_\_\_

↓

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

\_\_\_ Existing zoning district(s) (and proposed zoning district(s) if different);

\_\_\_ Land use plan map designation(s);

\_\_\_ Current land uses present on the subject property;

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

\_\_\_ Projected number of residents, employees, and daily customers;

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

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

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

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

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

- \_\_\_ A title block which indicates the name, address and phone/fax number(s) of the current property owner and/or agent(s) (developer, architect, engineer, planner) for project;
- \_\_\_ The date of the original plan and the latest date of revision to the plan;
- \_\_\_ A north arrow and a graphic scale (not smaller than one inch equals 100 feet);
- \_\_\_ A reduction of the drawing at 11" x 17";
- \_\_\_ A legal description of the subject property;
- \_\_\_ All property lines and existing and proposed right-of-way lines with bearings and dimensions clearly labeled;
- \_\_\_ All existing and proposed easement lines and dimensions with a key provided and explained on the margins of the plan as to ownership and purpose;
- \_\_\_ All required building setback lines;
- \_\_\_ All existing and proposed buildings, structures, and paved areas, including building entrances, walks, drives, decks, patios, fences, utility poles, drainage facilities, and walls;
- \_\_\_ The location and dimension (cross-section and entry throat) of all access points onto public streets;
- \_\_\_ The location and dimension of all on-site parking (and off-site parking provisions if they are to be employed), including a summary of the number of parking stalls provided versus required by the Ordinance;
- \_\_\_ The location and dimension of all loading and service areas on the subject property and labels indicating the dimension of such areas;
- \_\_\_ The location of all outdoor storage areas and the design of all screening devices;
- \_\_\_ The location, type, height, size and lighting of all signage on the subject property;
- \_\_\_ 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;
- \_\_\_ The location and type of any permanently protected green space areas;
- \_\_\_ The location of existing and proposed drainage facilities;
- \_\_\_ In the legend, data for the subject property on:
  - \_\_\_ Lot Area;

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

- \_\_\_ (d) **A Detailed Landscaping Plan of the subject property:**
  - \_\_\_ Scale same as main plan (> or equal to 1" equals 100')
  - \_\_\_ Map reduction at 11" x 17"
  - \_\_\_ Showing the location of all required bufferyard and landscaping areas
  - \_\_\_ Showing existing and proposed Landscape Point fencing
  - \_\_\_ Showing berm options for meeting said requirements
  - \_\_\_ Demonstrating complete compliance with the requirements of Article VI
  - \_\_\_ Providing individual plant locations and species, fencing types and heights, and berm heights;
  
- \_\_\_ (e) **A Grading and Erosion Control Plan:**
  - \_\_\_ Same scale as the main plan (> or equal to 1" equals 100')
  - \_\_\_ Map reduction at 11" x 17"
  - \_\_\_ Showing existing and proposed grades including retention walls and related devices, and erosion control measures.
  
- \_\_\_ (f) **Elevation Drawings of proposed buildings or remodeling of existing buildings:**
  - \_\_\_ Showing finished exterior treatment;
  - \_\_\_ With adequate labels provided to clearly depict exterior materials, texture, color and overall appearance;
  - \_\_\_ Perspective renderings of the proposed project and/or photos of similar structures may be submitted, but not in lieu of adequate drawings showing the actual intended appearance of the buildings.

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

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

**III.FINAL APPLICATION PACKET INFORMATION**

- \_\_\_ Receipt of 5 full scale copies in blue/line or black/line of complete Final Application Packet by Zoning Administrator:      Date: \_\_\_\_\_ by: \_\_\_\_\_
  
- \_\_\_ Receipt of 25 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator:      Date: \_\_\_\_\_ by: \_\_\_\_\_

The Maple Park Inn will be Lake Geneva's premiere luxury bed and breakfast establishment. It will offer a contemporized and elegant B&B environment that respects and pays homage to the historic Maple Park neighborhood and Eastlake Victorian architecture of the home. Each of the five rooms (four initially) will feature luxurious bedding, fine linens, comfortable seating and state-of-the-art technology.

The Innkeepers, Steve and Sue Johansen, are both accomplished professionals who have been dreaming about running a successful bed and breakfast for many years. They will live onsite and are looking forward to creating a relaxed, intimate and inviting ambiance while serving as strong business and neighborhood partners within the Lake Geneva community.

The Maple Park Inn will be open year-round offering luxurious accommodations seven days a week.

Off-street parking for the Inn will be provided from the alley utilizing five of the seven spaces currently associated with the property.

When construction is completed (we believe prior to opening), we will have a private bath for each room,



**920 Geneva**

**WALWORTH COUNTY, WISCONSIN**

Scale: 1 inch = 310 feet

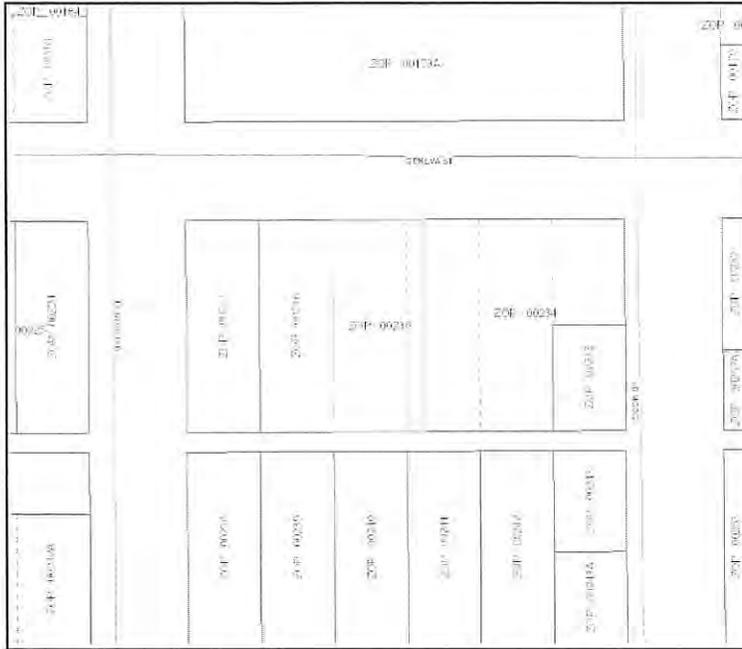
Map Produced on: 4/20/2016

Author: Walworth County Information Technology Department  
Land Information Division

Wisconsin State Plane Coordinate System - South Zone  
Horizontal Datum: NAD27

1800 County Truann  
Eau Claire, Wisconsin 54601-1001

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## Walworth County, WI Land Information Division

### Property Details

Municipality: CITY OF LAKE GENEVA  
 Parcel Number: ZOP 00235  
 School District: 2884-UHS LAKE GENEVA-GENOA CI  
 Zoning District:

### Owner Information

Owner Name: ANN H MCCULLOUGH  
 Owner Name 2: JAMES A MCCULLOUGH  
 Mailing Address: 920 GENEVA ST

LAKE GENEVA WI, 53147

### 2015 Valuation Information

Land: \$59,300.00  
 Improvements: \$261,600.00  
 Total: \$320,900.00  
 Acres: 0.3000  
 Fair Market Value: \$328,100.00  
 Assessment Ratio: 0.9780213590  
 Mill Rate: 0.0223760460

### Tax Information

First Dollar Credit: \$81.21	School Credit: \$734.55
Special Assessment: \$0.00	Lottery Credit: \$131.18
Delinquent Utility Charge: \$0.00	Special Charges: \$0.00
Managed Forest Land Taxes: \$0.00	Private Forest Crop Taxes: \$0.00
Total Billed: \$6,968.08	Woodland Tax Law Taxes: \$0.00
Net Tax \$6,968.08	

### Tax Jurisdictions

GATEWAY TECHNICAL \$263.20  
 UHS LG-GENOA CITY \$1397.85  
 CITY OF LAKE GENEVA \$1938.21  
 SCH LAKE GENEVA J 1 \$2005.40  
 STATE OF WISCONSIN \$56.19  
 WALWORTH COUNTY \$1519.62

### Elected Officials / Voting Districts

Supervisory District: Nancy Russell (D11)  
 State Representative: Tyler August(R) (32nd District)  
 State Senator: Stephen Nass(R) (11th District)  
 US Representative: Paul Ryan(R) (1st District)  
 US Senator: Ron Johnson (R) & Tammy Baldwin (D)

### Soil Classification

<u>Soil Type</u>	<u>Soil Name</u>	<u>Acres</u>
FsA	FOX SILT LOAM, 0 TO 2 PERCENT SLOPES	0.2961

### Special Assessments / Charges

### Property Address

920 GENEVA ST LAKE GENEVA

### Legal Description

W 15' LOT 3 BLK 25 LOT 4 BLK 25 ORIGINAL PLAT CITY OF LAKE GENEVA

### Disclaimer

The information provided in this property information page is not official information. All official tax information is recorded in the Walworth County Treasurer's Office. To verify tax payment/payoff status, contact the Walworth County Treasurer's Office at 262-741-4251.

## Notice

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the City Plan Commission on Monday May 16, 2016 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, on a Conditional Use Application filed by Steven Johansen (Maple Park Inn) N4590 Ostrander Road, New London, WI for a Bed and Breakfast at the following location:

Tax Key No. ZOP 00235 - 920 Geneva Street

All interested in the above matter are invited to attend. The City Plan Commission will be in session on Monday, May 16, 2016, at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, to consider any objections that may have been filed and to hear all persons desiring to be heard.

Dated this 29<sup>th</sup> day of April, 2016.

Mayor Alan Kupsik  
City Plan Commission  
City of Lake Geneva, WI

**A QUORUM OF ALDERMEN MAY BE IN ATTENDANCE**

**Please Publish as small Legal on May 5<sup>th</sup> & 12<sup>th</sup>.**



May 5, 2016



Mr. Ken Robers  
City of Lake Geneva  
Zoning Administrator  
626 Geneva Street  
Lake Geneva, WI 53147

RE: 414 & 416 Baker Street, Lake Geneva  
Planned Development Process

Dear Mr. Robers,

As follow up to our conversations regarding the above referenced property, we would like to proceed with our request for rezoning to PD and request to be placed on the agenda for the May 16<sup>th</sup> Plan Commission Meeting for consideration. The primary purpose of our request for a PD zoning is to facilitate flexibility in use so that the units may be owner occupied and/or utilized for short term vacation rental.

We have developed a business plan that outlines our intention of transitioning one unit to short term vacation rental this spring, while the other remains owner occupied in the near term. With time, there is potential that both units will be used for short term vacation rental.

There are no proposed changes to the site plan at this time and no requested changes to the unit density. There are several short term vacation rental properties in the neighborhood, including two properties that share a property line with the subject property. There are also several lodging businesses in the immediate area. Zoning for neighboring properties includes PD, PB, GB, and M8. We believe a PD zoning and use as a vacation rental for the subject property (currently zoned NB) will fit well with the adjacent zonings and uses.

I've enclosed seventeen sets of information including our original application, a parking plan, and business plan outlining our approach to our vacation rental. I look forward to the opportunity to discuss this in more detail with you and the City of Lake Geneva Plan Commission. Please let me know if there is anything else you need from me at this time. I can be reached at 262-758-3190 or Leslie@PSGwisconsin.com.

Sincerely,

  
\_\_\_\_\_  
Leslie N. Scnerrer Pella

**CITY OF LAKE GENEVA PROCEDURAL CHECKLIST FOR:  
 PLANNED DEVELOPMENT REVIEW AND APPROVAL (Per Section 98-914)**

This form should be used by the Applicant as a guide to submitting a complete application for a planned development and by the City to process said application. Parts II, III, V, and VII should be used by the Applicant to submit a complete application; Parts I - VIII should be used by the City as a guide when processing said application.

**I. RECORDATION OF ADMINISTRATIVE PROCEDURES**

\_\_\_ **Pre-submittal staff meeting scheduled:**

Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

Follow-up pre-submittal staff meetings scheduled for:

\_\_\_ Date of Meeting: \_\_\_\_\_ Time of Meeting: \_\_\_\_\_ Date: \_\_\_\_\_ by: \_\_\_\_\_

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\_\_\_ Reimbursement of professional consultant costs agreement executed: Date: \_\_\_\_\_ by: \_\_\_\_\_

**II. APPLICATION SUBMITTAL PACKET REQUIREMENTS  
 PD PROCESS STEP 1: PRE-APPLICATION**

Step 1 does not require the submittal of an application packet; however, Steps 2-4 do require submittal of all draft and final application packets to the Zoning Administrator prior to Plan Commission review.

\_\_\_ **A. Contact the Zoning Administrator** to place an informal discussion item for the PD on the Plan Commission agenda. No details beyond the name of the Applicant and the identification of the discussion item as a PD is required to be given in the agenda.

\_\_\_ **B. Engage in an informal discussion with the Plan Commission** regarding the potential PD. Appropriate topics may include: location, project themes and images, general mix of dwelling unit types and/or land uses being considered, approximate residential densities, and non-residential intensities, general treatment of natural features, general relationship to nearby properties and public streets, and relationship to the Comprehensive Plan.

**NOTE:** Points of discussion and conclusions reached in this stage of the process shall in no way be binding upon the Applicant or the City, but should be considered as the informal, non-binding basis for proceeding to the next step.

