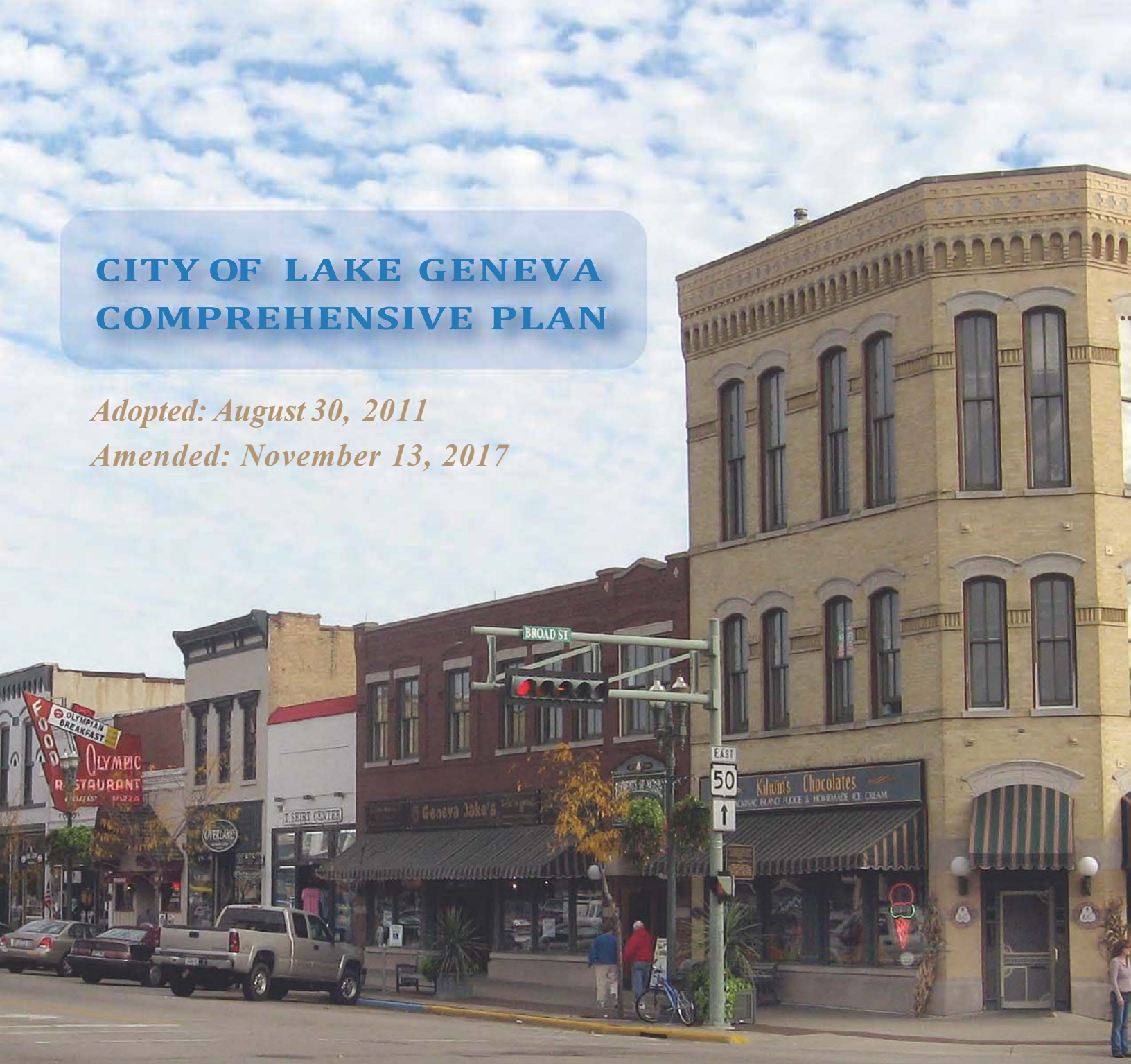
CITY OF LAKE GENEVA COMPREHENSIVE PLAN

Adopted: August 30, 2011

Amended: November 13, 2017



VANDEWALLE & ASSOCIATES INC.
Madison . Milwaukee

ACKNOWLEDGEMENTS

Plan Commission:

Alan Kupsik, Mayor
Doug Skates, Alderman
Fred Walling, Building & Zoning Administrator
Ann Esarco, Park Board President
Sarah Hill
Ted Home
John Gibbs
Tyler Frederick

City Council:

Alan Kupsik, Mayor
Shari Straube, District 1
Elizabeth Chappell, District 1
John Halverson, District 2
Doug Skates, District 2
Richard Hedlund, District 3
Bob Kordus, District 3
Ken Howell, District 4
Cindy Flower, District 4

City Staff:

Blaine Oborn, City Administrator
Lana Kropf, City Clerk
Fred Walling, Building & Zoning Administrator
Brenda Follensbee, Building & Zoning Assistant
Dan Winkler, Public Works & Utilities Director
Sue Barker, Consulting City Engineer

Planning and Design Assistance by:

VANDEWALLE & ASSOCIATES
Michael Slavney, FAICP, Principal Planner
Jackie Mich, AICP, Associate Planner
Dan Eckberg, GIS Specialist
Nicole Anderson, Project Assistant

120 East Lakeside Street
Madison, WI 53715
(608) 255-3988
www.vandewalle.com

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EXECUTIVE SUMMARY

The City of Lake Geneva has adopted a progressive, long-range plan that focuses on enhancing environmental quality and community character while directing modest future growth into infill and redevelopment areas. To carry out the City's ambitious vision, this *Comprehensive Plan* includes detailed goals, objectives, policies, and programs. These are organized in chapters according to the State's required comprehensive plan elements: agricultural, natural, and cultural resources; transportation; utilities and community facilities; housing and neighborhood development; economic development; land use; intergovernmental cooperation; and implementation. The following is a brief summary of the key recommendations of this *Plan* organized by these elements. The City invites you to read the full *City of Lake Geneva Comprehensive Plan* to explore these recommendations in significantly greater detail.

Agricultural, Natural, and Cultural Resources Recommendations Summary

- Promote compact, efficient, and well-planned City and Town development to preserve farmland.
- Support the use of local foods as an economic, farmland preservation, and community health initiative.
- Protect Lake Geneva and its watershed as the defining feature of the City and the region.
- Collaborate on establishing a "Greenbelt Corridor" around the long-range growth area.

Land Use Recommendations Summary

- Prioritize development of lands currently planned and approved for development.
- Actively promote infill development and redevelopment where opportunities exist as a means to improve neighborhood conditions, increase local economic and shopping opportunities, and make use of existing infrastructure investments.
- Limit premature development in rural and exurban areas.
- Plan for non-residential growth along the USH 12 and STH 120 corridors, prioritizing infill development.

Transportation Recommendations Summary

- Continue to participate in discussions on regional transportation facilities in coordination with WisDOT and Walworth County, including a STH 50 bypass and a new interchange on Bloomfield Road, to relieve congestion along STH 50 through the City.
- To encourage the continued economic vitality of the Downtown area, explore options to expand parking facilities, such as through the site review process or additional new municipal parking.
- Enhance Lake Geneva as a walkable, bikable City through continued development of an interconnected sidewalk and trail network, carefully considering the needs of bicyclists and pedestrians in road design and requiring designs of new developments that have the pedestrian in mind.
- Explore transportation options such as a Community Car program and neighborhood electric vehicles.

Utilities and Community Facilities Recommendations Summary

- Supplement the recommendations of City's 2008 Park and Open Space Plan with the recommendations in this *Plan*, including establishment of a "Greenbelt Corridor," as part of the next park plan update.
- Prioritize development of bike and pedestrian trails to enhance non-vehicular connectivity and provide tourism and recreational opportunities.
- Consider developing a detailed Sustainability Plan to support and strengthen the City's current sustainability initiatives.

Housing and Neighborhood Development Recommendations Summary

- Support quality housing at all levels, including visitor housing, housing rehabilitation, and upper story Downtown housing, to contribute to the diversity, character, and economic vitality of the City.
- Require detailed neighborhoods development plans for large areas in advance of subdivision plat approvals for smaller pieces of those areas.

Economic Development Recommendations Summary

- Continue to support tourism development based on the City's natural and recreational resources. Partner with local businesses, recreation providers, and economic development organizations to explore new initiatives that will strengthen the tourism industry and address changing market demands by leveraging the Lake Geneva brand name, including a regional farmers market and eco-tourism.
- Foster "green" business growth and increase the potential for new green jobs by providing support throughout the community for green practices.
- Encourage the redevelopment or rehabilitation of underutilized/deteriorated properties and corridors.

Intergovernmental Cooperation Recommendations Summary

- Continue discussing issues of mutual concern with surrounding communities, including long-range planning, land use regulations, water quality, and intergovernmental agreements for services.

Key Implementation Recommendations

- Adopt an Official Map to reserve right-of-ways for transportation-related features and community facilities such as water towers, lift stations, and stormwater management areas.
- Consider developing a detailed redevelopment and revitalization plan for Downtown to ensure its continued success.
- Consider developing conceptual revitalization and redevelopment plans for the Neighborhood Mixed Use and Planned Mixed Use areas identified in Maps 5a and b.
- Consider instituting a regular Plan review and amendment process.

INTRODUCTION

Established in 1837, Lake Geneva was originally developed as a recreational retreat for upper class families from the metropolitan areas of Chicago, Milwaukee, and Racine. Located in southeastern Walworth County on the eastern shore of Geneva Lake, the City of Lake Geneva is now a popular tourist destination as well as a vibrant full-service city. The resort economy has emphasized environmental protection and high-quality commercial and residential architecture, which over the years has made Lake Geneva a very nice place to live, work, and visit.

City of Lake Geneva – October 2008

A. Purpose of this Plan

This *Comprehensive Plan* is being prepared under the State of Wisconsin's "Smart Growth" legislation contained in §66.1001, Wisconsin Statutes. The *Plan* is organized into chapters that specifically address each of the nine elements required by the State's "Smart Growth" law. Each chapter presents background information on the respective element (e.g. Transportation, Land Use, Economic Development) and then presents an outline of the City's goals, objectives, and policies for that element. These documented policies are the basis for the recommendations that are presented at the end of each chapter. The final chapter (Implementation) of the document indicates proposed strategies and implementation timelines to ensure that the recommendations presented in this *Plan* become a reality.

B. Planning Process

The State of Wisconsin's Smart Growth legislation describes how a comprehensive plan must be developed and adopted (see sidebar on next page). After 2010, only those plans that contain the nine required elements and were adopted under the prescribed procedures will have legal standing. Any program or action undertaken by the City after 2010 that affects land use will have to be consistent with this *Plan*. These programs or actions include zoning and subdivision ordinances and official mapping.

In addition to providing sound public policy guidance, a comprehensive plan should also incorporate an inclusive public participation process to ensure that its recommendations reflect a broadly supported future vision. An extensive process of citizen review and approval was critical to the planning process. This includes not only formal requirements outlined in §66.1001, but also more informal mechanisms such as public workshops and meetings which are summarized in Chapter One.

At the outset of this planning process in August 2008, the City Council adopted by resolution its public participation plan to ensure that this Plan accurately reflects the vision, goals, and values of its residents. This public participation plan reflects the dedicated commitment of Lake Geneva's City Council, Plan Commission, and City staff to seek on-going input from local citizens, community and special interest groups, and representatives from neighboring jurisdictions. Due to this extensive public participation process, the recommendations of this Plan are generally consistent with other adopted local and regional plans, long-standing state and regional policies, and sound planning practices.

C. General Regional Context

Map 1 shows the relationship of the City to neighboring communities in the region. The City lies within Walworth County and is located roughly 45 miles southwest of Milwaukee, 75 miles north of Chicago, 45 miles west of Racine, 35 miles east of Janesville, and 10 miles north of the Illinois border. The nearest incorporated municipalities include the Village of Williams Bay and the Village of Fontana on Geneva Lake; both are west of the City and located along the shores of Geneva Lake. The City of Elkhorn, Walworth's County Seat, is located 10 miles northwest of the City, and the City of Delavan is located 12 miles west of the City. As of 2009, the City encompassed approximately 5 square miles of land.

PLAN ADOPTION PROCESS

Preparation of a comprehensive plan is authorized under §66.1001, Wisconsin Statutes. Before adoption, a Plan must go through a formal public hearing and review process. The Plan Commission adopts by resolution a public hearing draft of the Plan and recommends that the City Council enact an ordinance adopting the Plan as the City's official C*omprehensive Plan*.

Following Plan Commission approval, the City Council holds a public hearing to discuss the proposed ordinance adopting the *Plan*. Copies of the public hearing draft of the *Plan* are forwarded to a list of local and state governments for review. A Class 1 notice must precede the public hearing at least 30 days before the hearing. The notice must include a summary of the Plan and information concerning where the entire document may be inspected or obtained. The City Council may then adopt the ordinance approving the Plan as the City's official C*omprehensive Plan*.

This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and City Council assures that both bodies understand and endorse the *Plan's* recommendations.

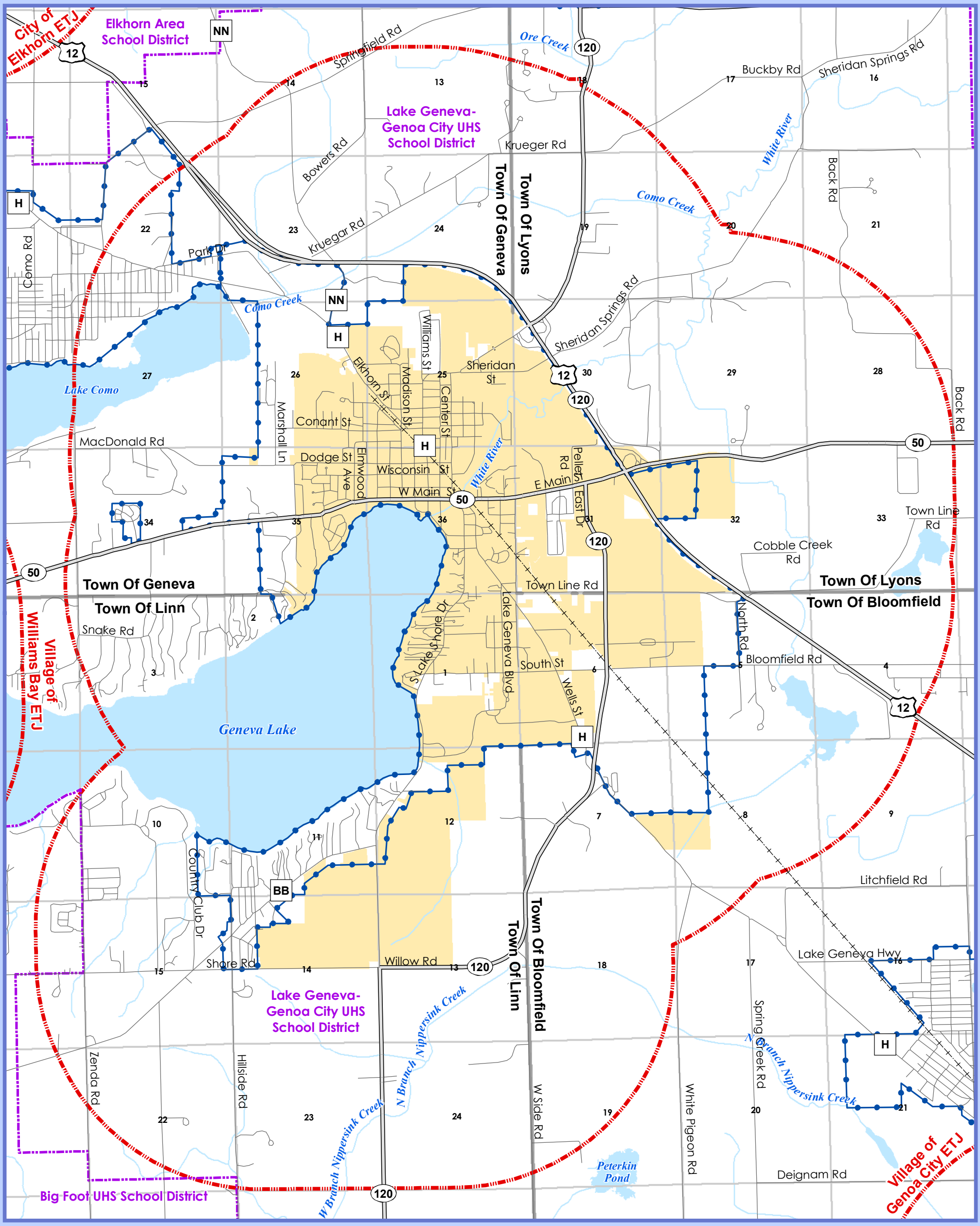
D. Selection of the Planning Area

The Planning area includes the City and its 1.5-mile extraterritorial jurisdiction (ETJ) as illustrated in Map 1. Within the ETJ, state statutes enable to the City to plan for those areas that bear relation to the City's development, review land divisions, enact extraterritorial zoning, and establish and implement an Official Map. The City has an interest in identifying areas of possible future growth, areas for preservation, and areas in which conflicts over land use decisions within and between communities may occur. The City also has an interest in ensuring that the types of development allowed in its ETJ areas prior to annexation are compatible with the City's long-term goals and anticipated pattern of development. The City's ETJ radius automatically expands as the City annexes land, except when the ETJ boundary has been fixed by intergovernmental agreement or where the City's ETJ overlaps that of another city or village. For that reason, this *Plan* considers the future and makes recommendations for the area within and slightly beyond the City's current 1.5-mile ETJ.

The planning area includes a substantial portion of the Towns of Geneva, Bloomfield, Lyons, and Linn; as well as the majority of the Geneva-Genoa School District.

E. Concurrent Planning Efforts

The City of Lake Geneva recognizes the importance of identifying regional as well as local factors that have and will continue to play an important role in the City's future. Walworth County and 13 towns are working together on a multi-jurisdictional comprehensive plan with assistance from the Southeastern Wisconsin Regional Planning Commission (SEWRPC). The plan will be completed in 2009. SEWRPC includes Washington, Ozaukee, Waukesha, Milwaukee, Racine, and Kenosha Counties. SEWRPC has developed a number of regional plans including water and transportation plans. These will be discussed in greater detail in Chapter Ten: Intergovernmental Cooperation.



Map 1: Jurisdictional Boundaries - City of Lake Geneva Comprehensive Plan

City of Lake Geneva

Township Boundary

School District Boundary

Sections with Section Numbers

Urban Service Area Boundary

Extraterritorial Jurisdiction Boundary

Highways

Other Roads

Abandoned Railroads

Surface Water

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: December 14, 2009
Source: SEWRPC, Walworth County LIO, V&A

CHAPTER ONE: ISSUES AND OPPORTUNITIES

This Chapter of the *Plan* contains pertinent demographic trends and background information for the City. This information provides an understanding of the changes taking place in the City of Lake Geneva. As required under §66.1001, Wisconsin Statutes, this Chapter includes population, household, employment, age distribution, education and income characteristics and forecasts. It also includes a section on overall goals, objectives, policies, and programs to guide the future preservation and development in the City over the 20-year planning period.

KEY ISSUES AND OPPORTUNITIES

- Large inventory of approved residential development
- Preservation of Lake Geneva's unique identity and small town character
- Protection of Geneva Lake as the City's most important natural resource
- Effective management of growth and land use

A. Population Trends and Forecasts

The City of Lake Geneva has experienced modest, but steady, population growth throughout its history. Figure 1.1 compares the City of Lake Geneva's population trends given in census counts between 1970 and 2000, and the official 2008 population estimate provided by the Wisconsin Department of Administration (WisDOA) with several neighboring municipalities, the County, and the State.

Between 1990 and 2008, the City experienced a 28.1 percent increase in population. Note that the City of Lake Geneva is growing faster than the Town of Linn, the Village of Fontana, the City of Whitewater, and the State of Wisconsin. The Village of Williams Bay experienced a similar increase in population during this same time period, whereas the Towns of Bloomfield, Geneva, and Lyons; the Cities of Delavan and Elkhorn; and Walworth County experienced remarkable population growth during this period. These trends demonstrate the pressure facing the City of Lake Geneva and its environs to accommodate future growth and to provide adequate land and infrastructure capacity to serve future populations.

Figure 1.1: Population Trends

	1970	1980	1990	2000	2008*	% Population Change 1990-2008
City of Lake Geneva	4,890	5,612	5,979	7,148	7,661	28.1%
City of Delavan	5,526	5,684	6,073	7,956	8,440	39.0%
City of Elkhorn	3,992	4,605	5,337	7,305	8,953	67.8%
City of Whitewater	12,038	11,520	12,636	13,437	14,110	11.7%
Town of Bloomfield	2,481	3,277	3,723	5,537	6,357	70.7%
Town of Geneva	3,490	3,933	3,472	4,099	5,159	48.6%
Town of Linn	1,910	2,064	2,062	2,194	2,389	15.9%
Town of Lyons	2,143	2,659	2,579	3,440	3,743	45.1%
Village of Fontana	1,464	1,764	1,635	1,754	1,874	14.6%
Village of Williams Bay	1,554	1,763	2,108	2,415	2,688	27.5%
Walworth County	63,444	71,507	75,000	93,759	101,315	35.1%
State of Wisconsin	4,417,731	4,705,767	4,891,769	5,363,675	5,675,156	16.0%

*Source: U.S. Census Bureau, 1970-2000, *Wisconsin Department of Administration, 2008 Estimates*

Figure 1.2 shows three population projection scenarios for the City through the year 2030: the DOA's Population Projection; a 28-Year Compounded Projection that was calculated by determining the City's percent population change over the last 28 years and projecting that forward to year 2030; and an 18-Year Compounded Projected that was calculated by determining the average annual percentage change over the last 18 years and projecting it forward to year 2030. Based upon these projection scenarios, the City's population is projected to be between 9,069 and 10,372 in the year 2030.

Figure 1.2: City of Lake Geneva Population Projections

	2008	2010	2015	2020	2025	2030
Wisconsin DOA*	7,661	7,737	8,105	8,473	8,799	9,069
28-year Compounded Projection	7,661	7,833	8,281	8,754	9,254	9,783
18-year Compounded Projection	7,661	7,875	8,436	9,038	9,682	10,372

Source: Vandewalle & Associates
**Wisconsin Department of Administration*

Historically, DOA population projections have under-predicted population growth for such rapidly growing areas as Southeastern Wisconsin, owing to the fact that migration is the most difficult component of population to predict, and the period from 1990-2006 saw an unusually long period of increased housing and population growth at the periphery of larger metropolitan areas such as Milwaukee and Chicago.

For example, the DOA's 1993 population estimate for the City of Lake Geneva in1990 was 6,065, and for 2000 it was 6,847. The DOA's estimated growth during this period was 782. The City's actual population grew by 1,169 between 1990 and 2000 according to the U.S. Census. The City's actual rate of growth was 49.5% higher than the DOA's projection.

For the purposes of this *Plan*, the City will utilize the 18-Year Compounded Projection scenario (highlighted in Figure 1.2) using the 1990 census and the 2008 DOA population estimate. These figures lend themselves to a more accurate estimate for predicting future growth and development needs for the City. This approach is based on the more recent actual growth trend and the City's proximity to growing metropolitan areas. This population scenario will be used for housing and land use demand projections later in this *Plan*. This projection was also used in the City's recently adopted Comprehensive Outdoor Recreation Plan (CORP).

B. Demographic Trends

Age and Gender

The City of Lake Geneva demographic data from the year 2000 is presented in Figure 1.3. These data suggest that the City of Lake Geneva's overall population is slightly younger than the surrounding communities but fairly representative of the County as a whole, with the exception of Whitewater, whose population is the youngest with 21.8 as the median age due to the University of Wisconsin—Whitewater. Furthermore, demographic trends indicate that the City's median age has increased slightly from 36.3 in 1990 to 36.5 in 2000. However, the proportion of residents over the age of 65 has decreased from 17.6 percent in 1990 to 15% percent in 2000, indicating that in 2000, the number of new working age families with children was outpacing any increase in the number of retirement aged individuals remaining in or moving to the City. The current proportion of school-age children residing in the City is generally representative of the surrounding communities and the County. Another significant demographic trend to consider is the aging baby boom generation, who will begin retiring enmasse in 2010. Shifts in this population will become increasingly evident in the next population census. These changes will influence many aspects of the community including housing, employment, and services.

Figure 1.3: Age and Gender Distribution, 2000

	Median Age	% under 18	% over 65	% Female
City of Lake Geneva	36.5	23.0	15.0	51.3%
City of Delavan	32.6	29.1	12.5	51.2%
City of Elkhorn	33.5	28.0	12.8	52.3%
City of Whitewater	21.8	11.2	9.2	51.4%
Town of Bloomfield	35.8	28.6	11.5	50.4%
Town of Geneva	42.0	22.9	16.5	49.1%
Town of Linn	41.9	26.6	15.6	48.1%
Town of Lyons	38.8	26.4	13.2	50.1%
Village of Fontana	45.5	20.1	20.2	50.1%
Village of Williams Bay	41.4	24.4	19.3	52.1%
Walworth County	35.1	24.2	12.7	50.3%

Source: U.S. Census Bureau, 2000

Household Trends and Forecasts

According to the U.S. Census Bureau, a housing unit is a house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters, or if vacant, intended for occupancy as separate living quarters. A household includes all the people who occupy a housing unit as their usual place of residence; the total number of people living in a housing unit.

Figure 1.4 presents household characteristics for the City of Lake Geneva as compared with several surrounding communities and Walworth County. In 2000, Lake Geneva's average household size was slightly less than most surrounding communities, the average amongst them being 2.5. The City's average household size has increased slightly from 2.27 persons in 1990 to 2.33 in 2000. The average equalized value of residential property is substantially higher than comparably-sized cities; close to averages in the Towns of Geneva and Lyons and the County; and substantially lower than those in the Villages of Fontana and Williams Bay, and particularly lower than the Town of Linn.

Figure 1.4: Household Characteristics Comparison, 2000

	Total Housing Units	Total Households	Average Household Size	Average Equalized Value of Residential Property 2007*	Median Rent
City of Lake Geneva	3,757	3,053	2.33	$290,569	$550
City of Delavan	3,215	2,931	2.67	$160,503	$529
City of Elkhorn	3,014	2,919	2.43	$185,330	$516
City of Whitewater	3,910	3,782	2.51	$168,909	$448
Town of Bloomfield	2,476	2,067	2.65	$196,278	$535
Town of Geneva	2,826	1,660	2.44	$234,813	$529
Town of Linn	1,901	910	2.42	$661,620	$535
Town of Lyons	1,307	1,231	2.76	$229,895	$579
Village of Fontana	1,974	764	2.35	$442,315	$601
Village of Williams Bay	1,772	993	2.41	$366,459	$535
Walworth County	43,783	34,522	2.57	$278,872	$515

Source: U.S. Census Bureau, 2000
**2007 assessed values provided by Wisconsin Department of Revenue*

Figure 1.5 compares various characteristics associated with housing. The percentage of single person households is higher in Lake Geneva than many of the comparison communities. The vacancy rate is much lower in Lake Geneva than the average of the comparison communities (25.3%). The vacancy rate for many of the comparison communities, such as the Villages of Williams Bay and Fontana, is likely attributable to a significant supply of seasonal housing units, which the U.S. Census considers "vacant." In this respect, with a moderate level of seasonal housing in comparison to neighboring communities, the City of Lake Geneva reflects the countywide average, and is much lower than other jurisdictions around the lake, but substantially higher than the large cities in the County.

Figure 1.5: Housing Occupancy Characteristics Comparison, 2000

	Percentage of Single Person Households	Percentage of Vacant Housing	Percentage of Owner Occupied Units
City of Lake Geneva	34.1%	18.7%	53.0%
City of Delavan	26.8%	8.8%	54.8%
City of Elkhorn	29.5%	3.2%	53.4%
City of Whitewater	32.8%	4.8%	36.2%
Town of Bloomfield	24.4%	16.5%	81.5%
Town of Geneva	25.2%	41.3%	81%
Town of Linn	25.4%	52.1%	77.5%
Town of Lyons	15.9%	5.8%	86.3%
Village of Fontana	25.5%	61.3%	85.1%
Village of Williams Bay	28.8%	44%	74.6%
Walworth County	24.7%	21.2%	69.1%

Source: U.S. Census Bureau, 2000

It is important to note Lake Geneva has a significant inventory of approved but un-built residential lots. As of October 2008, there were approximately 1,100 approved lots in "vested" developments, meaning the City must allow them to be developed. This inventory was taken into consideration when determining the future land use projections described in Chapter Five: Land Use.

"Community Tapestry"

Individuals and neighborhoods in a community are defined by a wide range of socio-economic characteristics. When attempting to assess the needs or aspirations of individual residents or of the general community, it can be useful to look at these multiple characteristics in a systematic way. This type of analysis can be useful in attracting businesses and tailoring community facilities to meet the needs of current residents, and also point the way toward diversify the community through strategies to attract other socio-economic groups.

The Environmental Systems Research Institute (ESRI) has developed the "Community Tapestry" system that classifies neighborhoods into 65 categories based on combinations of socioeconomic and demographic characteristics, such as household composition, ethnicity, housing preferences, age, income, career choice, educational attainment, and leisure/lifestyle preferences for *permanent* residents. Figure 1.6 lists the dominant neighborhood types for the City of Lake Geneva, which includes Rustbelt Traditions, Aspiring Young Families, Rural Resort Dwellers, Prosperous Empty Nesters, Simple Living, Old and Newcomers, Midlife Junction, and Rooted Rural. Descriptions of these tapestry segments are as follows:

The "Rustbelt Traditions" category describes a mix of married-couple families, single-parent families, and single individuals who live alone. This group lives in modest, single family homes with a homeownership of 76%. The median age of this segment is 36 years.

ESRI defines "Aspiring Young Families" as young, start-up families (with or without children) who live in moderately priced apartments or single-family homes and spend much of their discretionary income on their children and their homes.

"Rural Resort Dwellers" are those who prefer pastoral settings in small, growing communities, which consist of single family homes with a significant inventory of seasonal housing. Many Rural Resort Dwellers are self-employed, married, and have no children living at home. This group is likely to participate in civic issues. The average age of this tapestry segment is 46 years.

More than half of the "Prosperous Empty Nesters" group is aged 55 or older. They are well-educated and experienced, married, and have no children living at home. Their income supports a lifestyle that focuses on travel, home renovation, and investments.

Those in the "Simple Living" tapestry segment are either in their 40s or 75 and older. Many residents in this group reside in multi-unit apartments. "Old and Newcomers" are residents in transition. Members of this group are in their early twenties and starting their careers or they are aged 75 and above and retired. "Midlife Junction" residents are phasing out of their childrearing years. Households in this market include a variety of family types as well as single individuals. Most residents in this segment are still working. Neighborhoods where these characteristics are most prevalent are located at the southeast side of the City. "Rooted Rural" members are in their early 40s, live in single family homes, some in seasonal homes. This group is considered to be stable and settled and tend not to move often.

It should be noted that only the Rural Resort Dwellers segment is typical of a "resort community" while the remaining 77 percent of the City's households are in the remaining segments, which are typical of upper Midwest small cities.

More information about ESRI's method of defining neighborhoods can be found at http://www.esri.com.

Figure 1.6: Lake Geneva's Population by Tapestry Segment

Tapestry Segment	Percentage of Population
Rustbelt Traditions	27.5%
Aspiring Young Families	23.2%
Rural Resort Dwellers	15.5%
Prosperous Empty Nesters	9.9%
Simple Living	9.3%
Old and Newcomers	7.7%
Midlife Junction	6.7%
Rooted Rural	0.2%
Total	100.0%

Source: ESRI ,2008

Education and Employment Trends

Detailed information on education and employment trends can be found in Chapter Nine: Economic Development.

C. Issues Raised Through Public Participation

The City's comprehensive planning process was guided by input that was collected from a variety of sources including a community survey, a community vision workshop, and an alternative future open house. The following is a summary of the issues identified by this public participation process.

Vision Workshop

Community-wide Vision Workshops were held on October 14th and 23rd, 2008. These interactive meetings allowed participants to identify Lake Geneva's key assets and opportunities, to spotlight areas of interest and concern, and evaluate potential future growth and density options for the City. These workshops allowed participants to express their concerns and ideas for the future of the community.

These workshops were broken into three parts. Part one involved participants identifying what they believed to be the City's greatest assets, the significant opportunities facing Lake Geneva, and the top challenges the City will face over the next 20 years. Participants identified the following as Lake Geneva's top assets, opportunities, and challenges:

Assets

- Geneva Lake
- Small town atmosphere
- Schools
- Scenic beauty
- Cultural and recreational activities
- Proximity to large metro-areas
- Downtown
- Sense of community

Opportunities

- Expand recreation, cultural activities, green space, and trails
- Redevelop Hillmoor Golf Course (potential new park/open space facility or traditional neighborhood development)
- Slow down development to allow time for planning
- Plan for controlled development
- Rehabilitate neighborhoods
- Redevelop historic downtown
- Promote infill and redevelopment
- Support historic preservation

Challenges

- Overdevelopment/uncontrolled growth
- Traffic congestion and parking issues
- Overcrowding – too much population growth in too short a time span
- Maintaining Lake Geneva's small town character
- Maintenance of low property taxes
- Absentee home ownership related to timeshares
- Water and air pollution
- Economic recession
- Declining downtown

Part two of the Vision Workshop involved participants spotlighting areas for growth. Within groups, participants were asked to choose what they believed would be the appropriate density for future growth and to identify areas where new development, transportation facilities, and areas of open space should occur. Groups were given large aerial maps to complete this exercise. There was strong consensus that already approved development should be completed before additional projects are approved.

Areas of Development or Redevelopment

- Infill and redevelop Broad Street and old rail corridors
- Redevelop upper stories in downtown area with additional parking
- Add residential development near middle school

- Include commercial and business park infill development along Edwards Boulevard
- Cultivate new business park on south STH 120 on Jacobs' properties
- Develop areas in four surrounding Towns per Town plans, outside City's extraterritorial jurisdiction

New Transportation Facilities

- Parking garage northeast of City Hall
- Palmer Road Bypass
- Regional recreation trails
- Railroad right-of-way development opportunity Trostel/Dunn Lumber

New Areas of Open Space

- Redevelop Hillmoor Golf Course as park/open space area
- Develop a new park to the southeast of Geneva Lake
- Expand southern border of Big Foot Beach State Park

Vision Workshop – Mapping Exercise

Finally, participants were asked to indicate the top priorities the City should address. Participants identified the following as the top priorities:

- Protect Geneva Lake from pollution and over crowding
- Manage traffic and parking
- Maintain Lake Geneva's small town character
- Protect and maintain the quality of life
- Effectively manage growth and land use
- Conduct infill development and redevelopment of blighted areas
- Redevelop downtown
- Control growth
- Expand cultural and recreation activities – especially for youth
- Redevelop Hillmoor Golf Course
- Develop diverse economic base
- Preserve green space
- Expand and provided linkages in trail network

Community Survey Results

As part of the *City of Lake Geneva Comprehensive Plan*, a community-wide survey was conducted in the fall of 2008. The survey was sent out in November to 5,428 households and businesses. Of those mailed, 400 (7.5 percent) were returned as "undeliverable." The City received 858 completed surveys for a response rate of over 17 percent. Of these, 694 were completed by residents of the City of Lake Geneva; 106 were completed by residents of neighboring communities—of these respondents, approximately 25 own a business in the City of Lake Geneva. The results of the survey will be used, along with the other public input generated during the comprehensive planning process, to inform the recommendations of the *Plan*. The following is a summary of the survey analysis.