**APPLICATION SUBMITTAL PACKET REQUIREMENTS  
PD PROCESS STEP 2: CONCEPT PLAN**

Prior to submitting the 25 complete applications as certified by the Zoning Administrator, the Applicant shall submit 5 initial draft application packets for staff review, followed by one revised draft final application packet based upon staff review and comments.

*Initial Packet (5 Copies to Zoning Administrator)*

Date: \_\_\_\_\_ by \_\_\_\_\_

↓ *Draft Final Packet (1 Copy to Zoning Administrator)*

Date: \_\_\_\_\_ by \_\_\_\_\_

↓

\_\_\_\_\_ A. Provide Zoning Administrator with draft PD Concept Plan Submittal Packet for determination of completeness prior to placing the proposed PD on the Plan Commission agenda for Concept Plan review. The submittal packet shall contain all of the following items:

\_\_\_\_\_ (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 general written description of proposed PD** including:

\_\_\_\_\_ General project themes and images;

\_\_\_\_\_ The general mix of dwelling unit types and/or land uses;

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

\_\_\_\_\_ The general treatment of natural features;

\_\_\_\_\_ The general relationship to nearby properties and public streets;

\_\_\_\_\_ The general relationship of the project to the Master Plan;

\_\_\_\_\_ An initial draft list of zoning standards which will not be met by the proposed PD and the location(s) in which they apply and, a complete list of zoning standards which will be more than met by the proposed PD and the location(s) in which they apply. 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; and,

\_\_\_\_\_ (3) **A written description of potentially requested exemption** from the requirements of the underlying zoning district, in the following order:

1. Land Use Exemptions;

2. Density and Intensity Exemptions;

3. Bulk Exemptions;

4. Landscaping Exceptions;

5. Parking and Loading Requirements Exceptions;

\_\_\_\_\_ (4) **A conceptual plan drawing** (at 11" x 17") of the general land use layout and the general location of major public streets and/or private drives. The Applicant may submit copies of a larger version of the plan in addition to the 11" x 17" reduction.

**FINAL APPLICATION PACKET INFORMATION**  
**PD PROCESS STEP 2: CONCEPT PLAN**

- \_\_\_\_ Receipt of 5 full scale copies in blue/line or black/line  
of complete Final Application Packet by Zoning Administrator:      Date: \_\_\_\_\_ by: \_\_\_\_\_
  
- \_\_\_\_ Receipt of 25 reduced (8.5" by 11" text and 11" x 17" graphics)  
copies of complete Final Application Packet by Zoning Administrator:      Date: \_\_\_\_\_ by: \_\_\_\_\_
  
- \_\_\_\_ Certification of complete Final Application Packet and  
required copies to the Zoning Administrator by City Clerk:      Date: \_\_\_\_\_ by: \_\_\_\_\_

## EXHIBIT A

### Property Address

414 Baker Street, Lake Geneva, WI 53147 AND 416 Baker Street, Lake Geneva WI 53147

### Tax IDs

ZBS 00001 AND ZBS 00002

### Legal Description

Units 1 and 2 and so much of the undivided interest in the common areas and facilities appurtenant to such unit in the percentage specified and established in the hereinafter-mentioned Declaration, in a Condominium commonly known as BAKER STREET CONDOMINIUM created under the Condominium Ownership Act of the State of Wisconsin by Declaration recorded on March 31, 2006 in the Office of the Register of Deeds for Walworth County, Wisconsin as Document No. 672260. The post office address of the above units is 414 and 416 Baker Street, Lake Geneva, Wisconsin



Business Plan  
Baker Street Vacation Rental  
414 & 416 Baker Street, Lake Geneva, WI



The following business plan pertains to the property located at 414 and 416 Baker Street in Lake Geneva, WI. The property includes two attached condominium units. The plan for operating this property as a vacation rental is as follows.

Beginning in the spring of 2016, LPJ Scherrer LLC, the owner of unit 414 will procure a general business license through the City of Lake Geneva, furnish the unit for a vacation rental, and begin marketing through VRBO.com. LPJ Scherrer LLC is owned by Peter Scherrer and Leslie Scherrer Pella, co-owners of PSG, Inc. in Burlington. PSG was started in September of 2009 by Peter Scherrer and Leslie Scherrer Pella, a father/daughter team with extensive background in the construction and real estate industries. We organized to leverage our core skills, business acumen and industry expertise, to provide a breadth of services in a number of capacities, including real estate asset management. Day to day management and services for the VRBO will be provided by PSG staff and contracted professional service providers reporting to Leslie Scherrer Pella.

Brian Pella and Leslie Scherrer Pella, owners of 416 Baker Street, will continue to occupy unit 416 in the near term and will closely monitor the VRBO operation of unit 414. As the operation is established, unit 416 may also procure a general business license and transition to VRBO, to be managed in conjunction with the unit 414 VRBO.

Parking to facilitate this operation is onsite. A site plan has been prepared showing 8 parking spaces for the property. This includes 2 single car garages, 2 large surface parking areas immediately outside the garages (approximately 15'8" x 30' for 414 and 18' x 30' for 416), and 4 additional stalls, 10' x 18' each. With 3 bedrooms in unit 414 and 2 bedrooms in unit 416, this exceeds the requirement of one parking stall per bedroom and will provide flexibility in offering parking for boat trailers.

The VRBOs will be marketed toward families and adult groups. Detailed information on local businesses, restaurants, entertainment, events and Lake Geneva amenities will be provided in each unit. Owner provided provisions will include beach chairs and towels, picnic baskets and coolers, an equipped kitchen, and basic supplies. Professional cleaning will be provided and guests will also be offered grocery service.

Prior to booking, guests will receive a professional rental agreement, outlining the terms and conditions of their vacation rental. In addition to outlining the rental policies, this documentation will include 24/7 contact information for the VRBO manager and rules and regulations. Rules and regulations will include notice of City noise ordinances, restriction of any immoral, unlawful or nuisance acts, restrictions against hazardous materials and/or illegal drugs, and restrictions against littering.

Our focus will be providing guests with a comfortable vacation rental that they want to return to year after year, continuing to be responsible property owners, and utilizing our experience and resources to ensure that this operation is run in a highly professional manner.

## Notice

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before a City Plan Commission Meeting on Monday, May 16, 2016, at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, for approval of a Planned Development (PD) filed by PSG, Inc. c/o Leslie Scherrer Pella, 448 Falcon Ridge Drive, Suite B, Burlington, WI 53105 for a Planned Development (PD) at the following location:

Tax Key Nos. ZBS 00001 & 00002 – 414 & 416 BAKER STREET

All interested in the above matter are invited to attend. The City Plan Commission will be in session on Monday, May 16, 2016, at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, to consider any objections that may have been filed and to hear all persons desiring to be heard.

Dated this 29<sup>th</sup> day of April 2016.

Mayor Alan Kupsik  
City Plan Commission  
City of Lake Geneva, WI

**A QUORUM OF ALDERMEN MAY BE IN ATTENDANCE**

**Please Publish as small Legal on May 5<sup>th</sup> & 12<sup>th</sup>.**

GENERAL DEVELOPMENT PLAN (GDP) AMENDMENT

Name of Applicant: Lake Geneva 50120, LLC c/o GMX Real Estate Group, LLC  
Address of Applicant: SEC Route 50 & Edwards Boulevard  
Lake Geneva, WI (PIN 2A297300001)  
Wal-Mart Parcel in front of Parking lot  
281 N. Edwards Boulevard, Lake Geneva, WI  
Telephone No. (312) 607-6418 / Andrew Goodman

Proposed GDP Amendment: Develop a former vacated gas station  
site into a proposed two building retail and restaurant  
complex to be anchored by national tenants.

Reason for requesting proposed Amendment: To move forward with our  
proposed development. We have significant national tenant  
interest in our subject site.

Fee of \$300.00 payable upon filing application.

4/29/2016  
Date

  
Signature of Applicant  
Manager, Lake Geneva 50120, LLC

TO: Ken Robers, City of Lake Geneva

CC: Mike Colombo, JTS Architects  
Scott DiGilio, RTM Engineering  
Ed Goss, RTM Engineering  
Kevin Mottlowitz, GMXRE

FROM: Andrew Goodman, GMXRE

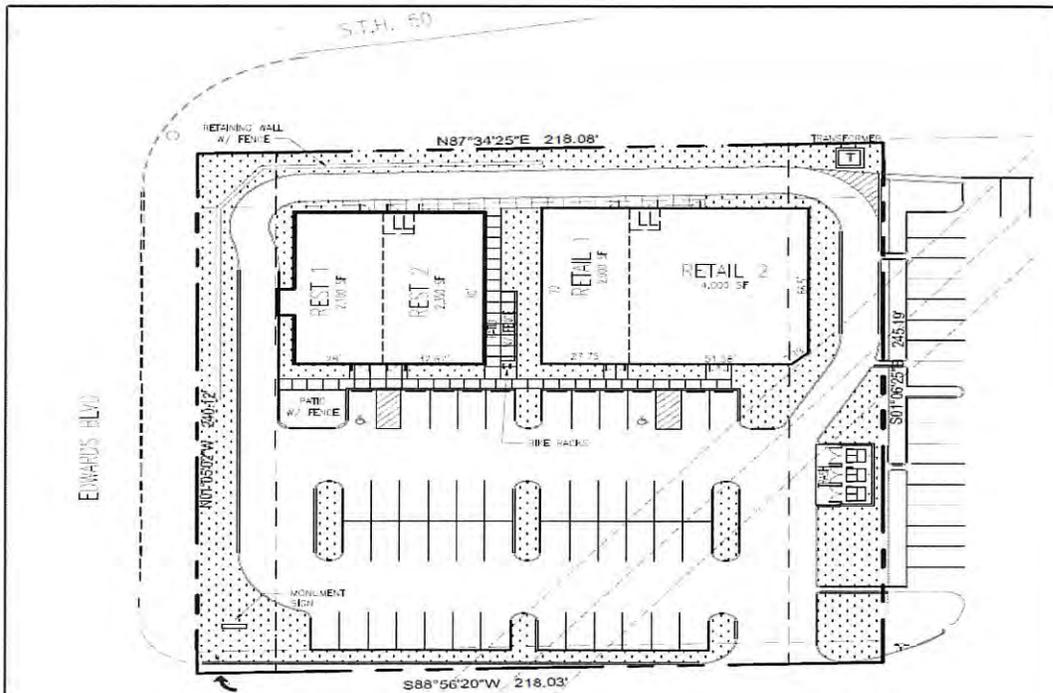
RE: WAL-MART PAD @ SEC ROUTE 50 & EDWARDS BOULEVARD  
GENERAL WRITTEN DESCRIPTION FOR GENERAL DEVELOPMENT PLAN

DATE: May 5, 2016

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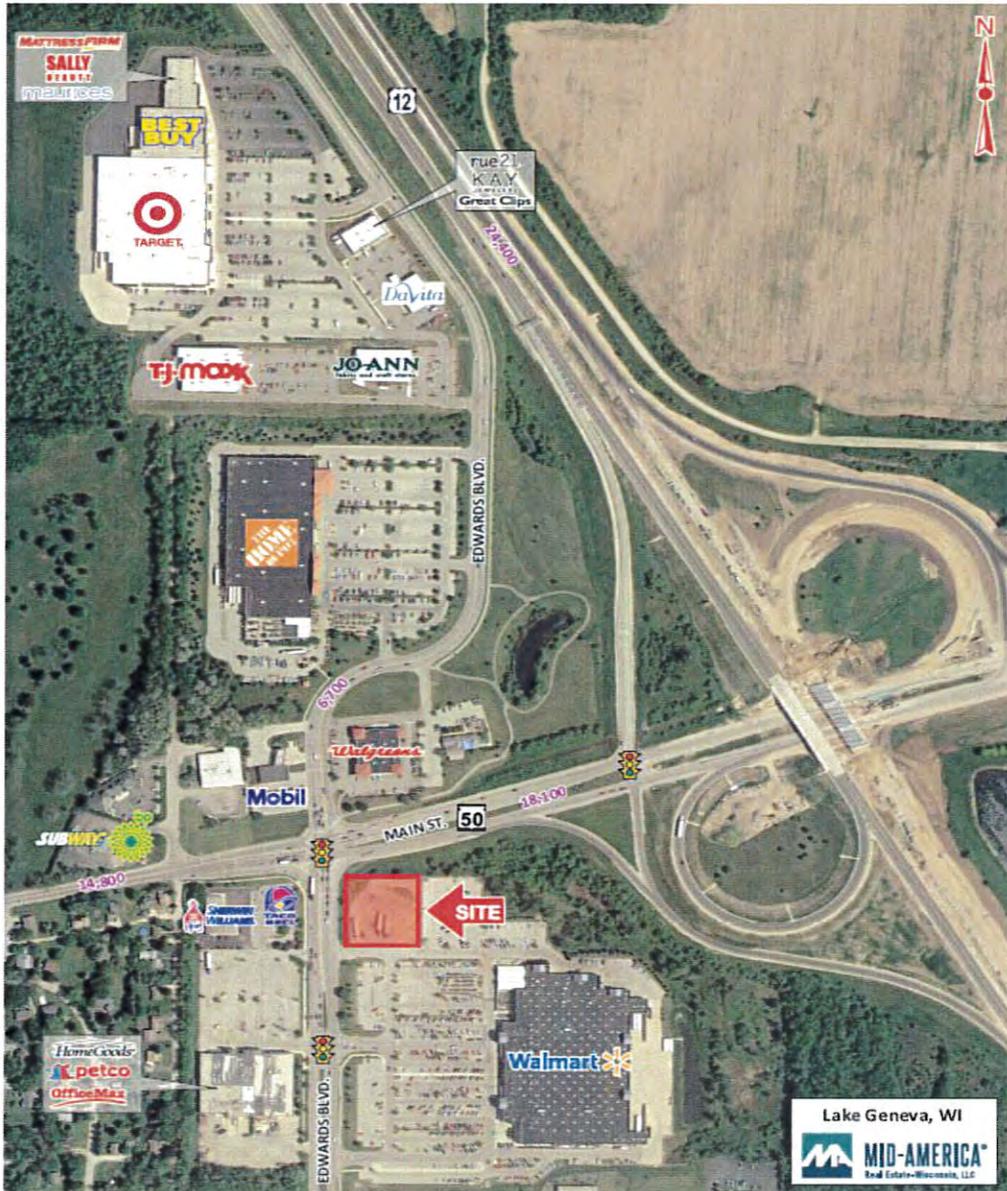
Ken,

Thank you for the opportunity to present our proposed project to you, which includes redevelopment of a former +/- 1.2 acre vacant gas station site that sits at a "main-on-main" corner at the southeast corner of Route 50 and Edwards Boulevard in front of the Wal-Mart Supercenter. The subject site has been sitting dormant since 2006 or thereabouts. As shown in our proposed site plan below, we are proposing a commercial project encompassing two double end-cap buildings with two national restaurant and two national retail tenants separated by open space, walkways and a patio. It is possible that the co-tenancy of the proposed project will change, but we are in discussions with the aforementioned potential tenants.