Demographic Information

The respondents to the survey were, on average, older than the City's median population. Overall, 51 percent of respondents were 50 years old and older, with 19 percent over the age of 75. The majority of survey respondents (40 percent) have lived in Lake Geneva for over 20 years or are lifetime residents. Twenty-one percent have lived in Lake Geneva between 11-20 years. Most respondents own their own home (77 percent) and 62 percent of respondents reside in a single-family home. When asked to describe their household, most responded as "I am married/have a domestic partner." "I am single" and "I have school-age children at

home" were the next most common responses. More than half of all respondents work outside the home and 36 percent of respondents are retired. Most respondents indicated "graduate or professional degree" as the highest level of education they have completed. The highest percentage of City of Lake Geneva resident respondents reported an anticipated 2008 household income of between $30,000 and $44,999. The highest percentage of non-City residents reported an anticipated 2008 household income of $125,000 or greater.

Quality of Life

Respondents were asked to identify the reasons why they and/or their families choose to live in Lake Geneva. The top responses were (1) quality of neighborhoods, (2) crime rate/safety, (3) emergency services (police, fire, ambulance), and (4) natural environment and open space. When asked to rate City services, "trash collection" was rated as "excellent" by 47 percent of respondents, 44 percent of respondents rated the City's "fire protection" as "excellent," and 36 percent rated the City's ambulance service as "excellent." The majority of the other services listed were rated as "good," with the exception of "planning and zoning," which was rated by most respondents as "fair," and "transportation options," which was rated as "poor." When asked if the City has adequate shopping opportunities, 53 percent of respondents "agreed." When asked if the City has adequate job opportunities, 36 percent of respondents "disagreed."

When asked about the quality of life in Lake Geneva over the past five to ten years, 34 percent of respondents reported they believe it has "declined," and 25 percent reported it has "improved." When asked to follow up on their response, half of the respondents indicated that the "rate of development" has had the greatest impact on the quality of life in the City. Other top responses included "availability of shopping/retail services" (46 percent) and "traffic and road conditions" (47 percent).

Agricultural, Natural, and Cultural Resources

An overwhelming majority of the respondents reported that preservation of the following features is "very important": clean air; farmland; forested lands; groundwater quality and quantity; cultural, historic, and archaeological sites; Geneva Lake, rivers, streams; scenic views. A large percentage (66 percent) of respondents would like to see the City should purchase Hillmoor and operate it as a municipal golf course. An overwhelming majority of respondents (93 percent) indicated that the City should actively preserve the downtown character.

Housing

Respondents were asked if Lake Geneva has an adequate supply of affordable housing options; 40 percent or respondents "agree" and 31 percent "disagree." Of the respondents who "disagree," 77 percent sited "housing is too expensive" as the top reason for their response. When asked about housing types they would like to see more of in the City, most respondents (57 percent) prefer "single family, mid-size homes;" 40 percent of respondents would like to see more "single family, starter homes" in Lake Geneva, and 39 percent would be interested in expanding the housing market to include more "older adult housing." The majority of respondents "agreed" that the City should promote the development of a range of housing types, sizes, and costs." A sizeable number of respondents (32 percent) reported that they "disagree" that the City should encourage higher density developments to preserve open space, while 27 percent reported they "agree" with higher density developments.

Transportation

When asked about the state of transportation in Lake Geneva, most respondents reported "agreeing" or "strongly agreeing" that more bicycling lanes are needed, more off-street walking and bicycling paths are needed, and the City should encourage new developments and neighborhoods to be walkable and bikable. Most residents, however, "disagree" that the overall network of streets, roads, and highways meet the traffic needs of Lake Geneva. When asked about the adequacy of the City's boat launch and trailer parking, approximately 28 percent of respondents indicated that it was not adequate for their needs.

The majority (83 percent) of respondents either "strongly agree" or "agree" that traffic on Highway 50 should be encouraged to bypass the City to reduce downtown traffic. Similarly, a total of 85 percent of respondents either "strongly agree" or "agree" that the City should encourage a diversity of transportation options (e.g. park & ride, rideshare, neighborhood electric vehicles, biking, walking). Sixty-two percent of respondents

would like to see the City construct a new parking ramp in Lake Geneva. When asked about public transportation, 33 percent of respondents "disagree" that existing bus and cab services meet the needs of all citizens, including the transit-dependent and disabled.

Development
When asked to indicate whether they favor or oppose different types of new development in the City, with "technology and research," "health care services," "entertainment and art," and "restaurants, retail/shopping" development types receiving the highest levels of support. The types of development that received the most opposition included: "food processing and agri-business," "warehousing," "distribution and assembly," "churches and religious institutions," "industrial and manufacturing," and "hotels and resorts."

When asked where additional shopping options should be located in Lake Geneva, most respondents (44 percent) indicated it should occur along Highway 20 near Geneva Square. A substantial number (33 percent) of respondents felt that additional shopping options are not needed in Lake Geneva, and 25 percent feel that additional shopping options should not be located downtown. Respondents were asked to consider the rate of population growth in the City over the last 18 years and asked to rate how they would like to see the City grow in the future. The majority of respondents (41 percent) indicated they would prefer the City to grow at a slower rate, while 28 percent indicated they would like the City to continue to grow at its current rate.

Participation
A primary finding of this community survey is that respondents highly value the following public participation components when the City is developing or implementing projects and programs to improve the City: (1) communication from public officials to citizens, (2) dialog between citizens and public officials, (3) citizen participation, and (4) input from interest groups (e.g. school board, land conservancies, business development centers).

Future Directions
Respondents were asked to rate their level of agreement with a number of future directions for the City of Lake Geneva. The following future directions received ratings of agreement from respondents.

- The City should work to keep the downtown and lakefront highly desirable destinations (65 percent strongly agree).
- The City should act as an active partner in the region and positively contribute to key regional initiatives (51 percent agree).
- The City should encourage public and private investments in solar and wind energy (50 percent strongly agree).
- The City should continue to provide excellent community services and facilities (49 percent agree).
- The City should act as a leader in responding to the needs of a diverse population (48 percent agree).
- The City should encourage "sustainable" development, meaning development that maintains or enhances economic opportunity and community well-being while protecting and restoring the natural environment. (46 percent strongly agree).
- The City should maintain the "status quo" in the face of national economic and demographic trends (45 percent agree).
- The City should be a recreation hub, characterized by a diversity of trails, parks, and lakefront areas (42 percent).
- The City should be a premiere tourist destination, capitalizing on its natural assets such as the Lake (41 percent agree).

The majority of respondents "disagree" (36 percent) or "strongly disagree" (23 percent) that the City should annex land for residential development. Similarly, many (51 percent) respondents either "disagree" or

"strongly disagree" that the City should annex land for a new business park; however, 33 percent either "agree" or "strongly agree" to this statement. The vast majority of respondents either "agree" or "strongly agree" that the City should redevelop older areas of the City before annexing new land. Finally, the vast majority of respondents (approximately 81 percent) "agree" or "strongly agree" that the City should coordinate planning with neighboring towns and Walworth County, including developing mutually beneficial border agreements.

Respondents were also given the opportunity to respond to open-ended questions and submit general comments about the future of the City. Numerous respondents indicated that they would like to see either slow or no growth trends in the future, wishing to see Lake Geneva to retain its small town charm. Numerous respondents commented that they would like to see more parking in the City as well as reduction of traffic congestion—potentially with expansion of the City's cab and bus services. In general, respondents were supportive of jobs and businesses development.

Alternative Futures Open House

The City held an Alternative Futures Open House on Tuesday, March 10, 2009. The open house included three main components: (1) Alternative Scenarios, in which residents were given the opportunity to view and comment on three alternative future growth scenarios or to develop their own preferred future growth scenario; (2) Potential Sustainability Strategies; (3) Visual Preference Survey.

Most preferred photo of Visual Preference Survey

Generally, there were mixed reactions to the three Alternative Scenarios. Scenario A was preferred by some respondents because it was based on market demand and growth trends and provides more types of residential development. Those who preferred Scenario B indicated that it focuses on less development, preservation of rural areas, and protects Lake Geneva's small-city character. Scenario C was preferred by participants who cited that it focused on developing already approved residential subdivisions and supports a "good mix" of business versus residential growth. Participants who didn't support the three scenarios created their own alternative scenario. Key components of these included keeping Hillmoor as a golf course; developing inexpensive housing for Lake Geneva's workforce; and developing to the west along Highway 50.

Respondents were also asked to consider a list of sustainable initiatives that assess whether they should be a municipal initiative (pursued by City government), community initiative (pursued by businesses, non-profits, and individuals), or a personal initiative (pursued by individuals). Respondents were also given the option to select "do not pursue." The following reflect the top three choices for each category. See the call out box on the next page for a definition of sustainability.

City Initiative	Personal Initiative	Community Initiative	Do Not Pursue
Develop year-round water conservation guidelines	Encourage the use of energy friendly vehicles	Encourage high wage jobs	Promote narrower streets
Promote infill and redevelopment	Promote local foods	Promote local foods	Consider reduced parking requirements
Promote energy efficient building and site design	Promote energy efficient building and site design	Promote lighting efficiency and lighting regulations	Promote "traditional" residential development

WHAT IS SUSTAINABILITY?

The term sustainability refers to a community's capacity to support the long-term health and welfare of its natural and man-made environment, as well as all forms of life that depend on that environment. A sustainable community is focused not only on protecting natural resources, but also on ensuring a high quality of life for all residents. To achieve an increased level of sustainability, a community must recognize the interconnectedness of all things, as well as the impact their actions have on the greater region and the world.

A community can advance sustainability through a variety of strategies such as promoting comprehensive transportation networks and services; ensuring a variety of housing options throughout the community; investing in a strong economy that provides a diversity of local jobs, goods, and services; supporting well designed development that preserves high-quality farmland and complements the natural environment; seeking opportunities to reduce non-renewable energy consumption and waste; and by developing comprehensive solutions to resolving complex issues.

Open House participants were also asked to participate in a visual preference survey in which they were asked to rate images from 1 to 5 based on their initial reaction to the image—with 1 being the most favorable and 5 being the least favorable. Overall, respondents generally tended to favor photos that evoked either a sense of green space or an active, vibrant community setting. Photos that depicted visually monotonous settings and higher density residential and office uses received the lowest ratings.

Draft Plan Open House

On July 22, 2009, the City held an open house to gauge the public's opinions on the first complete draft of the *Comprehensive Plan*.

Draft Plan Public Hearing

The Common Council held a public hearing on December 14, 2009 to receive comments on the public review draft of the *Comprehensive Plan*.

D. City of Lake Geneva Mission Statement

The final page of this Chapter is the City's Mission Statement. This statement, endorsed by the Common Council, expresses the ongoing direction the City wishes to take and is used to guide City actions.

E. Goals, Objectives, Policies, Programs, and Recommendations

Each subsequent of this *Comprehensive Plan* includes goals, objectives, policies, programs, and recommendations that will provide direction and policy guidance to Plan Commission members, Common Council members, residents, and other interested groups and individuals for the next 20+ years.

- **Goals** are broad, advisory statements that express general public priorities about how the City should approach development issues. Goals are based on key issues and opportunities that are affecting the City.
- **Objectives** more specifically identify future direction. By accomplishing an objective, the City moves closer to achieving its goals.
- **Policies** are rules or courses of action implemented to achieve specific objectives. City staff and officials should use policies on a day-to-day basis when making decisions.
- **Programs** are specific projects intended to move the City toward its goals, objectives, and policies.
- **Recommendations** provide detailed information on how to implement objectives, policies, and programs.

CITY OF LAKE GENEVA *Mission Statement*

The City of Lake Geneva seeks to preserve its small city atmosphere, reasonable cost of living and doing business, and high quality of life by carefully controlling land use and development, and by delivering high-quality programs and services in a fiscally responsible manner.

CHAPTER TWO: AGRICULTURAL RESOURCES

This Chapter of the *Comprehensive Plan* contains background data, goals, objectives, policies, and recommended programs for agricultural preservation, natural resource conservation, and cultural resource protection.

A. Character of Farming

Agriculture in surrounding areas remains an important component of the area's economy and the City's community character. According to the 2006 land use inventory, agricultural land accounts for approximately 32% percent of the City's total land area, and a much greater percentage of the land in surrounding towns is in agricultural use.

AGRICULTURAL RESOURCE RECOMMENDATIONS SUMMARY

- Promote efficient and well-planned City and Town development to preserve farmland
- Promote the use of local foods

B. Assessment of Farmland Viability

The Natural Resources Conservation Service groups soils based on their capability to produce common cultivated crops and pasture plants without deteriorating over a long period of time. These capability classifications are based on numerous criteria that include, but are not limited to, the soil's salinity, capacity to hold moisture, potential for erosion, depth, and texture and structure, as well as local climatic limitations (e.g. temperature and rainfall). Under this system of classification, soils are separated into eight classes. Generally, Class I and Class II soils are the best suited for the cultivation of crops.

Class I soils have few limitations that restrict their use. These soils can sustain a wide variety of plants and are well suited for cultivated crops, pasture plants, range lands, and woodlands. Class II soils have moderate limitations that restrict the types of plants that can be grown or that require simple conservation practices or soil management techniques to prevent deterioration over time. However, these practices are generally easy to apply, and, therefore, these soils are still able to sustain cultivated crops, pasture plants, range lands, and woodlands.

Soils in Class III have severe limitations that, under natural circumstances, restrict the types of plants that can be grown, and/or that alter the timing of planting, tillage, and harvesting. However, with the application and careful management of special conservation practices, these soils may still be used for cultivated crops, pasture plants, woodlands, and range lands.

Soils in capability classes IV through VIII present increasingly severe limitations to the cultivation of crops. Soils in Class VIII have limitations that entirely preclude their use for commercial plant production.

Map 2 depicts the locations of Class I, II, and III soils in the City's Planning Area. Generally, Class I soils are located primarily in the undeveloped segment of the City located south of Geneva Lake. Class I soils are also found within the City's ETJ to the south within the Towns of Linn and Bloomfield and to the west of the City in the Town of Lyons.

C. Farmland Preservation Efforts

Neither Walworth County, nor any of the surrounding Towns has an active purchase of development rights (PDR) program or development policy that places agricultural preservation easements on the remainders of lands undergoing partial development. However, as of 2009, the County is studying this technique. These types of approaches have proven most effective in achieving permanent farmland preservation.

Local farmers can participate in several federal and State programs and initiatives that are intended to encourage long-term farming activities. The 2008 Farm Bill reauthorized and initiated several federal programs, including:

- The **Conservation Reserve Program** (CRP), which provides technical and financial assistance to eligible farmers and ranchers to address soil, water, and related natural resource concerns on their lands in an environmentally beneficial and cost-effective manner.
- The **Wetlands Reserve Program**, which provides technical and financial support to help landowners with their wetland restoration efforts.
- The **Conservation Stewardship Program** (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The **Farmland and Ranchland Protection Program** (FRPP) keeps productive farmland in privately owned agricultural use by assisting States, Tribes, local government, and non-profit agencies with the purchase of conservation easements and development rights on productive farmland and on farms with historical or archaeological resources.
- The **Environmental Quality Incentives Program** (EQIP), which provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial and technical help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- The **Conservation of Private Grazing Land** (CPGL) initiative is designed to offer educational and technical assistance in land grazing management, soil erosion prevention, energy efficiency in food and fiber production, conserving water, providing wildlife habitat, sustaining forage and grazing plants, using plants to sequester greenhouse gas emissions, and using grazing lands as a source of biomass energy.
- The **Wildlife Habitat Incentives Program**, which provides both technical assistance and up to 75 percent cost-share assistance to landowners to establish and improve fish and wildlife habitat on their property.
- The **Grassroots Source Water Protection Program** is a joint project by the USDA's Farm Service Agency (FSA) and National Rural Water Association (NRWA). The program is designed to help prevent source water pollution at the grassroots level. Local teams will be established to collaborate in the development of Rural Source Water Protection plans that promote clean ground water. Rural Source Water Protection plans will outline voluntary measures that farmers, ranchers, and other producers can install on their lands to prevent source water pollution. Teams will inform and educate producers about source water protection measures that benefit their neighbors and communities.
- The **Great Lakes Basin Program for Soil Erosion and Sediment Control** will provide project demonstration grants, technical assistance, and educational programs to improve water quality in the Great Lakes basin by reducing soil establish a priority for projects and activities that directly reduce soil erosion or improve sediment control; reduce soil loss in degraded rural watersheds; or improve water quality for downstream watersheds.
- The **Voluntary Public Access and Habitat Incentive Program** allows States and Tribal governments to apply for grants to encourage owners and operators of privately held farm, ranch, and forest land to voluntarily make that land available for access by the public for wildlife dependent recreation, including hunting or fishing under programs administered by the State and Tribal governments.

In addition, the Wisconsin Department of Revenue offers two important farmland preservation programs, the Farmland Preservation Credit Program and the Farmland Tax Relief Credit Program.

The Farmland Preservation Credit Program strives to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and provides property tax relief to farmland owners. To qualify for the credit, farmland must be 35 acres or more and zoned for exclusive agricultural use or be subject to a preservation agreement between the farmland owner and the State. In addition, in order to be eligible for this credit, all program participants must comply with soil and water conservation standards set by the State Land Conservation Board. The City of Lake Geneva does not have exclusive agriculture zoning. There were no claims in 2006 for this credit in the City. It should be noted that claims for both of the Farmland Preservation Credit and the Farmland Tax Relief Credit are documented for the municipality in which the claimant lives, which may not be where the farm is actually located.

The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres. The credit is computed as a percentage of up to $10,000 of property taxes, with the maximum credit of $1,500. In 2006, there were eight claims for this credit in the City of Lake Geneva, constituting a total of $2,751 and an average credit of $344.

The City's current subdivision and land division regulations within undeveloped portions of its 1.5-mile radius extraterritorial jurisdiction (ETJ) complement the County and State efforts to preserve farmland by restricting new residential density to 1 dwelling per 35 acres for areas not served by the full range of public utilities and urban services, except in areas designated on Map 5a: Future Land Use for infill exurban development.

D. Agricultural Resources Goals, Objectives, and Policies

Goal:

a. Preserve agricultural lands and resources in the City's planning area.

Objectives:

a. Maintain agriculture as a significant economic activity within Lake Geneva's planning area.
b. Work with neighboring communities to encourage orderly, efficient development patterns that minimize farmland conversion and conflicts between urban and rural uses.
c. Protect farm operations from incompatible land uses and activities that may adversely affect the capital investment in agricultural land, improvements, and equipment.

Policies:

a. Protect productive agricultural lands from dense and land consumptive rural development and premature urban development. To the extent possible, direct development away from the most productive agricultural lands.
b. Work in cooperation with surrounding Towns to help preserve agriculture in areas of mutual agreement.
c. Encourage higher intensity/density of use of lands currently in the City and of future annexed lands to minimize the conversion of agricultural land.
d. Encourage the interim use of open lands for farming within the extraterritorial jurisdiction until the land is ready for planned development per the policies outlined in Chapter Five: Land Use.
e. Promote sustainability through a local and regional foods movement and reserving areas for food production and processing.
f. Encourage agricultural-related industry, such as specialized food product manufacturing, in the City as a means to support the economic health of both the City and agricultural areas.

E. Agricultural Resource Programs and Recommendations

Beyond the policies outlined above, the City will work on programs designed to help retain the area's agricultural base. Examples of these types of programs include:

Promote Efficient and Well-Planned City Development to Preserve Farmland

Lake Geneva's established density of five dwelling units per acre is very efficient compared to development in neighboring rural areas. Two-acre density development in a town eats up farmland and open space *ten* times faster than development in the City. Five-acre density development eats up farmland and open space *twenty-five* times faster than development in the City. This rate of land consumption is very contrary to the protection of farmland. In southeastern Wisconsin, the urban sprawl problem is not nearly as problematic as the rural sprawl problem.

To both accommodate Walworth County population growth and address the rural sprawl issue, the City intends to employ a multi-faceted strategy of:

- Stimulating infill and redevelopment.
- Encouraging higher densities of 5 dwelling units per acre in Planned Neighborhood areas. (Planned Neighborhoods are described in greater detail in Chapter Five: Land Use.
- Reserving large areas of undeveloped peripheral lands for very long-term city expansion.
- Working with Walworth County and other municipalities to capture as large a share of County population growth as possible into cities and villages at urban densities.
- Discouraging rural residential development (development served by private on-site wastewater treatment systems and wells) in the extraterritorial jurisdiction of the City.

Land use policies and intergovernmental cooperation to help to facilitate this are discussed in Chapter Five: Land Use and Chapter Ten: Intergovernmental Cooperation.

Promote the Use of Local Foods

Promoting the use of locally produced agricultural products is a viable strategy for farmers in the Lake Geneva area given proximity to raw products and growing local and regional populations. Lake Geneva is well-positioned to take advantage of the local food movement as an economic, farmland preservation, and community health initiative. Some ways in which the City can contribute to these efforts include:

- Farmer's Markets: Local farmers markets provide a direct means for farmers to sell their products to the consumer, contribute to the local economy, and encourage members of the community to come together. Lake Geneva currently hosts a market on Thursday mornings at Horticultural Hall on Broad Street during the summer months. The City should support the future growth and expansion of this event, perhaps even to be a regional attraction.

Community garden

- Backyard and Community Gardens: Community gardening and other forms of urban agriculture have been shown to provide a variety of benefits, including economic benefits, environmental benefits, public health benefits, and reductions in crime. Backyard gardens can be plots around homes or containers and raised beds on balconies, decks, and rooftops. Backyard gardens can supplement diets with seasonal harvests

and stretch food budgets. Community gardens provide opportunities for recreation and can improve both the mental and physical health of residents, creating a place for social gatherings.[1]

- Restaurants: Lake Geneva would benefit from more restaurants located in the City to serve residents and employees of City businesses. This provides an opportunity for the establishment of restaurants, bakeries and cafes that purchase, serve, and generally promote locally grown foods. The type of restaurant that offers food from locally grown products would be an asset to a tourism-oriented, resort community like Lake Geneva.
- Schools: Since it is necessary for schools to consistently purchase large quantities of food, local food producers would offer fresh, in-season, healthful products that would promote the health of students. Lake Geneva area schools could become involved in the Wisconsin Homegrown lunch program. The goal of this program is to incorporate fresh, nutritious, local, and sustainably grown food to school lunch menus. Involvement in this program benefits the health and wellbeing of students and school faculty, supports the local agricultural economy, and establishes partnerships between the school district and local farms. This creates opportunities for students to learn outside the classroom about agriculture and food production. There is also an opportunity to explore local food through the Lake Geneva area schools' healthy lifestyles initiatives (see sidebar).

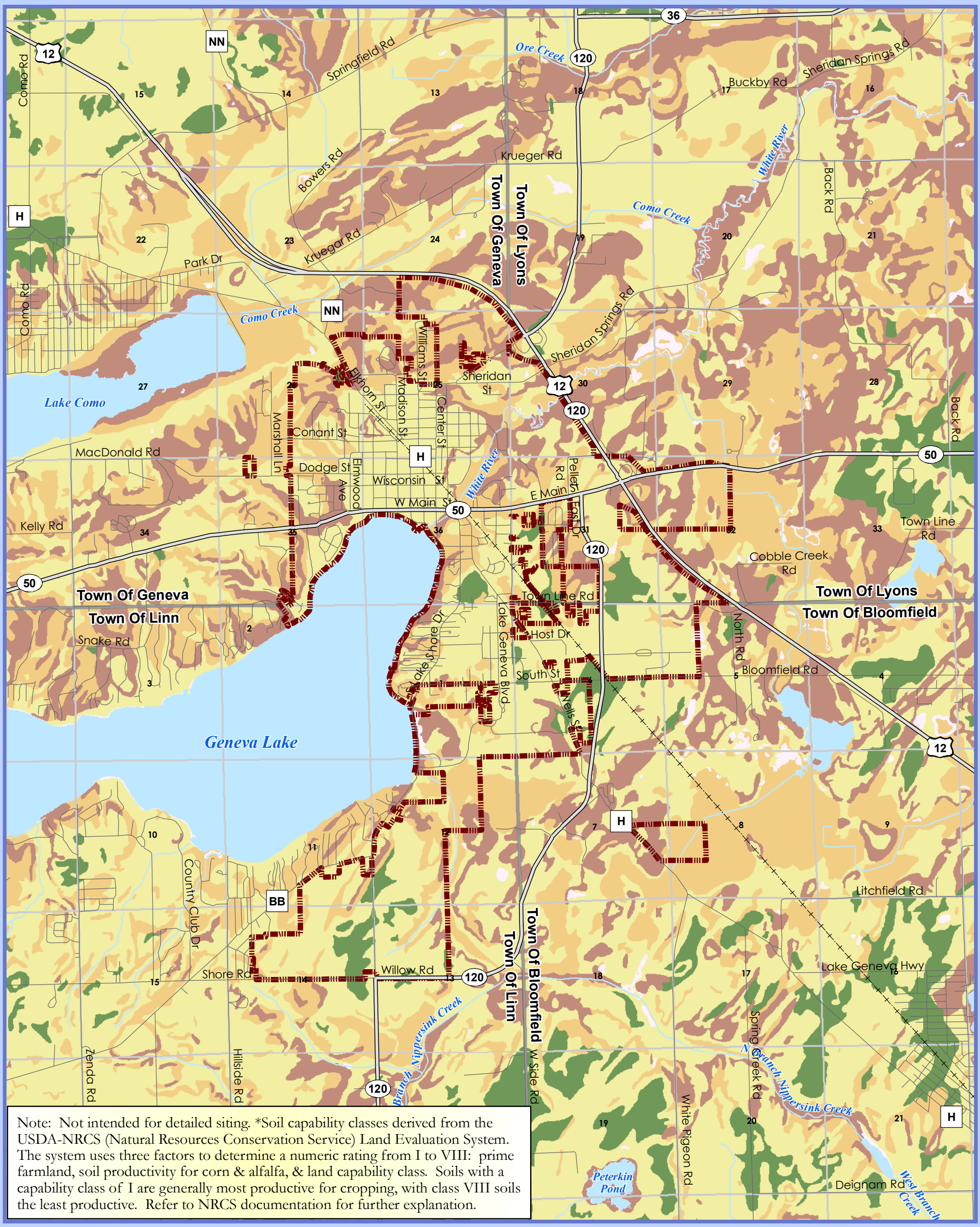
PROMOTE HEALTHY LIFESTYLES

As part of their annual planning for the 2008-2009 school year, the Badger and Lake Geneva Joint #1 Boards of Education established a goal to "Promote Healthy Lifestyles" for their students.

The focus of this goal is to promote healthy nutrition and exercise habits in schools and the community. Lake Geneva area schools will be working to develop plans to educate students, staff and the community on healthy eating and regular exercise as a means for a happy, healthy lifestyle.

Steps taken to achieve this goal include informational newsletters, providing healthier options for our lunch programs, and use of our fitness facilities for student and community use.

[1]Urban Agriculture and Community Food Security in the United States: Farming from the City Center to the Urban Fringe, 2003, Prepared by the Community Food Security Coalition's North American Urban Agriculture Committee



Note: Not intended for detailed siting. *Soil capability classes derived from the USDA-NRCS (Natural Resources Conservation Service) Land Evaluation System. The system uses three factors to determine a numeric rating from I to VIII: prime farmland, soil productivity for corn & alfalfa, & land capability class. Soils with a capability class of I are generally most productive for cropping, with class VIII soils the least productive. Refer to NRCS documentation for further explanation.

Map 2: Soil Suitability for Agriculture - City of Lake Geneva Comprehensive Plan

- City of Lake Geneva
- Township Boundary
- ## Sections with Section Numbers
- Surface Water
- Highways
- Other Roads
- Abandoned Railroads

Soil Capability Class

- Capability Class I
- Capability Class II
- Capability Class III
- Capability Class IV - VIII
- Not Rated or Not Available

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: December 14, 2009
Source: SEWRPC, WISDNR, Walworth County LIO, V&A

CHAPTER THREE: NATURAL RESOURCES

A survey of Lake Geneva's natural resources provides an important framework for guiding several elements of the comprehensive planning process. As a growing community, such information can help identify the appropriate locations for certain types of development and can pinpoint areas that should be preserved and managed for recreational purposes, stormwater management, and ground water protection. Maintenance of these natural features is also important for community character and appearance and for the maintenance of natural plant and animal communities. Map 3 in this *Plan* depicts key environmentally sensitive areas with the planning area, some of which are described in more detail below.

NATURAL RESOURCE RECOMMENDATIONS SUMMARY

- Protect Geneva Lake and its watershed
- Advance stormwater best management practices
- Consider establishing a greenbelt corridor through a public-private partnership
- Encourage the construction of "green" buildings and promote energy efficiency

A. Natural Resources Inventory

Ecological Landscapes

An ecological landscape is defined as a region of Wisconsin characterized by a unique combination of physical and biological attributes, such as climate, geology, soils, water, or vegetation. Different ecological landscapes offer distinct management opportunities based upon their levels of biological productivity, habitat suitability for wildlife, and presence of rare species and natural communities. The Planning Area falls entirely within the Southeast Glacial Plains Ecological Landscape, which is largely composed of glacial materials deposited during the Wisconsin Ice Age. Understanding the distinct attributes of each of these landscapes will be important when identifying future land management and land use goals. Many of these attributes are identified in the following sections.

Topography

The topography of southeastern Wisconsin was shaped over 100,000 years ago during the most recent period of glacial activity. This glacial activity created the lake basin and shaped the landscape. The geological formation of Geneva Lake began with the melting of the Troy Valley glacial lobe. The Troy Valley was a depression that ran from Troy to Lyons, then Lake Geneva and Beloit. This activity led to the formation of present lakes Como, Delavan, and Geneva. As a result of this glacial activity, the landscape is now characterized by glacial till plains and moraine ridges. Average elevation in the City rests at 889 feet above sea level.

Environmental Corridors

Environmental corridors are defined as areas that contain and connect natural areas, open space, scenic lands, and other natural resources. Environmental corridors provide linkages in the landscape for the movement of species, protect environmentally sensitive areas, and provide a natural buffer between natural and human communities.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) developed a management plan for environmental corridors. Its document, titled, A Regional Natural Areas and Critical Species Habitat Protection and Management Plan for Southeastern Wisconsin, identifies the location of environmental corridors in and near the City. These corridors are shown on Map 3. Environmental Corridors are continuous systems of open space that include floodplains, wetlands, public lands, and contiguous woodlands. Environmental corridors are primarily located south of Big Foot Beach State Park, within the Four Seasons Nature Preserve, north of Hillmoor Golf Course, and just east of the City limits.

Under the Shoreland Zoning Ordinance, Walworth County intends to protect and restore environmentally sensitive areas, biological diversity, minimize disturbance to existing vegetation and maintain environmental corridors as identified by SEWRPC.

Woodlands and Natural Vegetation

Prior to European settlement, much of Walworth County was covered with wet-mesic prairies, sedge meadows, oak forests and savanna, maple-basswood forests, and calcareous ferns. The landscape has since been dramatically altered due to agricultural uses and the urbanization of the area. Today, the County's vegetation consists primarily of agricultural cropland. Approximately 10% of the original forests remain. These woodlands consist of maple-basswood, lowland hardwoods and oak. The only remaining mesic forest today exists on the Kettle Interlobate Moraine, where the topography is too rugged to allow agricultural uses. The suppression of fire has caused former savannas to succeed to hardwood forest.

Metallic and Non-Metallic Resources

There are 30 non-metallic extraction sites within Walworth County. There are six non-metallic mining operations within the vicinity of City of Lake Geneva. These include the Amon-Ceisel, Amon-Krueger, R.W. Miller, and Counihan, all located north of the City, and Amon-Norem and Mann-Short operations located to the southeast of the City.

Under State Statutes (295.20), landowners who want to register their property as a non-metallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the County where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered nonmetallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable nonmetallic mining deposit cannot take effect during the registration period. Registration is effective for 10 years and renewable for an additional 10 years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Groundwater

Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. Groundwater from shallow aquifer wells supplies nearly all of the water for domestic, commercial, and industrial uses in the City of Lake Geneva.

The quality and availability of groundwater in the City is good. However, groundwater availability and quality will continue to be an important issue for Walworth County. The seven counties of southeastern Wisconsin cover only 5% of the State's total land area; however, these counties are home to more than one third of the State's residents. In the last few decades, the number of high-capacity wells in the region has increased to accommodate growth. As population grows in these areas, water demand is expected to continue to increase in coming decades. Over tapping of the deep wells not only threaten to deplete the aquifer, but also disturb areas of the aquifer in which natural contaminants are found in higher concentrations, such as radium, arsenic, lead, fluoride, and iron. Depletion of deep ground water aquifers is a growing concern for the seven-county region, particularly in eastern Waukesha County where deep aquifer levels have declined by 500 feet. Severe water depletion can allow air into the aquifer, which can trigger reactions in the ancient, mineral-rich water. When this occurs, compounds such as arsenic are released into the water supply.

In the rural areas located throughout Walworth County, a potential groundwater contaminant is nitrate-nitrogen, which can come from improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

Watersheds
The City and its planning area are located within the Southeast Fox River Basin. The Southeast Fox River Basin covers approximately 1067 square miles in all or part of seven counties in southeastern Wisconsin. The basin is divided into seven watersheds. The City of Lake Geneva falls entirely within the White River and Nippersink Creek Watershed. The watershed drains 168 square miles in 128 miles of streams and 9 named lakes.

Geneva Lake
The City surrounds the northeastern shores of Geneva Lake, the most important natural resource in the City. The remaining portion of the Lake extends southwest of the City. The 5,262-acre lake has a maximum depth of 135 feet, is 2.1 miles wide, 7.6 miles long, and 21 miles around. Geneva Lake is the largest and deepest water body in the Southeast Fox River Basin. It is a deep spring lake, the largest in the region, and contains good overall fish diversity including the smallmouth bass, largemouth bass, walleye, brown trout, and the least darter and the lake herring (also known as cisco), both species of special concern.

Geneva Lake – October 2008

There is a long history of efforts to protect and improve the Lake's utility. The very first lake organization in the State was formed for Geneva Lake in 1891. Since then, other organizations have been founded to manage lake levels and water quality, most recently the Geneva Lake Environmental Agency in 1971 and the Geneva Lake Conservancy in 1981—one of the oldest land trusts in the state.

SEWRPC prepared a Lake Management Plan for Geneva Lake in May 2008. Key recommendations include:

- Maintenance of the historic low- and medium-density residential character of the already-developed portions of shoreline of Geneva Lake; implementation of structural stormwater management measures and vegetative shoreline protection measures where there is higher density development.
- Limit large-lot residential development in the Lake tributary area; consider modifying development codes to include maximum lot sizes and clustering requirements to reduce the amount of land consumed and preserve open space.
- Careful review of lakefront developments by Geneva Lake communities to ensure compliance with shoreland zoning requirements and encourage the use of shoreland buffers, environmentally friendly landscaping practices, and stormwater management practices.
- Promotion of urban nonpoint pollution abatement through the use of stormwater management planning programs and consideration of nonpoint source control measures.
- Public acquisition of some wetlands and woodlands in the area tributary to Geneva Lake.
- Continued enforcement of boating regulations and maintenance of public access sites.

In 2006, the Geneva Lake Conservancy (GLC) partnered with University of Wisconsin-Whitewater Center for Fiscal and Economic Research to design a survey to gather information from property owners in the

Geneva Lake Watershed regarding growth and development within the area. Key findings of the survey include:

- A lack of support for large subdivision development in the Geneva Lake area.
- A desire for intergovernmental cooperation and a shared vision regarding residential, commercial, and industrial development within the region.
- Support for the development of a formal lake management district.
- Concern that a reduction in water quality would have a significant impact.
- A belief that the existing supply of single family housing and condominiums is adequate.
- General opposition to industrial development and an overall concern about development pressures.
- A belief that there is an increased likelihood of respondents leaving the Geneva Lake region as development pressures increase.
- Households in the Geneva Lake Watershed play a vital role in the regional economy, generating $321 million in spending, $57 million in labor income and 2,904 jobs in the regional economy.

White River

The White River is 19 miles long. Ending at Echo Lake in Burlington, WI, it flows northeast through the City, leaving Geneva Lake at the northeast shoreline of the lake. The entire length of the White River within the planning area is classified as an aquatic area of countywide or regional significance, containing a good assemblage of mussel species. The portions of the river from the outlet at Geneva Lake extending 1.7 miles downstream is a critical stream reach containing the Longear sunfish, a threatened species, and the Least darter, a species of special concern.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These are areas predicted to be inundated with flood waters in the 100-year storm event (e.g., a storm that has a 1 percent chance of happening in any given year). The State requires local regulation of development in floodplains. Development is strongly discouraged in floodplains to avoid both on-site and up- and downstream property damage. In the City of Lake Geneva, floodplains are located along the shores of Geneva Lake and Lake Como. Additional floodplains are located just east of Lake Como following Como Creek to the Town of Lyons and Town of Geneva border. As of October 2008, only 1.57 acres of the City's area is classified as floodplains, which are located along the edges of Geneva Lake.

Wetlands

According the Wisconsin DNR's Wetland Inventory Maps, wetland habitats comprise approximately 6 percent (261 acres) of the City's total land area. These ecosystems play significant roles in maintaining the quality of groundwater and surface water and provide valuable habitats for fish, birds, and other wildlife. Wetland areas are located in Big Foot Beach State Park, in and surrounding the Four Seasons Nature Preserve, north of Hillmoor Golf Course, and at the easternmost edge of the City. Occurrences of wetland areas generally coincide with occurrences of environmental corridors.

The City does not have a Shoreland or Wetland Ordinance, however, Chapter 90, Waterways, of the City of Lake Geneva Code of Ordinance, addresses structures and boat houses/launching areas along the lake shore. Walworth County's Shoreland Zoning Ordinance regulates the use all structures, lands, and waters within the County. According to the ordinance, a shoreland is defined as those lands lying within the following distances: 1,000 feet from the ordinary high-water mark of navigable lakes, ponds, and flowages; 300 feet from the ordinary high-water mark of a navigable stream or channel; or the landward side of floodplain, whichever is greater.

Wildlife Habitat
Species of wildlife common to the southeastern Wisconsin region are rabbits, squirrels, woodchucks, raccoons, muskrats, and beavers. Larger mammals such as white-tailed deer, coyotes, and foxes also inhabit the region. Common bird species include cardinals, robins, woodthrushes, great blue herons, wrens, blue jays, cranes, hawks, and killdeer.

Over the course of a ten-year study, SEWRPC identified high quality natural areas and critical species habitats throughout the region. In 1997, the results were published in a report titled "A Regional Natural Areas and Critical Species Habitat Protection and Management Plan for Southeastern Wisconsin". The areas are listed below. The specific locations for each are available from Wisconsin Bureau of Endangered Resources but are not generally released unless specifically requested by the community.

Rare Species Occurrences
According to the Wisconsin Department of Natural Resources, there are numerous occurrences of aquatic endangered species in the sections surrounding Geneva Lake. There are aquatic and terrestrial occurrences northwest and southwest of the City of Lake Geneva. Detailed information regarding the types of endangered animals, plants, and natural communities can be found at the Department of Natural Resources' website.

Big Foot Beach State Park

State Natural/Wildlife Areas

- Big Foot Beach State Park is a 271-acre park located along the shores of Geneva Lake just two miles south of the downtown. The park is known for access to Geneva Lake's clean, clear water and features 5.5 miles of hiking trails through forest and open meadow. Visitors to Big Foot Beach enjoy picnicking, camping, hiking, fishing, swimming, and boating.
- The Four Seasons Nature Preserve is a 66 acre preserve consisting of 40 acres of which are wetlands (sedge meadow, pond, calcareous fern and tamaracks) and 20 acres of upland currently being restored to prairies. The preserve is surrounded by a primary environmental corridor. A trail system runs through the preserve featuring educational plaques identifying various plant and animal species.
- The Bloomfield Wildlife Area is located off STH 12 between Lake Geneva and Genoa City. This 1203-acre property consists of wetlands, grasslands, and scattered woodlots. The numerous wetlands and grassy areas present a favorable opportunity for pheasant and deer hunting. Other activities include hiking, wildlife watching, and berry picking.
- Lyons Wildlife Area is located 2 miles north of Lake Geneva. This 135-acre property consists of grasslands, lowland brush, and wetlands. Recreational opportunities include hunting, trapping, fishing, hiking, canoeing, and berry-picking. The White River runs along the southern edge of the Lyons Wildlife Area.
- Fontana Fen and Prairie is one of Wisconsin's rare wetland communities, consisting of calcareous fen. The conservation area is 10 acres located between Villages of Fontana and Walworth along STH 67. This area was slated for a mall development in the 1970s; however, it was recognized by environmentalists as a rare wetland community. The land was eventually purchased and donated to the Lake Geneva Land Conservancy.

- The White River Trail is a 12-mile multi-use trail of crushed limestone, which connects the Cities of Elkhorn and Burlington. The trail follows a former railroad bed and passes through the historic Villages of Lyons and Springfield. The trail is part of a potential 45-mile trail to be constructed between the Village of Darien and the City of Racine.
- The Lakeshore Path around Geneva Lake is a 20-mile shoreline trail that is fully accessible to the public. An Indian treaty signed in 1833 guarantees this access in perpetuity.
- The Kishwauketoe Conservancy natural area was established in 1989. The name "Kishwauketoe" is a Potawatomi Indian word for "sparkling water." The Kishwauketoe Conservancy is a 231-acre wetland area with more than four miles of trails. Kishwauketoe is located in Williams Bay along Hwy 67 just north of Geneva Street. Kishwauketoe is the most intact, undisturbed wetland area of Geneva Lake.
- Other natural areas in Walworth County that are easily accessible from Lake Geneva include Beulah Bog, Lulu Lake, Young Prairie, Pickerel Lake Fen, Clover Valley Fen, and Bluff Creek.

B. Natural Resource Goals, Objectives, and Policies

Goals:

a. Protect natural resource features in the City and the surrounding area.

Objectives:

a. Preserve streams, drainageways, floodplains, wetlands, steep slopes, wildlife habitat, woodland areas, and other significant natural features.
b. Direct development away from natural areas, drainageways, critical infiltration areas, and floodplains to prevent future conflicts.
c. Cooperate with other units of government and non-profit groups to protect natural resources and environmental systems under shared authority, such as Geneva Lake.
d. Protect and enhance the impression of the community as a freestanding and distinctive place through the use of green space separation.
e. Link the preservation of natural resources with passive recreational opportunities for residents and tourists.

Policies:

a. Preserve environmental corridors by prohibiting new buildings in wetlands, stream banks, floodplains, and on slopes greater than 20 percent. Strongly discourage placement of new buildings on hydric soils outside of wetlands and on slopes between 12 percent and 20 percent where other more appropriate sites are available.
b. Permanently protect habitat and significant natural areas through land dedication, conservation easements, or fee simple acquisition.
c. Protect the water quality of Geneva Lake by:
    - Retaining stormwater through requiring Best Management Practices.
    - Encouraging low impact development strategies for stormwater management that include water conservation, rain gardens, and maximizing pervious surfaces.
    - Maintaining or providing vegetative buffers where development abuts waterways.
    - Partnering with agencies like the Geneva Lake Conservancy and the Geneva Lake Environmental Agency on watershed protection initiatives.
d. Enhance and enforce erosion control and stormwater management standards. Emphasize the use of natural drainage systems, construction site erosion control, and permanent, ongoing stormwater

management and erosion control measures that control the quality, quantity, and temperature of water leaving any site.

e. Protect groundwater resources by maximizing infiltration of clean water in known groundwater recharge areas, supporting the clean-up of environmentally contaminated sites, and minimizing potential future sources of contamination, particularly in wellhead protection areas.

f. Preserve woodlots and other environmental areas that serve to protect wildlife and vegetative resources.

C. Natural Resource Programs and Recommendations

The City and surrounding area contain incredible natural resources that will require concerted, on-going, and coordinated efforts to maintain and enhance, including the following efforts:

Advance Stormwater Best Management Practices

The City will promote progressive stormwater management approaches to mitigate the negative impacts stormwater can have on waterways such as Geneva Lake and the White River, as well as downstream properties.

Traditional stormwater management practices attempt to carry water away from a developed site as quickly as possible after a storm or hold water on-site in constructed ponds. Alternatively, Stormwater Best Management Practices (BMPs) aim to control run-off volume by managing precipitation as "close to where it hits the ground" as possible, thereby facilitating infiltration of precipitation into groundwater and evaporation of water back into the atmosphere. This approach decreases peak stormwater quantities and improves the overall quality of the stormwater that does enter streams and lakes. An effective and comprehensive stormwater management approach may include any or all of the following strategies:

- **Incorporate progressive construction site erosion control practices.** Construction sites generate a significant amount of sediment run-off if not managed properly. Under current State laws, erosion control plans are required for all construction sites that are larger than one acre. The City will continue to enforce erosion control ordinances and techniques for the protection and continued improvement of water quality. In particular, progressive erosion control systems should be components of new development/redevelopment sites. These techniques include providing silt fencing surrounding the construction project, minimizing the amount of land area that is disturbed throughout the construction process, and quickly reestablishing any displaced vegetation.

- **Utilize infiltration and retention areas.** Where stormwater basins are necessary to effectively manage run-off, such basins and associated conveyance routes should be carefully integrated into the surrounding development pattern and should incorporate native edge vegetation whenever feasible to ensure the aesthetic and functional integrity of the site.

Examples of current on-site infiltration techniques that the City may promote for use on both residential and non-residential properties include:

- **Rain gardens**: A rain garden is a landscaping feature that is designed, located, and installed for the purposes of capturing stormwater runoff and allowing it to infiltrate back into the ground. The City may consider codifying rain garden design standards as part of its landscaping ordinance, allowing the construction of rain gardens that meet these standards to apply towards the City's landscaping requirements.

Example of a rain garden

- **Rain Barrels:** A rain barrel collects and stores the water that drains from rooftops to prevent it from running off-site. A hose can be connected to the barrel and the collected rain can be used to water the lawn or garden, or to wash the car. Barrels can also be set to slowly empty themselves, allowing the water to filter back into the ground.
- **Green (vegetated) roofs:** Green roofs effectively act like sponges, absorbing water from rain storms that would otherwise run off the roof. Green roofs also function as filters, removing pollutants from rainwater. Other benefits to green roofs include reducing the amount of stormwater entering the sewage system, absorbing air pollution, protecting the building's underlying roof material by eliminating exposure to UV radiation and temperature fluctuations, providing habitats for birds and other small animals, functioning as a more attractive alternative to traditional rooftops, reducing the amount of outdoor noise entering the building, reducing energy costs by insulating the building from extreme temperatures, and reducing urban heat island effects. This is an area where the City could take a leadership role by installing green roofs on future municipal buildings or retrofitting existing buildings, such as City Hall, when roof replacements are necessary.
- **Phosphorus bans:** Phosphorus is a chemical commonly found in household and commercial fertilizers. When applied to lawns and landscaping, the chemical can easily be washed into nearby waterways during rainstorms or can travel to these waterways via groundwater. Once higher levels of phosphorus build up in rivers and lakes, these nutrients lead to excessive plant growth. As plant material decays it leads to the overabundant growth of bacteria, which help to break down the plant material. These bacteria consume oxygen, eventually decreasing the level of oxygen in the water enough to suffocate other aquatic life. Excessive algae growth also blocks sunlight from reaching plants and other forms of life that live on the floor of the waterbody, thus further disrupting the aquatic ecosystem. To combat this issue, other communities throughout the Midwest have banned the use of fertilizers that contain phosphorus. For example, Dane County, Wisconsin prohibits the application of lawn fertilizer containing phosphorus to established lawns, golf courses, parks, and cemeteries when soil tests indicate that an excessive amount of phosphorus is already present. To help reduce the amount of phosphorus entering Geneva Lake, the City will consider putting in place bans similar to those in effect in Dane County and other areas of the Midwest.

Protect Geneva Lake and its Watershed

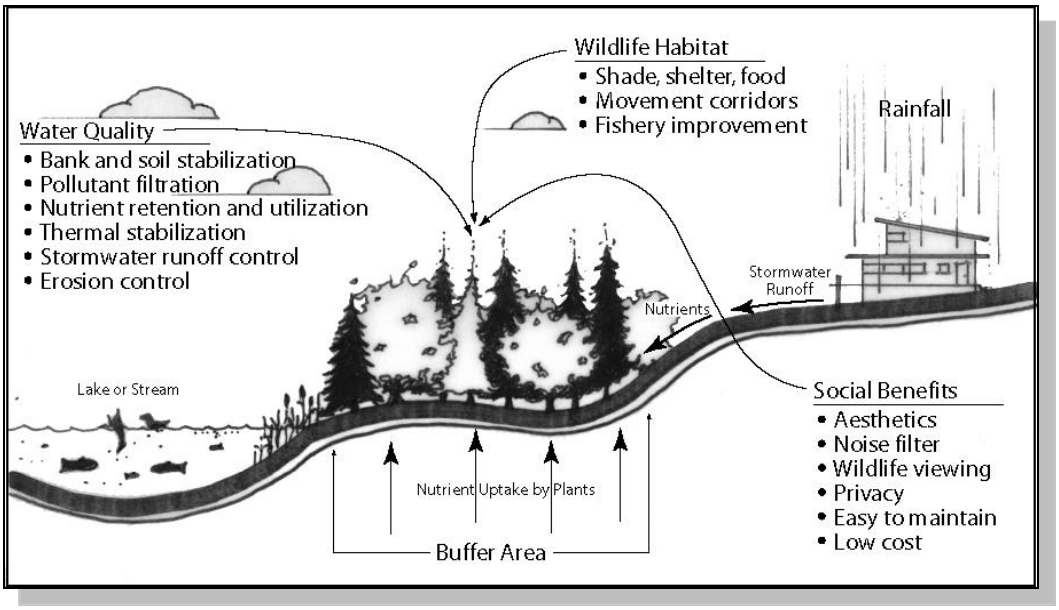
Geneva Lake is the defining natural feature of the City and the region. Several sections of this *Plan* address the Lake, and the importance of protecting the Lake as a significant asset to the community and region. Central to all of these efforts is ensuring that the water quality of the Lake and watershed is protected and improved. The City will consider several initiatives aimed at achieving that, including:

- Encourage measures to minimize both point source and non-point source pollution. Raise awareness of point source dischargers. Work with the Geneva Lake Conservancy, the Geneva Lake Environmental Agency, WisDNR, Walworth County, and neighboring towns on minimizing non-point source pollution, particularly from agricultural sources, through encouraging best management practices.
- Support continued studies and data gathering for Geneva Lake. Cooperate with the Geneva Lake Conservancy, the Geneva Lake Environmental Agency, WisDNR, Walworth County, and neighboring towns on efforts to understand Lake conditions, be aware of future threats to Lake quality, and ensuring that the Lake continues to be a treasured and protected natural resource.
- Coordinate with the Lake Geneva School District and private schools in the areas on educational programs focused on water and natural resources-based education – focused on raising awareness of students as citizens of the White River and Nippersink Creek Watershed.
- Consider techniques to manage overuse. The demand to live and recreate on water has never been higher. The number of U.S. boats registered increases each year, as does the average size of boat engines. While aquatic recreational demands increase, the amount of the resource stays the same. As a result, crowding and conflicts over lake uses are now common. An important step in the lake management

process is to identify the primary use of a particular lake and then manage for that use. Many lakes simply cannot support all the uses people wish for them. For example, because meso-eutrophic lakes (those between a mesotrophic and eutrophic condition) generally support the highest sport fish populations, a good fishing lake will have slightly green water with abundant rooted plants. Lake residents who demand clear water and abundant fish cannot have it both ways. Likewise, motorboats should not be permitted in lakes, or in lake areas, where the primary use is swimming or aesthetic enjoyment. Useful techniques to manage recreational overuse include time zoning and space zoning. In time zoning, some uses are restricted to certain times of the day. For example, to allow residents or anglers peace and quiet at dawn and dusk, water skiing might be limited to the hours between 10:00 a.m. to 5:00 p.m. With space zoning, different areas of the lake are designated for particular uses, such as swimming, idle speed zones for motorboats, or protected fish and wildlife refuges.

- Encourage vegetative buffers between developed areas and water bodies. Vegetative buffers provide many benefits, including the protection of water quality, flood control, stream bank stabilization, water temperature control, and room for lateral movement of stream channels. Trees and shrubs retained in buffer areas provide the benefit of buffering noise from watercraft, providing privacy to residents, and serving as nesting areas for songbirds. The following buffering techniques illustrated in Figure 3.1 can maximize water quality protection, habitat, and erosion control benefits in buffer areas around rivers and creeks in the City, particularly in areas that currently have limited development.

Figure 3.1: Example of Vegetative Buffer



Consider Establishing a Greenbelt Corridor

Green space is a highly-valued component of the Lake Geneva area. The City will consider collaborating with neighboring communities, property owners, Walworth County, and WisDNR to identify and protect a "Greenbelt Corridor" around the City. This permanently protected undeveloped area would serve as a community separation area, and improve groundwater infiltration, protect wildlife habitat, and provide recreational opportunities.

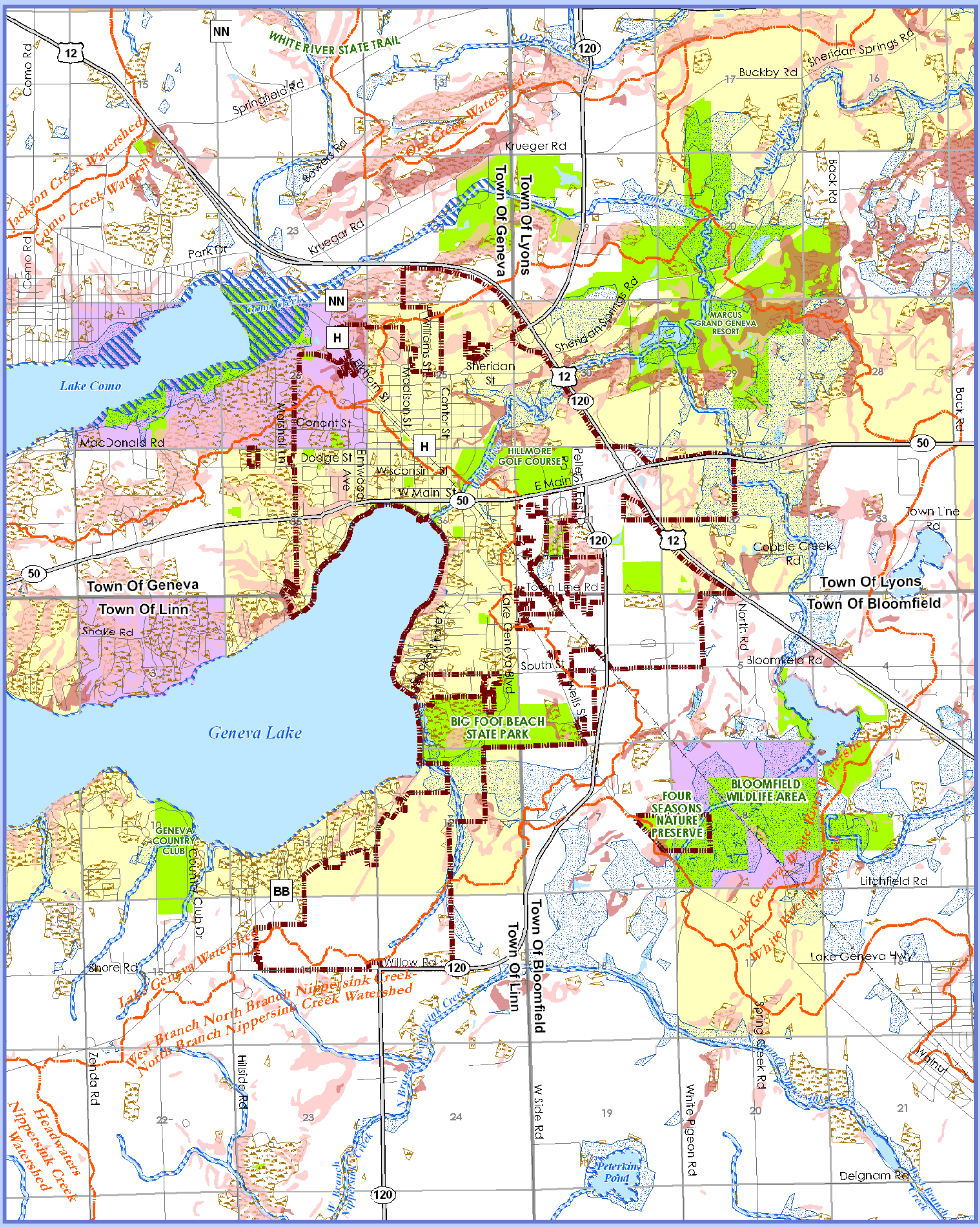
Encourage the Construction of "Green" Buildings and Promote Energy Efficiency

In recent years, cities around the country have begun to encourage more sustainable building practices either by requiring that all new municipal or municipally-funded buildings achieve LEED (Leadership in Energy and Environmental Design) certification, or by providing incentives for private developers who construct LEED-certified buildings (see call-out box). LEED certification is now available for a diversity of project types, including new construction, existing buildings, schools, retail, healthcare facilities, and homes. Instead of requiring official "LEED" certification, some developers and builders choose to be LEED "compliant," in other words, the development would meet LEED standards but would not go through the costly officially certification process. As an alternative, some communities have also codified their own set of "green building" requirements. The City will explore opportunities to promote and encourage the construction of green buildings.

LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED)©: A GREEN BUILDING RATING SYSTEM

The LEED rating system is the nationally recognized benchmark for the design and construction of green buildings. The LEED program measures performance in six key areas of human and environmental health: sustainable site selection and design, water efficiency, energy efficiency, materials selection, indoor environmental quality, and innovation in design. For more information about this program, visit the U.S. Green Building Council's website at www.usgbc.org

In addition, the City will continue auditing its existing municipal buildings to identify ways to reduce energy consumption and make building operations more sustainable.



Map 3: Natural Features - City of Lake Geneva Comprehensive Plan

- City of Lake Geneva
- Township Boundary
- ## Sections w/Numbers
- Highways
- Other Roads
- Abandoned Railroad
- Surface Water
- Watershed Boundary
- Parks & Open Space and Other Recreational Facilities
- Wetland
- Woodland
- Floodplain

Sections Containing Rare/Endangered Species

- Aquatic
- Aquatic & Terrestrial

Steep Slopes

- 12 to 20 Percent
- Greater than 20 Percent

0 0.25 0.5 1 Miles

N W E S

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: December 14, 2009
Source: SEWRPC, WISDNR, Walworth County LIO, V&A

CHAPTER FOUR: CULTURAL RESOURCES

Cultural resources are the invaluable cultural and historical assets that offer a tangible connection to the history and cultural heritage of a place. Cultural resources include historic buildings and structures, archeological sites, and landscapes. Cultural resources are often overlooked in planning efforts but are critical components of not only how a community views itself, but also the perception of the County to the outside world.

CULTURAL RESOURCE RECOMMENDATIONS SUMMARY

- Consider developing a Lake Geneva area tour brochure and website in collaboration with surrounding communities

A. History of Lake Geneva

The first inhabitants of Lake Geneva were the Oneota Tribes of the lost Hopewell Culture Indians. This tribe built the effigy mounds depicting a panther and a lizard, which were located at what is now known as Library Park. These effigies were removed several years ago. This tribe was eventually driven out of the area by warriors of the migrating forest tribes, who themselves were later evicted from the area following the Black Hawk War of 1831-1832. The Potawatomies, a tribe of about 500, inhabited the land surrounding Geneva Lake, especially the area surrounded by Williams Bay. Potawatomi Indian Chief Big Foot's residence was in what is now the Village of Fontana. In 1836 the Potawatomies were decimated by a smallpox infection. The United States government removed the remaining tribe members to a Kansas reservation.

The first known white settlers arrived in 1831. Well known inhabitants from this period include John Brink, a government surveyor who laid claim to the waterfall power at the White River outlet; Christopher Payne, a pioneer from Belvidere, Illinois, who established a rival claim for the water power; and Colonel Kinzie, who, along with his entourage, were the first white settlers to glimpse Geneva Lake. The lake was named by John Brink after his hometown in Geneva, New York. The City was surveyed and laid out in 1837. Land was sold for $1.25 per acre. The City was bustling by 1840 with grist, wool carding, and saw mills; hotels; two general stores; three churches; a distillery; and numerous cabins and houses. It is notable that prior to the Civil War, Lake Geneva was on a route to the Great Lakes for slaves escaping through Southern Illinois.

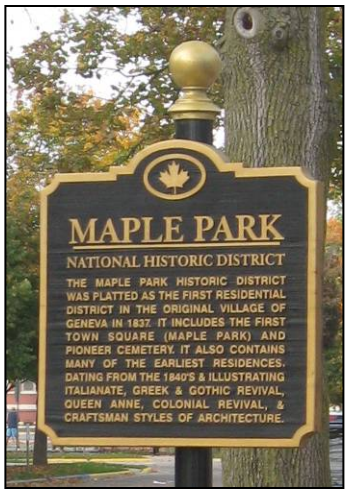
Lake Geneva became a prestigious area for resorts and summer homes after the Chicago fire of 1871 and was later incorporated on April 15, 1886. Since then, the City has consistently been one of the most popular hospitality, tourism, and recreation areas in the State. Local resorts and attractions continue to draw regional, national, and international visitors. The lakes, Big Foot Beach State Park, area resorts, and a charming downtown and waterfront are key attractions.

B. Historic Sites

The Wisconsin Historical Society's Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state. The AHI identifies 789 documented structures in the City of Lake Geneva. This list includes Raupp House, Rosewell Burt House, and the Dr. Phillip Maxwell House. Additional information about these and other properties at the Wisconsin Historical Society website at: www.wisconsinhistory.org/ahi/welcome.asp. The comprehensive planning process provides an opportunity for identifying other structures and areas that are worth preserving or rehabilitating and recommending strategies for doing so.

There are eleven properties in the City listed on the State and National Historic Registers These include Davidson Hall, Horticulture Hall, Metropolitan Block, Meyerhofer Cobblestone House, Redwood Cottage, The Riviera, Younglands, and the T.C. Smith House. The City also has two historic districts listed on the State and National Registers.

- The Maple Park Historic District is bounded by North, Cook, Main, and Maxwell Streets. The neighborhood dates back to 1847 and was home to many of the City's middle and upper-class families. The Maple Park neighborhood was considered one of the most prominent residential districts in the late 19th Century. Many of the early homes were designed by prominent architects and constructed in the Queen Anne, Greek Revival, and Italianate styles. This District was listed on the National Historic Registry in June 2005.
- The Main Street Historic District is located along Main Street from Broad Street to Center Street. The historic function of this District was commercial and trade. Of the 26 buildings located along Main Street, 21 of these are of historic significance. The majority these were built in the Italianate, Colonial Revival, and Classical Revival architectural styles. This District was listed on the National Historic Registry in January 2002.



Maple Park Historic District

C. Archeological Sites

The Wisconsin State Historical Society lists 14 archeological sites for the City of Lake Geneva in its Archeological Sites Inventory (ASI). These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. All human burial sites, including cemeteries and Indian mounds, are protected under State law. The National Historic Preservation Act of 1966 requires federal agencies to ensure that their actions do not adversely affect archeological sites on or eligible for listing on the National Register of Historic Places. Archeological sites can be protected during the course of state agency activities if the sites have been recorded with the Office of the State Archeologist.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land and may not be viewed by the general public.

D. Cultural Activities, Recreation, and the Arts

The culture of the Lake Geneva is as diverse as the people who live here. The following is a sample of the many cultural, recreational, and artistic opportunities in and near the City. While an effort was made to identify all events and venues, this list may not be comprehensive.

Cultural Activities

- The Lake Geneva Wine Festival is a new annual festival held in September. The festival celebrates the region's fine wines, provides quality entertainment and educational experience to visitors, and supports local non-profit agencies.
- The annual Venetian Festival is sponsored by the Lake Geneva Jaycees. The festival is held in mid-August at Flat Iron, Seminary, and Library Parks. The event features a craft fair, carnival, food vendors featuring local cuisine, musical entertainment, a water ski show, and the traditional lighted boat parade. The five-day event draws approximately 30,000 people from throughout the region.
- The Lake Geneva Community Orchestra is a full symphony orchestra comprised of fifty volunteer members. Members include professional musicians, music teachers, adult beginners, and high school students from southern Wisconsin and northern Illinois. The orchestra performs three classical concerts annually as well as summer "pops" concerts at venues throughout Lake Geneva. The orchestra is a non-profit organization whose mission is to further the musical education of local schoolchildren.

- Winterfest is an annual festival held in February. It hosts the U.S. National Snow Sculpting Championship. The competition matches 15 teams from as far away as Alaska as they create intricate pieces of art from three-ton, 10-foot-high cylinders of snow. Winterfest festivities include snow sculpting, children's activities, music, helicopter rides and horse drawn carriage rides.
- Jazz bands from Badger High School and DePaul University host "A Night of Jazz" every spring. Each year a guest musician holds a clinic and then sits in with both bands at the annual event.

Museums and Art

- The Geneva Lake Museum is located at the 1929 Wisconsin Power and Light building at 255 Mill Street in Lake Geneva. The museum was founded in 1983 and operates as a non-profit, charitable organization.
- The Black Point Historic Preserve was built in 1888 by Conrad Seipp, Chicago's largest and most innovative brewer. The mansion was built as a summer retreat for the Seipp family. It is now open to the public for historic tours.
- Geneva Lake Art Association (GLAA) is a volunteer organization founded in 1947 to encourage individual artistic growth. The GLAA hosts art shows, monthly programs, demonstrations, workshops, and Art in the Park, a juried art show held the second week in August each year. In addition, GLAA operates a studio art school in a variety of media. The GLAA Gallery features member artists in theme shows. GLAA is located in the Northshore Pavilion at 647 W. Main Street.

Geneva Lake Museum

Theater & Performing Arts

- The Dancing Horses Theater offers spectacular performances featuring of an array of horse breeds alongside their trainers. This 300-seat theater is located at 5065 Highway 50.
- The Lake Geneva Theater Company is a non-profit theater company dedicated to celebrating and uplifting the human experience. The theater is located in the historic Horticulture Hall on Broad Street and provides live music from Midwestern acts.
- Spirit of the Lakes Chorus was formed in 2002 and is now composed of forty female performers. The chorus is a non-profit organization that holds semi-regular performances at community facilities. The chorus is part of an international organization of women devoted to barbershop style singing.

Resorts

- Located just east of the City, the Grand Geneva Resort consists of 355 guest rooms, 62,000 square feet of event space, and three dining rooms. The resort features a spa and fitness center, golf course, tennis, swimming, hiking, horseback riding, a snowboarding park, and sleigh rides in winter. Entertainment options include a piano lounge, night club, and an annual Christmas in the County celebration. The resort is located at 7036 Grand Avenue Way and is accessible by car or airplane at the Grand Geneva Airport.

Parks and Recreation

- Lake Geneva has a wide variety of parks and recreational facilities. See Chapter Seven: Utilities and Community Facilities for a complete description of these resources.

E. Cultural Resource Goals, Objectives, and Policies

Goals:

a. Preserve and enhance the City's historic small town character and rich culture.

Objectives:

a. Maintain the balance between the City's urban advantages and small town characteristics.
b. Celebrate the City's history as a resort community.
c. Promote the historic Downtown area as a central gathering space in the City.
d. Encourage the growth of civic and neighborhood organizations.
e. Engage residents in the betterment of the community through increased involvement in civic activities.

Policies and Programs:

a. Maintain and enhance the cultural integrity of the City through the preservation and enhancement of historic, cultural, and archeological resources.
b. Help preserve historic homes, structures, and districts that contribute to the cultural heritage of the Lake Geneva area, focusing on existing historic districts and buildings.
c. Continue to work with the Lake Geneva Historic Preservation Commission, Chamber of Commerce, Walworth County Historical Society, the School District, and other community organizations to promote cultural facilities and events for local residents and tourism development.
d. Expand the City's wayfinding signage system as needed.
e. Continue to recognize the value of natural features in helping to contribute to and sustain the City's character, especially Geneva Lake.
f. Maintain support of tourism development based on the City's natural and recreational resources (see also Chapter Nine: Economic Development.
g. Encourage a range of businesses in the City that will cater to a variety of sub-populations, including children and teenagers, families, senior citizens, young adults, and tourists.
h. Preserve and enhance the pedestrian-friendly, mixed use character of the downtown area.
i. Promote a diversity of land uses and housing types to sustain a diverse population (also see Chapter Eight: Housing and Neighborhood Development and Chapter Five: Land Use).
j. Enforce high-quality design standards for new non-residential and multi-family development throughout the City to maintain the character and aesthetic appearance of the City. Such regulations should be applied in all areas of the City but should be flexible enough to allow for creativity and variety in development design and character (also see Chapter Five: Land Use and Chapter Nine: Economic Development).
k. Consider developing a Geneva Lake Area Tour brochure in collaboration with surrounding communities highlighting important sites including the Yerkes Observatory, Black Point Mansion, and other local treasures; bike and auto-oriented versions could be developed. See Chapter Nine: Economic Development for additional tourism-related recommendations.

F. Recommendations to Preserve Community Character

"Community Character" is a term often used to describe the way a community looks, feels, and functions. A community's character is related to much more than where land uses are located. Rather, it is a function of the relationships between the built environment, the natural environment, and the people who live in, work in, or visit the community. Communities are usually comprised of different, but ideally compatible,

components (historic downtown, residential neighborhoods, employment or shopping districts, etc.) that make up their overall character.