WAL-MART PAD @ SEC ROUTE 50 & EDWARDS BOULEVARD  
GENERAL WRITTEN DESCRIPTION FOR GENERAL DEVELOPMENT PLAN  
May 2, 2016  
Page 2

The proposed western building encompasses +/- 4,450 sf of restaurant space with a drive-thru lane plus +/- 100 sf landlord room with two national restaurant chains. The proposed eastern building encompasses +/- 6,000 sf of retail space plus +/- 100 sf landlord room. The total impervious area of the proposed building and site improvements encompasses +/- 75% of the subject site and pervious area of the proposed landscape improvements encompasses +/- 25% of the subject site. Proposed site improvements would including utility connections to the adjoining area utilities. Proposed access would include a connection to the existing Wal-Mart Supercenter ring road. Proposed landscape improvements will include indigenous trees, bushes and other landscape features typically found in the local area.



As shown above, the subject site sits in the middle of the Lake Geneva regional retail corridor. In addition to the Wal-Mart Supercenter, Lake Geneva also has the premiere retail mix within Walworth County. National anchor retailers at the subject intersection of the subject site also include Home Goods, Petco, Office Max, Home Depot, Target, TJ Maxx, Jo Ann, and Best Buy. There are also several national junior retailers and convenience providers at the subject intersection, including Maurice's, Rue 21, Kay Jewelers, Sally Beauty, DaVita Dialysis, Sherwin Williams, Walgreens, Chase Bank, Mobil, Subway, Taco Bell, BP Amoco and CVS/pharmacy (located inside of the Target store). There is another commercial development site across Highway 50 that was a former Sears Hardware store, which recently broke ground for a Qdoba Mexican Grill, Noodles & Company and one +/- 1,200 sf in-line available space.

The subject site sits in the Planned Business ("PB") Commercial Zoning District that is intended to permit large and small scale commercial development which is compatible with the desired overall community character of the area in general. A wide range of office, retail, restaurant and lodging land uses are permitted within this district and this district is intended to provide the principal zoning district for commercial development.

Given a number of required exemptions in our proposed development required to accommodate our proposed tenants and site size, location and configuration, we are seeking "Planned Development" zoning. The required exemptions include:

- 1) Two proposed commercial buildings;
- 2) Two outdoor dining patio areas for our two proposed restaurant tenants;
- 3) Minimum paved surface setback on the east side of the property of less than 5 feet;
- 4) Parking count reduction from 53 required stalls to 48 proposed stalls;
- 5) Landscape exception at the front of the proposed buildings to be less than 10'-0";
- 6) North parking row stall length to be less than 18'-6" which are 18'-0" with 17'-0" wheel stops;
- 7) Driveway throat at the entry drive to be less than 25'-0" which will be +/- 17'-0";
- 8) Minimum building separation less than 20'-0" which will be +/- 18'-0";
- 9) Building to be situated less than 40'-0" from STH 50 & STH 120 to be located at +/- 25'-0";
- 10) Monument sign to be situated less than 8'-0" at about +/- 6'-0" from the property line;
- 11) Two-way drive aisles less than 26'-0" wide to be 24'-0" wide; and,
- 12) Proposed drive-through lane width to be 12'-0".

In summary, we believe that the subject development would bring "new life" to an otherwise blighted lot located in your prime commercial development district. We look forward to continuing to work with you and your staff at bringing this excitement project to fruition.

Thank you for your consideration regarding this matter.

## Notice

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the City Plan Commission on Monday, May 16, 2016 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, on a General Development Plan (GDP) filed by Lake Geneva 50/20, LLC c/o GMA Real Estate Group, LLC, 3000 Dundee Road, Suite 408, Northbrook, IL 60062 for two new commercial buildings in a Planned Business Zoning District at the following location:

TAX KEY No. ZA297300001 – 281 N Edwards Blvd

All interested in the above matter are invited to attend. The City Plan Commission will be in session on Monday, May 16, 2016 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, to consider any objections that may have been filed and to hear all persons desiring to be heard.

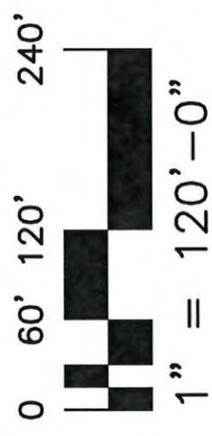
Dated this 29<sup>th</sup> day of April 2016.

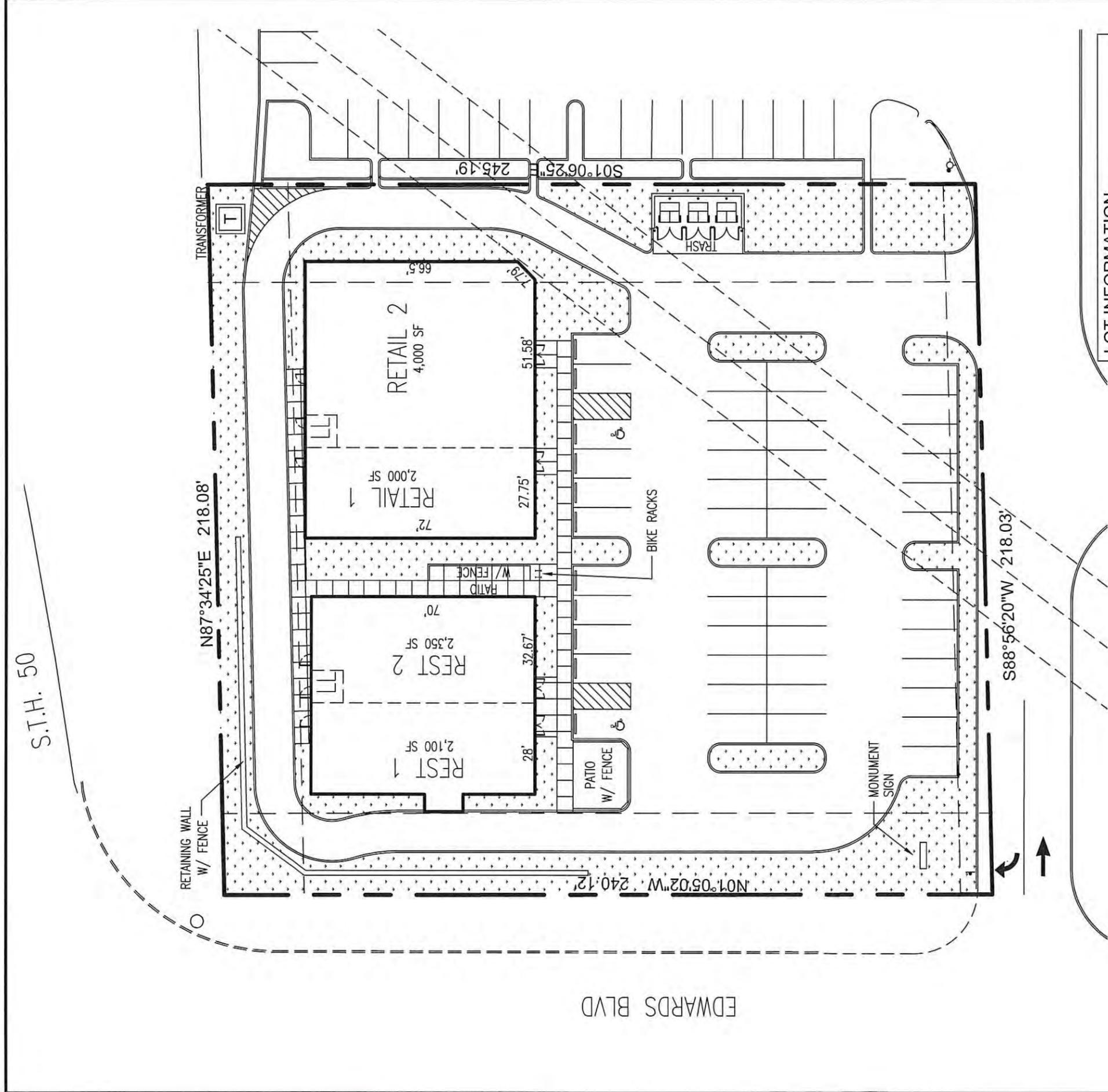
Mayor Alan Kupsik  
City Plan Commission  
City of Lake Geneva, WI

**A QUORUM OF ALDERMEN MAY BE IN ATTENDANCE**

**Please Publish as small Legal on May 5<sup>th</sup> and 12<sup>th</sup>**







**LOT INFORMATION**

LAND USE: COMMERCIAL  
 LAND AREA: 1.214 ACRES  
 LANDSCAPE AREA: 25.2%

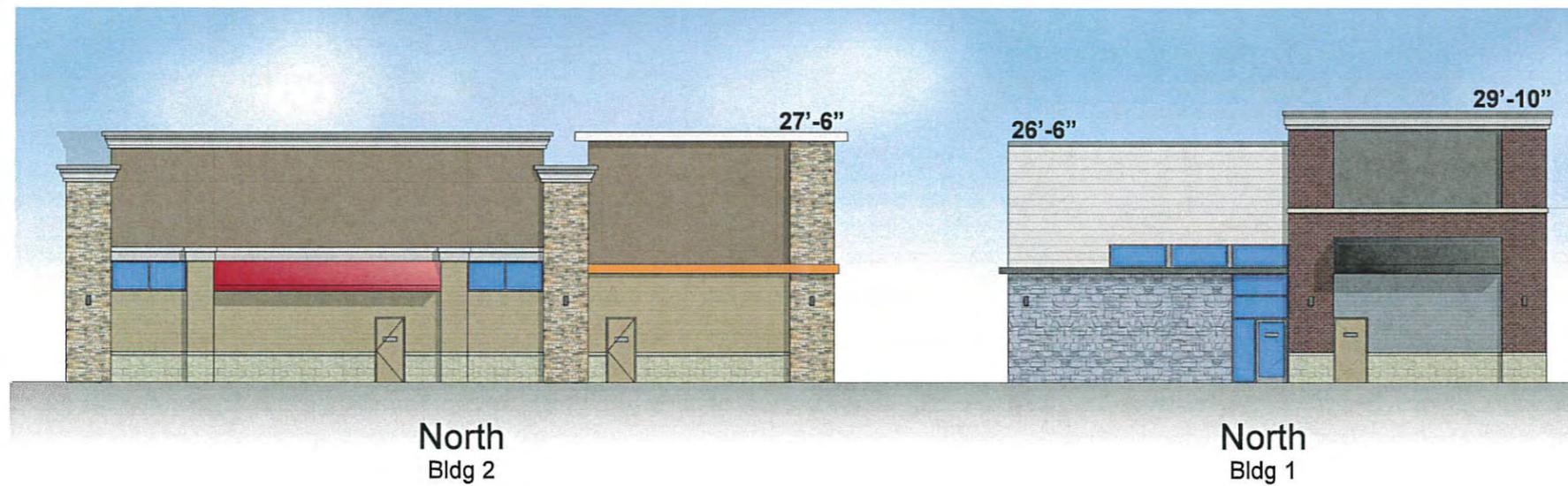
**BUILDING AREA**

RESTAURANT 1	2,100 SF
RESTAURANT 2	2,350 SF
LL ROOM 1	100 SF
LL ROOM 2	100 SF
RETAIL 1	2,000 SF
RETAIL 2	4,000 SF
<b>TOTAL</b>	<b>10,650 SF</b>