As Lake Geneva continues to grow, the City will be challenged to maintain and enhance its "small-city" charm. Specifically, it will be important for the City to continually evaluate, update, and enforce standards that help ensure that new development and redevelopment projects have a positive impact on the way the community looks and feels to residents and visitors. Such standards should specifically address aesthetic components of development such as architecture and building materials; the thoughtful integration of parks, natural areas, and gathering spaces; and the preservation of attractive community entryways and historic and culturally significant features.

In recognition of these more complicated challenges, progressive planning practice has evolved into the realm of truly planning, protecting, enhancing, and creating the desired character of community development. This portion of the *Comprehensive Plan* provides the basis of a comprehensive approach to community character planning. Implementing these recommendations requires on-going guidance from qualified personnel, be they elected or appointed officials, paid staff, or outside consultants.

Community Character Components

A wide variety of elements contribute to the creation of community character. These elements should be considered with all development proposals and government actions associated with implementation of this Plan. The City has some measure of control over nearly all of these elements through zoning, subdivision, and building regulations, and public investments. These elements include:

Geographic Context
A key element defining Lake Geneva is its setting on Geneva Lake. The City recognizes that a clean, scenic, and accessible Lake located in the heart of the community is an important asset. The City also recognizes that Lake Geneva's unique agricultural and natural surroundings must be preserved and complemented.

Density and Intensity
The most visually successful transitions of land use occur where residential densities (as defined by the number of dwelling units per acre) and nonresidential intensities (as defined by floor area ratios and the percentage of land left in green areas) remain relatively consistent, even though dwelling unit types or land uses may vary significantly. The use of zoning districts that encourage a variety of uses with a similar density or intensity as defined by impervious surface ratios and floor area ratios make for more gradual and visually comforting transitions.

A building scale concern in Downtown Lake Geneva

Building Scale
The consistency of building scale is comparable to density and intensity issues. With the exception of carefully designed and properly sited institutional uses, differences in building scale at magnitude levels are disruptive to an urban fabric. Proposed attached single family (townhouse) multi-family, commercial and industrial structures should be consistent with the scale of surrounding buildings (of all uses), or in certain instances, should incorporate design elements which create an appearance of several smaller structures. In general, the largest structures in a community should be located along its most important roadways. This maxim holds true throughout a community—from the downtown area to the multi-lane highways. To address historic concerns with building scale, all buildings in the City are now limited to a maximum of four stories, unless a specific taller height is approved in a planned development.

Building Location
Consistent building setbacks (with exceptions possible for unique institutional structures complemented by pedestrian-oriented facilities) are also important in both residential and non-residential areas. Even industrial park development can suffer from the hodge-podge look created by wide variation in setback from streets and plazas. Where building setbacks are allowed to vary, they should vary only in a carefully planned manner. Restrictive covenants and zoning effectively address this concern. Downtown-type setbacks and a multi-story building height are essential to creating and maintaining a true downtown character.

Architecture
Architectural styles provide a challenge in a growing community. Where it is possible to identify a dominant architectural style, infill development should be complementary. Where a wider variety of styles exist, common architectural themes or elements (such as materials, colors, roof pitches or stylistic appurtenances) should be reflected. In peripheral locations and new development areas, styles should be of probable long-term merit rather than reflective of short-term trends, quality of materials should be stressed, and the relative availability and affordability of the dominant architectural elements should be ensured. This maxim is especially true for the Planned Business and Planned Mixed Use areas, and the City's Downtown.

Signage
The size of wall signs should be related to the area of the wall on which they are located. No wall should contain more than one sign—except in a center-type development. In such centers, sign materials and the location of signs on the facade must be consistent, and the use of consistent colors and lettering styles should be rewarded with an area bonus. In centers, sign area should also be related to facade area. Center occupants with very small façade areas or with no facade frontage (as in a mall) should not be allowed exterior signage—except perhaps for nameplate signs designed as part of a well-executed tenant listing sign.

The City should continue to limit freestanding sign height. Low monument signs can be effectively landscaped— pylon signs confound such attempts. No building—whether a single use or a center—should be allowed more than one freestanding sign per street frontage. Certain types of signs should continue to be prohibited. These include, off-site advertising and directional signs (including billboards), roof signs and portable signs.

Example of a monument-style sign

Other signs are a visual distraction and a potential nuisance or safety hazard. These signs, which should also be prohibited, include: electronic message and video screen signs, flashing signs, inflatable signs, rippling or sparkling ("sequin-type") signs, and a wide variety of strings of lights, "tinsel", "pom-poms", "pinwheels", pennants, banners, streamers, and related attention-getters which have no structural or utility function. Trade mark type buildings or color schemes may also be considered as a form of signage, which should be prohibited if considered visually disruptive. Finally, other types of signage—such as changeable letter reader boards, electronic message signs, and signs, which are permanently embedded into the structure, should be carefully considered on a case-by-case basis.

Public Furnishings and Spaces
The obvious use of public furnishings conveys a sense of public investment and pride in a community that cannot be replicated through other means. Particularly in areas that experience many visitors, such investments create a festive or civilized character, which encourages repeat visits, as the public spectacle is constantly changing and is a strong complement to the variety of goods and services offered. The use of public furnishings, particularly in public spaces relating to waterfronts, plazas, busy pedestrian streets, and

institutional uses, should be encouraged. In all instances, these furnishings should be of high aesthetic quality and proven durability.

The creation of small gathering spaces with benches and perhaps tables is an emerging trend in large scale private commercial developments. Such features tend to humanize environments that are otherwise dominated by buildings, cars, and parking lots. The City should encourage creation of such spaces in its larger commercial developments.

Urban Form

Lake Geneva's urban form is derived from its historic development as a lake-oriented destination community that expanded along the shores of Geneva Lake. The Downtown area retains many of the charms of historic downtowns across Wisconsin. This character is reflected in both the commercial buildings in the Downtown and several architecturally significant residential homes in the surrounding neighborhoods. These unique properties provide local landmarks and enhance the overall "urban" character of the community.

The Riviera on Geneva Lake

Land Use Transitions

This *Plan* encourages the use of natural features—topography, environmental corridors, rivers and streams, and the like—to define the edges between land uses. However, in many instances, man-made features—roadways and existing developments—will define the edges of land uses. This *Plan* again encourages the creation of buffers in the form of landscaping and berms to guide the transition of land uses.

Landscaping

Significant amounts of landscaping should be required of all forms of development, except single family residential uses—which virtually always provide adequate amounts of landscaping without need for public regulation—and family farm structures. For all other uses, landscaping should be encouraged around building foundations, in and around paved areas, and along streets with required supplemental plantings in "yard" areas.

Landscaping materials should be of adequate size to ensure both a high degree of survivability and immediate visual effectiveness. Non-native, invasive plant species, low-durability species (such as box elders, silver maples, and certain willows and poplars) should be avoided, as should dangerous or toxic plants such as certain hawthorns or poison sumac. Either required landscaping should be installed before building occupancy, or, alternatively, performance guarantees should be required in the absence of installation.

Views

While views are the most difficult aspect of community character to address, they are one of the most important aesthetic characteristics to preserve and promote. The protection of important views is particularly challenging because the desire of the private party, whether a single-family home or an office building, to capture and protect the view often requires the erection of visual barriers to the general public. It is impossible for a community to protect all aesthetically pleasing views. However, in a community like Lake Geneva, certain views are essential defining elements of a neighborhood, entry experience or the community as a whole. These critical views should be protected at all reasonable costs through view mapping, public acquisition in fee or easement, and/or responsive site design techniques.

Community Edges

As rural and suburban sprawl continues to consume the open space area separations, it becomes increasingly important to visually distinguish the edges of a community. These community edges do not necessarily coincide with jurisdictional boundaries.

Lake Geneva has developed historically as a free-standing small city with defined edges on the shores of Geneva Lake. The edges of the community are generally understood to be where green space transitions to urban development. The City has been expanding to the south and north over the past decade. The unique and beautiful natural setting of the City can be jeopardized by unplanned sprawling growth. While some of these edges are recommended to move outward as the community expands, the City must strive to maintain the appropriate edges of the community and continue Lake Geneva's "free-standing city" identity. Additionally, the "Greenbelt Corridor" discussed on Chapter Three: Natural Resources, may also be a long-term community edge.

Community Entryways

Entryways, or gateways as they are sometimes referred, are the first impression a community makes on visitors and residents alike. The entryway and related features go beyond marking the edge of the community; but also acts as the "front door" to the community, setting the tone at the community edges and leading to the inner community edges. A community is provided with an ever-present opportunity to make a favorable impression on visitors and help to establish and reinforce the community's character and sense of place.

Entryways into Lake Geneva are unique and highly valuable assets. This *Plan* seeks to preserve these entryways and establish a complementary "sense of entry" in carefully-defined areas along the expanding edges of the City. This *Plan* also seeks to protect and enhance these unique aesthetic qualities through the use of zoning standards requiring high-quality landscaping, building design, signage, lighting and public furnishings.

Primary Entryway

The primary entryways into Lake Geneva are its visual "front doors", and wherever possible, should be protected and enhanced. High quality public entry signs and/or public art may be used to formally announce entry. Primary entryways include STH 50, STH 120, and the USH 12 interchanges. The City should strive to protect and improve the entryway experience though improved building and site design, extensive landscaping, signage and controlled access for commercial development. The restriction of future billboard development along this corridor is also paramount in preserving the character and appearance of this entryway.

Secondary Entryways

Lake Geneva has a number of secondary gateways, primarily lesser-used roads like CTH H. The secondary entryways into Lake Geneva are subtler and are generally experienced by local residents. However, as traffic increases on primary entryways, the City will likely observe increasing travel along these routes as well. Along these routes, quality of development and maintenance issues are of foremost importance.

Future Entryways

In the future, expanding development areas will redefine the primary gateways to Lake Geneva. As such, a new set of community gateways will emerge, particularly south of the City on STH 120 and at the potential new interchanges on USH 12. As these locations are currently generally undeveloped, the City has the ability to ensure that future development in these locations is at the highest possible level of quality to establish the best possible first impression of the community.

CHAPTER FIVE: LAND USE

This Chapter of the *Plan* contains a compilation of background information, goals, objectives, policies and recommended programs to guide the future preservation and development of public and private lands in the City of Lake Geneva. This Chapter includes maps showing existing land uses and recommended future land uses over the 20-year planning period and provides other related land use data and analysis as required under §66.1001, Wisconsin Statutes.

LAND USE RECOMMENDATIONS SUMMARY

- Follow the recommendations shown in Maps 5a and b when making annexation, zoning, and land division decisions
- Prioritize development of planned/approved dwelling units before additional future residential areas
- Limit premature development in Agricultural and Rural areas until development can be annexed and provided with a full range of urban services
- Promote compact Planned Residential Neighborhoods to manage the rate of community expansion, preserve farmland, and protect natural resources
- Promote a mix of compatible uses in all new development areas (e.g. small businesses near housing), rather than segregating all land uses into different areas of the City

A. Existing Land Use Map Categories

Map 4: Existing Land Use depicts land uses by the various categories listed and described below. An understanding of the existing land use pattern is important in assessing the suitability of future land uses.

- **Agriculture, Open Lands, and Vacant:** Agricultural uses, farmsteads, open lands, and vacant parcels.
- **Single Family Residential (Unsewered):** Single family detached residential development served by individual on-site wastewater treatment (septic) systems.
- **Single Family Residential (Sewered):** Single family detached residential development served by a public sanitary sewer system.
- **Two-Family/Townhouse Residential:** Two-family and attached single family residential development (duplexes, town homes, flats).
- **Multi-Family Residential:** A variety of residential types particularly multifamily units with 3 or more dwelling units per building and served by municipal sanitary sewer. Owing to typically higher densities and flexible nature of tenancy, mobile home parks are also included in this category.
- **Commercial:** Indicates a wide range of indoor and outdoor retail, service, office and institutional uses outside of the downtown area, and are generally larger and/or more intensive than businesses in the Neighborhood Business category.
- **Government and Institutional:** Large-scale public buildings, hospitals, youth and elderly service facilities, special care facilities, and power plants. Small institutional uses may occur in other land use categories.
- **Airport:** Area used for air transportation and related uses.
- **Private Recreation Facilities:** Large private outdoor recreation facilities such as golf courses.
- **Public Park and Open Space:** Existing park and open space facilities devoted to playgrounds, play fields, play courts, park shelters, picnic areas, recreation trails, and may include publicly owned natural or habitat preservation areas. Small recreational spaces and future parks may be included in other land use designations.
- **Industrial:** This designation includes indoor manufacturing, warehousing, and distribution activities as well as accessory uses such as offices and outdoor storage.

- **Extraction:** Quarries, gravel pits, clay extraction, peat extraction, and related uses.
- **Wetland:** A natural habitat land area that is wet for some period of time each year, but not necessarily permanently wet.
- **Rights-of-Way:** Publicly-owned land for transportation uses, including roads, highways, and railroads.

B. Existing Land Use Pattern

Map 4 depicts the existing land use pattern within the City of Lake Geneva. This map is based on data obtained from SEWRPC, WisDNR, Walworth County LIO, and updated with City staff input, site visits, and aerial photography. Figure 5.1 summarizes the existing acreage within the various land use categories in the City. The following is a summary of the development patterns depicted in this map.

Figure 5.1: Existing Land Use Totals

Land Use	Acres*	Percent
Agriculture, Open Lands, Vacant	1,527	36
Single Family Residential (Sewered)	661	16
Single Family Residential (Unsewered)	1	>1
Two-Family Residential	1	>1
Multi-Family Residential	198	5
Commercial	271	6
Government & Institutional	217	5
Industrial	97	2
Private Recreation Facilities	97	2
Public Open Space	428	10
Wetlands	264	6
Right-of-Way	476	11
TOTAL	4,237	100%

Source: GIS Inventory, Vandewalle & Associates, 2008
** Values have been rounded to the nearest whole number*

Residential Development

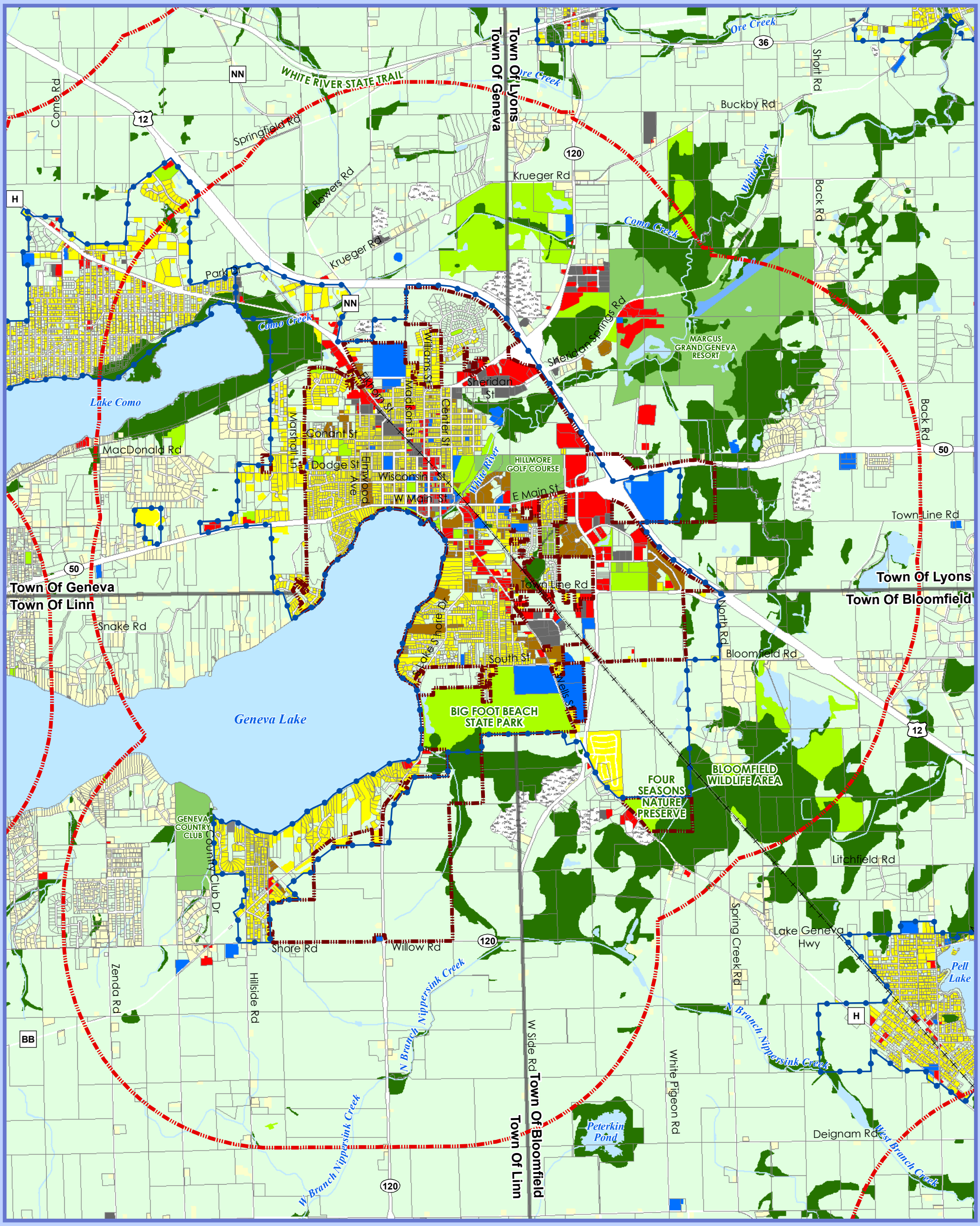
Residential development comprises 23 percent of the City's total land area. Single family residential development comprises 16 percent of the City's land area, at an average density of 4.8 units per acre. Within the corporate boundaries of the City, single family residential development is the predominant form of residential development and occurs throughout the community. Multi-family development is well-distributed around the community. There are few areas of two-family development scattered throughout the City.

Industrial Development

Industrial uses comprise 2 percent of the City's total land area. Industrial development is located within the City south of Sheridan Street and west of USH 12, between East Drive and USH 12, and between Wells Street and USH 12. Two areas of industrial development also occur outside of the City within the extraterritorial jurisdiction, located to the north of Sheridan Street and east of USH 12.

Commercial Development

Commercial uses comprise 6 percent of the City's total land area. Commercial development occurs near the interchanges and linearly along Wells Street and Elkhorn Street. A large commercial development is located to the northeast of the City within the ETJ at the USH 12 and STH 120 interchange.



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

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

Land Use Categories

Agricultural, Open Lands, & Vacant
Single Family Residential (Unsewered)
Single Family Residential(Sewered)
Two-Family/Townhouse Residential
Multi-Family Residential
Commercial
Government & Institutional
Airport
Private Recreation Facilities
Public Park & Open Space
Industrial
Extraction
Wetland
Right of Way

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: December 14, 2009
Source: SEWRPC, WIDNR, Walworth County LIO, V&A

C. Land Development Trends

Figure 5.2 shows the number and type of new residential buildings constructed in the City from 1997 to 2007. According to the City Building Inspector, the City issued a total of 683 building permits for the ten-year period. During this timeframe, the City issued 683 permits for the construction of new dwelling units, and average of 68 housing permits each year.

Figure 5.2: New Buildings Constructed, 1997 - 2007

Year	Single Family	Duplex	Multifamily	Total
1997	15	4	24	43
1998	16	6	139	161
1999	20	0	10	30
2000	18	0	5	23
2001	13	0	6	19
2002	15	0	48	63
2003	19	2	20	41
2004	24	4	80	108
2005	20	0	68	88
2006	25	10	32	67
2007	20	10	10	40
10 Year Total	205	36	442	683

Source: Lake Geneva Building Department

Figures 5.3 and 5.4 list the City's inventory of approved but unbuilt residential and non-residential development projects. According to the Lake Geneva Building Department, a total of 1,747 dwelling units were approved for construction as of October 2008; of which, 247 units have been built. Housing construction projects are typically conditionally approved within a certain timeframe. Projects that are not completed within that timeframe expire. A total of 108 of the approved housing projects had expired as of October 2008. Subtracting the expired housing project approvals and the General Development Plan-only approved housing units, a total of 1,117 housing units were approved for construction.

Figure 5.3: Approved Residential Development, March 2, 2009

Development Name	Location	Date Approved	Number of Units	Number of Units Built	Number of Acres
Conant Woods Development	Conant St. & High St.	6/17/2005	8	0	1.71
Geneva Meadows	Wells St. & Bloomfield Rd.	10/1/2020	12	0	1.08
Geneva Prairie/Wrightwood Phase I	415 Wells St.	4/19/2004	48	34	9.1
Geneva Prairie/Wrightwood Phase I	415 Wells St.	1/17/2005	16	0	9.1
Hillcrest	LaSalle St./Edgewood Dr.	10/1/2002	116	8	17.5
Hillmoor	East Highway 50	3/13/2006	275	0	226
Maytag Estates	S. Lake Shore Dr./Elm St./Maple St	4/25/2005	20	5	7.7
Meadowlands Phase I and II	Townline Rd.	10/1/2002	48	30	36.12
Pond View Estates	Dodge St. & Pond View Ln.	11/21/2005	6	3	2.5
Southland Farms/Fairwyn	Bloomfield Rd./Racetrack	4/18/2005	515	0	170.6
Southwind Prairie Residential Development	Townline Rd./Hwy 120	10/1/2003	288	60	49.5
Stone Ridge	N. Center St./Interchange N	2/1/2004	188	26	150
Stone Ridge-East	Interchange N	2/25/2008	61	0	30
Summer Haven Phase I	750 Lake Geneva Blvd.	3/25/2008	33	10	14.7
The Cottages of Geneva Hills	Platt St, north of Conant St.	3/28/2005	13	3	4
The Highlands	Curtis St. & Skyline Dr.	4/14/2006	45	8	20.9
Townline Trails	Townline Rd. (across from Meadowlands)	3/25/2008	55	1	20.9
Total			1,747	188	771.41

Source: Lake Geneva Building Department, March 2, 2009

Figure 5.4: Approved Non-Residential Development, March 2, 2009

Development Name	Location	Date Approved	Number of Units	Number of Units Built
Hillmoor	Hwy 50 & West Dr.	6/16/2006	3	0
Unique L.G. Business Park	800 Geneva Pkwy.	2004-2005	16	4
Parkside Commerce Center	Park Dr.	11/7/2008	10	2
Ryan Companies	N. Edwards Blvd.	2/25/2008	6	0
KC Northgate	Hwy 120 & Interchange N	3/25/2008	3	1
Parkway Plaza	900 Geneva Pkwy.	10/7/2008	18	0

Source: Lake Geneva Building Department, March 2, 2009

Land development trends can also be measured by the increases in property values. Between 1999 and 2007, the State Department of Revenue reported a 115.7% percent increase in the total equalized value of all property in the City of Lake Geneva (see Figure 5.5). The data indicates that the value of development has increased significantly in Walworth County. The rapid increase in values in may be due in part to the area's location near USH 12 and the proximity to the surrounding metro areas.

Figure 5.5: Total Equalized Values

	1990	2000	2007	Percent Change 1990-2007*	Percent Change 1999-2007*	Percent Change Population 1990-2007
City of Lake Geneva	341,047,900	626,868,800	1,273,935,500	273.5%	115.7%	36.4%
City of Delavan	188,197,300	393,362,400	710,442,900	277.5%	85.4%	37.9%
City of Elkhorn	143,423,400	370,704,900	723,341,700	404.3%	108.3%	70.1%
City of Whitewater	159,831,800	374,811,500	550,178,500	244.2%	64.4%	11.2%
Town of Bloomfield	130,407,600	263,959,400	547,634,400	319.9%	107.9%	57.3%
Town of Geneva	158,919,700	417,953,800	906,397,200	470.3%	121.0%	34.8%
Town of Linn	386,289,400	717,885,800	1,601,197,400	314.5%	127.6%	11.9%
Town of Lyons	104,764,300	235,768,700	481,886,000	360.0%	106.1%	42.0%
Village of Fontana	276,301,900	547,775,600	1,222,875,600	342.6%	138.2%	13.4%
Village of Williams Bay	156,523,800	333,682,300	743,965,400	375.3%	137.1%	25.6%

Source: Wisconsin Department of Revenue
**US Census Bureau*

D. Land Market Trends

The trends in the land market in the Lake Geneva area suggest increasing land values and lot prices. The average assessed value of existing homes in Lake Geneva was $290,569 in 2008. Based on recent sales, undeveloped land intended for residential uses sold for between $15,000 and $47,800 per acre.

E. Land Supply

Supply of land available for development includes areas of the City that have been planned or approved for development, but not yet built-out; vacant areas within the City that have not been planned for development; developed land within the City that is appropriate for redevelopment; and land in the Planning Area that is not within the corporate limits of the City, but is potentially available for future annexation.

The City of Lake Geneva has a considerable inventory of approved but unbuilt residential and non-residential development projects. The most significant of these include Stone Ridge, Stone Ridge East, and Southwind Prairie, totaling 451 undeveloped residential lots.

For vacant areas, the land actually available for development is determined by several factors. The area available for development is limited by any environmental corridors, areas of wetlands, floodplains, public ownership, conservation easements or other characteristics that make it un-developable. Other potential building limitations (infiltration area, steep slopes, shallow depth to bedrock or depth to water table, and hydric soils) will also influence how much of vacant areas are actually appropriate for development. Building limitations will need to be measured and assessed by the developer and City when a specific development proposal is being considered.

F. Detailed Neighborhood Plans

The Lake Geneva South Neighborhood Plan was adopted in 2004 as a detailed update to the Comprehensive Master Plan adopted in 1999. The Plan is intended to be a guideline for public decision-making related to land use, land division, public investment, and intergovernmental relations. The planning area is located to the south and southwest of the City — from south of the STH 50 corridor extending southward just beyond Willow Road, and west of USH 12 easterly to Hillside Road. The majority of the area is proposed for residential uses while the west side of the Edwards Boulevard corridor is recommended for a mixture of Neighborhood Office, Neighborhood Business, and Planned Industrial uses.

G. Existing and Potential Land Use Conflicts

Existing land use conflicts in the City are most significant in the older areas of the City where industrial uses and heavy commercial uses are in close proximity to residential uses without adequate buffering. Areas where land use conflicts are most significant include the middle and northern portions of the Broad Street and CTH H corridors. In addition, homeowners and businesses have occasional conflicts around the issues of noise, car and truck traffic, and lighting that are generally associated with life in an urban community. Proximity near vacant or significantly underutilized buildings can create challenges to property values and enjoyment of adjacent properties as well.

This Comprehensive Plan is focused on minimizing potential future land use conflicts through thoughtful placement of possibly conflicting new uses, high quality design, and buffering of possibly conflicting uses. In addition, this Plan is focused on the revitalization of older parts of the City, which will help eliminate or reduce use conflicts and increase positive activity levels for currently vacant and underutilized properties.

H. Projected Land Use Demand

Maps 5a and b: Future Land Use and detailed policies and programs suggest how to accommodate future land use demand within the supply of lands available for development. This includes recommendations of which types of land uses, if any, would be most appropriate for given locations within the City and the surrounding areas.

With respect to demand for residential development, it is important to consider that Lake Geneva's established density of almost 5 dwelling units per acre is very efficient compared to development in the adjacent townships. Two-acre density development, common in rural areas, consumes farmland and open space ten times faster than development in the City. Five-acre density development consumes farmland and open space twenty-five times faster than development in the City. In the Planning Area, as in much of southeastern Wisconsin, the urban sprawl problem is not nearly as problematic as the rural sprawl problem. As described in Chapter One: Issues and Opportunities, this *Plan* is based on the 18-Year Compounded Projection scenario (Figure 5.6) using the 1990 census and the 2008 DOA population estimate.

Figure 5.6: City of Lake Geneva Population Projections

	2008	2010	2015	2020	2025	2030
18-year Compounded Projection	7,661	7,875	8,436	9,038	9,682	10,372

Source: Vandewalle & Associates

The following land use demand projections, in 5-year increments, are also based on the 18-Year Compounded Projection scenario. The City is committed to prioritizing the development of the approximately 1,100 approved residential units; the land use demand projections reflect this policy by assuming that a strong majority of future demand will be met through these approved projects. The projections suggest an additional total residential land demand of only 138 acres between 2005 and 2030, and 783 acres of non-residential land demand over that same period, accounting for a 100 percent flexibility factor.

Figure 5.7a City of Lake Geneva Residential Land Use Demand in 5-Year Increments

		2005-2010	2010-2015	2015-2020	2020-2025	2025-2030	Total
A	Projected New Residents	441	561	601	644	690	2,938
B	Projected Household Size	2.33	2.32	2.31	2.3	2.29	
C	Projected New *Permanent* Housing Units (Row A/Row B)	189	242	260	280	301	1,273
D	Projected New *Seasonal* Housing Units (Additional 11% of Permanent) (Row C*0.11)	21	27	29	31	33	140
E	Total Projected New Housing Units (Row C + Row B)	210	269	289	311	335	1,413
F	Approved but Un-Built Housing Units (as of March 2009)	1,117					
G	Demand Not Met by Approved Housing Units (1,413-1,117; divided among the 5-year periods)	59	59	59	59	59	296
H	Acreage Required to Accommodate Unapproved Housing Units (Row G/5)*	12	12	12	12	12	59
I	Flexibility Factor	2	2	2	2	2	
J	Total Residential Acreage Demand (RowH*Row I)	24	24	24	24	24	118
K	Total Residential Acreage (including land for roads, utilities, stormwater, etc.) (Row K*0.15)	4	4	4	4	4	20
L	Total Residential Land Demand (Row J+Row K)	28	28	28	28	28	138

**Calculated at a density of 5 dwelling units per acre based on existing land use pattern, and as the typical density expected in the Future Land Use Map's Planned Neighborhood land use category.*

Figure 5.7b City of Lake Geneva Non-Residential Land Use Demand in 5-Year Increments

		2005-2010	2010-2015	2015-2020	2020-2025	2025-2030	Total
A	Projected New Residents	441	561	601	644	690	2,938
B	Projected Household Size	2.33	2.32	2.31	2.30	2.29	
C	Projected New Permanent Housing Units (Row A/Row B)	189	242	260	280	301	1,273
D	Land Needed for Permanent Housing (Acres) (Row C/5)*	38	48	52	56	60	255
E	Projected New Seasonal Housing Units (Additional 11% of Permanent) (Row C*0.11)	21	27	29	31	33	140
F	Demand for Seasonal Housing (Row E/5)*	4	5	6	6	7	28
G	Flexibility Factor	2	2	2	2	2	
H	Total Residential Acreage Demand ((Row D+Row F)*Row G))	84	107	116	124	134	565
I	Percent Land Use Demand in Residential Uses	0.52	0.50	0.48	0.46	0.44	
J	Percent Land Use Demand in Non-Residential Uses	0.48	0.50	0.52	0.54	0.56	
K	Total Non-Residential Acreage Demand (Row J*Row K)	78	107	125	146	170	627
L	Total Land for Roads, Utilities, Stormwater, etc. (Row K*0.25)	19	27	31	36	43	157
M	Total Non-Residential Land Demand (Row K+Row L)	97	134	157	182	213	783

*Non-residential land use demand includes commercial, office, and industrial uses.

Figure 5.7c Total City of Lake Geneva Land Use Demand in 5-Year Increments

	2005-2010	2010-2015	2015-2020	2020-2025	2025-2030	Total
Land Use Demand (acres)	125	162	184	210	240	921

Projected non-residential demand is distributed in 5-year increments as follows. Land in commercial uses are projected increase by 72 acres from 2005 to 2010, 99 acres from 2010 to 2015, 116 acres from 2015 to 2020, 135 acres from 2020 to 2025, and 158 acres from 2025 to 2030 – a total of roughly 580 acres of additional commercial land use demand. Land in industrial uses are projected to increase by 25 acres from 2005 to 2010, 35 acres from 2010 to 2015, 41 acres from 2015 to 2020, 47 acres from 2020 to 2025, and 55 acres from 2025 to 2030 – a total of roughly 203 acres of industrial land uses. This breakdown of projected commercial and industrial land uses reflects the historic balance of commercial and industrial uses in the City, with some additional emphasis on commercial uses.

In general, agricultural land in the City is expected to be an interim use pending development. Agricultural land uses in the City will decline over the planning period, following current trends of agricultural land conversion in the City. The amount of land in agricultural uses in the City is projected to decline by roughly the amount of residential, commercial, and industrial land added to the City every 5-years. The City intends to work with neighboring towns to ensure that a significant portion of the land base in the City's extraterritorial jurisdiction remains rural and in agricultural uses.

I. Land Use Goals, Objectives, and Policies

Goal:

a. Promote a future development pattern that contains a sustainable mix of land uses to serve the needs of a diverse City population and business community.

Objectives:

a. Promote compact development and redevelopment to promote energy efficient land use patterns and preserve open space, natural areas, and agricultural land, without undue limitations on economic growth.
b. Support land uses and development designs that help to enhance Lake Geneva's identity and a sustainable future.
c. Protect long-term City growth interests during and well beyond the planning period.
d. Promote a mix of housing types in all new neighborhoods, rather than segregating different housing types in different parts of the community.
e. Develop neighborhoods as interconnected places focused around parks, schools, neighborhood shopping, and other neighborhood facilities.
f. Provide sufficient improved business and industrial sites for the City to be competitive in attracting, retaining, and helping to grow high quality businesses and industries.

Policies:

a. Prioritize development of lands currently planned and approved for development before additional future areas.
b. Actively promote infill development and redevelopment where opportunities exist as a means to improve neighborhood conditions, increase local economic and shopping opportunities, and make use of existing infrastructure investments.
c. Prioritize development in areas with existing utilities or sewer service area designation.
d. Focus neighborhood-oriented commercial uses in areas that will conveniently serve residential areas.
e. Ensure logical transitions between potentially incompatible land uses. Whenever possible, avoid locating potentially conflicting land uses adjacent to each other. Where necessary, buffer potentially incompatible uses through landscaped buffers, open space uses, or less intensive uses.
f. Work in cooperation with surrounding towns to maintain productive agricultural lands and open spaces in areas surrounding the City that are not intended for development over the planning period.
g. Where City neighborhood plans do not exist, encourage landowners wishing to develop a portion of their property to prepare a master plan for future use of their entire contiguous ownership parcel for City approval, along with connections to adjacent properties.
h. Encourage developers to coordinate development plans with adjoining property owners so that there will be an efficient system of streets, stormwater facilities, utilities and other public facilities.
i. Promote the diversification and expansion of the current economic base by identifying areas for non-residential and employment-based land uses consistent with the areas shown for commercial, office, industrial and mixed-use development on Maps 5a and b: Future Land Use.
j. Provide adequate neighborhood and community parks to meet both the active and passive recreational needs of the residents of the community.
k. Consider intergovernmental boundary and land use agreements to achieve mutually beneficial development and preservation patterns of high-quality.
l. Work with developers and the public to continually educate them on *Plan* recommendations and how they affect private development proposals.
m. Amend the City's zoning and subdivision ordinances to reflect the recommendations of this *Comprehensive Plan*. Chapter Eleven: Implementation of this *Plan* includes detailed recommendations.

J. Land Use Programs and Recommendations

This section of the *Plan* has the intent of guiding land use and development in the City through the year 2030. The Future Land Use Map (maps 5a and 5b) is the centerpiece of this Chapter and the *Plan*'s land use direction. The Map was prepared based on an analysis of a variety of factors, including overall development trends, the inventory of approved development, location and availability of vacant land in the City, location of areas logical for future development based on existing development, environmental constraints, public and property owner input, and this *Plan*'s overall vision (see Chapter One: Issues and Opportunities).

The Future Land Use Map and related policies described below should be used as a basis to update the City's regulatory land use tools, such as the zoning map. They should also be used as a basis for all public and private sector development decisions. These include annexations, rezonings, conditional use permits, subdivisions, extension of municipal utilities, and other public or private investments. Changes in land use to implement the recommendations of this *Plan* will generally be initiated by property owners and private developers. In other words, this *Plan* does not automatically compel property owners to change the use of their land.

Not all land shown for development on the Future Land Use Map will be immediately appropriate for rezoning and other land use approvals following adoption of this *Plan*. Given service demands and other factors, careful consideration to the amount, mix, and timing of development to keep it manageable and sustainable is essential. The City advocates the phased development of land that focuses growth in areas and types that advance the vision of the community and can be efficiently served with transportation, utilities, public services, and other community facilities.

Wisconsin Statutes specifically allow cities to prepare plans for lands both inside and outside their municipal boundaries—up to the edges of their extraterritorial jurisdictions. To effectively manage growth, this *Plan* identifies desirable land use patterns within the existing City limits and in unincorporated areas around the City. This approach recognizes that City (and regional) growth and economic health can be either facilitated or impeded by the patterns of growth and preservation in adjacent areas. Not surprisingly, implementing many of the land use recommendations of this *Plan* will be greatly aided by intergovernmental cooperation, with opportunities described more fully in Chapter Ten: Intergovernmental Cooperation. The City may also take unilateral action as allowed by law to attempt to carry out its land use vision.

Each of the Future Land Use categories shown on Maps 5a and b is described below. Each Future Land Use category description includes where that type of land use should be promoted, the appropriate zoning districts to implement that category, policies related to future development in areas designated by that category, and overall approaches for achieving the City's overall vision for the future.

URBAN RESIDENTIAL LAND USE CATEGORIES

Single Family Residential - Urban

Description
This future land use category is intended for existing and planned groupings of single family detached residences that are served by public sanitary sewer and water systems. Small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be built on lands within this category. This category is mapped in various parts of the City of Lake Geneva where the desire is to promote or retain single family character.

Recommended Zoning
The City's SR-3 and SR-4 single family zoning districts are most appropriate for areas mapped in this future land use category, depending on the desired density.

Policies and Programs

1. Prioritize development of planned/approved dwelling units before additional future residential areas and pursue residential infill opportunities where feasible.
2. Develop new single family residential areas in accordance with carefully-considered neighborhood development plans (see discussion later in Chapter).
3. Minimize the potential for incompatible land uses (e.g. high traffic generators, noisy users, etc.) within or next to Single Family areas. Where such uses do occur in close proximity, the City should encourage the use of landscape buffers to mitigate the impacts such land uses could have on residential neighborhoods.
4. Continue to enforce property maintenance codes to maintain the quality of the City's existing residential neighborhoods.
5. Continue to thoughtfully locate community facilities such as roads, paths, sidewalks, parks, schools, and churches in order to provide convenient access to residential areas.
6. Plan for interconnected road and open space networks in new residential areas and between individual subdivisions.
7. Refer to Chapter Eight: Housing and Neighborhood Development for detailed housing recommendations, including establishment of a new small lot residential zoning district.

Two-Family/Townhouse Residential

Description

This designation is primarily intended to allow groupings of attached single family residences with individual entries (e.g., townhouses, rowhouses, condominiums) and duplexes that are or will be served by public sanitary sewer and water systems. Small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be built within this designation. Future two-family development is also planned for existing platted infill lots, including all or portions of new neighborhoods. These areas are particularly appropriate for owner-occupied projects given the surrounding uses.

Example of Residential – Two Family/Townhouse

Recommended Zoning

The City's TR-6 two family zoning district, along with Planned Development zoning, are the most appropriate districts to implement this future land use category.

Policies and Programs

1. Minimize the potential for incompatible land uses (e.g. high traffic generators, noisy users, etc.) within or next to Two-Family/Townhouse areas. Where such uses do occur in close proximity, the City should encourage the use of landscape buffers to mitigate the impacts such land uses could have on residential neighborhoods.
2. Continue to enforce property maintenance codes to maintain the quality of the City's existing residential neighborhoods.
3. Continue to thoughtfully locate community facilities such as roads, paths, parks, sidewalks, schools, and churches in order to provide convenient access to residential areas.

4. Plan for interconnected road and open space networks in new residential areas and between individual subdivisions.
5. Refer to Chapter Eight: Housing and Neighborhood Development for detailed housing recommendations.

Mixed Residential

Description

This future land use category is intended for a variety of residential units focused on multiple family housing (3+ unit buildings), usually developed at densities that exceed six units per acre and served by public sanitary sewer and water systems. Single family detached housing, attached single family residences with individual entries (e.g., townhouses, rowhouses), and small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be within lands mapped in this category. Future multi-family development is also planned for portions of new neighborhoods.

Recommended Zoning

The City's MR-8 multi-family zoning district, along with Planned Development zoning, is most appropriate to implement this future land use category.

Policies and Programs

1. Disperse small areas of future Mixed Residential development throughout the City, rather than creating large concentrations of this type of development in a just a few areas.
2. Multi-family residential projects appropriate for the City's Mixed Residential category should meet the minimum design standards presented in Chapter Eight: Housing and Neighborhood Development.
3. Require that all proposed projects submit a detailed site plan, building elevations, landscape plan, lighting plan, grading/stormwater management plan, and signage plan prior to development approval, through appropriate zoning ordinance updates.
4. Support projects that include a strong program for maintaining the quality, value, and safety of the development over time.

Planned Neighborhood

Description

The Planned Neighborhood future land use category is intended to provide for a variety of housing choices and a mix of non-residential uses such as parks, schools, religious institutions, and small-scale shopping and service areas. This category is a collection of different land use categories listed in this Chapter. Planned Neighborhoods should be carefully designed as an integrated, interconnected mix of these use categories. This approach is by no means intended to justify an "anything goes" land use pattern. Overall, the composition and pattern of development should promote neighborhoods that instill a sense of community with their design. As depicted on Map 5a, Planned Neighborhood areas are generally planned for lands between STH 120 and USH 12 and on both sides of CTH BB south of the City.

The Planned Neighborhood concept encourages a mix of Single Family – Urban, Two-Family/Townhouse Residential, Mixed Residential, Institutional and Community Services, Parks and Open Space, and Neighborhood Mixed Use land uses. Maintaining a minimum percentage of Single Family Residential – Urban uses has the effect of dispersing higher density development throughout the community and limiting the concentration of any one type of development in any one area. Appropriate commercial uses include neighborhood-oriented shopping opportunities, such as a small grocery store, barber shop, bakery, or pharmacy; smaller employment opportunities (usually located on the edges of these neighborhoods); and educational facilities (usually elementary schools) for area residents.

Recommended Zoning
The City's PDD (Planned Development District) zoning district is well-suited to implement areas mapped under this future land use category. However, combinations of SR-3, SR-4, TR-6, MR-8, NO, and NB zoning may also be appropriate.

Policies and Programs

1. Maintain overall residential development densities within Planned Neighborhoods of between 4 and 8 dwelling units per residential acre.
2. Accommodate a mixture of housing types, costs, and densities, while maintaining the predominance of single family housing in the community. A minimum of 60 percent of all new dwelling units in each Planned Neighborhood should be single family detached residential dwellings.
3. Avoid rezoning any area designated for Planned Neighborhood development until public sanitary sewer and water service is available and a neighborhood development plan and specific development proposal is offered for the site.
4. Require each Planned Neighborhood to be developed following preparation of a detailed neighborhood development plan by a developer or the City, ideally adopted as a component of the City's *Comprehensive Plan*. Such plans shall specify land use mix, density, street layouts, open space, and stormwater management, as described more fully in Chapter Eight: Housing and Neighborhood Development.
5. Where alleys are considered for garage and service access, promote their private ownership and maintenance through a homeowners or condominium association.
6. Adhere to the following design objectives for Planned Neighborhood areas:
   - Create a distinct sense of place and charming human scale. Strategies include providing public focal points with public plazas, greens and squares; creating visual interest; and designating prominent building sites.
   - Connect Planned Neighborhoods internally and to adjacent areas through a network of paths, sidewalks, and streets that discourage high travel speeds but still allow access to emergency and maintenance vehicles (e.g. fire trucks and snow plows).
   - Design neighborhoods with interconnected open space systems for recreation and progressive stormwater management.
   - Integrate a mix of uses and densities within and around the neighborhood commercial centers.
   - Preserve and focus attention on environmentally sensitive areas and unique natural features.
   - Lay out streets, buildings, and public open spaces that take advantage of long views created by local topography.

Example of Planned Neighborhood development

URBAN NON-RESIDENTIAL LAND USE CATEGORIES

Planned Office

Description
This future land use category is intended for high-quality office, institutional, research, and office-support land uses with very generous landscaping and limited signage, served by public sewer, public water, and other urban services and infrastructure. This future land use category is mapped along the USH 12 corridor. Other areas planned for Planned Business and Planned Industrial use—described later in this section—may also be appropriate for office development.

Planned Office development in Lake Geneva

Recommended Zoning
The City's PO zoning district is most appropriate for areas mapped under this future land use category.

Policies and Programs
1. Market office areas for technology, research, and development uses; corporate offices; professional offices; and certain private institutional uses like medical centers.
2. Prohibit warehousing, assembly and manufacturing uses in the Planned Office designation unless the site is specifically designed to blend within an office/research setting.
3. Adhere to very high-quality site and building design guidelines, and to local ordinances on other aspects of those projects like signage, landscaping, and lighting.
4. Delay rezoning any area designated for Planned Office development until the provision of public sanitary sewer and water service is ensured and the City has approved an overall conceptual development plan and covenants.
5. Require that all projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.

Planned Business

Description
This future land use category includes large-scale recreational, commercial, and office land uses, including national and regional retailers, which serve the entire community and people from nearby communities on public sewer, public water, and other urban services and infrastructure. Planned Business land uses are focused near the USH 12 interchanges and along key arterial roads.

Recommended Zoning
The City's PB business zoning district is most appropriate for areas within this future land use category.

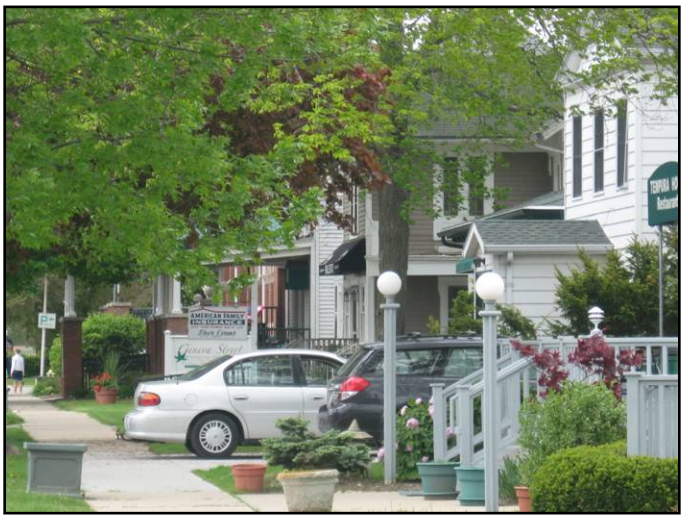
Policies and Programs
1. Adhere to site, building, signage, landscaping, and lighting design guidelines for commercial, large scale retail, and mixed-use development projects. Additional detail is provided in Chapter Nine: Economic Development.
2. Adhere to standards for highway access control, shared driveways, and cross access that are described in Chapter Six: Transportation.

3. Delay rezoning any area designated for Planned Business development until the provision of public sanitary sewer and water service is ensured and the City has approved an overall conceptual development plan and covenants.
4. Require that all commercial projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.
5. Prohibit the unscreened outdoor storage of equipment or materials, except for automobiles and other passenger vehicles.
6. Consider the relationship between development in the Planned Business areas and existing and future development behind these sites. Avoid inhibiting future access to sites behind commercial properties and creating an unattractive appearance, which will inhibit future development of these sites.
7. Encourage uses that are most appropriate for the City's downtown area to develop or remain in the downtown, rather than in locations designated as Planned Business.

Neighborhood Mixed Use

Description

This future land use category is intended to stabilize the land uses and character of existing neighborhoods that are not characterized by a homogenous land use pattern, but rather posses a homogeneous *character* established by single family homes and former single-family homes now converted to two-flats and small-scale office businesses. This future land use category has generally been mapped in established neighborhoods surrounding the Downtown, along Main Street to the south of Hillmoor Golf Course, and along Wells Street and Elkhorn Street which are characterized by a mix of housing-unit types as well as small public, institutional, and commercial uses such as parks, schools, churches, corner stores, services, and offices to facilitate infill and redevelopment.



Neighborhood Mixed Use in Lake Geneva

Recommended Zoning

The best option for future zoning of the lands mapped under this future land use category is often a Planned Development zoning district. However, combinations of residential districts and NO and NB zoning may also be appropriate.

Policies and Programs

1. Support redevelopment and revitalization of Neighborhood Mixed Use areas over the planning period through public-private initiatives. Chapter Nine: Economic Development includes a description of the desired implementation process.
2. Develop conceptual plans for Neighborhood Mixed Use areas as a starting point for individual redevelopment plans and actual redevelopment for each these areas.
3. Encourage neighborhood-oriented retail and service businesses in areas that will conveniently serve City neighborhoods.
4. Require that all proposed commercial and office projects submit a detailed site plan, building elevations, lighting plan, grading/stormwater management plan, and signage plan prior to development approval.

5. Require the use of high-quality building materials and designs that are compatible with residential areas, including residential roof materials such as shingles; generous window placements; and exterior materials such as wood, cement board, vinyl siding, brick, decorative block, stone, and other approved materials.
6. Require calm, low-key, and attractive lighting and signage that are compatible with residential areas.
7. Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
8. Encourage environmentally sustainable site and building design, including stormwater best management practices, the use of passive solar energy, and the integration of alternative transportation networks and green spaces.
9. Generally, adhere to the design guidelines listed below when reviewing proposals for Neighborhood Mixed Use developments.
    - Small-scale multi-story buildings, generally with building footprints less than 5,000 square feet and more active uses on first floor
    - Residential architectural features and materials
    - Relationship to near-by buildings and uses
    - Minimal front setbacks
    - Buildings and sites designed for pedestrians not automobiles
    - Parking located on streets, to rear of buildings, and/or in structures
    - Building entrances oriented to street

Planned Mixed Use

Description

This future land use category is intended to facilitate a carefully controlled mix of commercial and residential uses on public sewer, public water, and other urban services and infrastructure. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots. This category advises a carefully designed blend of Mixed Residential, Planned Office, Planned Business, Planned Industrial, and Institutional and Community Services land uses. As depicted on Map 5a, Planned Mixed Use areas are planned for the northeast and northwest quadrants of the STH 120/USH 12 interchange, adjacent to the railroad, along Sheridan Street west of USH 12, and along STH 120 south of the City.

Recommended Zoning

The best option for future zoning of the lands mapped under the Planned Mixed-Use future land use category is often a Planned Development zoning district. This district allows the desired mix in uses and provides flexibility in layout, in exchange for superior design. The zoning is tied to City approval of a specific plan for the project. Alternatively, a mix of the City's MR, PB, PO, and PI zoning districts are also appropriate for areas within this future land use category.

Policies and Programs

1. Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
2. Delay rezoning any area designated for Planned Mixed Use development until the provision of public sanitary sewer and water service is ensured and the City has approved an overall conceptual development plan and covenants.
3. Encourage environmentally sustainable site and building design, including stormwater best management practices, the use of passive solar energy, and the integration of alternative transportation networks and green spaces.

4. Develop conceptual plans for Planned Mixed Use areas as a starting point for individual redevelopment plans and actual redevelopment for each these areas.
5. Generally, adhere to the design guidelines listed below when reviewing proposals for Planned Mixed Use developments.
   - Walking relationship between uses
   - Street activity from morning through evening
   - Multi-story buildings, generally with more active uses on first floor
   - Minimal front setbacks
   - Buildings and sites designed for pedestrians not automobiles
   - Parking located on streets, to rear of buildings, and/or in structures
   - Transit service potential
   - Building entrances oriented to street

Central Business District

Description
Downtown Lake Geneva is intended to remain the civic, social, and commercial hub of the community. The Central Business District future land use category is mapped over the historic downtown area. This category is intended for a mix of retail, commercial service, office, institutional, and residential (mainly upper stories) uses arranged in a pedestrian-oriented environment with on-street parking; minimal building setbacks; and building designs, materials, placement, and scale that are compatible with the character of existing development.

Downtown Lake Geneva

Recommended Zoning
The City's CB zoning district is most appropriate for areas in this future land use category.

Policies and Programs
1. Consider preparing a detailed downtown redevelopment and revitalization plan to ensure the continued success of Downtown in collaboration with area property owners, City residents, the Chamber of Commerce, and other stakeholders.
2. Preserve the architectural and historic character of the core downtown historic buildings. Require that new development, expansions, and exterior renovations comply with general design standards in Chapter Nine: Economic Development and more detailed design guidelines adopted by the City.
3. Encourage commercial developments that are most appropriate for the historic downtown to locate or remain there, rather than in other commercial districts in the City.
4. Promote the expansion, retention, and upgrading of specialty retail, restaurants, financial services, offices, professional services, and community uses through marketing, investment and incentive strategies.

Planned Industrial

Description
This future land use category is intended to facilitate high-quality indoor manufacturing, office, research and development land uses with controlled outdoor storage areas, with generous landscaping and modest signage, served by public sewer, public water, and other urban services and infrastructure. Planned Industrial areas are mapped in the Lake Geneva Business Park and the Host Drive area.

Recommended Zoning
The City's PI industrial zoning district is most appropriate for areas within this future land use category.

Planned Industrial development in Lake Geneva

Policies and Programs
1. Encourage the use of high quality building materials, improved window treatments, high- quality loading and storage screening devices and landscaping.
2. As opportunities for reinvestment and redevelopment occur, improve the appearance of building facades exposed to the public view, including loading docks and storage areas.
3. Ensure that future industrial development is appropriately buffered from existing and planned residential development areas.
4. Delay rezoning any area designated for Planned Industrial development until the provision of public sanitary sewer and water service is ensured and the City has approved an overall conceptual development plan and covenants.
5. Adhere to adopted site and building design guidelines for industrial projects, and ordinances on other aspects of those projects like signage, landscaping, and lighting. Additional detail is provided in Chapter Nine: Economic Development.
6. Require that all industrial projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.

General Industrial

Description
This future land use category is intended to reflect the resource of older manufacturing, warehousing, and distribution land uses with controlled outdoor storage areas, with moderate landscaping and signage, served by public sewer, public water, and other urban services and infrastructure. General Industrial areas are not present on the Future Land Use Map because it is the City's intent to have existing General Industrial areas redevelop or otherwise upgrade to come up to Planned Industrial or Planned Mixed Use development standards and character.

Recommended Zoning
The City's GI industrial zoning district is most appropriate for areas within this future land use category.

Policies and Programs
1. As opportunities for reinvestment and redevelopment occur, improve the appearance of building facades exposed to the public view, including loading docks and storage areas.

2. Ensure that future industrial development is appropriately buffered from existing and planned residential development areas.
3. Adhere to adopted site and building design guidelines for industrial projects, and ordinances on other aspects of those projects like signage, landscaping, and lighting. Additional detail is provided in Chapter Nine: Economic Development.
4. Require that all industrial projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.

Institutional and Community Services

Description
This future land use category is designed to facilitate large-scale public buildings, schools, religious institutions, power plants and substations, hospitals, and special care facilities. Map 7 generally shows existing locations of such facilities. Future small-scale institutional uses may also be located in areas planned for residential, commercial, office, industrial, mixed, or traditional neighborhood uses, while larger-scale institutional uses should generally be avoided in planned residential or Planned Neighborhood areas.

Recommended Zoning
Most of the City's zoning districts are generally appropriate for areas mapped within this future land use category. In general, the zoning district should reflect the predominant zoning of nearby properties and/or the desired character of the subject property.

Institutional and Community Services near Lake Geneva

Policies and Programs
1. Require and review a detailed site and operations plan before new or expanded institutional uses are approved.
2. Consider the impact on neighboring properties before approving any new or expanded institutional use.
3. Continue to work with the Lake Geneva School District to coordinate uses and activities on district-owned land.
4. Encourage collaboration among the Public Works, Fire, and Police Department, and other providers of City services, on accommodating future service needs, as described in greater detail in Chapter Seven: Utilities and Community Facilities.

RURAL/ENVIRONMENTAL LAND USE CATEGORIES

Environmental Corridor

Description
This future land use category includes generally continuous open space systems based on lands that have sensitive natural resources and limitations for development. This category includes Wisconsin DNR identified wetlands subject to existing State-mandated zoning, FEMA designated floodplains, waterway and drainageway buffers, and slopes of 20 percent or greater.

Recommended Zoning
There are several options for zoning of environmental corridor areas depending on use. The City's park overlay zoning district is appropriate for areas of environmental corridor that are public recreational areas.

Policies and Programs

1. Prohibit new development in mapped Environmental Corridor areas.
2. Where development is proposed in or near mapped Environmental Corridors, the developer should determine the exact boundaries of the Environmental Corridor based on the features that define those areas. These lands may be considered for more intensive uses if (1) more detailed information or studies reveal that the characteristic(s) that resulted in their designation as an Environmental Corridor is not actually present, (2) approvals from appropriate agencies are granted to alter a property so that the characteristic that resulted in its designation will no longer exist, or (3) a mapping error has been identified and confirmed.
3. Preserve, protect, and enhance open spaces and conservancy areas along the White River.
4. Preserve woodlots and other environmental areas that serve to protect wildlife and vegetative resources.
5. Support and public-private partnership to establish a "Greenbelt Corridor" around the City. See Chapter Three: Natural Resources.
6. Continue to allow existing agricultural uses (cropping, grazing, or other preexisting agricultural uses) within Environmental Corridors.

Private Recreation

Description

This future land use category includes private recreation facilities such as golf courses and resorts.

Recommended Zoning

The City's Planned Development zoning district is most appropriate for these areas. The City may also want to consider a new Recreation Business Zoning district to provide for more sustainable zoning control of such areas.

Private Recreation near Lake Geneva

Policies and Programs

1. Support Private Recreation uses, including Hillmore Golf Course, in the Lake Geneva area as a critical component of the City's resort and recreation identity.
2. Protect the integrity of the Marcus Grand Geneva Resort as distinct from future interchange development.
3. Support and public-private partnership to establish a "Greenbelt Corridor" around the City. See Chapter Three: Natural Resources.

Public Parks and Open Spaces

Description

This future land use category includes park and public open space facilities devoted to playgrounds, play fields, trails, picnic areas, and related recreational activities, conservation areas, and land use buffer strips.

Recommended Zoning

The City's park overlay zoning district is most appropriate for these areas.

Policies and Programs

1. Provide parks within safe walking distance of all residential neighborhoods.
2. Follow the recommendations of the City's Parks and Open Space Plan when acquiring new parkland or making changes to current parks.
3. Support expansion of Big Foot Beach State Park to the south of the existing park.

4. See Chapter Seven: Utilities and Community Facilities for more recommendations regarding Parks and Open Spaces, including establishing a "Greenbelt Corridor" around the City to preserve community identity, provide recreational opportunities, and protect sensitive natural areas.

Single Family Residential - Exurban

Description
This future land use category is intended for single family residential development on private well and on-site waste treatment (septic) systems, generally at densities between 1 dwelling unit per acre and 1 dwelling unit per 35 acres. This area is mapped only in limited areas where single family residential development of this type has already occurred along with "infill" sites between such mapped largely developed areas.

Recommended Zoning
This category is mapped in areas outside the municipal boundary and is therefore subject to Town zoning.

Policies and Programs
1. Allow land divisions in these areas where local zoning and City subdivision ordinances allow for them at a maximum density of one new development unit per acre.
2. Require sensitivity towards natural resources and water quality with new development projects, including assurances that concentrations of on-site waste treatment systems will not negatively affect groundwater quality and that stormwater will be properly managed according to best practices.
3. Assure that new development in these areas does not impede the logical future extension of municipal utilities or City growth.

Example Single Family Residential - Exurban

Agriculture

Description:
This future land use category is intended to preserve productive agricultural lands and protect existing farm operations from encroachment by incompatible uses. This category focuses on lands actively used for farming and/or with productive agricultural soils and topographic conditions suitable for farming. It also includes woodlands and other open space areas not otherwise shown as Environmental Corridors. Lands in this category also include farmsteads, cottage industries, agricultural-related businesses, "value-added" farm production, and limited residential development at densities at or below one home per 35 acres.

Recommended Zoning:
These lands should generally be zoned for exclusive agricultural use.

Policies and Programs:
1. Within Agriculture category areas, limit new development to a maximum density of one new residential dwelling unit per 35 acres and a maximum lot size of 2.5 acres to protect productive agricultural land and farms, maintain a viable agricultural base, reduce conflicts between potentially incompatible uses, and reduce costs of service provision. This standard does not require that all new lots be at least 35 acres. See Figure 5.8 for alternative approaches for achieving this maximum density.
2. Continue the tracking of allowable new dwelling units on parcels in the Agriculture category under the "1 per 35 acres" policy.

3. Prohibit the development of subdivision plats (five or more lots within a five-year period) within the Agriculture category, except where such development will be consistent with the density policy clustering as per sections (1) and (2) above.
4. Discourage duplexes, multiple-family residences, or commercial uses that are not geared toward agriculture in Agriculture areas.
5. Support farmland tax credits, use value assessments, reform in federal farm laws, and other programs that encourage the continued use of land for farming.
6. Encourage preservation of wooded areas. In particular, the City should encourage preservation of sensitive environmental areas protected by Overlay Zoning within city limits.
7. Chapters Two, Three, and Four of this *Plan* have additional policies and programs related to agricultural preservation in the Lake Geneva area.

Agricultural land near Lake Geneva

Long Range Exurban Growth Area

Description:
This overlay future land use category defines several areas that may be appropriate for long-term development beyond the present 20-year planning period. Premature development and premature exurban public improvements should not be promoted in these areas. The policies of the Agriculture future land use category will apply until such time as more intensive development may be appropriate, as signaled by the amendment of Map 5a to remove the overlay designation and to apply the Single Family Residential – Exurban future land use category. The Long Range Exurban Growth Area focuses on lands used for farming, but also includes scattered open lands and woodlots, farmsteads, agricultural-related uses, and limited single family residential development at densities described in the Agricultural designation. Development beyond these uses and densities should be deferred based on the policies described below.

Recommended Zoning:
These lands should generally be zoned for exclusive agricultural use or other similar zoning district throughout the 20-year planning period.

Policies and Programs:
1. In the year 2020 these areas should be reevaluated for designation as Single Family Residential – Exurban.
2. Within the Long Range Exurban Growth Area, new development should be limited in accordance with all policies applicable to the Agriculture designation, until such time when the City identifies that particular mapped area as appropriate for more intensive development through an amendment to this *Plan*.
3. All non-farm development projects approved within the Long Range Exurban Growth Area shall be designed and laid out in such a manner to not impede the orderly future development of the surrounding areas, as such time when the City identifies that area as appropriate for more intensive development.
4. The City may, following initial adoption of this Comprehensive Plan, identify lands within the Long Range Exurban Growth Area as appropriate for more intensive development through an amendment to this Plan if the following standards are met:
   - The proposed development is justified by growth forecasts.

- The proposed development would serve an identified short-term (0-10 years) need for additional development in the City, and that need is not being met by other existing developments in the City.
- The City has conducted a meeting to obtain public input and the required Comprehensive Plan amendment process is followed.
- The proposed development is in accordance with applicable intergovernmental agreements.

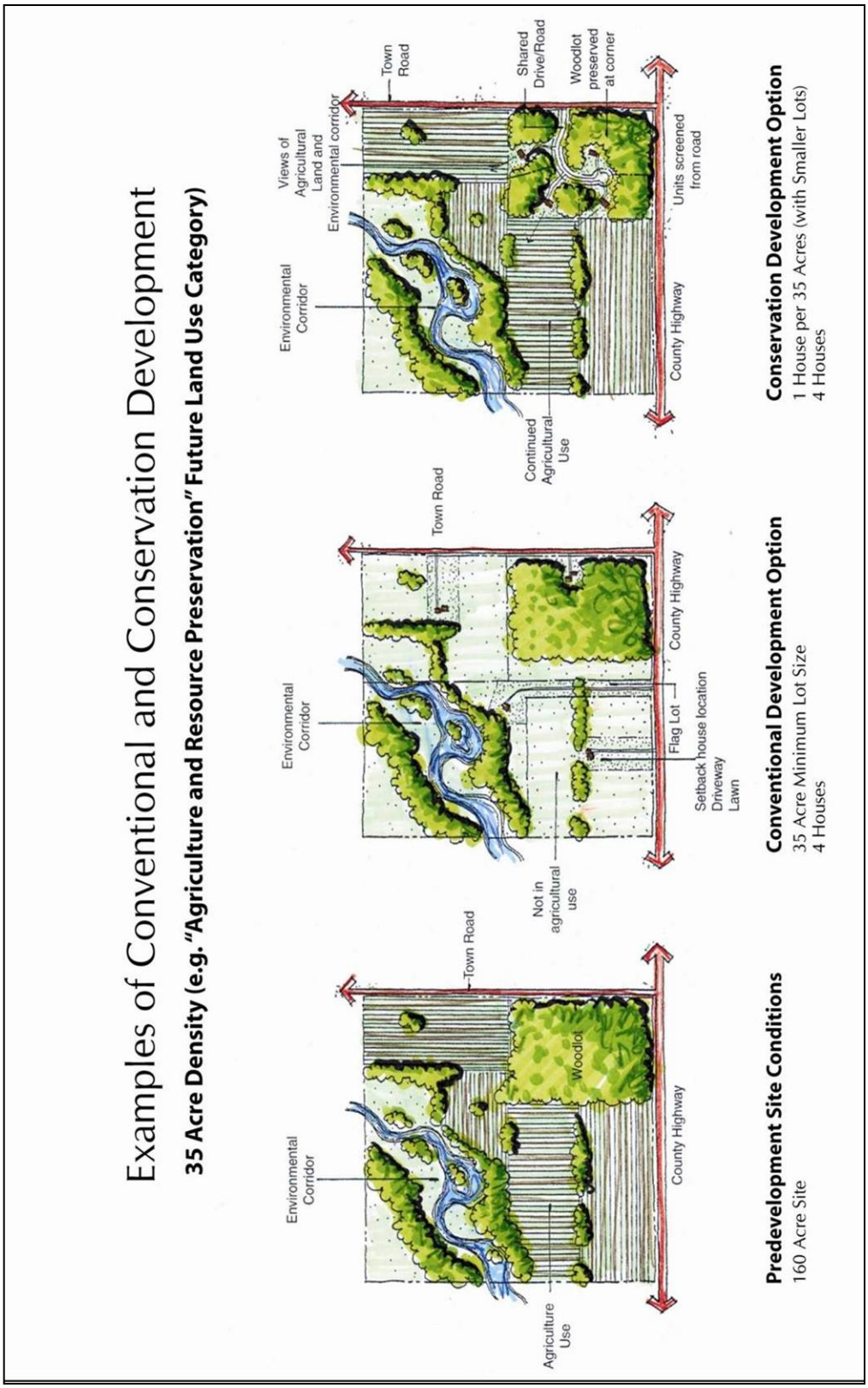
Smart Growth Areas

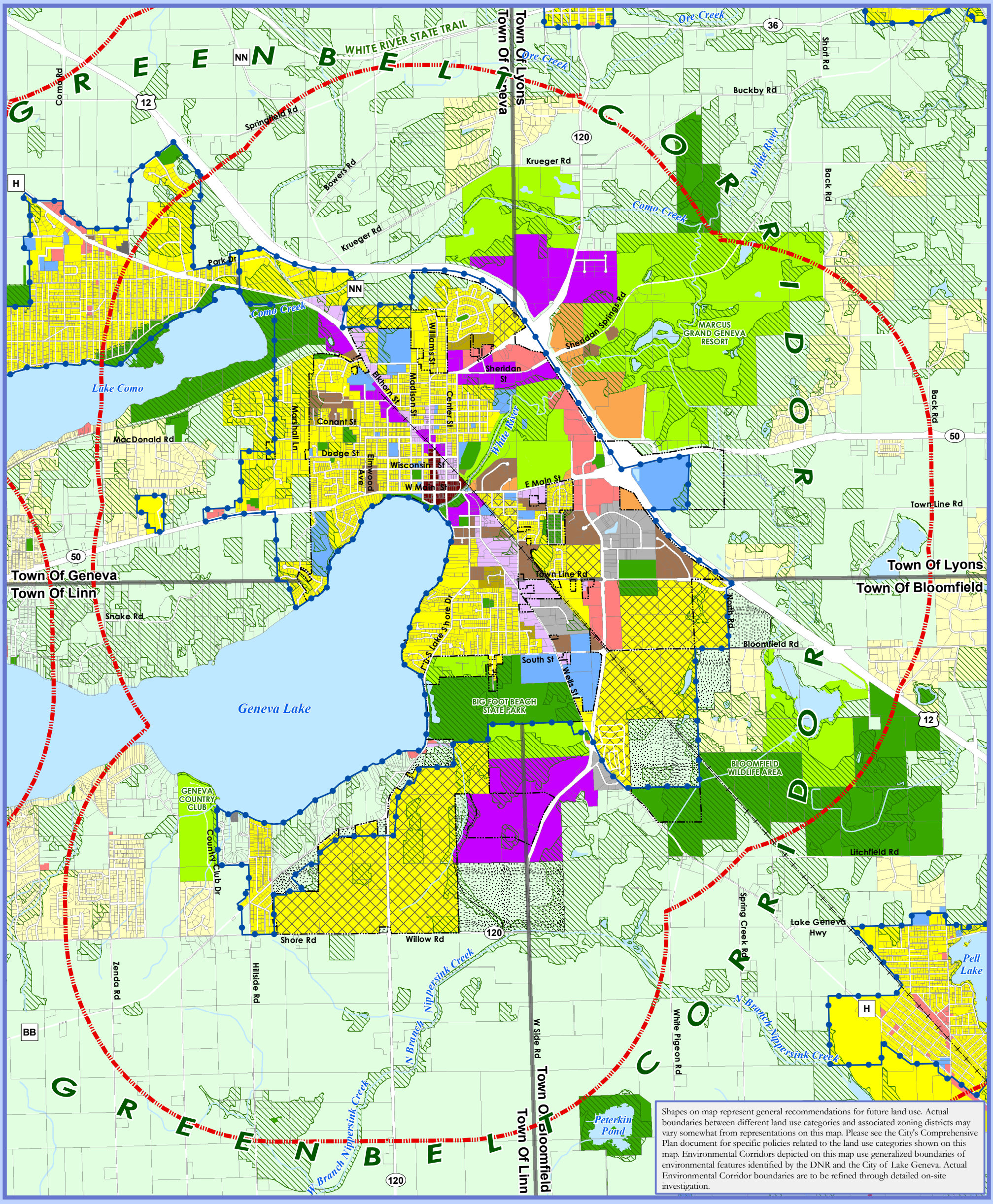
Wisconsin's Comprehensive Planning law requires that communities identify "Smart Growth Areas" in their comprehensive plans. Smart Growth Areas are defined as "areas that will enable the development and redevelopment of lands with existing infrastructure and municipal state, and utility services, where practical, or that will encourage efficient development patterns that are contiguous to existing development and at densities which will have relatively low municipal, state governmental, and utility costs." The City's *Plan* designates Smart Growth Areas as the following:

- Continued revitalization, redevelopment and infill in the downtown area – see the Neighborhood Planned Mixed Use future land use category in this Chapter and Chapter Nine: Economic Development for detailed recommendations.
- Planned Mixed Use development areas described in this Chapter and depicted on Map 5a.
- Residential, commercial, office and industrial "infill" areas in portions of the City already served by utilities and services, including existing approved but unbuilt residential developments.