**PARKING DATA**

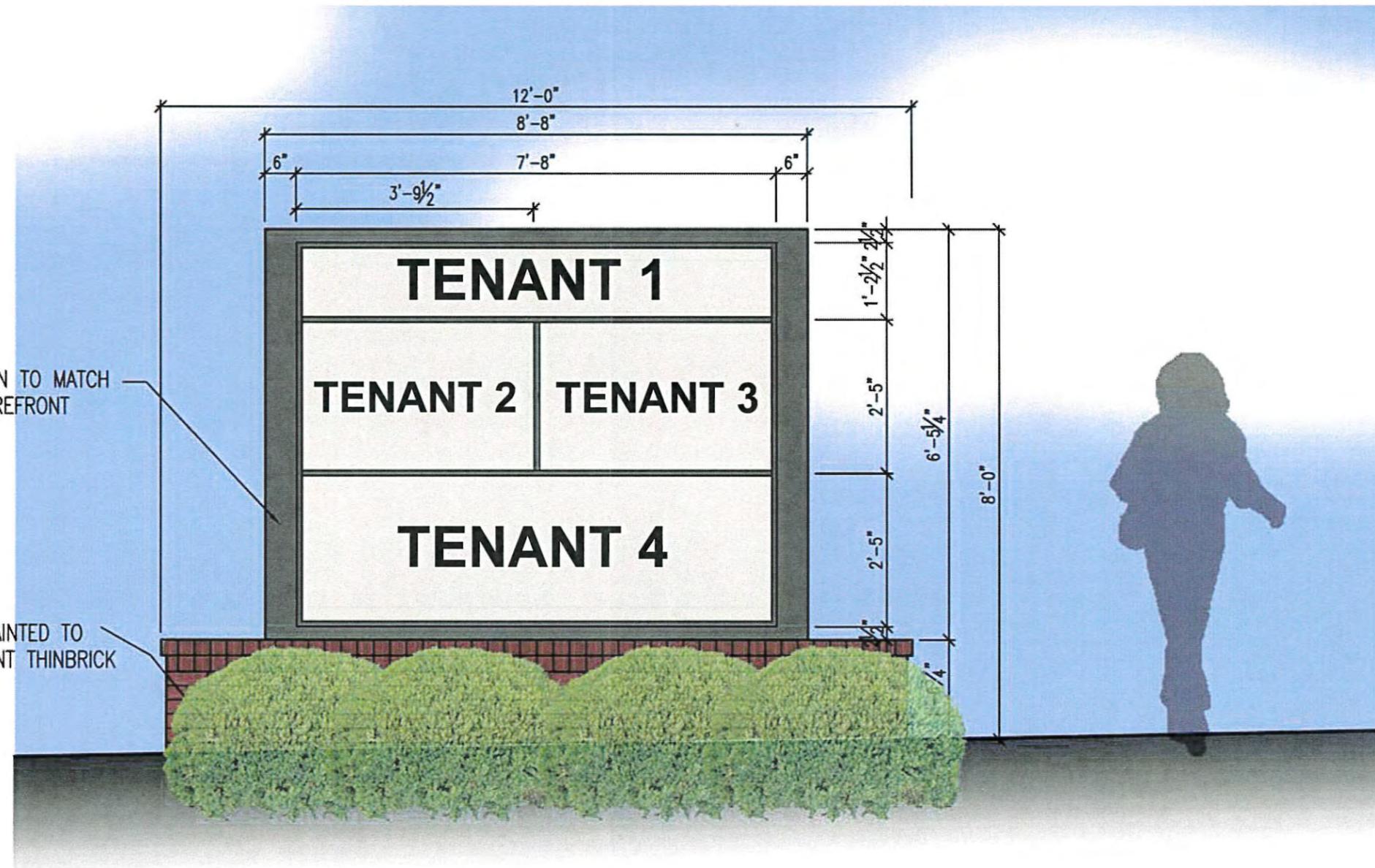
NO. OF PARKING STALLS:	46
NO. ADA STALLS:	2
TOTAL STALLS PROVIDED:	48
TOTAL STALLS REQUIRED:	
RETAIL	20
RESTAURANT	33
<b>TOTAL</b>	<b>53</b>





NEW ALUMINUM SIGN TO MATCH MULTI-TENANT STOREFRONT SYSTEM.

BRICK PEDESTAL PAINTED TO MATCH MULTI-TENANT THINBRICK



GENERAL DEVELOPMENT PLAN (GDP) AMENDMENT

Name of Applicant: Geneva Lakes Dream Homes, LCC

Address of Applicant: PO Box 259

Lake Geneva, WI 53147

Attn: Ernie Tuchscherer

Telephone No. (262 )249-0009 (Office) 262-275-6253 (Cell)

Proposed GDP Amendment: Veterans Park Business Center

Lots 49-52 of Lake Geneva Business Park Phase II

(See approval letter from the Lake Geneva Economic Development Corporation.)

Reason for requesting proposed Amendment: This parcel is a vacant lot area with services and access off Veterans Parkway immediately to the south of the new proposed Lake Geneva Tennis

Club building. There will be a total of 12 business/office suites in three buildings that may be combined or adjusted but the exterior footprint and parking for up to 100 cars will not change (see attached narrative).

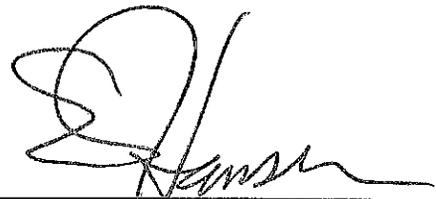
*Fee of \$300.00 payable upon filing application.*

Date

4/28/2016

Signature of Applicant

Warren E. Hansen, P.E. (Representative)



# Veterans Park Business Center

## GENERAL LAND USE

Veterans Park Business Center is located on Lots 49-52 of Lake Geneva Business Park Phase II. The proposed development consists of three 6,600 square foot buildings containing up to four units each for a total of 12 office/personal or professional services units. This use is consistent with the allowable land use for the underlying PBP zoning district. The total land area is 100,051 square feet (2.30 acres) with a building coverage of 19.8% and a LSR of 27.7%. The existing grassed, sloped site will be regraded to provide for the proposed development and surrounding developments.

## NEIGHBORING PROPERTIES AND MASTER PLAN

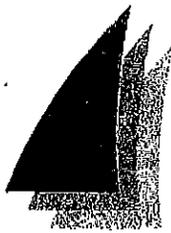
Veterans Park Business Center development is located between the proposed Lake Geneva Tennis Club to the north and the existing Lake Geneva Commerce Court to the south. Proposed access will be from Veterans Parkway at two location shown on the plans provided. Lake Geneva tennis club to the north is in the process of becoming a Planning Development also. The Lake Geneva Commerce Court development to the south proposed a LSR of 27.4% compared to the Veterans Park Business Center of 27.7%. In summary, the proposed development is consistent with the neighboring properties land use and density and intensity. The Master Plan shows the future Land Use of Planned Industrial, fitting with the proposed development.

## PD RATIONAL

The proposed PD zoning will provide for exemptions from the standard zoning district as itemized below. The PD will allow for design that will forward both the aesthetic and economic development objectives of the City by providing for a much higher level of site design and architectural control.

## Planned Business Park (PBP) District Underlying Zoning Exceptions from the Requirements:

1. Land Use Exemptions – None.
2. Density and Intensity Exemptions –  
Maximum Landscape Surface Ratio (LSR): 28.3% (30% Required)
3. Bulk Exemptions –  
Minimum Paved Surface Setback: 8' off north lot line (10' from side or rear Required)  
Minimum Building Separation: 20 feet (30 feet Required)
4. Landscape Exemptions – None.
5. Parking and Loading Exemptions – None.
6. Signage Exemptions - Two monument signs (both meeting minimum requirements).



**LAKE GENEVA**  
ECONOMIC DEVELOPMENT CORPORATION  
"OUR LAKE MEANS BUSINESS"

March 22, 2016

City of Lake Geneva  
626 Geneva Street  
Lake Geneva, WI 53147

RE: Proposed building contractors design facility on Lots 49 thru 52, Lake Geneva Business Park

Dear Sirs;

The group representing Geneva Lake Dream Homes, LLC has reached a tentative agreement with the Lake Geneva Economic Development Corporation for the purchase lots # 49 thru # 52 located on Edwards Boulevard in the Lake Geneva Business Park in the City of Lake Geneva.

The LGEDC Board of Directors voted to accept their offer to purchase at their January monthly meeting.

On 02/26/2016 the LGEDC Architecture Review / Executive Committee met and reviewed their site plan, and the building specifications and materials. Their proposal will meet all of the "Declaration of Covenants, Conditions, and Restrictions, Lake Geneva Business Park Phase II dated May 1,1996.

The Lake Geneva Economic Development Corporation endorses the Geneva Lake Dream Homes LLC plans and recommends consideration for approval by The Lake Geneva Planning Commission and the City of Lake Geneva.

Thank you for your consideration of this project.

Sincerely,

Andrew J. Dammeir  
Executive Director  
Lake Geneva Economic Development Corporation



## Notice

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the City Plan Commission on Monday, May 16, 2016 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, on a General Development Plan (GDP) filed by Geneva Lakes Dream Homes for Veterans Park Business Center, for three new commercial buildings in a Planned Business Park Zoning District at the following location:

TAX KEY No. ZLGBP 200030 thru 200033 – Veterans Pkwy

All interested in the above matter are invited to attend. The City Plan Commission will be in session on Monday, May 16, 2016 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, to consider any objections that may have been filed and to hear all persons desiring to be heard.

Dated this 29<sup>th</sup> day of April 2016.

Mayor Alan Kupsik  
City Plan Commission  
City of Lake Geneva, WI

**A QUORUM OF ALDERMEN MAY BE IN ATTENDANCE**

**Please Publish as small Legal on May 5<sup>th</sup> and 12<sup>th</sup>**



— WORK ORDERED BY —  
 GENEVA LAKES DREAM HOMES, LLC  
 ERNIE TUGHSCHER  
 908 SOUTH WELLS ST., P.O. BOX 259  
 LAKE GENEVA, WI 53147

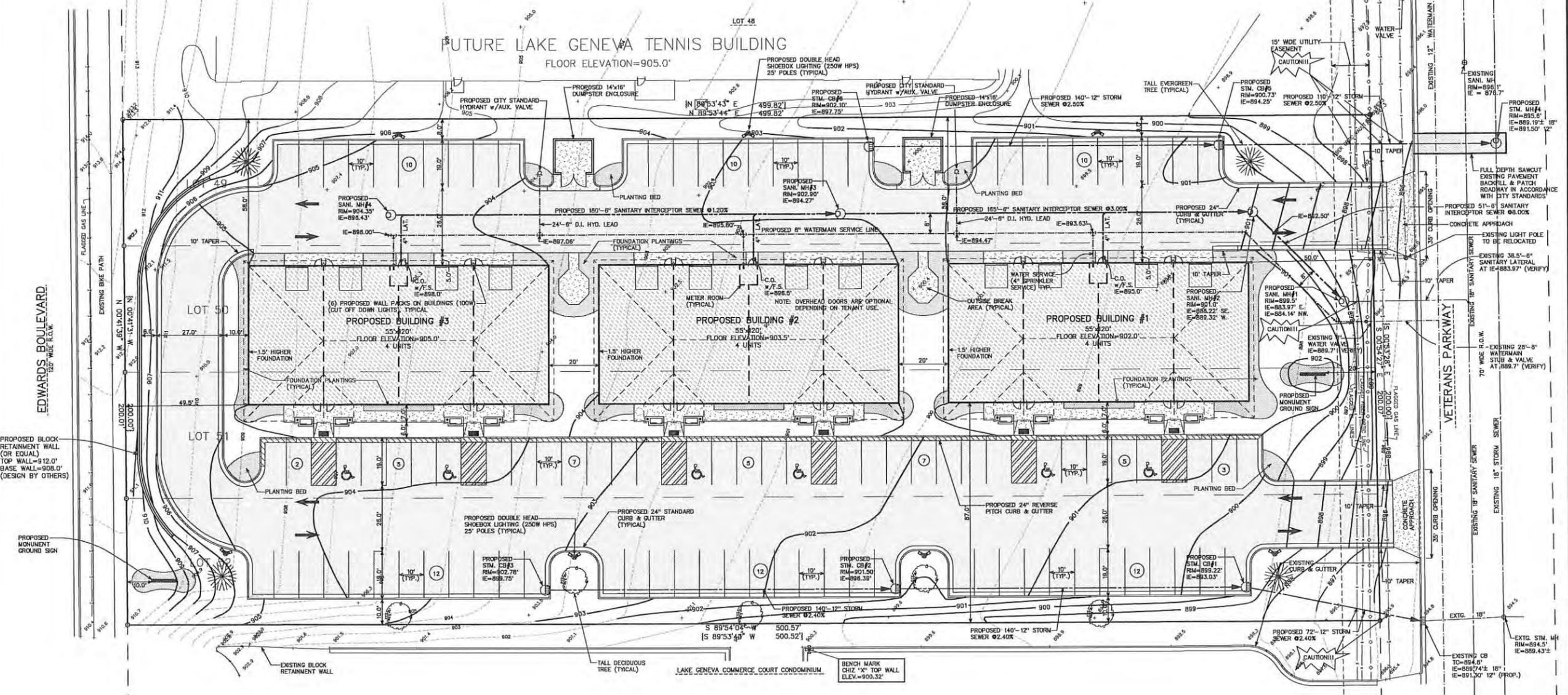


- LEGEND
- = FOUND IRON PIPE STAKE
  - = FOUND IRON REBAR STAKE
  - [XXX] = RECORDED AS
  - XXX--- = EXISTING LAND CONTOURS
  - XXX--- = PROPOSED LAND CONTOURS
  - XXX--- = EXISTING GROUND ELEVATION