Strategies for developing and redeveloping these areas are outlined throughout in this Comprehensive Plan.

Figure 5.8: Examples of Conventional and Conservation Development





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

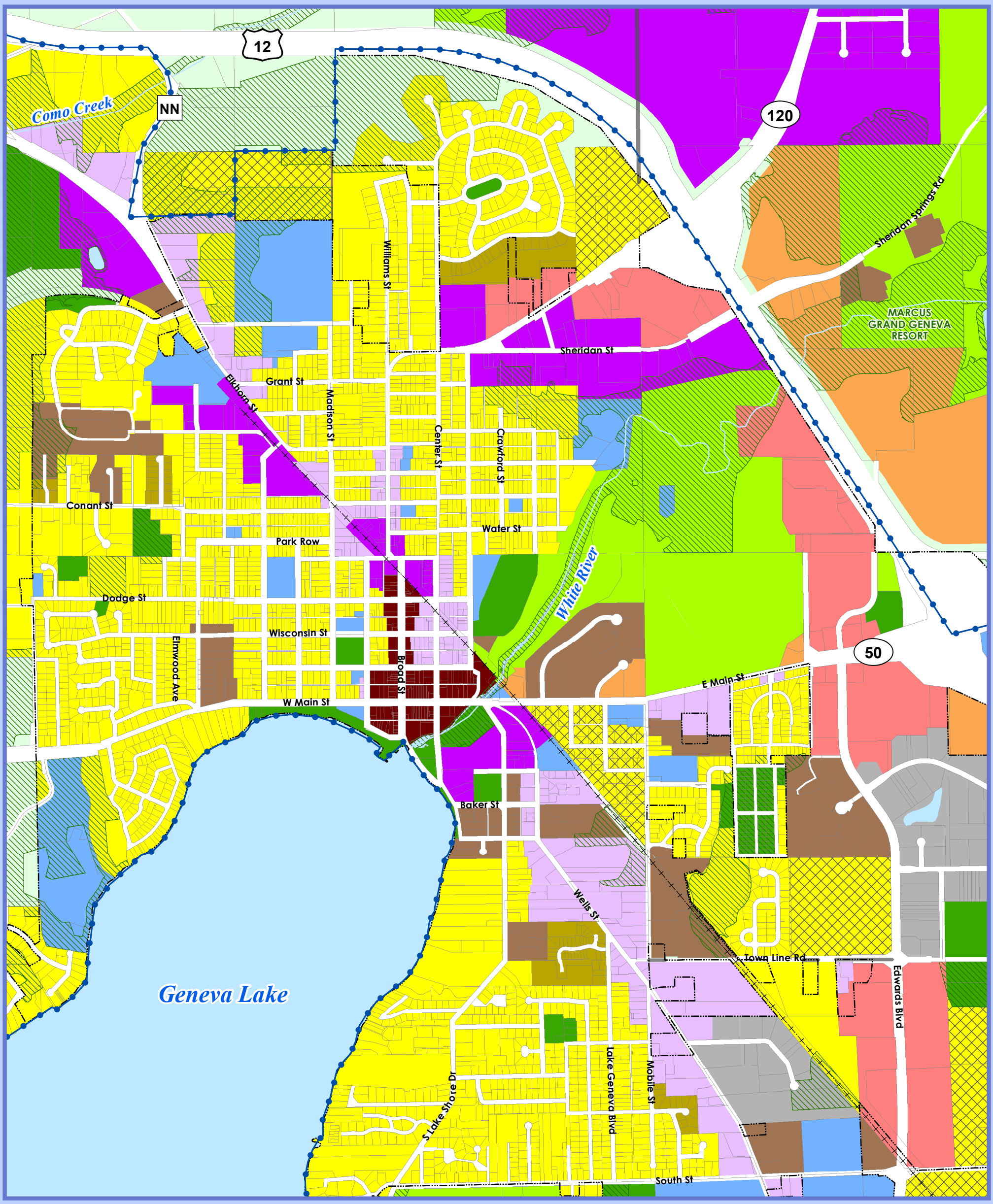
*Each "Planned Mixed Use Area" may include mix of:
1. Planned Office
2. Multi-Family Residential
3. Institutional & Community Services
4. Planned Business

- 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

0 0.25 0.5 1 Miles

N W E S

Adopted: December 14, 2009
Amended: November 13, 2017
Source: SEWRPC, WIDNR, Walworth County LIO, V&A



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

Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- 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

0 0.125 0.25 0.5 Miles

N W E S

Adopted: December 14, 2009
Amended: November 13, 2017
Source: SEWRPC, WIDNR, Walworth County LIO, V&A

CHAPTER SIX: TRANSPORTATION

This Chapter includes a compilation of background information, goals, objectives, policies, and recommended programs to guide the future development and maintenance of various modes of transportation in the City of Lake Geneva. The Chapter also compares the City's transportation policies and programs to state and regional transportation plans as required under §66.1001, Wisconsin Statutes.

TRANSPORTATION RECOMMENDATIONS SUMMARY

- Support a future STH 50 bypass
- Support new USH 12 interchanges
- Explore options to increase parking downtown
- Expand and enhance pedestrian and bicycle improvements
- Develop and adopt an Official Map
- Explore alternative transportation options such as neighborhood electric vehicles and a community car program

A. Existing Transportation Network

Access is a key determinant of growth because it facilitates the flow of goods and people. The City of Lake Geneva is well connected to the region through the existing roadway network. Other transportation facilities, such as airport service and bike and recreational trails are located in or easily available to the City. This section describes the existing conditions of transportation facilities in the City. Map 6 shows existing and planned transportation facilities in the City.

Major Roads

State Trunk Highway 50 runs east-west through the center of the City and intersects with US Hwy 12 at the eastern edge of the City. STH 50 serves as an arterial road that connects to the City of Delavan to the west and the City of Kenosha to the east. In 2005, traffic volumes along STH 50 were between 9,700 and 11,400 vehicles trips per day.

State Trunk Highway 120 runs north-south through the center of the city and intersections with STH 50. STH 120 serves as an arterial road that connects the City to I-43 to the north and the Hamlet of Hebron to the south. In 2006, traffic volumes along STH 120 were between 4,700 and 10,100 vehicle trips per day.

United States Highway 12 extends along the north eastern periphery of the City. US Hwy 12 connects to Interstate Hwy 43 to the northwest of Lake Geneva and to Genoa City at the Illinois State border. In 2006, the average daily traffic count on the US Hwy 12 corridor near the STH 50 interchange was 13,200.

Interstate Highway 90 is located 30 miles west of the City and Interstate Highway 94 is located 25 miles east of the City. Interstate Highway 43 is located about 7 miles northwest of Lake Geneva. It serves as a major regional, controlled-access facility within Wisconsin, connecting Green Bay, Milwaukee, and Rockford, Illinois. The Wisconsin Department of Transportation Corridors 2020 Plan designated all Interstates as "backbone" routes, connecting major population and economic centers. Selection of backbone routes was based on seven criteria, including multi-lane capacity needs, truck volume, and service trade centers, manufacturing centers, and recreation centers.

ROADWAY FUNCTION CLASSIFICATION SYSTEM

Throughout Wisconsin, all local, county, state and federal transportation routes are classified in categories under the "Roadway Functional Classification" system.

The functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The three main functional classes include:

- **Arterials** that provide primary access to and through an area
- **Collectors** that disperse traffic within an area
- **Local streets** that provide access to individual properties

Bridges
The City has jurisdiction over two bridges that pass over the White River. All bridges are inspected every other year in accordance with federal and state guidelines. The State of Wisconsin retains jurisdiction over all I-43 underpasses, overpasses, and interchanges in the Lake Geneva planning area, as well as State Highway bridges outside of the municipal limits. Walworth County retains jurisdiction over all County Highway bridges outside of the City limits.

Airports
The Dane County Regional Airport is located about 85 miles northwest of Lake Geneva and provides regular passenger service to various regional and national locations. The General Mitchell Field in Milwaukee, known as "Chicago's 3rd Airport," is located about 40 miles from Lake Geneva. Mitchell's 13 airlines offer roughly 252 daily departures and arrivals. Approximately 90 cities are served directly from Mitchell International. It is the largest airport in Wisconsin with 42 gates. The airport terminal is open 24 hours a day. The Airport has five hard-surfaced runways and encompasses over 2,100 acres.

The Chicago O'Hare airport offers 56 passenger carriers that operate out of 178 gates. In 2006, more than 76.5 million passengers flew out of O'Hare.

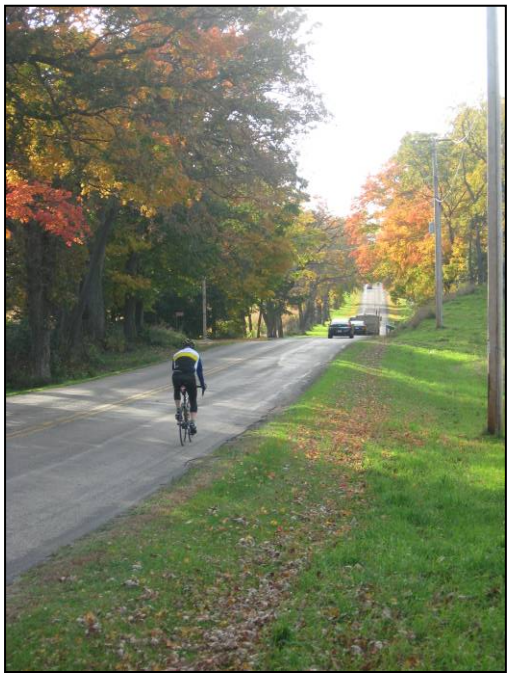
Airports certified for carrier operations nearest to Lake Geneva include the Rock County Airport about 40 miles to the west, the Greater Rockford Airport about 60 miles to the southwest in Illinois, and the Kenosha Regional Airport about 50 miles to the east. There are several airports with hard-surface runways in Walworth County, including the East Troy Municipal Airport in the Village of East Troy, and the Big Foot Airfield in the Village of Walworth.

The Grand Geneva Airport is a privately-owned airport at the north east end of the City and is managed by the Grand Geneva Resort. The airport includes a 4,100-foot paved runway.

Rail
There are no active railroads in the City. The Wisconsin and Southern Rail Road owns a freight rail spur line that serves Walworth County. A line runs through the Village of Walworth that connects to Janesville and terminates at Fox Lake in McHenry County in Illinois.

Commercial passenger rail service via the Metra Rail Service is offered in several nearby communities including Fox Lake, IL (23 miles), McHenry, IL (23 miles), Harvard, IL (21 miles), Woodstock, IL (21 miles), and Kenosha, WI (34 miles). The Midwest Regional Rail Initiative is a multi-state planning effort that would, among other objectives, provide high speed passenger rail service between Chicago and Minneapolis and major Wisconsin Cities in between. If realized, the service would make use of existing rail line between Chicago and Milwaukee and would not enter Walworth County.

Bicycles and Walking
Lake Geneva has a wide variety of bicycle and pedestrian facilities. See Chapter Seven: Utilities and Community Facilities for a complete description of these resources.


Shared transportation facilities

Public Transportation and Para-Transit
There is no public bus service in Lake Geneva. However, park and ride and rideshare programs are available to residents in Walworth County. There are three Park and Ride facilities located in Walworth County. The closest to Lake Geneva is the Elkhorn Park and Ride Lot 64-10, located one block east of US 12 on Williamson Street. This facility is covered with light asphalt with parking for 40 vehicles. Parking is free for up to 48-hours.

Wisconsin DOT operates a free rideshare program for residents in Southeastern Wisconsin. Wisconsin DOT matches individuals based on origins, destinations, and work hours. Rideshare program is also available for those commuting to northern Illinois. Vanpool options are also available to residents who commute to Madison. Private taxi service is provided by Cab Care Transportation, Delavan Taxi, Lakes Area Taxi, and Senior Cab. Private limousine and bus shuttle service is also available to Chicago O'Hare International Airport.

Walworth County Health and Human Services provides transportation services to County residents age 60 and above and to disabled persons for medical appointments.

Truck and Water Transportation
U.S. Hwy 12 is the designated heavy truck route around Lake Geneva. State Trunk Highways 50 and 120 are designated access routes for vehicles up to 75 feet in length. This provision allows tractor/semi-trailer combinations access to locations within 15 miles of 75-foot restricted routes to reach fuel, food, maintenance, repair, rest, staging, and points of loading/unloading. Loads are limited to 13,000 pounds.

Running since 1873, Lake Geneva is home to the oldest continuous mail-boat service in the United States. The mail boat, the Walworth, delivers mail between June 15 and September 15 to about 60 residents. The Walworth also accommodates up to 160 passengers.

Boat rentals are available on Geneva Lake through private rental agencies. Lake Geneva Cruise Line conducts daily tours of Geneva Bay and Geneva Lake.

B. Review of City, State, and Regional Transportation Plans

The following is a review of state and regional transportation plans and studies relevant to the City. The City's transportation plan element is consistent with these state and regional plans.

The City of Lake Geneva Comprehensive Plan (1999)
The City of Lake Geneva recommended several transportation projects in its 1999 Comprehensive Plan Update. These projects include:

- Development of a STH 50 North Bypass around the north side of the community parallel to, and north of, the Town Hall Road – Palmer Road – Springfield Road corridor to facilitate smooth and safe traffic flow. In addition, the plan recommended a future interchange at the intersection of this corridor with USH 12.
- Installation of a system of low-cost signage and signalization improvements to direct regional through traffic around the downtown via USH 12 and I-43.
- Development of a future interchange at North Bloomfield Road – USH 12 to facilitate the community's economic development efforts and to minimize traffic congestion.
- Rerouting of STH 120 to bypass the central city in favor of a perimeter route connecting with STH 50 at Edwards Boulevard, west of the interchange with USH 12. This transportation project has been completed since the adoption of the 1999 Comprehensive Plan Update.
- Development of pedestrian paths and trails concurrent with new commercial and residential construction, especially on the city periphery.
- Construction of sidewalks concurrent with all arterial and collector street construction and along the side of streets with destinations such as schools and parks.

A Transportation Improvement Plan for Southeastern Wisconsin: 2009-2012
This transportation improvement program (TIP) is the twenty-fifth such program prepared for the Southeastern Wisconsin Region. The TIP is a federally required listing of all arterial highway and public transit improvement projects proposed to be carried out by State and local governments over the next four

years (2009-2012) in the seven county Southeastern Wisconsin Region. It includes general transportation system improvements and maintenance. Specific projects in the Lake Geneva area include:

- Reconstruction of STH 50 from STH 67 east to Geneva Street.
- Corridor study of STH 50 from I-43 to STH 67.
- Reconstruction of STH 50 with additional lanes from North Short Drive to STH 67.
- Reconstruction of STH 120 from U.S. Hwy 12 to Madaus Street.

Regional Transportation System Plan for Southeastern Wisconsin: 2035 (2006)
Adopted by the Southeastern Wisconsin Regional Plan Commission in 2006, the Regional Transportation System Plan 2035 serves as component of the Wisconsin Department of Transportation long range transportation plan. The plan addresses arterial road, rail, surface transit, regional bicycle and pedestrian facilities, and systems and demand management through the year 2030. Recommendations specific for the Lake Geneva area include:

- Reservation of right-of-way for "potential" new I-43 Interchange at Bloomfield Road.
- Reservation of right-of-way to accommodate future improvements and expansion to STH 120 from the USH 12 interchange to Springfield Road.
- Lane expansion and/improvements along STH 50 from the western edge of the Lake Geneva municipal boundary beyond to the County line. Improvements to this roadway may include a bicycle/pedestrian element.

Wisconsin State Highway Plan 2020 (2000)
The Wisconsin State Highway Plan focuses on the 11,800 miles of State Trunk Highway routes in Wisconsin. The plan does not identify specific projects, but broad strategies and policies to improve the state highway system over the next 20 years. Given its focus, the plan does not identify improvement needs on roads under local jurisdiction. The plan includes three main areas of emphasis: pavement and bridge preservation, traffic movement, and safety.

Wisconsin Department of Transportation Connections 2030
Currently under development, Connections 2030 will identify a series of multimodal corridors for each part of the state. Each corridor will identify routes and/or services of several modes such as highways, local roads, rail, air, transit, etc. When completed, the multimodal corridors will accomplish these key goals: portray key connections 2030 recommendations; prioritize investments; and assist WisDOT transportation districts in identifying future segments for more detailed corridor plans.

Wisconsin Bicycle Transportation Plan 2020 (1998)
Wisconsin Bicycle Transportation Plan 2020 presents a blueprint for improving conditions for bicycling, clarifies the WisDOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. While there are no Lake Geneva-specific recommendations, the plan map shows existing state trails and future "priority corridors and key linkages" for bicycling along the State Trunk Highway system in Wisconsin.

Wisconsin Pedestrian Plan Policy 2020 (2002)
In 2001, the State also adopted a pedestrian policy plan, which highlights the importance of walking and pedestrian facilities. Additionally, the plan outlines measures to increase walking and to promote pedestrian comfort and safety. This Plan provides a policy framework addressing pedestrian issues and clarifies WisDOT's role in meeting pedestrian needs.

C. Transportation Goals, Objectives, and Policies

Goal:

a. Provide a safe and efficient transportation system that meets the needs of multiple users.

Objectives:

a. Provide an overall transportation system that accommodates existing and planned development in the most efficient and effective manner possible.
b. Schedule transportation improvements that accommodate new development without promoting unplanned or poorly planned development.
c. Provide a system of arterial and collector streets for safe and efficient access to regional highways.
d. Provide safe and interconnected local streets within neighborhoods and between non-residential developments.
e. Preserve railroad corridors for future recreational trails.
f. Provide safe and efficient pedestrian and bicycle access.
g. Ensure an adequate parking supply in the Downtown area.
h. Continue to participate in appropriate State, regional, county and local transportation planning efforts that may have an impact on the City of Lake Geneva and its transportation system, including initiatives related to air, rail, water, and truck transportation.

Policies:

a. Continue to update and implement the City's capital improvement program to help ensure funding for the upgrading of local roads. This type of planning program can help avoid fluctuations in budgets on a year-to-year basis and promote responsible borrowing of funds, where necessary.
b. Require the construction of a limited number of collector streets in neighborhoods to provide safe and efficient access to major arterials, meeting design standards outlined in the City's subdivision ordinance.
c. Require all new streets in the City to be designed to provide safe and efficient access by City maintenance and public safety vehicles.
d. Adopt an Official Map to reserve right of ways for future arterial and collector streets, pedestrian and bicycle paths, bridges, transit facilities and other transportation-related features.
e. Control driveway access and maintain minimum sight distances along arterial and collector streets, updating streets and sidewalks or zoning ordinance standards as necessary to accomplish this objective.
f. Discourage the extensive use of cul-de-sacs which force local traffic onto a limited number of through streets, are difficult to maintain, and break up neighborhood continuity.
g. Maintain efficiency of arterial and collector streets serving the City—such as Edwards Boulevard—by minimizing and consolidating curb cuts and driveway access points.
h. Continue to participate in discussions on and planning for regional transportation facilities in coordination with WisDOT and Walworth County, including a STH 50 bypass and a new interchange on Bloomfield Road.
i. To encourage the continued economic vitality of the Downtown area, explore options to expand parking facilities, such as through the site review process or additional new municipal parking.
j. Enhance the City's "walkability" by requiring sidewalks or pedestrian pathways in all new residential and commercial developments, designing neighborhoods and developments with the pedestrian in mind, and considering the needs of bicyclists and pedestrians in all road improvement projects.
k. Work with Walworth County and private providers to expand transportation options to those who require them, such as the elderly, disabled, and children.
l. Encourage car-pooling and van-pooling through existing park and ride facilities located along I-43 near Elkhorn.

D. Transportation Programs and Recommendations

The following section is a description of the transportation improvements illustrated and recommended through Map 6, as well as recommendations and programs, which address non-map transportation issues.

Support a Future STH 50 Bypass

A key transportation planning issue for Lake Geneva is the ongoing problem of traffic congestion on STH 50 within the corporate limits of the City. The issue was studied by SEWRPC as part of the Amendment to the Walworth County Jurisdictional Highway System Plan in 2000 and again in 2006 as part of the 2035 Regional Transportation System Plan. According to SEWRPC, the current route of STH 50 between the USH 12 interchange and Pearson Drive is a two-lane urban roadway with parking lanes, with the exception of a 0.3-mile-long section, which is a four-lane divided roadway. The two-lane segment of STH 50 has a design capacity of 13,000 vehicles per average weekday, while the four-lane segment has a design capacity of 25,000 vehicles per average weekend. According to WisDOT, annual average daily traffic counts in this corridor range from 10,600 near Pearson Drive to 14,600 near the interchange. These average counts are in places exceeding the carrying capacity of the roadway, without considering peak usage in the summer months.

In response to this issue, the 2035 Regional Transportation System Plan identifies this segment of STH 50 for "widening and/or other improvement to provide significant additional capacity." However, the City feels it will be difficult to widen the existing roadway in some areas of the City, particularly on the west side of the community where existing development is located close to the existing right-of-way. Further, such widening, and loss and historic homes and mature trees would have a negative impact on the visual quality and character on this important community entryway.

As an alternative, the City supports future development of a STH 50 north bypass around the north side of the community parallel to and north of the Town Hall Road-Palmer Road-Springfield Road corridor to facilitate smooth and safe traffic flow and alleviate congestion in the downtown area. The City should plan for a future interchange at the intersection of this corridor with USH 12. The need for this interchange and bypass will become increasingly apparent development and tourism increase in the region. Topographic and geographic challenges severely limit the options that the community has when planning for long-range traffic circulation. The City supports addressing this difficult issue in partnership with SEWRPC, WisDOT, and surrounding communities.

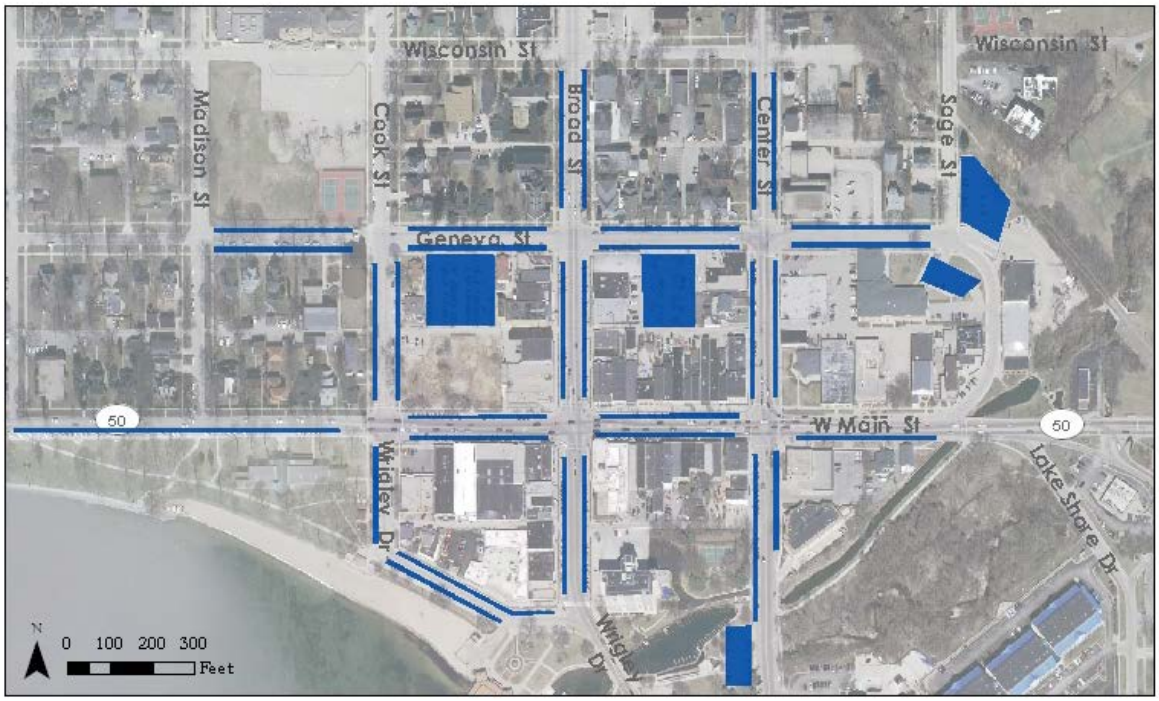
Support New USH 12 Interchanges

In addition to the new interchange associated with the STH 50 bypass, the City also supports a new interchange on USH 12 at Bloomfield Road. This interchange will be needed to facilitate the community's economic development and minimize traffic congestion. The 2035 Regional Transportation System Plan identifies this as a potential new interchange and recommends that local governments preserve the potential necessary right-of-way to assure that the future development of these interchanges is feasible. The City supports taking the next step of participating with WisDOT to conduct a preliminary engineering study of the interchange.

Explore Options to Increase Parking Downtown

Downtown parking has been raised as an issue throughout the planning process. Finding parking downtown in the busy summer months can be challenging as Lake Geneva is a very popular tourism destination. Existing downtown parking facilities, highlighted in Figure 6.1, include on-street metered parking, off-street metered parking, and time-restricted free off-street parking.

Figure 6.1: Existing parking areas in Downtown



The City will explore a range of solutions to address this issue. Possibilities include new municipal/private surface parking lots, a municipal/private parking ramp, and municipal/private transit between a park-and-ride lot at the edge of the City and downtown. It is important to that that according to the results of the community survey conducted in the winter of 2008, 62 percent of respondents agreed that a parking ramp was needed in the downtown area. The City will consider pursuing a comprehensive downtown parking study to evaluate current supply, determine current and future demand, and evaluate potential parking alternatives.

Extension and Improvements to Existing Roads

Over the next 10 to 20 years, the City anticipates that Edwards Boulevard will be extended north to Springfield Road and STH 120.

The City will annually evaluate the need for new roads and road improvement through the capital budgets and improvement programs and encourage their listing in State and County improvement programs as appropriate.

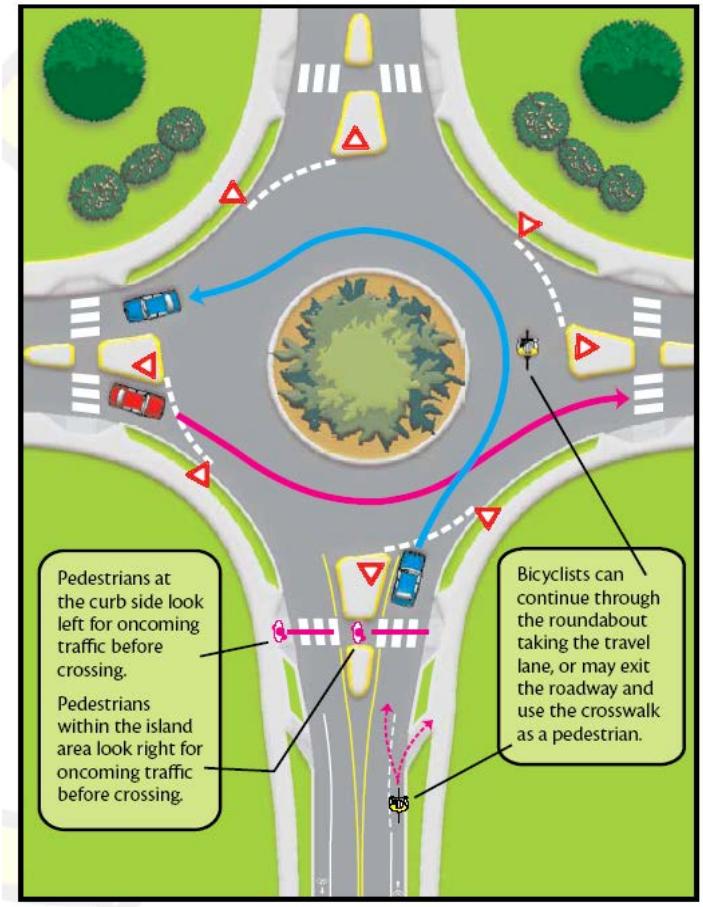
Intersection Improvements

Over the next 10 to 20-year period, upgraded traffic controls will most likely to be warranted at several intersections, most notably the following:

- Wrigley Drive and Center Street
- Wrigley Drive and Broad Street
- Sheridan Springs Road and Edwards Boulevard
- Sheridan Springs Road and STH 120

When the time comes to install a traffic control device, the City of Lake Geneva will work with other agencies with jurisdiction to examine traffic signals, modern roundabouts and/or revised intersection geometry, to determine which type of traffic control best fits the need of a particular intersection. Where traffic signals are installed, pre-emptive devices should be included for public safety purposes. Figure 6.2 illustrates a conceptual design for a roundabout. Modern roundabouts have advantages over traffic signals in terms of safety (far fewer head-on or t-bone collisions), flow (average wait time at intersections much less), cost (initial installation and maintenance); and energy-efficiency.

Figure 6.2: Conceptual Roundabout Design



Source: Wisconsin Department of Transportation

Pedestrian and Bicycle Improvements

Overall, the City's network of streets, sidewalks, and multi-use paths provides good pedestrian and bicycle movement through the City. However, there are portions of the City that are not well served with pedestrian facilities. Map 6 shows the major existing and planned bike and pedestrian facilities throughout the City. The City's *Park and Open Space Plan* includes a more thorough presentation of these facilities. The following recommendations apply to the City's treatment of bicycle and pedestrian facilities in general:

- Direct bike and pedestrian crossings of major roadways to controlled intersections with proper signalization and striping.
- For "Recommended Intersection Improvements" as illustrated on Map 6, attend also to the needs of bicyclists and pedestrians.
- For multi-use trails, generally provide 10 feet of paved surface width within a 20-foot-wide easement or dedication, ¼ mile markers for longer trails, and pavement bulb outs for emergency access vehicle turn-arounds.
- Continue to retrofit sidewalks as street reconstruction occurs.
- Prioritize sidewalk installation or improvement along safe walking routes to schools and between other key walking origins and destinations. In general, sidewalks and/or trails should connect disconnected

portions of existing trails and sidewalks, neighborhoods, schools, senior facilities, key industrial and commercial areas, transit centers and park and ride lots, and parks and recreational facilities.

- In new developments, generally require sidewalks along both sides of streets with average daily traffic projections of greater than 2,000 trips per day, and along at least one side of streets with projections of less than 2,000 trips per day.

Develop and Adopt an Official Map

Recommended transportation system improvements in the Lake Geneva planning area include adoption of an official map that identifies existing streets, expansions of existing street rights-of-way, rights-of-way for proposed new streets, and future bike and pedestrian facilities. Chapter 62.23 Wis. Stats. authorizes cities to create and adopt official maps for lands within the municipality and the extraterritorial jurisdiction of the municipality.

The following transportation facilities, depicted on Map 6: Transportation System Improvements, should be included in the Official Map:

- Proposed right-of-way widths for major roads in the City and extraterritorial area
- STH 50 bypass and interchange
- USH 12/Bloomfield Road interchange
- Proposed road extensions
- Proposed bike/pedestrian trails

See Chapter Seven: Community Facilities and Utilities and Map 7 for additional recommendations regarding preparation of an Official Map.

Explore Alternative Transportation Options

The City will work with the County and other transportation providers to explore alternative transportation options to reduce the number of cars in the City and support a practical shift towards sustainable mobility and away from automobile dependency including:

- Community car: Community Car is a member-based carsharing service that provides cars by the hour for individuals and organizations. Members share access to a fleet of high gas-mileage and hybrid-electric vehicles located in reserved parking spots throughout the community. Carsharing began in Switzerland in the mid-1980's and came to the United States in 1998 in Portland, OR. In the U.S. today there are more than 25,000 members of over 20 carsharing organizations nationwide. The City supports establishment of a private community car organization in Lake Geneva.

Example of a neighborhood electric vehicle

- Neighborhood electric vehicles: As defined by the National Highway Traffic Safety Association, a neighborhood electric vehicle (NEV) travels at 20-25 mph, weights less than 3,000 pounds, and is self-propelled by electric power. NEVs charge through standard 110v or a 220v outlet, for between 3 to 8 hours depending on the outlet voltage. A golf cart or a low-speed vehicle powered other than by an electric engine, is not considered an NEV. Many communities are adopting ordinances to allow NEVs on local streets with posted speeds of 35 mph or less. Lake Geneva will explore allowing these types of vehicles on local streets.

Support Other Transit Options

The City will continue to work with the County and other transportation providers to support alternative transportation options, including commuter facilities, para-transit for the growing elderly and disabled populations, transportation services for lower income workers, and regional bus transit service to other cities. Some programs available at the time this *Plan* was written include:

- Specialized Transportation Assistance Program for Counties. This program provides funding for transportation services, purchasing services from any public or private organization, subsidizing elderly and disabled passengers for their use of services or use of their own personal vehicles, performing or funding management studies on transportation, training and the purchase of equipment. This program requires a 20% local match in funding.
- Elderly and Disabled Transportation Capital Assistance Program. Eligible applicants include private and non-profit organizations, local public bodies that do not have access to private or public transportation, and local public bodies that are approved providers of transportation services for the elderly and disabled. The program covers 80 percent of the cost of eligible equipment.
- Wisconsin Employment Transportation Assistance Program (WETAP). This program supports transportation services to link low-income workers with jobs, training centers and childcare facilities. Applicants must prepare a Regional Job Access Plan that identifies the needs for assistance. Eligible applicants include local governments and non-profit agencies.

Map 6: Transportation Facilities - City of Lake Geneva Comprehensive Plan

City of Lake Geneva

Surface Water

Bike & Pedestrian Facilities

Bike/Pedestrian Route

Proposed Bike/Pedestrian Route

Rail and Air

Abandoned Railroad

Airport

Roads

Planned Road

Recommended Intersection Improvements

Recommended Bridge

Recommended New Interchange

XX' Recommended Right-of-Way Width

US Highway

State Highway

County Highway

Local Road

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: December 14, 2009
Source: SEWRPC, WIDNR, Walworth County LIO, V&A

CHAPTER SEVEN: COMMUNITY FACILITIES AND UTILITIES

This Chapter of the *Plan* contains background information, goals, objectives, policies, and recommended programs to guide the future maintenance and development of utilities and community facilities within the City of Lake Geneva. Map 7 highlights several of the utilities and facilities described below.

COMMUNITY FACILITIES AND UTILITIES RECOMMENDATIONS SUMMARY

- Implement the recommendations in the City's "Park and Open Space Plan"
- Enhance coordination with the Lake Geneva Public School District and other educational institutions
- Consider developing a municipal sustainability plan
- Coordinate future land development with public utilities

A. Municipal Services

City Administration

The City of Lake Geneva municipal offices, council chambers, and municipal court are located at 636 Geneva Street. This facility underwent substantial expansion in 1999. No further renovations are planned at this time. Lake Geneva's elected government officials include a mayor, eight council members, a treasurer, an attorney, and a municipal judge. City commissions and boards include a Park Board, Police and Fire Commission, Utility Commission, Plan Commission, Cemetery Commission, Historic Preservation Commission, Lake Front Board, Library Board, Tree Board, and Zoning Board of Appeals. A City Business Administrator and a Department of Public Works Director are appointed by the City Council.

City of Lake Geneva Municipal Offices

Fire and Emergency Medical Services

Lake Geneva Fire Department is staffed by 38 paid-on-call and part time professional working out of two fire stations. Station Number One, located at 730 Marshall Street was opened in September 1975. The station is equipped with an ambulance, fire engine, fire truck, tanker, command/dive vehicle, squad, rescue boat, grass rig, and two utility vehicles. In 1996, the construction of a new water tower provided the Lake Geneva Fire Department an opportunity to expand the coverage area. The station is located at the base of the new water tower at 1003 Host Drive. Station Number Two quarters fire engine #2820. The Lake Geneva Fire Department also provides emergency medical services to the community.

In November 2006, the City of Lake Geneva Fire Department was awarded $177,400 grant from the Assistance to Firefighters grant program. The Department will utilize this money to replace self-contained breathing apparatus and related equipment.

Law Enforcement

The City of Lake Geneva's Police Department is located at 626 Geneva Street. The Department has 20 full time personnel.

B. Utilities

Communication Services and Power

Lake Geneva is a full service community containing radio stations WLKG and WMIR, and two weekly newspapers *Lake Geneva Times* and *Lake Geneva Regional News*. Electric Utility service is provided by Alliant Energy. Gas service is provided by WE Energies. Telephone service is provided by Ameritech. Cable and internet service is provided by Comcast.

Dams

The City owns one dam within the city limits, Lake Geneva Dam, which is located along the White River. The structure is 14 feet tall with a hydraulic allowance of 8 feet and an impoundment surface area of 5262 acres. Water levels are managed in accordance with DNR guidelines. The most recent inspection of Lake Geneva Dam occurred in March 2003, at which time it was designated as having significant hazard potential.

Lake Geneva Dam

Solid Waste Disposal and Recycling

The City of Lake Geneva contracts with John's Disposal Service for the City's refuse collection and recycling needs. Garbage is collected on a weekly basis and hauled to the Mallard Ridge Recycling and Disposal Facility landfill located in the Town of Darien. Recycling is collected on a biweekly basis.

Walworth County's Solid Waste Division and Public Works Department offers computer recycling, battery recycling, sharps collection, and hazardous waste disposal for the County.

Water Supply and Wastewater Treatment

The City of Lake Geneva Department of Public Works and Utilities provides water service for area residents. The main water plant is located at 361 West Main Street. Municipal water is pumped from four wells less than 200 feet deep in the shallow aquifer. Water is stored in three storage tanks: one is located on North Center Street with a reserve of 200,000 gallons, one is located on Host Drive with a reserve of 1.5 million gallons, and the third is located on West Dodge Street with reserve of 200,000 gallons. The City also has three onsite reservoirs which hold an additional 500,000 gallons.

Average daily water consumption is 1.3 to 1.4 million gallons per day. This ranges from a low of one million gallons per day in the winter to 2.3 million gallons in the summer. Unaccounted for water runs 10% - 14%. Water is treated with sodium hypo at the City's wells, aeration, iron filtration, chlorine gas, HFS, and ortho/polyphosphate addition. Treatment levels are within optimal ranges as determined by the Department of Natural Resources.

The City's wastewater is treated by the City of Lake Geneva Department of Public Works and Utilities, located at 201 Haskins Street. The facility was built in 1985. The average annual hydraulic loading of this facility is 1.3 to 1.4 million gallons per day. The system was designed to handle 2.25 million gallons per day. The Lake Geneva's wastewater utility returns treated wastewater to the aquifer instead of discharging into surface waters. The process of recycling water augments natural groundwater replenishment. This process not only increases the groundwater supply in Lake Geneva, but also the surrounding area as groundwater supplies stretch beyond regional boundaries.

Wastewater flows to the treatment facility where debris is removed, and water is treated to break down wastes and clarify the water. The treated water is then pumped to a holding pond located on the east side of the City. It is then discharged into one of seven adjacent seepage cells. The clean water then permeates the sand and gravel, eventually to reenter the shallow aquifer. The porous nature of the seepage cells makes possible the groundwater recycling system. Highly urbanized areas may have difficulty reserving the land required to enable this type of system. Lake Geneva's seepage cells cover approximately 35 acres.

C. Parks and Recreation

Neighborhood Parks

- Cobb Park: This 5-acre park is located just west of the City. The mostly wooded site features a nature trail, playground equipment, group picnicking area, and restrooms.

- Flat Iron Park: This 3-acre site sits adjacent to the convergence of Geneva Lake and the White River. The park is the site of the Chamber of Commerce Tourist Information Center. Facilities include boat slips, a gazebo, and restrooms. Recently, the Committee for the Beautification of Lake Geneva led an effort to create an updated design plan for this highly visible waterfront park. It is intended to resolve several lakefront use issues, and to guide future park and waterfront improvements.
- Maple Park: This 3-acre park is located in the heart of the City. Although owned by the City, the site is managed by the Lake Geneva School District. Facilities include two basketball courts, a playfield, a playground, on sandlot softball diamond and two tennis courts.
- Oak Hill Tot Lot: This less than one-acre playlot on the City's north side offers a variety of playground equipment.
- Rush Park: The facilities for this 3-acre park on the City's south side include a sandlot softball diamond, playground equipment, picnicking and a sledding hill.
- Seminary Park: This 3-acre site has a downtown location. The site provides picnicking, playground equipment, restrooms, and parking for vehicles with boat trailers.
- Stoneridge Park: This undeveloped 2-acre park is located in the northern portion of the City in the Stoneridge subdivision.
- Undeveloped Park (North): This undeveloped 3-acre site on the City's north side contains wetlands and an environmental corridor and is near the Town-owned Duck Lake Nature Trail.
- Westgate Tot Lot: This less than one-acre playlot on the City's west side offers a variety of playground equipment.

Community Parks

- Dunn Field: This 13-acre park adjacent to Eastview Grade School is under ownership of the school district, but under a 1984 agreement, the land is under the control and use of the City for recreational purposes. Facilities include one lighted baseball diamond, two tennis courts, one league softball diamond, two sandlot softball diamonds, a playground, four basketball courts, and soccer facilities.
- Veterans Park: This 38-acre park is located east of the City. Facilities at the park include a lighted baseball diamond, two lighted softball diamonds, five unlighted softball diamonds, six soccer fields, a basketball court, playground equipment, horseshoe pits, and two shelters.
- Library Park: This 10-acre park is located on the north shore of Geneva Lake. The historic Riviera Building lies on the east end and the Public Library is located in the park's center. Facilities include a swimming beach, informal picnicking, ice skating, boat slips, and restrooms with a shower.

Natural and Open Space Areas

- Baker Park: This small open space park occupies approximately 1-acre on the northeastern shore of Lake Geneva. The site contains steep slopes with shrubs and trees.
- Business Park Pond: This 6.5-acre site is located in the City's Business Park and includes a pond with path.
- Donian Park: This wooded 4-acre wooded open space area encompasses a mill race, wetland overlook, and the 100-year recurrence interval floodplain along the White River in downtown Lake Geneva.
- Four Seasons Nature Preserve: This 64-acre open space site is located southeast of the City. Facilities include a shelter building, observation deck, nature trail, and boardwalk amid a wetland, prairie, and oak opening. The preserve is bordered by 250 acres, which are part of a primary environmental corridor, and is open to the public.

- Hillmoor Heights: This wooded 20-acre site is located in the Town of Lyons. The property is owned by the City and is currently undeveloped.
- Home Depot Park: This 7-acre site is located northwest of the intersection of US Highway 12 and State Highway 50. It includes a detention pond and is the terminus of the City's "Red" bike route. Lands immediately to the north are held by the Geneva Lake Conservancy.
- Mill Park: This less than a half acre site is located on the City's near east side. It is currently undeveloped.
- Moss Park: This less than a half acre site is located on the City's north side. It is currently undeveloped.
- Olive Longland Park: This 1-acre open space site is located on the north side of Lake Geneva. It is currently undeveloped.
- Price-Freemont Park: This wooded 5-acre site is located in the northwest area of the City.
- Water Tower Open Space: This 3-acre site is located on the western side of the City east of the water tower and includes a detention pond.

Donian Park

Lake Access Points
City Boat Access: This boat launch is located on the northeastern shore of Lake Geneva. Parking for vehicles with trailers is provided at nearby Seminary Park.

Public School Parks
The following is a list of existing school parklands:

- Badger High and Lake Geneva Middle School: This 55-acre recreation area includes a number of athletic fields including a regulation baseball diamond, two basketball courts, two league softball fields, eight tennis courts, a football playing field, track, and sand volleyball.
- Central Denison Elementary School: The recreation area at Central Denison School encompasses 1-acre.
- Eastview Elementary School: This 2-acre site includes four basketball courts and playground equipment.

Private Recreational Facilities
In addition to public recreation facilities, the residents of Lake Geneva have access to a variety of other private recreational resources.

- Covenant Harbor Bible Camp: Located at 1724 Main Street in Lake Geneva, this lakeside site contains 56-acres of woodland that includes picnic areas, two tennis courts, a ropes course, and archery facilities.
- First Evangelical Lutheran School: Located at 1101 Logan Street in Lake Geneva, the facilities at this 4-acre church and school site include two basketball courts and playground equipment.
- Grand Geneva Resort and Spa: Located at northeast of Lake Geneva, this resort offers golf, a health spa, tennis, hiking, horseback riding, skiing, and other activities.
- Hillmoor Golf Club: Located at 333 East Main Street in Lake Geneva, this club offers 18 holes of golf on a 111-acre site. The future of the Golf Course is uncertain.

- Lake Geneva Youth Camp: This 22-acre summer camp site is located at W 2655 South Street in the Town of Linn. Facilities include two basketball courts, soccer facilities, various playfields, playground equipment, four sandlot softball diamonds, and two tennis courts.
- Par T Miniature Golf: An 18-hole miniature golf park located near downtown Lake Geneva.
- Paradise Golf Park: An 18-hole miniature golf park located near downtown Lake Geneva.
- St. Francis School de Sales Catholic Church and School: Located at 148 West Main Street in Lake Geneva, this 4-acre site includes a basketball court and playground equipment.
- YMCA: Located at 203 Wells Street, the YMCA includes a full Wellness Center, two gymnasiums, a 25-yard swimming pool, a large therapy pool, saunas, steam rooms, racquetball courts, and spin cycling equipment. The City contracts with the YMCA to provide recreational programming.

Lake Geneva YMCA

Trails and Bicycle Routes

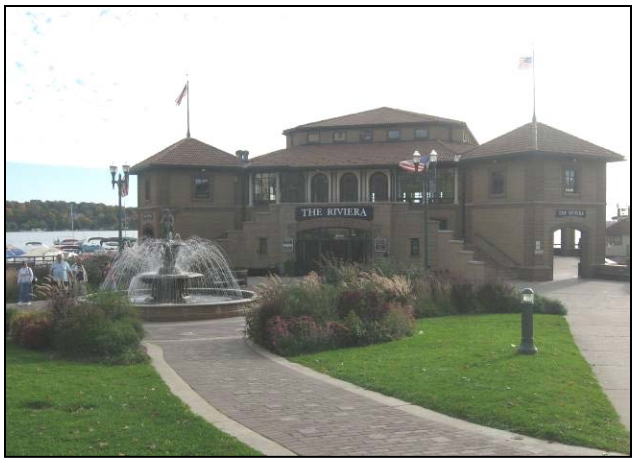
- Bike Routes: Lake Geneva has five bike routes, depicted on Map 6, which are mainly located on the eastern side of the City.
- Duck Lake Nature Trail: A former railroad right-of-way, this two-mile walkway offers excellent opportunities for bird watching. This Town of Geneva facility covers 22 acres along the southern edge of State-owned lands adjacent to Lake Como.
- Geneva Lake Walkway: This historical 20-mile walkway path extends completely around Geneva Lake's wooded lakeshore. Approximately 3-miles of the trail are located within the City.
- White River Walk: This unofficial walk currently exists along the White River from Geneva Lake to Main Street.

D. Community Facilities

Cemeteries

Two cemeteries are located in Lake Geneva, Oak Hill and Pioneer Cemetery. Oak Hill Cemetery is located at 101 Cemetery Road along the northern border of Lake Geneva. Pioneer Cemetery was designed by Thomas McKaig and constructed in 1837 and is located at just three blocks north of STH 50. Pioneer Cemetery is listed in the Wisconsin State Historical Society's Architecture and History Inventory. It was listed in the National Historic Registry on June 2005. The cemetery lies within the Maple Park Historic District.

Event Facilities
The Rivera, operated by the City of Lake Geneva, is a full-service event facility located along the shores of Geneva Lake. The facility includes meeting rooms, beach access, and a historic ballroom and exhibition hall for events of up to 400 participants. The ballroom is a 7,200 square foot area with a spectacular view of the lake. The Rivera has been host to weddings, conferences, and exhibitions.



The Historic Riviera

Health and Child Care Facilities
Healthcare and nursing services are available in Lake Geneva at Mercy Lake Geneva Medical Center, Aurora Health Center, and Geneva Lake Manor. Mercy Lake Geneva Medical Center, located at 350 Peller Road, offers services in Family Medicine, Podiatry, and Acupuncture. Mercy Walworth Hospital and Medical Center offers inpatient, outpatient, and emergency care to residents of the southern lake area of Walworth County. This facility is located at N2950 State Road 67.

Child care and preschool education is available at Amy's Academy, All about Children, Immanuel Lutheran Church Just for Kids, Lake Geneva Day Care Center, Lake Geneva Montessori School, Little Red Preschool of Lake Como, RWCFS Star Center Head Start, and United Child Care Center.

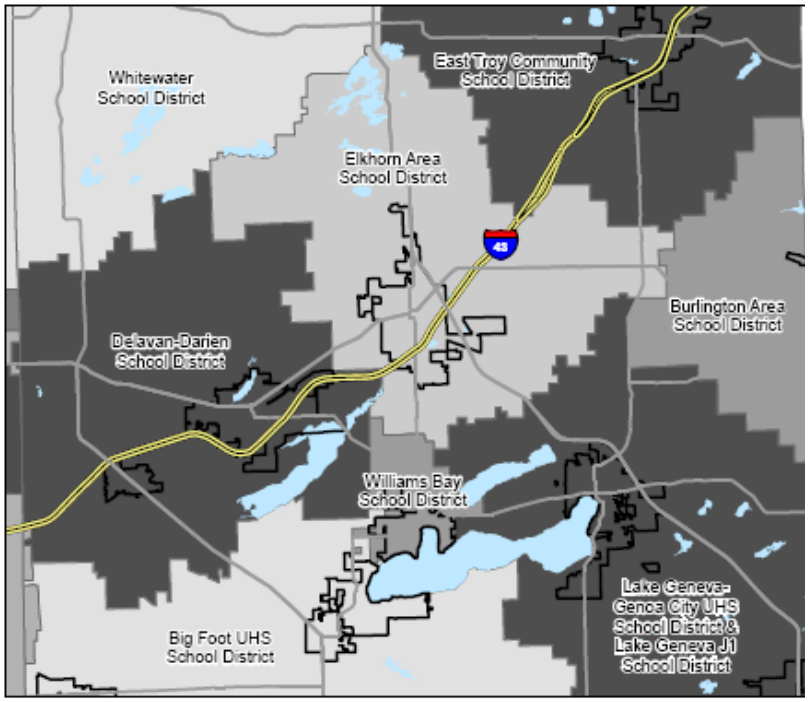
Library
The Lake Geneva Public Library is located at 918 W. Main Street. The Lake Geneva Public Library is housed in a unique, prairie style building that was designed by James R. Dresser, a protégé of Frank Lloyd Wright. The building was dedicated in 1954; a meeting room was added in 1963 to the east end of the building, and in 1970 additions were constructed to the west and south ends.

Lake Geneva Public Library

The Lake Geneva Public Library is a member Lakeshores Library System which has recently combined with the Mid-Wisconsin Federated Library System. The SHARE Library Catalog is a joint project of the Lakeshores Library System and MWFLS. The catalog serves residents of Dodge, Jefferson, Racine, Walworth, and Washington Counties. SHARE is a consortium of 53 public libraries, school libraries, and public library systems. The combined collection is now 2.5 million items. The Lake Geneva Public Library's collection consists of 40,789 books, 2,698 audio materials, 867 video materials, and 181 serial subscriptions.

Schools
The public school system in Lake Geneva has been noted to be amongst the best in the State. The City of Lake Geneva lies within the Lake Geneva J1 School District, which includes local elementary and middle schools, and Lake Geneva-Genoa City Union High School District. These districts serve students in the Cities of Lake Geneva and Genoa; the Town of Bloomfield and segments of the Towns of Geneva, Lyons, and Linn.

Figure 7.1: Lake Geneva-Genoa City UHS School District



Enrollment for the Lake Geneva School District and Lake Geneva-Genoa City UHS School District public schools is shown in Figure 7.2. Enrollment in all public schools has been growing over the past seven years, particularly at Star Center Elementary School.

Figure 7.2: Lake Geneva Area School District Enrollment, 2001-2007

Name	Location	2001	2002	2003	2004	2005	2006	2007	2008
Central-Denison Elementary School	900 Wisconsin Street, Lake Geneva, WI	666	534	564	544	546	701	686	683
Eastview Elementary School	535 Sage Street, Lake Geneva, WI	271	264	271	276	290	328	332	312
Lake Geneva Middle School	600 Bloomfield Road, Lake Geneva, WI	575	578	616	642	664	640	648	662
Star Center Elementary School	W1380 Lake Geneva Hwy, Lake Geneva, WI	133	260	266	284	302	346	351	411
Badger High School	220 South Street, Lake Geneva, WI	1,077	1,061	1,167	1,280	1,284	1,413	1,376	1,359
Total		2,722	2,697	2,884	3,026	3,086	3,428	3,393	3,427

Source: Wisconsin Department of Public Instruction
**Central and Denison combined in 2004 (years 2001-2003 school enrollment was totaled)*

There are also several parochial schools located in the City and School District including:

- **First Evangelical Lutheran School**, 1101 Logan St, Lake Geneva, WI (Grades: Preschool – 12th Grade), (2008 enrollment: 106)
- **Mount Zion Christian School**, 2330 State Road, Lake Geneva, WI (Grades: Kindergarten – 8th Grade), (2008 enrollment: 60)
- **Saint Francis de Sales Parish School**, 130 W Main Street, Lake Geneva, WI (Grades: Kindergarten – 8th Grade), (2008 enrollment: 182)

Lake Geneva lies within the Gateway Technical College District. Gateway Technical College campuses are located in Burlington, Racine, Kenosha, Pleasant Prairie, Sturtevant, and Elkhorn. Gateway offers technical certificates in financial planning, multimedia, network security, psychosocial nursing, telecommunication engineering, and websphere programming. Waukesha County Technical College, located in Pewaukee, WI, just one-hour northeast of Lake Geneva, also offers numerous areas of study.

Residents of Lake Geneva do not have to travel far for higher education. Area colleges and universities within 50 miles of Lake Geneva include the University of Wisconsin–Whitewater; University of Wisconsin-Parkside in Kenosha; Rockford College; Beloit College; Rock Valley College in Rockford, IL, McHenry County College in Crystal Lake, IL; Carroll College in Waukesha; College of Lake County in Grayslake, IL; and Elgin Community College in Elgin, IL.

Other Community Services and Organizations

Geneva Lake Conservancy, Inc. (GLC) is a non-profit organization dedicated to preserving environmentally sensitive lands, open space, ecology, and history in Walworth County. Their mission is to promote responsible stewardship of the region's land and water resources and their efforts are directed towards shaping zoning policies and decisions, public and private land conservation, and environmental education. The GLC partners with town, village, city, and county governments to develop land conservation projects and programs.

Lake Geneva Jaycees is an organization that provides opportunities for people between the ages of 18 and 40 to participate in community service projects while developing management skills, leadership skills, and international connections. The Lake Geneva Jaycees organize and host public fund-raising events like the annual Venetian festival.

Other area community service organizations include the Catholic Daughters of America, Geneva Lakes Area Women's Association, Geneva Lakes United Way, Knights of Columbus, Lake Geneva Lioness Club, Lion's Club, Rotary Club, American Legion Post, Boy Scouts, Girl Scouts, Lake Geneva Garden Club, Chamber of Commerce, Lake Geneva Food Pantry, Side by Side, and Clothes Closet.

E. Utilities and Community Facilities Goals, Objectives, and Policies

Goals:

a. Coordinate utility and community facility systems planning with the land use, transportation, natural resources and recreation needs of the City.
b. Maintain the City's high quality of life through access to a wide range of sustainable public services and facilities.

Objectives:

a. Provide adequate government services and facilities necessary to maintain a high quality of living and working environment.
b. Provide community services and facilities in a logical, reliable, energy-efficient and cost-effective manner to serve a compact development pattern.
c. Assure that the costs for new community services, facilities, and utilities are distributed equitably.
d. Respect natural features and conditions in the design and location of orderly utility extensions.
e. Work with educational institutions on community facility and service issues of mutual interest.

Policies:

a. Maximize the use of existing utilities (such as public water, sanitary sewer, solid waste disposal, and power lines) and facilities within the City, and plan for an orderly extension of municipal utilities and facilities within the areas identified for future growth on Map 5a: Future Land Use.

b. Ensure that the City's utility system has adequate capacity to accommodate projected future growth; avoid overbuilding that would require present residents to carry the costs of unutilized capacity.
c. Ensure the ongoing maintenance of existing on-site wastewater treatment systems in the City and continue to work with property owners to connect to sanitary sewer when appropriate.
d. Ensure that the City's services, including fire/EMS, police, library, and parks, have adequate staffing, facility, and equipment capacity to accommodate projected future growth, and that the City has the ability to capture the value associated with such growth to pay for required City service increases.
e. Emphasize sustainability, energy-efficiency, and cost effectiveness in the delivery of public facilities and services.
f. Expand the use of technology in municipal operations, through tools like Geographic Information Systems and the Internet, as a way to implement the recommendations of this *Plan* and increase the City's presence in the digital age.
g. Improve communication with residents through an enhanced website and a quarterly community newsletter.
h. Work with educational institutions to ensure adequate school facilities and educational services for the Lake Geneva. Work with educational institutions on joint park and recreational programming, and to engage youth in municipal processes and community activities.
i. Adopt an Official Map, as recommended in Chapter Six: Transportation, to reflect the recommendations of this *Plan*, including locations for new public facilities, such as roads, sanitary sewer lines, lift stations, water lines, water towers, stormwater management areas, storm sewer lines, trails, and parks. This will be particularly important for the growth areas identified on Map 5a: Future Land Use.
j. Follow the City's Park and Open Space Plan when making decisions related to the park system, and update that plan every five years.
k. Site new parks in areas to enhance neighborhood cohesion and provide common neighborhood gathering places. All new residential development should be within walking distance of an accessible park.
l. When possible, acquire park and open space lands in advance of or in coordination with development to provide for reasonable acquisition costs and facilitate site planning. Parklands in undeveloped areas should be acquired through land developer dedications, where feasible.
m. Make revisions to other ordinances and codes as necessary to implement the recommendations in this *Plan*, including City building codes, mechanical codes, housing codes, and sanitary codes.

F. Utilities and Community Facilities Programs and Recommendations

The following section is a description of the utilities and community facilities illustrated and recommended through Map 7: Utilities and Community Facilities, as well as recommendations and programs which address non-map issues.

Implement the Recommendations in the City's "Park and Open Space Plan"

Over the next 20 years, to maintain its current park standards, the City will likely acquire and/or develop an additional 40 acres of parkland and make improvements to existing parks. The City's 2008 Park and Open Space Plan provides a comprehensive evaluation and recommendations to address the interest in park space and should be referred to as the guide for future park system recommendations.

Still, each park and open space plan focuses particularly on the next five-year period, while this Plan identifies proposed growth patterns over the next 20 years. General proposed locations for future parks to serve longer-term growth are depicted on Map 7: Utilities and Community Facilities. With the next update of the Parks and Open Space Plan in 2013, ideas regarding the changing park and recreational needs of future

growth areas—as presented in Maps 5 (Future Land Use) and 7 (Utilities and Community Facilities)—should be considered.

One future recreational improvement is the "Greenbelt Corridor." This corridor would not only allow for recreational use but would also protect sensitive natural areas and establish a long-term "growth edge" for the City. The potential future "Greenway Corridor," developed as a regional initiative with surrounding communities, Walworth County, WisDNR, is discussed in more detail in Chapter Three: Natural Features.

Enhance Coordination with the Lake Geneva Public School District and other Educational Institutions

The health of the City and the health of the various educational providers in Lake Geneva are closely intertwined. High quality public and private schools, at all levels of education, enhance the overall quality of life for City residents, increases positive opportunities for the City's youth, and is a large factor in workforce and economic development. Several initiatives to ensure close collaboration among the Lake Geneva area schools, private education facilities, higher educational institutions, and the City are strongly advised. Ideas and advice include the following:

- To encourage awareness and ongoing communication between the City and Lake Geneva area schools, the City could involve relevant education providers, in review of residential development as well as other issues of mutual concern.
- The City could establish regular joint Common Council-School Board meetings to identify, discuss, and resolve policy issues of mutual concern, including the impact of new development on schools and on new focuses and vision for curriculum and joint services.
- The City will continue to collaborate on a staff/department level to assure that shared facilities and overlapping areas of concern—such as student safety—are addressed in an efficient and effective manner.
- As the community grows, the location of future school sites will become an important planning issue for the City and Lake Geneva area schools. School siting decisions will be influenced by the locations of new neighborhoods. The ease of access and availability of safe transportation routes should also influence siting decisions. The City encourages Lake Geneva area schools to prepare a long-range facilities plan to forecast facilities needs based on the development activity, population growth, neighborhood turnover, and student enrollment trends.

POTENTIAL COMPONENTS OF COMMUNITY SUSTAINABILITY PLAN

- Sustainability vision
- Summary of existing sustainability efforts
- Guiding principals
- Inventory of current conditions
- Sustainability strategy
  - Short-term and long-term goals, objectives, policies, programs, and action recommendations for each sustainability component
  - Community education and participation plan
- Implementation plan
- Matrix for measuring progress

Consider Developing a Municipal Sustainability Plan

The City of Lake Geneva acknowledges the importance and interconnectedness of the economic, social, and environmental health of the community. The City intends to explore the development of a sustainability plan to develop options for improving energy-efficiency and sustainability of municipal operations. Components of such a plan could be similar to those currently being implemented in other communities (see side bar). An example of sustainable practices may extend to altering the City's purchasing process to promote "green purchases (e.g. not always low bid).

Coordinate Future Land Development with Public Utilities

This *City of Lake Geneva Comprehensive Plan* includes a basic policy that no urban development shall occur within the City of Lake Geneva's planning area unless it is within the City's corporate limits and is served by

the City's utility systems (i.e. sanitary sewer, municipal water). The Potential Future Urban Service Area Boundary depicted on Map 7: Utilities and Community Facilities delineates the outer boundary of the area that may be served by the City of Lake Geneva in the future. The existing Urban Service Area Boundary would need to be expanded east of USH 12 and east of CTH BB to serve future development.

While the City establishes an area within which to deliver urban services, requests for annexation and extension of utilities are generally initiated by individual landowners or groups of landowners. Under current State law, annexation is generally driven by the requests of property owners. The City is not able to initiate annexations, except under a few specific circumstances. The City should work with surrounding communities to coordinate future land development with planned extensions to the public sanitary sewer and water systems, guiding urban development into areas in and close to the City. This approach will maximize the considerable investment that has already been made into public utilities and result in more compact, higher value commercial, industrial, and residential uses.

In 2004, the City completed an impact fee needs assessment and feasibility report to analyze future public facilities. This analysis identified the general recommended locations of elevated water tanks, pressure relief valves, lift stations and force mains depicted on Map 7. This analysis and the current utility recommendations remain based on water and sanitary system plans conducted by Crispell-Snyder and adopted by the City circa 1990. The City's Park and Open Space Plan makes similar recommendations for community and neighborhood parks, trails and other recreation and open space facilities. The City should examine these potential locations in more detail and identify specific sites for these facilities when it develops its Official Map.

Placement of all these sites on the Official Map will protect them from development and will allow the City to require land and easement dedications to accommodate these facilities as land divisions occur.

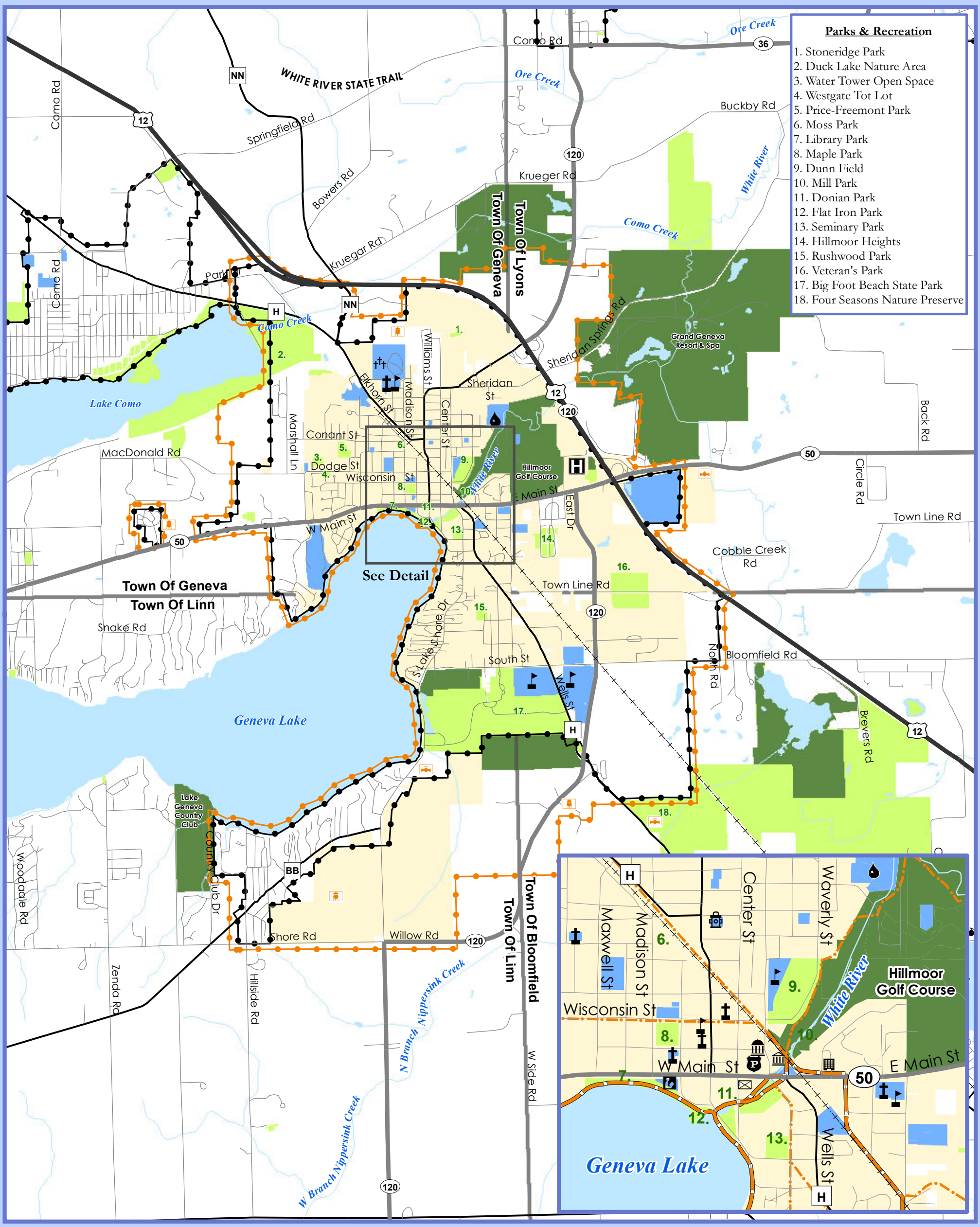
Support Quality, Affordable Childcare Facilities

Quality, affordable childcare is an important ingredient to attracting and retaining a quality workforce, as well as creating a healthy and stable community. The non-traditional schedules for today's high-tech workforce, the number of employers with after hour shifts, more commuters, and the growing number of households with two working parents and single parents will require childcare facilities with hours of operation that complement employee shifts and a wide range of childcare options (infant care, day care centers, family day care). The City encourages local businesses to offer childcare services as part of the benefits package for their employees and will support the creation of child care centers in and near places of employment.

Generally, Follow the Timetable Shown in Figure 7.3 to Create, Expand, or Rehabilitate Community Facilities and Utilities

Figure 7.3: Timetable to Expand, Rehabilitate, or Create New Community Utilities or Facilities

Utility or Facility	Timeframe for Improvements	Description
Water Supply	Ongoing	Improve water storage capacity and the distribution system as necessary to serve development.
Sanitary Sewer	Ongoing	Extend infrastructure as necessary and cost feasible to serve development.
On-site Wastewater Treatment Systems	Ongoing	Continue to work with property owners to connect to sanitary sewer when appropriate.
Solid Waste Disposal & Recycling	Ongoing	Continue to contract with private waste haulers for collection service.
Stormwater Management	Ongoing	Continue to require compliance with quantity and quality components for all developments.
	Ongoing	Update stormwater management plan, ordinance, and/or utility as needed to comply with State regulations.
Police Protection	Ongoing	Expand facilities, equipment, and personnel to meet future needs.
	2009-2014	Explore developing an off-site Emergency Operations Center.
Fire Protection and EMS Services	Ongoing	Expand facilities, equipment, and personnel to meet future needs.
	2009-2014	Consider conducting a facility needs study to evaluate a future site.
Library	2009-2014	Consider conducting a facility needs study to evaluate future expansion.
Municipal Building and Operations	Ongoing	Facilities are adequate to meet future needs.
	2009-2014	Explore developing a municipal sustainability plan.
	Ongoing	Improve communication with residents through an enhanced website and a quarterly community newsletter.
Medical Facilities	Ongoing	Encourage improvements to existing facilities and establishment of new facilities.
Schools	Ongoing	Continue to coordinate and communicate with educational institutions on issues of mutual concern.
Parks & Recreation	2009-2013	Implement recommendations of Park and Open Space Plan.
	2013, 2018	Update Park and Open Space Plan, considering the recommendations in this *Plan*, including establishing a “Greenbelt Corridor.”
Telecommunication Facilities	Ongoing	Area telecommunication facilities are projected to expand to meet needs.
Power Plants /Transmission Lines	Ongoing	Continue to work with ATC on issues related to the location or upgrade of transmission lines or power substations in the City.
Cemeteries	Ongoing	Facilities are adequate to meet future needs.
Child Care	Ongoing	Area childcare facilities are projected to expand to meet needs. Recommend expanded opportunities in and near employment centers.