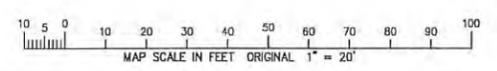
## GENERAL DEVELOPMENT PLAN VETERANS PARK BUSINESS CENTER LOTS 49-52 OF LAKE GENEVA BUSINESS PARK PHASE II CITY OF LAKE GENEVA, WALWORTH COUNTY, WISCONSIN

### SITE SUMMARY

- |                           |   |
|---------------------------|---|
| TOTAL LAND AREA           | - 100,051 S.F. (2.30 ACRES)                 |
| EXISTING ZONING           | - PBP (PLANNED BUSINESS PARK)               |
| PROPOSED BUILDING AREA    | - 19,800 S.F. (19.8%)                       |
| PROPOSED IMPERVIOUS AREA  | - 51,913 S.F. (51.9%)                       |
| PROPOSED GREEN SPACE AREA | - 28,338 S.F. (28.3%)                       |
| PROPOSED PARKING          | - 100 SPACES, INC. 6 HANDICAP (66 REQUIRED) |
| PROPOSED LAND DISTURBANCE | - 2.30 ACRES                                |



SHEET 1	- GENERAL DEVELOPMENT PLAN
SHEET 2	- EXTERIOR ELEVATIONS
SHEET 3	- FIRST FLOOR PLAN
<b>SHEET INDEX</b>	



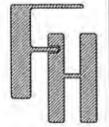
**VETERANS PARK  
 BUSINESS CENTER**  
 LOTS 49-52 OF LAKE GENEVA BUSINESS PARK PHASE II  
 CITY OF LAKE GENEVA  
 WALWORTH COUNTY, WISCONSIN

**GENERAL  
 DEVELOPMENT PLAN**

**FARRIS, HANSEN & ASSOCIATES, INC.**  
 Engineering, Architecture, Surveying  
 7 Ridgeway Court P.O. Box 437  
 ELKHORN, WISCONSIN 53121  
 Office: (262) 723-2098  
 Fax: (262) 723-5886

PROJECT NO.	9464
DATE	4/25/2016
SHEET NO.	1 OF 3





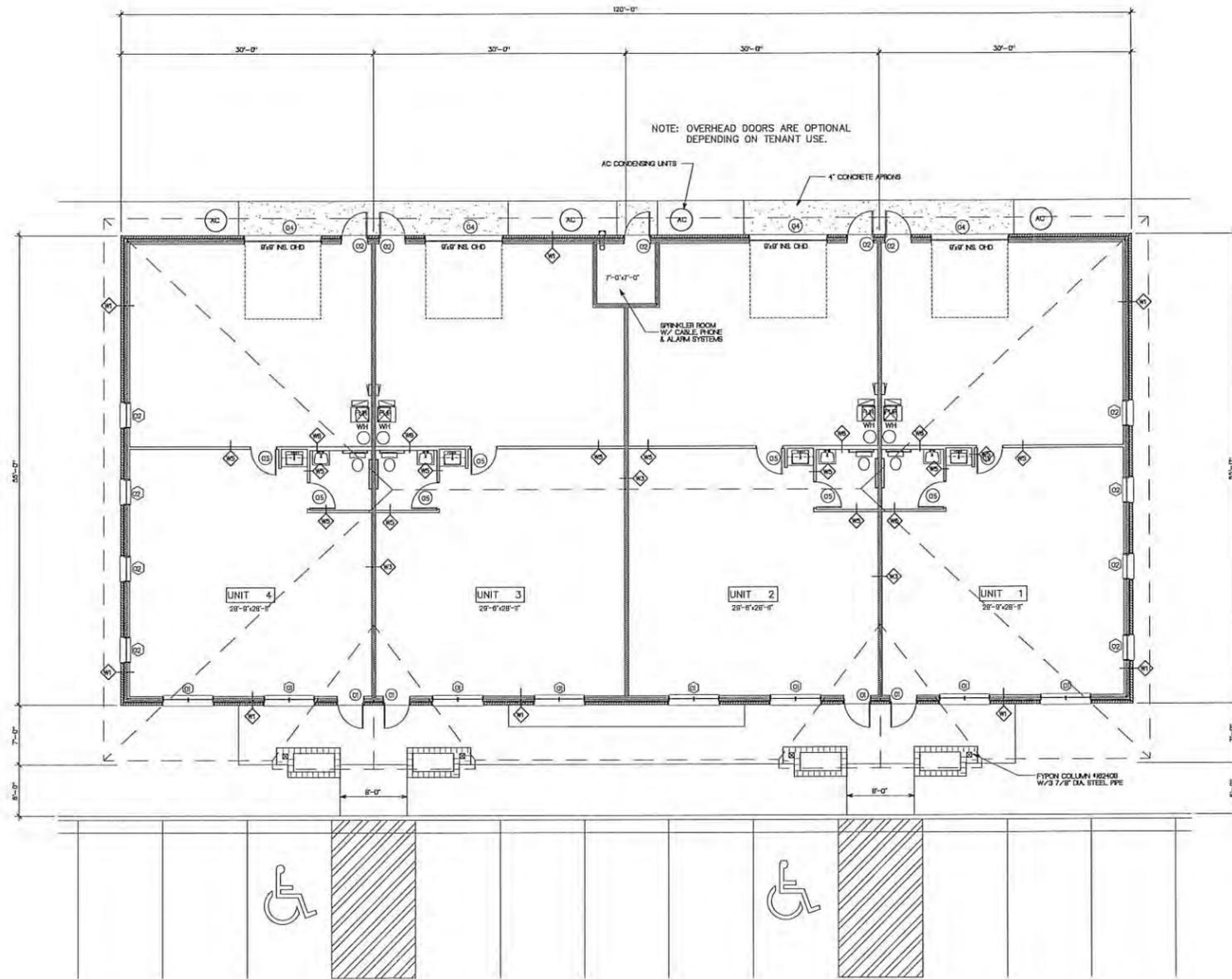
VETERANS PARK  
BUSINESS CENTER  
LOT 49-52 OF LAKE GENOVA BUSINESS PARK PHASE II  
CITY OF LAKE GENOVA  
WALWORTH COUNTY, WISCONSIN

FIRST FLOOR PLAN

FARRIS, HANSEN & ASSOCIATES, INC.  
Engineering, Architecture, Surveying  
7 Ridgeway Court P.O. Box 437  
ELKHORN, WISCONSIN 53121  
Office: (262) 723-2098  
Fax: (262) 723-5886

REVISIONS

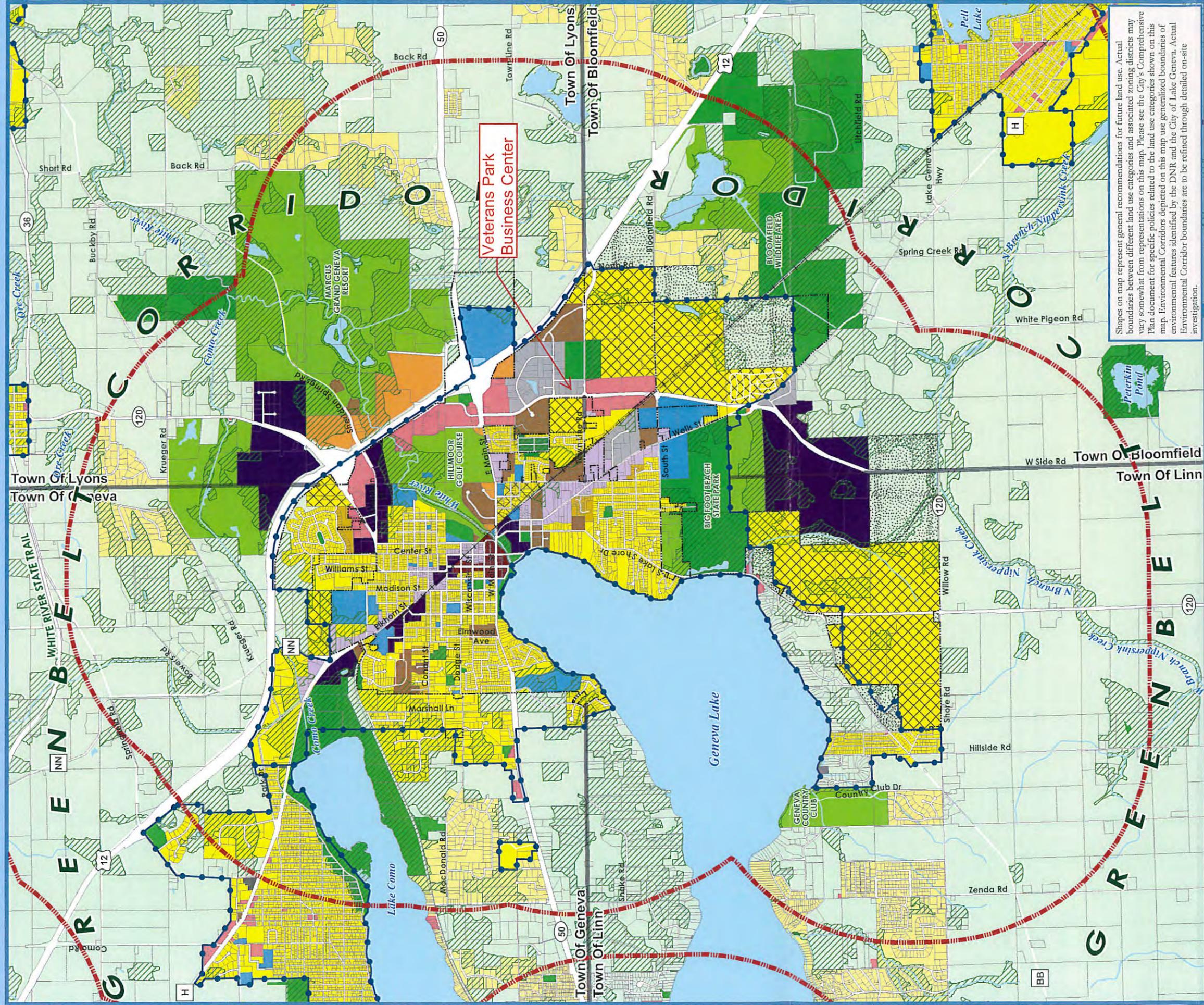
PROJECT NO.  
9464  
DATE  
4/25/2016  
SHEET NO.  
3 OF 3



FIRST FLOOR PLAN  
SCALE 1/8"=1'-0"

NOTE: INTERIOR UNIT PARTITIONS  
AND RESTROOM LOCATIONS MAY  
VARY FROM THAT SHOWN.

X:\Projects\4964\4964\_ARCH\ARCHITECT\PRELIMINARY PLANS\_ADVANCED.dwg  
Wednesday, April 27, 2016



Shapes on map represent general recommendations for future land use. Actual boundaries between different land use categories and associated zoning districts may vary somewhat from representations on this map. Please see the City's Comprehensive Plan document for specific policies related to the land use categories shown on this map. Environmental Corridors depicted on this map use generalized boundaries of environmental features identified by the DNR and the City of Lake Geneva. Actual Environmental Corridor boundaries are to be refined through detailed on-site investigation.

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

	Agricultural & Rural		Central Business District		City of Lake Geneva
	Single Family Residential - Exurban		Planned Mixed Use		Township Boundary
	Single Family Residential - Urban		Planned Neighborhood		Urban Service Area Boundary
	Two-Family/Townhouse Residential		General Industrial		Extraterritorial Jurisdiction Boundary
	Multi-Family Residential		Institutional & Community Services		Parcels
	Planned Neighborhood		Private Recreation Facilities		Surface Water
	Planned Neighborhood		Public Park & Recreation		Abandoned Railroad
	Neighborhood Mixed Use		Environmental Corridor		
	Planned Office		Long Range Exurban Growth Area		
	Planned Business				

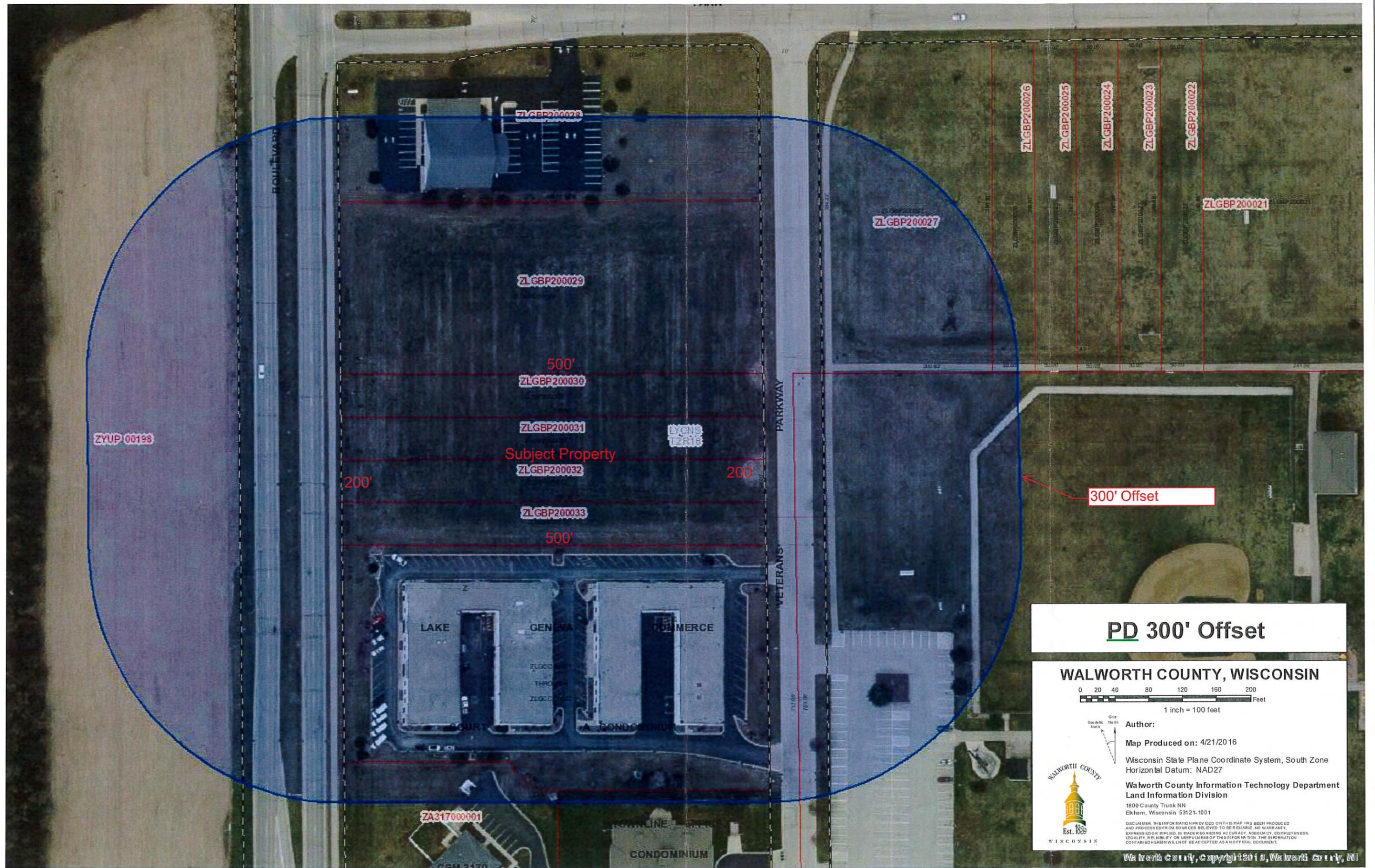
**Land Use Categories**

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

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

Scale: 0, 0.25, 0.5, 1 Miles

Adopted: October 24, 2014  
 Source: SEWRPC, WIDNR, Walworth County LIO, V&A



**PD 300' Offset**

**WALWORTH COUNTY, WISCONSIN**

0 20 40 80 120 160 200  
 Feet  
 1 inch = 100 feet

Grid North  
 Geodetic North

**Author:**  
 Map Produced on: 4/21/2016  
 Wisconsin State Plane Coordinate System, South Zone  
 Horizontal Datum: NAD27  
 Walworth County Information Technology Department  
 Land Information Division  
 1800 County Trunk NN  
 Elkhorn, Wisconsin 53121-1001

DISCLAIMER: THE INFORMATION PROVIDED ON THIS MAP HAS BEEN PRODUCED AND PROCESSED FROM SOURCES BELIEVED TO BE RELIABLE. NO WARRANTY, EXPRESS OR IMPLIED, IS MADE REGARDING ACCURACY, ADEQUACY, COMPLETENESS, LEGALITY, RELIABILITY OR USEFULNESS OF THIS INFORMATION. THE INFORMATION CONTAINED HEREIN WILL NOT BE ACCEPTED AS AN OFFICIAL DOCUMENT.

TaxKey	Owner	Address	City	State	Zip
ZA317000001	LAKE GENEVA ANIMAL HOSPITAL PROPERTIES LLC	801 TOWNLINE RD	LAKE GENEVA	WI	531470000
ZLGBP200026	CITY OF LAKE GENEVA	626 GENEVA ST	LAKE GENEVA	WI	531470000
ZLGBP200027	CITY OF LAKE GENEVA	626 GENEVA ST	LAKE GENEVA	WI	531470000
ZLGBP200028	DERRICK FAMILY PROPERTIES LLC	1750 CONANT ST	LAKE GENEVA	WI	531470000
ZLGBP200029	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200030	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200031	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200032	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200033	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGCC 00001	TODD KRAUSE & BARBARA KRAUSE	750 VETERANS PKWY, STE 110	LAKE GENEVA	WI	531470000
ZLGCC 00002	FOREMOST INVESTMENTS LLC	1139 BONNIE BRAE LA	LAKE GENEVA	WI	53147
ZLGCC 00003	JAMALI PROPERTIES LLC	996 TARRANT DR	FONTANA	WI	531250000
ZLGCC 00004	JASPER HOLDINGS LLC	N1419 ACADEMY RD	LAKE GENEVA	WI	531470000
ZLGCC 00005	KUERSCHNER PROPERTIES LLC	2629 ARBOR RIDGE WAY	JANESVILLE	WI	535480000
ZLGCC 00006	FISHER PROPERTIES LLC	40220 BLOOMFIELD RD	GENOA CITY	WI	531280000
ZLGCC 00007	KMV LLC	PO BOX 250	LAKE GENEVA	WI	531470000
ZLGCC 00008	KMV LLC	PO BOX 250	LAKE GENEVA	WI	531470000
ZLGCC 00009	DOUGLAS R BETHEL	1447 GENEVA NATIONAL AVE WEST	LAKE GENEVA	WI	531470000
ZLGCC 00010	SCOTT K LOWELL TRUST & MELISSA H. LOWELL TRUST	PO BOX 926	LAKE GENEVA	WI	53147
ZLGCC 00011	MARTIN R KENNELLY & CONSTANCE A. KENNELLY TRUST	303 BRIAN LN	PROSPECT HEIGHTS	IL	600700000
ZLGCC 00012	ROBERT M SIX	W5478 OAK BLUFFS RD	FONTANA	WI	53125
ZLGCC 00013	JAMES M BENSON	880 S LAKESHORE DR	LAKE GENEVA	WI	53147
ZLGCC 00014	MICHAEL J FOGLE & CYNTHIA L. FOGLE	2661 SARAH LN	BELOIT	WI	53511
ZLGCC 00015	THOMAS NICKOLS & JANET NICKOLS	45 LAKEVIEW ST	LAKE GENEVA	WI	53147
ZLGCC 00016	511 CAPITAL PARTNERS LLP	303 BRIAN LN	PROSPECT HEIGHTS	IL	600700000
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ZLGCC 00019	RANDALL SHAF	932 MARIANNE	LAKE GENEVA	IL	53147
ZLGCC 00020	FOLLY PARTNERS LLC	2151 GULF SHORE BLVD N #209	NAPLES	FL	34102
ZLGCC 00021	TONYS GARAGE LLC	1575 OAKWOOD AVE	HIGHLAND PARK	IL	60035
ZLGCC 00022	TONYS GARAGE LLC	1575 OAKWOOD AVE	HIGHLAND PARK	IL	60035
ZTOC 00001	BP2 LLC	875 TOWNLINE RD STE 103	LAKE GENEVA	WI	531470000
ZTOC 00002	A&M HOLDINGS LLC	875 TOWNLINE RD, STE 100	LAKE GENEVA	WI	531470000
ZTOC 00003	MARY ANN HOLT	PO BOX 568	LAKE GENEVA	WI	531470000
ZTOC 00004	A&M HOLDINGS LLC	875 TOWNLINE RD STE 100	LAKE GENEVA	WI	531470000
ZYUP 00170	CITY OF LAKE GENEVA	626 GENEVA ST	LAKE GENEVA	WI	531470000
ZYUP 00198	120 PROPERTIES LLC	PO BOX 935	LAKE GENEVA	WI	53147

APPLICATION FOR PRECISE IMPLEMENTATION PLAN AMENDMENT

*City of Lake Geneva*

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

Lots 49-52 of Lake Geneva Business Park Phase II

Name and Address of Current Owner:

Geneva Lakes Dream Homes, LLC (Ernie Tuhscherer)

PO Box 259, Lake Geneva, WI 53147

Telephone No. of Current Owner including area code: 262-249-0009 (Office) 262-275-6253 (Cell)

Name and Address of Applicant:

Same

Telephone No. of Applicant including area code: Same

Proposed Use:

Office/Personal or Professional Services

Zoning District in which land is located: PBP

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

Farris, Hansen & Associates, Inc. (Warren E. Hansen, P.E.)

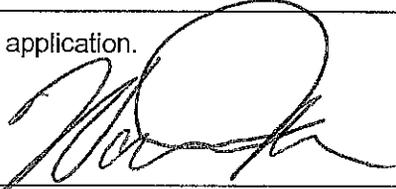
PO Box 437

Elkhorn, WI 53121

Short statement describing activities to take place on site:

Three 4-unit buildings (12 units total) with associated parking for Office/Personal or Professional Services use.

PIP Amendment fee \$400.00, payable upon filing application.

  
Signature of Applicant

Warren E. Hansen, P.E. (Representative)

4/28/2010

# Veterans Park Business Center

## GENERAL LAND USE

Veterans Park Business Center is located on Lots 49-52 of Lake Geneva Business Park Phase II. The proposed development consists of three 6,600 square foot buildings containing up to four units each for a total of 12 office/personal or professional services units. This use is consistent with the allowable land use for the underlying PBP zoning district. The total land area is 100,051 square feet (2.30 acres) with a building coverage of 19.8% and a LSR of 27.7%. The existing grassed, sloped site will be regraded to provide for the proposed development and surrounding developments.

## NEIGHBORING PROPERTIES AND MASTER PLAN

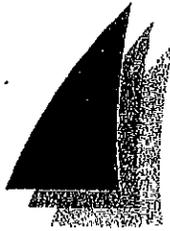
Veterans Park Business Center development is located between the proposed Lake Geneva Tennis Club to the north and the existing Lake Geneva Commerce Court to the south. Proposed access will be from Veterans Parkway at two location shown on the plans provided. Lake Geneva tennis club to the north is in the process of becoming a Planning Development also. The Lake Geneva Commerce Court development to the south proposed a LSR of 27.4% compared to the Veterans Park Business Center of 27.7%. In summary, the proposed development is consistent with the neighboring properties land use and density and intensity. The Master Plan shows the future Land Use of Planned Industrial, fitting with the proposed development.

## PD RATIONAL

The proposed PD zoning will provide for exemptions from the standard zoning district as itemized below. The PD will allow for design that will forward both the aesthetic and economic development objectives of the City by providing for a much higher level of site design and architectural control.

## Planned Business Park (PBP) District Underlying Zoning Exceptions from the Requirements:

1. Land Use Exemptions – None.
2. Density and Intensity Exemptions –  
Maximum Landscape Surface Ratio (LSR): 28.3% (30% Required)
3. Bulk Exemptions –  
Minimum Paved Surface Setback: 8' off north lot line (10' from side or rear Required)  
Minimum Building Separation: 20 feet (30 feet Required)
4. Landscape Exemptions – None.
5. Parking and Loading Exemptions – None.
6. Signage Exemptions - Two monument signs (both meeting minimum requirements).



**LAKE GENEVA**  
ECONOMIC DEVELOPMENT CORPORATION  
"OUR LAKE MEANS BUSINESS"

March 22, 2016

City of Lake Geneva  
626 Geneva Street  
Lake Geneva, WI 53147

RE: Proposed building contractors design facility on Lots 49 thru 52, Lake Geneva Business Park

Dear Sirs;

The group representing Geneva Lake Dream Homes, LLC has reached a tentative agreement with the Lake Geneva Economic Development Corporation for the purchase lots # 49 thru # 52 located on Edwards Boulevard in the Lake Geneva Business Park in the City of Lake Geneva.

The LGBDC Board of Directors voted to accept their offer to purchase at their January monthly meeting. On 02/26/2016 the LGEDC Architecture Review / Executive Committee met and reviewed their site plan, and the building specifications and materials. Their proposal will meet all of the "Declaration of Covenants, Conditions, and Restrictions. Lake Geneva Business Park Phase II dated May 1, 1996.

The Lake Geneva Economic Development Corporation endorses the Geneva Lake Dream Homes LLC plans and recommends consideration for approval by The Lake Geneva Planning Commission and the City of Lake Geneva.

Thank you for your consideration of this project.

Sincerely,

Andrew J. Dammeir  
Executive Director  
Lake Geneva Economic Development Corporation



## Notice

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the City Plan Commission on Monday, May 16, 2016 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, on a Precise Implementation Plan (PIP) filed by Geneva Lakes Dream Homes for Veterans Park Business Center, for three new commercial buildings in a Planned Business Park Zoning District at the following location:

TAX KEY No. ZLGBP 200030 thru 200033 – Veterans Pkwy

All interested in the above matter are invited to attend. The City Plan Commission will be in session on Monday, May 16, 2016 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, to consider any objections that may have been filed and to hear all persons desiring to be heard.

Dated this 29<sup>th</sup> day of April 2016.

Mayor Alan Kupsik  
City Plan Commission  
City of Lake Geneva, WI

**A QUORUM OF ALDERMEN MAY BE IN ATTENDANCE**

**Please Publish as small Legal on May 5<sup>th</sup> and 12<sup>th</sup>**



— WORK ORDERED BY —  
 GENEVA LAKES DREAM HOMES, LLC  
 ERNIE TUCHSCHERER  
 908 SOUTH WELLS ST./PO BOX 259  
 LAKE GENEVA, WI 53147

ASSIGNED N. LINE OF LOT 48  
 N 89°53'43" E

# PRECISE IMPLEMENTATION PLAN

## VETERANS PARK BUSINESS CENTER

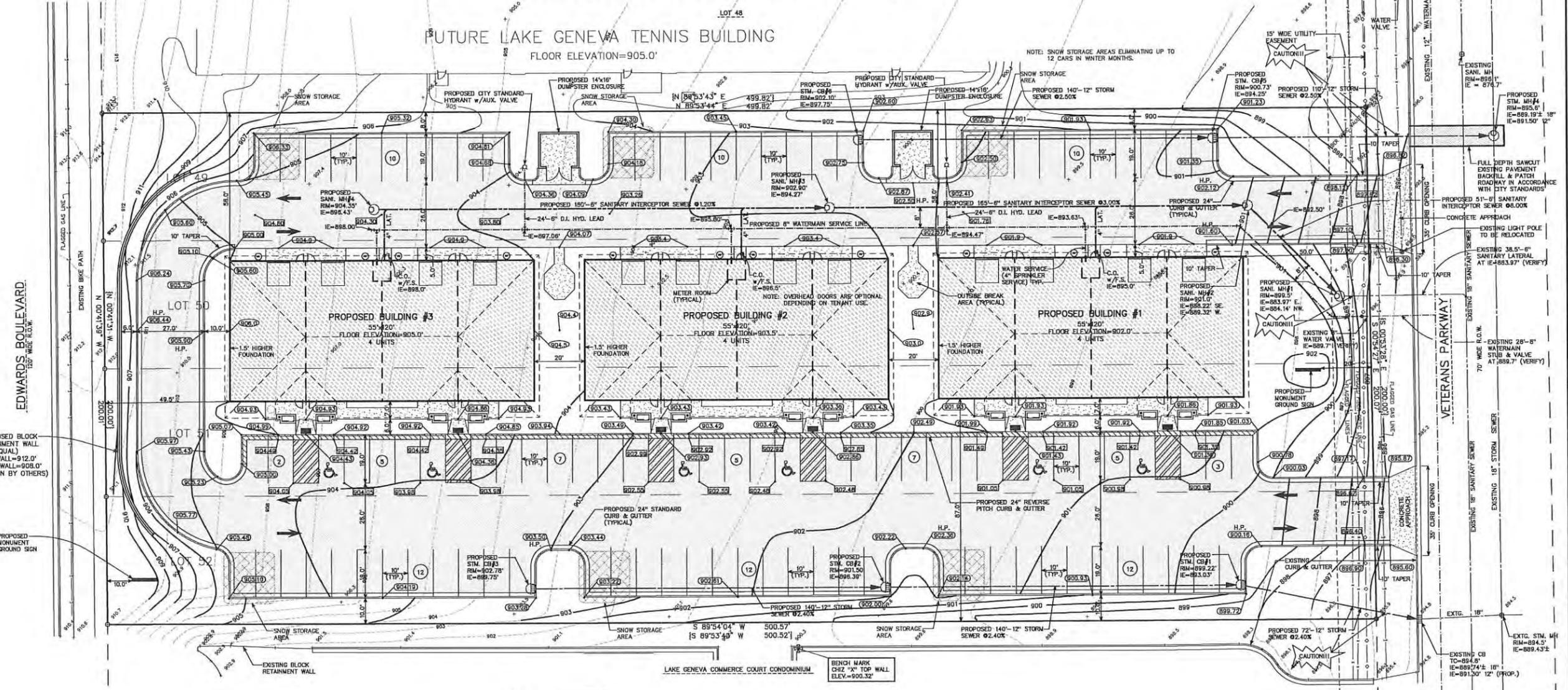
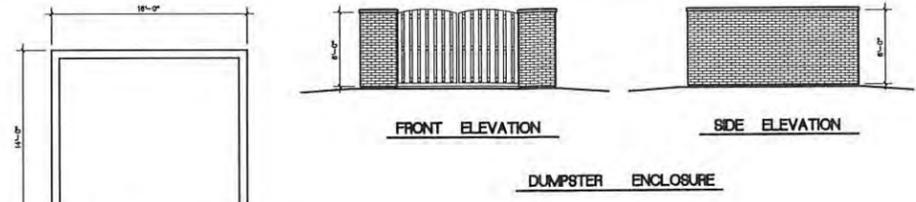
### LOTS 49-52 OF LAKE GENEVA BUSINESS PARK PHASE II

CITY OF LAKE GENEVA, WALWORTH COUNTY, WISCONSIN

**SITE SUMMARY**

TOTAL LAND AREA	- 100,051 S.F. (2.30 ACRES)
EXISTING ZONING	- PBP (PLANNED BUSINESS PARK)
PROPOSED BUILDING AREA	- 19,800 S.F. (19.8%)
PROPOSED IMPERVIOUS AREA	- 51,913 S.F. (51.9%)
PROPOSED GREEN SPACE AREA	- 28,338 S.F. (28.3%)
PROPOSED PARKING	- 100 SPACES, INC. 6 HANDICAP (66 REQUIRED)
PROPOSED LAND DISTURBANCE	- 2.30 ACRES

LEGAL DESCRIPTION:  
 LOT 49-52 OF LAKE GENEVA BUSINESS PARK, PHASE 2 BEING LOCATED IN THE SOUTHEAST 1/4 OF SECTION 31,  
 TOWN 2 NORTH, RANGE 18 EAST, CITY OF LAKE GENEVA, WALWORTH COUNTY, WISCONSIN.



TO OBTAIN LOCATIONS OF PARTICIPANTS UNDERGROUND FACILITIES BEFORE YOU DIG IN WISCONSIN, CONTACT:

**DIGGERS HOTLINE**

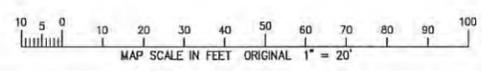
Toll Free (800) 242-8511  
 Milwaukee Area (414) 259-1181  
 Hearing Impaired TDD (800) 542-2289  
 www.DiggersHotline.com

WS STATUTE 182.0178(1974) REQUIRES MIN. 3 WORK DAYS NOTICE BEFORE YOU EXCAVATE.



**SHEET INDEX**

SHEET 1	- PRECISE IMPLEMENTATION PLAN
SHEET 2	- LANDSCAPE & LIGHTING PLAN
SHEET 3	- EXTERIOR ELEVATIONS
SHEET 4	- FIRST FLOOR PLAN



VETERANS PARK BUSINESS CENTER  
 LOTS 49-52 OF LAKE GENEVA BUSINESS PARK PHASE II  
 CITY OF LAKE GENEVA, WALWORTH COUNTY, WISCONSIN

## PRECISE IMPLEMENTATION PLAN

**FARRIS, HANSEN & ASSOCIATES, INC.**  
 Engineering, Architecture, Surveying  
 7 Ridgeway Court P.O. Box #37  
 ELKHORN, WISCONSIN 53121  
 Office: (262) 723-2068  
 Fax: (262) 723-5686

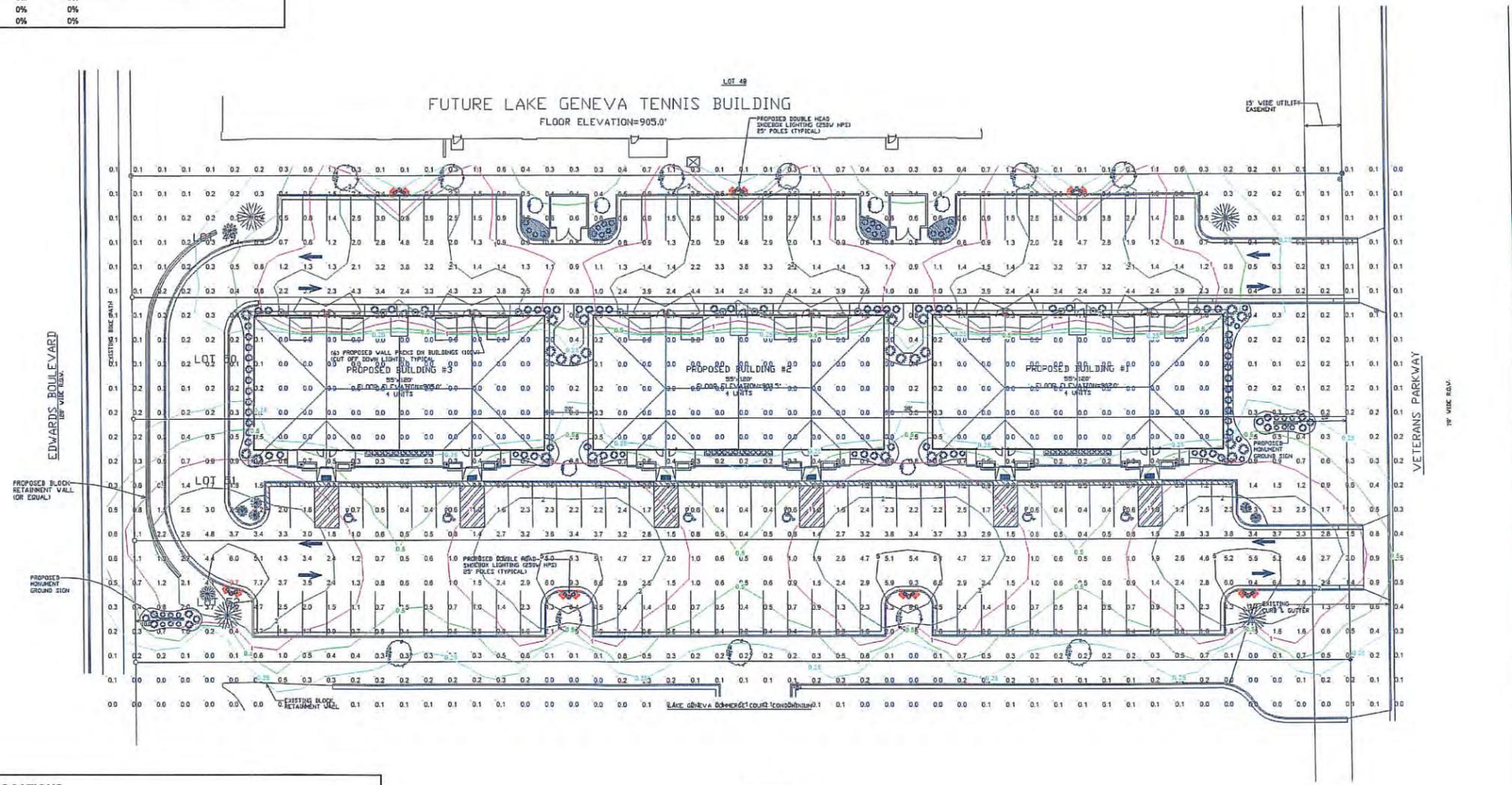
REVISIONS

PROJECT NO.	9464
DATE	4/25/2016
SHEET NO.	1 OF 4

LUMINAIRE SCHEDULE									
Symbol	Label	Qty	Catalog Number	Description	Lamp	File	Lumens	LLF	Watts
■	A	6	TWA 100S	GENERAL PURPOSE BUILDING MOUNTED LUMINAIRE, 100W HPS, W/ CLEAR LAMP.	ONE 100-WATT CLEAR ED-17 HIGH PRESSURE SODIUM, TILTED 22-DEG.	TWA_100S.lvs	9500	1.00	135
◆	B	7	KAD 250S SR4SC	Area Luminaire, 250W HPS, High Performance SR4SC Sharp Cutoff Reflector, Full Cutoff MEETS THE NIGHTTIME FRIENDLY CRITERIA	ONE 250-WATT CLEAR ET-18 HIGH PRESSURE SODIUM, HORIZONTAL POSITION.	KAD_250S_SR_4SC.lvs	29000	1.00	620

STATISTICS						
Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
Calc Zone #1		1.1 fc	9.7 fc	0.0 fc	N/A	N/A

SURFACE SCHEDULE						
Name	Reflectances Front	Back	Normal X Y Z	Area (ft²)		
Structure	0%	0%				
Structure	0%	0%				
Structure	0%	0%				



LUMINAIRE LOCATIONS									
No.	Label	X	Y	Z	MH	Orientation	Tilt	X	Alm Y Z
1	A	531.7	77.7	8.0	8.0	0.0	0.0	531.7	77.7 0.0
2	A	471.8	77.7	8.0	8.0	0.0	0.0	471.8	77.7 0.0
3	A	391.8	77.5	8.0	8.0	0.0	0.0	391.8	77.5 0.0
4	A	331.7	77.4	8.0	8.0	0.0	0.0	331.7	77.4 0.0
5	A	251.7	77.2	8.0	8.0	0.0	0.0	251.7	77.2 0.0
6	A	191.7	77.2	8.0	8.0	0.0	0.0	191.7	77.2 0.0
7	B	221.6	128.6	25.0	25.0	90.8	30.0		
8	B	361.6	128.8	25.0	25.0	90.0	30.0		
9	B	501.6	129.1	25.0	25.0	90.0	30.0		
10	B	571.9	-38.3	25.0	25.0	-90.0	0.0		
11	B	432.0	-38.6	25.0	25.0	-90.0	0.0		
12	B	292.0	-38.8	25.0	25.0	-90.0	0.0		
13	B	152.7	-37.4	25.0	25.0	-73.7	0.0		



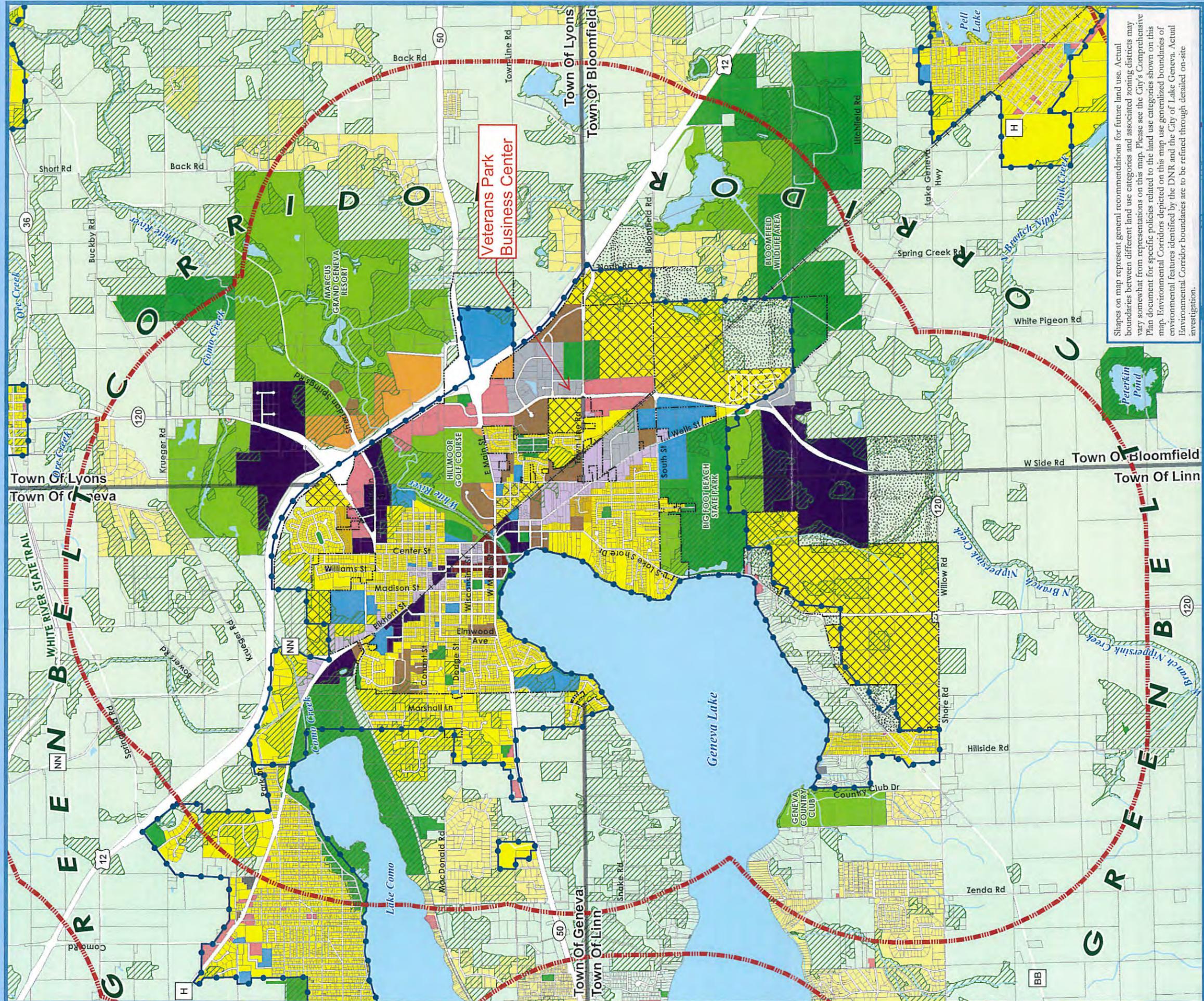
PHOTOMETRICS  
FOR  
VETERANS PARK BUSINESS CENTER

Designer  
FH&A

Date  
Apr 28 2016

Scale

Drawing No.  
9464



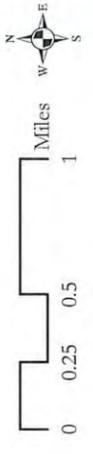
Shapes on map represent general recommendations for future land use. Actual boundaries between different land use categories and associated zoning districts may vary somewhat from representations on this map. Please see the City's Comprehensive Plan document for specific policies related to the land use categories shown on this map. Environmental Corridors depicted on this map use generalized boundaries of environmental features identified by the DNR and the City of Lake Geneva. Actual Environmental Corridor boundaries are to be refined through detailed on-site investigation.

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

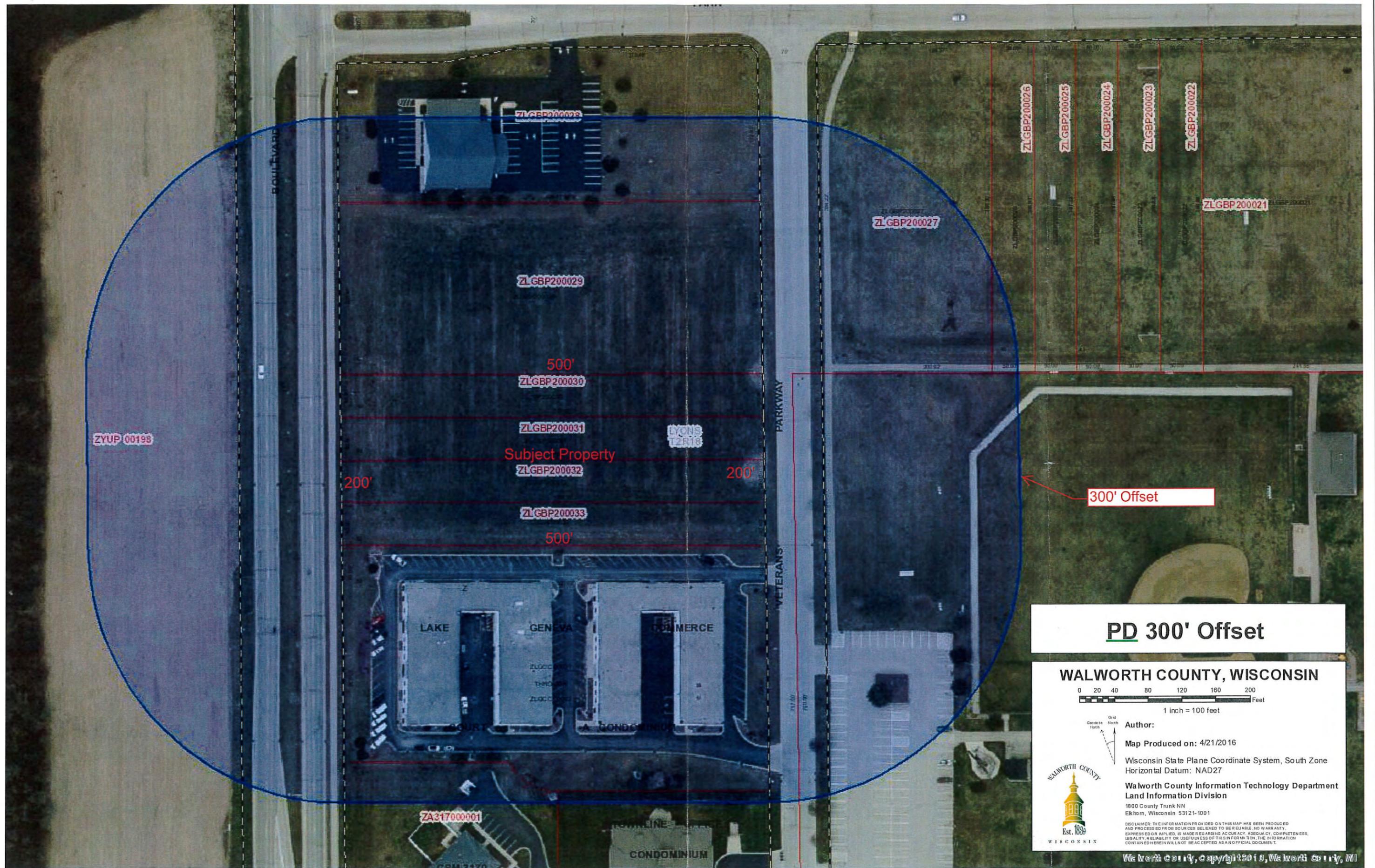
#### Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Multi-Family Residential
- Planned Neighborhood
- \*Each "Planned Neighborhood" may include a mix of:
  1. Single Family - Urban (predominate land use)
  2. Two-Family/Townhouse
  3. Multi-Family Residential
  4. Institutional & Community Services
  5. Neighborhood Mixed Use
  6. Public Park & Recreation
- Neighborhood Mixed Use
- Planned Office
- Planned Business
- Central Business District
- Planned Mixed Use
- \*Each "Planned Mixed Use Area" may include mix of:
  1. Planned Office
  2. Multi-Family Residential
  3. Institutional & Community Services
  4. Planned Business
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Long Range Exurban Growth Area

- City of Lake Geneva
- Township Boundary
- Urban Service Area Boundary
- Extraterritorial Jurisdiction Boundary
- Parcels
- Surface Water
- Abandoned Railroad



Adopted: October 24, 2014  
 Source: SEWRPC, WIDNR, Walworth County LIO, V&A



**PD 300' Offset**

**WALWORTH COUNTY, WISCONSIN**

0 20 40 80 120 160 200  
 Feet  
 1 inch = 100 feet

Grid North  
 Geodetic North

**Author:**  
**Map Produced on:** 4/21/2016  
 Wisconsin State Plane Coordinate System, South Zone  
 Horizontal Datum: NAD27

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

DISCLAIMER: THE INFORMATION PROVIDED ON THIS MAP HAS BEEN PRODUCED AND PROCESSED FROM SOURCES BELIEVED TO BE RELIABLE. NO WARRANTY, EXPRESS OR IMPLIED, IS MADE REGARDING ACCURACY, ADEQUACY, COMPLETENESS, LEGALITY, RELIABILITY OR USEFULNESS OF THIS INFORMATION. THE INFORMATION CONTAINED HEREIN WILL NOT BE ACCEPTED AS AN OFFICIAL DOCUMENT.

TaxKey	Owner	Address	City	State	Zip
ZA317000001	LAKE GENEVA ANIMAL HOSPITAL PROPERTIES LLC	801 TOWNLINE RD	LAKE GENEVA	WI	531470000
ZLGBP200026	CITY OF LAKE GENEVA	626 GENEVA ST	LAKE GENEVA	WI	531470000
ZLGBP200027	CITY OF LAKE GENEVA	626 GENEVA ST	LAKE GENEVA	WI	531470000
ZLGBP200028	DERRICK FAMILY PROPERTIES LLC	1750 CONANT ST	LAKE GENEVA	WI	531470000
ZLGBP200029	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200030	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200031	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200032	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGBP200033	LAKE GENEVA TENNIS CLUB LLC	914 BENNETT CT	WALWORTH	WI	53184
ZLGCC 00001	TODD KRAUSE & BARBARA KRAUSE	750 VETERANS PKWY, STE 110	LAKE GENEVA	WI	531470000
ZLGCC 00002	FOREMOST INVESTMENTS LLC	1139 BONNIE BRAE LA	LAKE GENEVA	WI	53147
ZLGCC 00003	JAMALI PROPERTIES LLC	996 TARRANT DR	FONTANA	WI	531250000
ZLGCC 00004	JASPER HOLDINGS LLC	N1419 ACADEMY RD	LAKE GENEVA	WI	531470000
ZLGCC 00005	KUERSCHNER PROPERTIES LLC	2629 ARBOR RIDGE WAY	JANESVILLE	WI	535480000
ZLGCC 00006	FISHER PROPERTIES LLC	40220 BLOOMFIELD RD	GENOA CITY	WI	531280000
ZLGCC 00007	KMV LLC	PO BOX 250	LAKE GENEVA	WI	531470000
ZLGCC 00008	KMV LLC	PO BOX 250	LAKE GENEVA	WI	531470000
ZLGCC 00009	DOUGLAS R BETHEL	1447 GENEVA NATIONAL AVE WEST	LAKE GENEVA	WI	531470000
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ZYUP 00198	120 PROPERTIES LLC	PO BOX 935	LAKE GENEVA	WI	53147