Parks & Recreation
1. Stoneridge Park
2. Duck Lake Nature Area
3. Water Tower Open Space
4. Westgate Tot Lot
5. Price-Freemont Park
6. Moss Park
7. Library Park
8. Maple Park
9. Dunn Field
10. Mill Park
11. Donian Park
12. Flat Iron Park
13. Seminary Park
14. Hillmoor Heights
15. Rushwood Park
16. Veteran's Park
17. Big Foot Beach State Park
18. Four Seasons Nature Preserve
WHITE RIVER STATE TRAIL
Lake Como
Geneva Lake
Town Of Geneva
Town Of Lyons
Town Of Linn
Town Of Bloomfield
Grand Geneva Resort & Spa
Hillmoor Golf Course
Lake Geneva Country Club
See Detail
Como Rd
Springfield Rd
Bowers Rd
Krueger Rd
Kruegar Rd
Buckby Rd
Ore Creek
White River
Como Creek
Sheridan Springs Rd
Sheridan St
Williams St
Madison St
Center St
Elkhorn St
Conant St
Dodge St
Wisconsin St
W Main St
E Main St
East Dr
Marshall Ln
MacDonald Rd
Town Line Rd
Cobble Creek Rd
Back Rd
Circle Rd
Bloomfield Rd
North Rd
Brevers Rd
Lake Shore Dr
South St
Wells St
Snake Rd
Wooddale Rd
Country Club Dr
Shore Rd
Willow Rd
Zenda Rd
Hillside Rd
N Branch Nippersink Creek
W Branch Nippersink Creek
W Side Rd
Maxwell St
Waverly St
Map 7: Community Facilities & Utilities - City of Lake Geneva Comprehensive Plan
City of Lake Geneva
Surface Water
US Highway
State Highway
County Highway
Local Road
Abandoned Railroad
Bike & Pedestrian Facilities
Bike/Pedestrian Route
Proposed Bike/Pedestrian Route
Community Facilities
Community Facility Land Area
Public Open Space Land Area
Private Recreation Land Area
City Hall
Police Department
Fire Department
Public Works Garage
Existing Urban Service Area
Potential Future Urban Service Area
Mercy Health Clinic
Waste Water Treatment Plant
Potential Future Water Tower
Potential Future Lift Station
Post Office
School
Library
Place of Worship
Cemetery
0 0.25 0.5 1 Miles
Adopted: August 30, 2011
Source: SEWRPC, WIDNR, Walworth County LIO, V&A

CHAPTER EIGHT: HOUSING AND NEIGHBORHOOD DEVELOPMENT

A community's housing stock is its largest long-term capital asset and typically represents the largest single land use in terms of area (20 percent of Lake Geneva's total land area). Housing not only fulfills the basic need for shelter, but also helps shape the identity of individuals, neighborhoods, and the community's sense of place. This Chapter contains a compilation of background information, goals, objectives, policies and recommended programs aimed at providing an adequate housing supply that meets existing and forecasted housing demand in the City. The Chapter covers all of the data and analysis as required under §66.1001, Wisconsin Statutes.

HOUSING AND NEIGHBORHOOD DEVELOPMENT RECOMMENDATIONS SUMMARY

- Maintain the City's historic housing mix, in order to preserve the character of the community while allowing for housing choice
- Support the provision of quality new housing at all levels
- Continue to require neighborhood development plans in advance of development

A. Existing Housing Framework

The City's total housing stock increased 16.3 percent between 1990 and 2000, an increase from 3,184 to 3,703 housing units. On average, the City added 52 new housing units per year over that decade. As shown in Figure 8.1, most housing units in Lake Geneva are single family homes. The percentage of multi-family units in the City increased by 506 units during this time period. The total number of mobile homes, however, decreased by 69 units due to removal and redevelopment into other land uses.

Figure 8.1: Housing Types, 1990-2000

Units per Structure	1990 Units	1990 Percent	2000 Units	2000 Percent
Single Family	1,814	57.0%	1,952	52.7%
Two Family (Duplex)	349	11.0%	363	9.8%
Multi-Family	861	27%	1,367	36.9
Mobile Home	90	2.8%	21	0.6%
Boat, RV, Van, etc.	70	2.2%	0	0%
Total	3,184	100%	3,703	100%

Source: U.S. Census of Population and Housing, 1990 & 2000

From 1997 through 2007, the City's housing stock increased by 10.4 percent, from 3,703 to 4,131. On average, the City added 68 new housing units per year between 1997 and 2007. As shown in Figure 8.2, the share of detached dwelling units in single family homes decreased slightly versus other housing types during this time period but remains the majority of the City's housing stock.

Figure 8.2: Housing Construction, 2000-2007

Units per Structure	2000 Units	2000 Percent	New Units* 2000-2007	2007 Units	2007 Percent
Single Family	1,952	52.7%	154	20	51.0%
Two Family (Duplex)	363	9.8%	26	10	9.4%
Multi-Family	1,367	36.9	269	10	39.6%
Mobile Home	21	0.6%	n/a	n/a	n/a

*Source: U.S. Census of Population and Housing, 1990 & 2000; *City of Lake Geneva Building Inspector*

Figure 8.3 compares other 2000 housing stock characteristics in Lake Geneva with surrounding communities and Walworth County. In 2000, Lake Geneva had an average vacancy rate of 18.7 percent. The percent of owner-occupied housing units in the City was 53 percent, which is similar to neighboring Cities of Delavan and Elkhorn; higher than the City of Whitewater; and significantly lower than the Towns of Bloomfield, Geneva, Linn, Lyons; the Villages of Fontana and Williams Bay; and Walworth County. The average assessed value of dwelling units was higher the Cities of Delavan, Elkhorn, and Whitewater, and the Towns of Bloomfield, Geneva, and Lyons, and the County. The average assessed value was significantly lower in Lake Geneva than the Town of Linn and the Villages of Fontana and Williams Bay. The median monthly rent for Lake Geneva in 1999 was $605, which was higher than the $550 average rent reported in 2000, which is similar to rents pain in comparison communities.

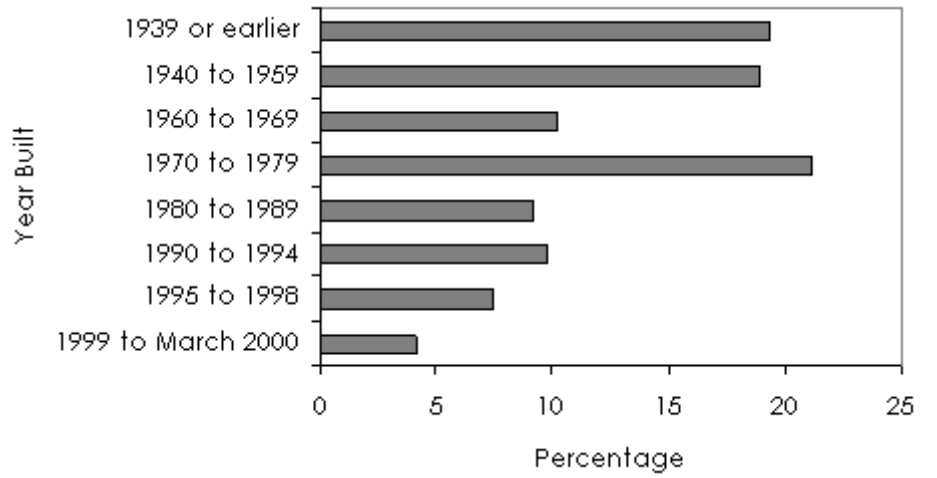
Figure 8.3: Household Characteristics Comparison

	Total Housing Units	Percent Vacant	Percent Owner-Occupied	Average Assessed Value*	Median Contract Rent
City of Lake Geneva	3,757	18.7%	53.0%	$290,569	$550
City of Delavan	3,215	8.8%	54.8%	$160,503	$529
City of Elkhorn	3,014	3.2%	53.4%	$185,330	$516
City of Whitewater	3,910	4.8%	36.2%	$168,909	$448
Town of Bloomfield	2,476	16.5%	81.5%	$196,278	$535
Town of Geneva	2,826	41.3%	81.0%	$234,813	$529
Town of Linn	1,901	52.1%	77.5%	$661,620	$535
Town of Lyons	1,307	5.8%	86.3%	$229,895	$579
Village of Fontana	1,974	61.3%	85.1%	$442,315	$601
Village of Williams Bay	1,772	44%	74.6%	$366,459	$535
Walworth County	43,783	21.2%	69.1%	$278,872	$515

Source: U.S. Census Bureau, 2000
**2007-2008 Department of Revenue*

Figure 8.4 illustrates the age of the City's housing stock based on 2000 census data. The age of a community's housing stock is sometimes used as a measure of the general condition of the local housing supply. Almost 20% of Lake Geneva's housing built prior to 2000 was built before 1940. About 21% of Lake Geneva's housing was constructed from 1990 to 2000. According to the figures listed in Figure 8.4, approximately 10% of the City's current (2007) housing stock was constructed since 2000.

Figure 8.4: Percent of Lake Geneva Housing Stock by Age, 2000



B. Housing Projections

Household projections for the City through the year 2030, were was calculated using the 18-Compounded Projection Scenario. For the purposes of planning, household projections are translated into an estimated demand for additional housing units. It should be noted that the demand for future housing units will be based not only on increases in population, but also on fluctuations in the City's average household size and the strength of the market. For example, as household sizes decreases, more housing units will be needed to meet housing demands. For the purposes of this analysis, it is assumed that the 2000 household size (2.33) will decrease slightly to 2.29 through the planning period, reflecting state and national trends.

C. Housing Programs

The following programs and organizations provide assistance to homeowners and renters in the City of Lake Geneva:

Downpayment Plus and Downpayment Plus Advantage
Downpayment Plus (DPP) and Downpayment Plus Advantage are down payment and closing cost assistance programs available to low and moderate-income homebuyers. Both programs are funded by the Federal Home Loan Bank of Chicago's (FHLBC) Affordable Housing Program (AHP). The programs are administered by the Wisconsin Partnership for Housing Development (WPHD) and the FHLBC for members headquartered in Wisconsin.

Funding through the programs is available to FHLBC member financial institutions. A grant is paid on behalf of the borrower at the time of closing. To qualify for DPP, borrowers must earn at or below 80% of the area median income. Borrowers must also sign a 5-year retention agreement, participate in homebuyer counseling, and use the home as their primary residence.

Community Action, Incorporated
Community Action Inc. of Rock and Walworth Counties acts as the Program Administrator for the various City, State, and Federal programs described above. The corporation's mission is to optimize the economic and social potential of the community by directing public and private resources to promote the economic self-sufficiency of individuals and families. The organization works to provide people with the knowledge and skills to be self-sufficient, eliminate social and economic barriers which inhibit people from becoming self-sufficient; and secure a minimum standard for living for all low-income and disadvantaged individuals. The organization is located in Delevan at 1545 Hobbs Drive.

Walworth County Habitat for Humanity
Habitat for Humanity of Walworth County (HFHWC) was formed in October 1998 as an affiliate of Habitat for Humanity International. Habitat for Humanity is an ecumenical, non-profit, Christian housing ministry that seeks to eliminate substandard housing worldwide and make decent shelter a matter of conscience and action. HFHWC works in partnership with people from all walks of life to develop in Walworth County decent homes and communities in which people can live and grow. Habitat builds new relationships and a sense of community as well as new housing.

Wisconsin Housing and Economic Development Authority
The Wisconsin Housing and Economic Development Authority (WHEDA) also manages several housing programs including home mortgage and improvement loans and home repair grants for the elderly from the U.S. Department of Agriculture. The HOME Investment Partnerships Program funds down payment assistance for homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements, and rental housing development. The Housing Cost Reduction Initiative (HCRI) funds activities such as emergency rental aid, homeless prevention efforts, and related housing initiatives. Further information on these programs can be obtained by contacting WHEDA.

D. Housing and Neighborhood Development Goals, Objectives, and Policies

Goals:

a. Support a variety of housing types and quality neighborhoods to promote a desirable living environment for all residents.

Objectives:

a. Support a range of housing options to accommodate various household types, income levels, and age groups.
b. Promote high quality housing and safe living environments that enhance existing neighborhoods, maintaining reasonable densities and promoting a sustainable owner-renter ratio.
c. Require City neighborhoods to be served by a full range of urban services close to key destinations for residents.
d. Promote residential infill in currently developed areas of the City.
e. Encourage well-designed neighborhoods, with a mix of housing types oriented towards pedestrians and well served by sidewalks and bicycle routes.
f. Encourage "green" technologies in new housing developments such as energy efficiency and solar energy.
g. Promote traditional residential development principles including compactness, a range of housing types, and mixed land uses.

Policies:

a. Prioritize development of planned/approved dwelling units before additional future residential areas and pursue residential infill opportunities where feasible.

b. Guide new housing and neighborhoods to areas with convenient access to commercial and recreational facilities, transportation systems, schools, shopping, services, and jobs.
c. Encourage a housing tenure mix in all neighborhoods that focuses on owner-occupied housing yet provides opportunities for rental housing.
d. Require that the development of new neighborhoods comply with the City's historic housing mix, in order to maintain the character of the community while allowing for housing choice. Within each continuous area designated as a "Planned Neighborhood" on Map 5a: Future Land Use, seek a housing mix where not less than 60% of all housing units are in single family detached residences, with desired a maximum of 15% of units in two-family dwellings and 25% of units in multiple family dwellings (3+ units per building, regardless of occupancy). For two-family and multiple-family units, seek to maximize the percentage of such units that will be available for owner-occupancy. For single family units, seek a mix of lot sizes.
e. Limit housing development in rural areas at and beyond the City's fringe. Do not approve development of unsewered residential subdivisions, with the exception of areas designated on the Future Land Use map as "Single Family (Unsewered)."
f. Promote urban living and workforce housing infill opportunities in the Downtown area.
g. Plan for multiple-family developments in parts of the City where streets and sidewalks can handle increased volumes of traffic; there are adequate parks, open space, and shopping facilities existing or planned; and utility systems and schools in the area have sufficient capacity. Disperse such developments throughout the City, rather than planning for large multiple family housing developments in isolated areas.
h. Support ongoing maintenance and reinvestment is residential areas, particularly historic neighborhoods surrounding Downtown.
i. Design neighborhoods to protect environmental resources, encourage resident interaction, promote "walkability", and create a sense of place, following the "Planned Neighborhood" design guidelines presented in Chapter Five: Land Use.
j. Require residential developers and builders to complete development and provide infrastructure improvements, including parks and streets, in partially developed existing subdivisions prior to platting new development areas or additions.
k. Require developers to help fund safe and efficient pedestrian and bicycle access between residential neighborhoods and nearby community facilities (e.g. bus routes, parks, and schools).
l. Require sensitive design of infill residential development in existing neighborhoods to complement the surrounding neighborhood, with particular attention to setbacks, height and massing, patterns, and materials.
m. Establish multi-family design standards to promote quality design for market rate and affordable housing projects

E. Housing and Neighborhood Development Programs and Recommendations

Support Provision of Quality New Housing at all Levels

Housing is not simply part of the framework of the City; it also contributes to its economic vitality. In order for the Lake Geneva area to grow economically, housing is needed to meet diverse job opportunities. Businesses need access to workers, and workers need quality housing they can afford. A range of housing types, from workforce housing to executive housing, is an asset to the City. It promotes attachment to the community by providing housing for all stages of life and lends richness to community life through variety and balance. To this end, the City should continue to promote a range of housing choices in new neighborhoods, consistent with the policies laid out earlier in this Chapter.

- **Accommodate visitor housing.** Housing for visitors is a significant component of the City's housing stock and a critical economic development strategy. One of the unique characteristics of Lake Geneva is that no lodging facilities are located at either of the USH 12 interchanges, but rather are concentrated in the downtown area and along the historic CTH H corridor. The City should continue to support this type of housing in these areas as well as Neighborhood Mixed Use Areas identified on Map 5a: Future Land Use.
- **Support housing rehabilitation efforts.** The City has a substantial concentration of older housing stock. Much of this older housing, particularly located in central city neighborhoods, offers affordable options to first-time home buyers, close to downtown and the amenities located there, and full of potential for sweat-equity. The City should continue to support housing rehabilitation efforts through existing housing funding sources described in the Housing Programs section of this Chapter.
- **Encourage smaller lot sizes.** Smaller lot sizes result in lower "per unit" development costs, generally lower lot prices, and a more compact and efficiently served land use pattern. The City intends to consider residential zoning districts that allow lots smaller than 8,000 square feet (9,000 square feet is currently the smallest lot permitted by right), provided that house plans or design standards are provided that are suited for those sized lots and promote high-quality design. Lots as small as 7,000 square feet and as narrow as 50 feet are becoming increasingly common in southern Wisconsin.
- **Support upper story housing downtown.** As part of ongoing downtown revitalization efforts, the City should emphasize the retention and conversion of upper story spaces into housing. This may require financial incentives for necessary building upgrades.

Enact Design Standards for Multiple Family Housing

Multiple family housing provides options for the elderly, younger residents, and employees for Lake Geneva businesses. However, such projects often cause community opposition. In some cases, this is because such projects have been poorly and cheaply designed. The City should include detailed design guidelines for all new or expanded multi-family residential developments in the zoning ordinance and enforce them during development review processes. The following guidelines provide a foundation:

1. Incorporate architectural design that fits the context of the surrounding neighborhood, and Lake Geneva's overall character.
2. Encourage layouts where buildings appear as a grouping of smaller residences. Within and near downtown, promote building materials, designs, scale, and setbacks that are compatible with the surrounding historic character.
3. Use brick and other natural materials on building facades. Avoid monotonous facades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.
4. Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to public sidewalks to increase pedestrian activity. Include private sidewalk connections.

Example of high quality multi-family development

5. Locate parking, dumpsters, and other unattractive uses behind buildings.
6. For parking lots and garages, (a) locate garage doors and parking lots so they are not the dominant visual element; (b) screen parking areas from public view; (c) break up large parking lots with landscaped islands and similar features; (d) provide direct links to building entrances by pedestrian walkways physically separated from vehicular movement areas; and (e) large parking garages are undesirable, but where

necessary, break up facades with foundation landscaping, varied facade setbacks, and recessed garage doors.

7. Provide generous landscaping of sufficient size at the time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses which differ in intensity, density, or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); and (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.
8. Provide on-site recreational and open space areas to serve the needs of residents. Whenever possible, develop contiguous rear yards as a unit to encourage use by building residents and guests.

Continue to Require Neighborhood Development Plans in Advance of Development

Chapter Five: Land Use includes a description of the "Planned Neighborhood" future land use category, which is intended to provide for a variety of housing choices and a mix of non-residential uses such as parks, schools, religious institutions, and small-scale shopping and service areas. These areas are mapped on Map 5a: Future Land Use for future development in different parts of the City.

The complexity of "Planned Neighborhood" areas suggests the preparation of detailed neighborhood development plans to further guide development of these areas. A neighborhood development plan would be prepared by a developer, a group of property owners, or the City, in advance of the approval of individual subdivision plats within the area it covers. Neighborhood development plans specify in greater detail land use mix, density, street layouts, open space, and stormwater management than are possible within this *Plan*. These neighborhood development plans would ideally be adopted as a detailed component of the *Plan* once completed.

PREPARING NEIGHBORHOOD DEVELOPMENT PLANS – A RECOMMENDED PROCESS

I. Analysis: A wide variety of site specific information must be collected about both existing and emerging conditions:

   A. Establish and confirm the full neighborhood design process, including the creation of an ad-hoc or blended oversight committee including and/or reporting to the Plan Commission and Common Council;
   B. Collect existing map and plan data for the area and its surroundings related to parcels, topography, soils, land cover and uses, utilities, transportation, recreation, public services, plan recommendations, zoning and property ownership;
   C. Evaluate the existing and emerging real estate market;
   D. Employ meaningful public participation to help identify opportunities & constraints, and to help create a vision for the area; and
   E. Conduct property owner, agency and stakeholder interviews.

II. Plan: Based on the results of the Analysis phase, prepare a detailed Neighborhood Development Plan as derived from the consideration of a Preliminary Concept Plan, Alternative Concept Plans where options are many, and a Refined Draft Neighborhood Plan:

   A. Refine and confirm the neighborhood vision;
   B. Draft and confirm a Preliminary Concept Plan depicting the general arrangement of land uses, development character, main roads and stormwater management facilities, pedestrian & bicycle networks, and the open space system. For more complex neighborhoods with a variety of options, produce and confirm one or more Alternative Concept Plans;
   C. Present Preliminary Concept Plan or Alternative Concept Plans for review by the public, stakeholders, agencies and the committee. An alternatives Open House with rating sheets is an excellent method to receive general public input;
   D. Produce and confirm a Draft Neighborhood Development Plan based on the responses to the Preliminary or Alternative Concept Plans; and
   E. Refine and adopt the Neighborhood Development Plan, and ultimately integrate it into the *Comprehensive Plan* as an amendment.

III. Implementation: Following neighborhood development plan adoption, establish and apply the appropriate regulatory and procedural foundation to ensure full implementation:

   A. Facilitate developments consistent with that plan;
   B. Establish zoning districts and boundaries in compliance with the plan; and
   C. Review proposed land divisions, conditional use permits, and planned developments based on conformance with the plan, including consideration of land use pattern, density/intensity, community character, and infrastructure recommendations.

CHAPTER NINE: ECONOMIC DEVELOPMENT

This Chapter contains a compilation of background information, goals, objectives, policies and recommended programs to promote the retention and stabilization of the City's economic base. As required by §66.1001, Wisconsin Statutes, this Chapter includes an assessment of new businesses and industries desired in the City, an assessment of the community's strengths and weaknesses with respect to attracting and retaining businesses and industries, an inventory of environmentally contaminated sites and recommended strategies for their redevelopment.

ECONOMIC DEVELOPMENT RECOMMENDATIONS SUMMARY

- Focus efforts on attracting high quality jobs
- Explore new initiatives that will address demands for new recreation opportunities
- Foster "green" business growth
- Retain and expand existing local businesses
- Pursue redevelopment and infill of underutilized lands, beginning with preparation of conceptual plans for Neighborhood Mixed Use areas
- Adopt downtown design guidelines to preserve and enhance the historical quality of the downtown

A. Labor Force

The City's labor force is the portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to 2000 census data, 70 percent of City residents aged 16 and older was included in the labor force. The percentage of the City's labor force employed by sector in 2000 is shown in Figure 9.1. Over 23% of the labor force is employed in the manufacturing sector, and another 17.4% in the educational, health, and social services sector.

Figure 9.1: Occupational Groups, 2000

Occupational Group	Percentage of Labor Force
Manufacturing	23.1%
Educational, health, and social services	17.4%
Retail trade	9.4%
Arts, entertainment, recreation, accommodation, and food services	15.7%
Professional, scientific, management, administrative, and waste management services	4.3%
Finance, insurance, real estate, rental, and leasing	3.8%
Construction	7.6%
Other services (except public administration)	3.8%
Transportation, warehousing, and utilities	5.7%
Wholesale trade	3.9%
Information	2.1%
Public Administration	2.3%
Agriculture, forestry, fishing and hunting, and mining	0.9%

Source: U.S. Census Bureau, 2000

B. Educational Attainment

Educational attainment is one variable that is used to assess a community's labor force potential. According to 2000 Census data, 83.2 percent of the City's population ages 25 and older have attained a high school degree or higher. This is the lower than the averages of Town of Geneva, Town of Linn, Town of Lyons, Village of Fontana, Village of Williams Bay, and Walworth County.

Figure 9.2: Educational Attainment, 2000

	% High School Graduates	% Bachelor's Degree or Higher
City of Lake Geneva	83.2%	25.1%
City of Delavan	75.5%	18.8%
City of Elkhorn	79.4%	19.4%
City of Whitewater	82.8%	33.4%
Town of Bloomfield	77.4%	10.1%
Town of Geneva	85.9%	25.4%
Town of Linn	91.1%	35.1%
Town of Lyons	88.9%	19.7%
Village of Fontana	92.2%	39.4%
Village of Williams Bay	94.4%	39.5%
Walworth County	84.2%	21.8%

Source: U.S. Census Bureau, 2000

C. Income Data

Figure 9.3 presents income and labor characteristics for the City of Lake Geneva and the surrounding communities. According to 2000 U.S. Census data, the City's median household income was $40,924. This is lower than the median household income reported for the county, but higher than the Cities of Elkhorn and Whitewater, which has a large student population. The City's per capita income was $21,536, which is average compared to surrounding communities. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and indicates that Lake Geneva's residents are facing a similar economic situate as neighboring communities.

Figure 9.3 also show the percentage of individuals below the poverty level in Lake Geneva and surrounding communities. The population below the poverty line is lower in Lake Geneva than the neighboring cities, the Town of Bloomfield, and Walworth County. However, the percentage of the population below the poverty level is higher in Lake Geneva than the neighboring Towns of Geneva, Linn, Lyons, and the Village of Fontana; and the same as the Village of Williams Bay. The City of Whitewater's population below the poverty level is significantly higher than the communities listed, likely due to the large student population in that community.

Figure 9.3: Income Comparison

	Median Household Income	Per Capita Income	Percentage of Individuals Below the Poverty Level
City of Lake Geneva	$40,924	$21,536	7.2%
City of Delavan	$42,551	$17,624	7.6%
City of Elkhorn	$38,395	$20,003	9.9%
City of Whitewater	$31,824	$13,859	27.4%
Town of Bloomfield	$42,232	$19,302	8.3%
Town of Geneva	$49,504	$25,021	4.6%
Town of Linn	$54,213	$29,751	5.1%
Town of Lyons	$55,741	$23,389	4.1%
Village of Fontana	$54,211	$32,266	3.8%
Village of Williams Bay	$50,450	$26,231	7.2%
Walworth County	$46,274	$21,229	8.4%

Source: U.S. Census Bureau, 2000

D. Commuting Patterns

According to 2000 U.S. Census data, Lake Geneva residents spent an average 17 minutes commuting to work, indicating that a significant number of workers traveled outside the City for employment. A total of 34.6 percent of Lake Geneva workers traveled outside of the County for employment. Roughly 8.1 percent of workers traveled over an hour to their jobs (down from 9.9 percent in 1990), while 29.5 percent traveled less than ten minutes (down from 31.4 percent in 1990). About 87.1 percent of workers traveled to work alone, while approximately 12.8 percent carpooled, and 0.1 percent used public transportation.

Sixty-five percent of Lake Geneva workers were employed within Walworth County in 2000. A total of 617 Lake Geneva employees (16 percent) worked outside of Walworth County, and 727 (19 percent) worked outside of the State of Wisconsin.

E. Economic Base Analysis

Figure 9.4 lists the City's largest employers. The City of Lake Geneva has a fairly diverse economic base that includes manufacturing, construction professional services, dining, recreation, and small-scale retail. In addition to these private sector employers, the Lake Geneva Public School District and the City of Lake Geneva are key public-sector employers within the community.

Figure 9.4: Major Private Sector Employers, 2008

Employer	Product or Service	Number of Employees
Grand Geneva Resort	Leisure and Hospitality	500-999
Aurora Medical Group	Education and Health Services	250-499
Wal-Mart Associates, Inc	Trade, Transportation, & Utilities	250-499
Home Depot USA, Inc	Trade, Transportation, & Utilities	100-249
Lake Geneva Foods, Inc	Trade, Transportation, & Utilities	100-249
Brunk Industries, Inc	Manufacturing	100-249
Anagnos Enterprises, Inc	Leisure and Hospitality	100-249
Yunker Industries	Manufacturing	100-249
Corporate Services, Inc	Professional and Business Services	100-249
R&L Spring Company	Manufacturing	100-249
City of Lake Geneva	Public Administration	100-249
Lake Geneva UHS School District	Education and Health Services	100-249

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Training, SNAP file, 2007.

F. Employment Projections

Walworth County employment projections were provided by Woods & Poole Economics, Inc., a regional economic and demographics analysis firm. These data predict the County's total employment to grow approximately 51 percent between the years 2000 and 2030. Over this time period, the most significant increase in jobs is projected to be in the service industry, which is expected to double. By 2030 the percentage of employees working in mining, in federal government, and on farms is projected decrease.

Figure 9.5: Walworth County Employment Projections

	2000	2005	2010	2015	2020	2025	2030
Total Employment	52,001	54,782	59,344	63,979	68,711	73,564	78,565
Farm Employment	1,324	1,266	1,242	1,218	1,195	1,171	1,147
Agricultural Services	893	1,155	1,253	1,352	1,451	1,552	1,654
Mining	32	28	28	28	28	28	28
Construction	3,080	2,988	3,368	3,746	4,121	4,493	4,861
Manufacturing	10,163	9,307	9,645	10,002	10,382	10,790	11,229
Transportation, Communications, Public Utilities	2,010	1,707	1,810	1,916	2,025	2,139	2,258
Wholesale Trade	1,831	1,602	1,696	1,793	1,897	2,008	2,129
Retail Trade	9,347	10,416	10,812	11,223	11,654	12,108	12,590
Finance, Insurance, Real Estate	2,902	3,220	3,500	3,779	4,061	4,351	4,654
Services	13,537	15,638	17,950	20,281	22,639	25,032	27,470
Federal Civilian Government	244	196	194	193	192	191	191
Federal Military Government	314	325	327	329	331	333	335
State and Local Government	6,324	6,934	7,519	8,119	8,735	9,368	10,019

Source: Woods & Poole, 2006

G. Location of Economic Development Activity

Map 4 shows the location of current economic development activity in the City. These areas are labeled under *Commercial* and *Industrial* land use categories on the map.

H. Environmentally Contaminated Sites

The Wisconsin DNR's Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the state. The DNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the DNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of March 2009, there were 14 contaminated sites in the City of Lake Geneva in need of clean up or where clean up is underway according to the Bureau for Remediation and Redevelopment Trading System (BRRTS). Of the open incidents, seven are classified as LUSTs, or leaking underground storage tanks. These tanks are, or were, known to be contaminating the soil and/or groundwater with petroleum. Seven sites in the Lake Geneva area are classified as environmental repair, or ERP. These sites are often times older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. The ERP locations are typical brownfield sites. Specific locations, property ownership information, and status of remediation efforts for these sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

Figure 9.6: City of Lake Geneva Area Environmentally Contaminates Sites, 2009

Site/Location	Brownfield Classification	Status
Coachman's Mobile Home Park - RT 4 BOX 30-1	ERP	Open
Coachman's Mobile Home Park - RT 4 BOX 30-1	LUST	Open
Swatek Sales – 1050 Carey Street	ERP	Open
Swatek Sales – 500 Broad Street	LUST	Open
R W Miller & Sons – 2604 Hwy 120	ERP	Open
Wetlands adjacent to Como Auto Salvage – N3364 CTH H	ERP	Open
Como Auto Salvage - N3364 CTH H	ERP	Open
Southern Lakes Trap & Skeet Club – Hwy 50	ERP	Open
Otto Jacobs Co. – N1929 Westside Road	ERP	Open
South Shore Amoco – W3225 CTH BB	LUST	Open
James Beattie Site – 2382 Back Road	LUST	Open
Speedway – 499 W. Main Street	LUST	Open
Former Red Eye Tavern – W4099 CTH BB	LUST	Open
WZRK – 6715 Hwy 50	LUST	Open

Source: Wisconsin DNR Environmental Remediation and Redevelopment Program, 2009

The locations of these environmentally contaminated sites were considered when making the land use recommendations in this *Plan*. The City encourages remediation and redevelopment of these sites for economic development where appropriate.

I. Economic Development Organizations and Programs

Lake Geneva Area Chamber of Commerce
The Lake Geneva Area Chamber of Commerce is a member-based organization. Membership includes listing on one of the official Chamber websites (Chamber of Commerce or Convention and Visitor's Bureau), advertising opportunities, and inclusion in the CertifiCheck program, which is a gift certificate program designed to keep dollars local and drive potential business to Chamber members. Retail Members are included in the Call Three Network plan which alerts retail Chamber members of shoplifters, bad checks, and missing children.

Lake Geneva Area Chamber of Commerce

Geneva Lake Development Corporation
The Geneva Lake Development Corporation (GLDC) works as liaison between the public and private sectors to coordinates the activities and manage projects that benefit the City of Lake Geneva. GLDC's primary venture is the Lake Geneva Business Park which includes 16 buildings to accommodate 41 businesses and professional offices. In addition to the Lake Geneva Business Park, GLDC projects improvements to the Wrigley Drive lakefront, Flat Iron Park, and downtown sidewalks and tree plantings. The GLDC is currently considering the development of an office/research park along the west side of STH 120 south of the City limits.

Tax Increment Finance Districts
The City of Lake Geneva has created four Tax Increment Districts. The principal aim of TIDs #1 and #2 were created in the 1980s to promote industrial activity within the City. TID #1 was located in the east side of the City. TID #2 was located in the northwest corner of the City from Dodge Street to Schoefield Drive. Both TID #1 and #2 have since been retired. The development pattern of TID #2, as shown on the Existing Land Use map, does not reflect industrial uses, but rather a mix of single family and multi-family residential.

TID #3, also known as the Lake Geneva Business Park, is located in the southwest quadrant of the STH 50 and USH 12 interchange. TID #3 was created as an industrial TID in 1995. The majority of lands within TID #3 were vacant at the time the TID was created.

TID #4 was also created in 1995 and encompasses the waterfront area from Maxwell Street to Campbell south of Main Street. The City subsequently amended TID #4 in 2005 and again in 2008. The purpose of the TID #4 and subsequent amendments plans were to address several different issues peculiar to a downtown area. These issues included traffic and pedestrian circulation and safety, parking congestion and location, wayfinding signage for both the Downtown and the Waterfront areas, elimination of blight due to inappropriate land uses, potential relocation of the boat launch ramp which was a major contributor for traffic congestion and potential redevelopment of underutilized sites.

Walworth County Economic Development Alliance, Inc. (WCEDA)
The Walworth County Economic Development Alliance is a private corporation that is dedicated to promoting economic development in Walworth County. WCEDA offices are located in Elkhorn, WI.

Community Based Economic Development Program (CBED)
The State's Community Based Economic Development Program (CBED) provides funding assistance to local governments and community-based organizations that undertake planning, development and technical assistance projects that support business development. Using CBED program funds, local governments can finance economic development plans, small business and technology-based incubator grants, revolving loan programs, and entrepreneur training programs for at-risk youth. Any Wisconsin city, village, town, county, tribe or community-based organization is eligible to apply for grant funding. Funds are available on an annual

basis through a competitive application process. Some grants must be matched by local funds. Application materials are available from the Wisconsin Department of Commerce.

Milwaukee 7
The Milwaukee 7 is a regional entity created in 2005 to promote cooperative regional economic development in the seven southeastern Wisconsin counties, including Walworth County. Its mission is to attract, retain and grow diverse businesses and talent and enhance the economic competitiveness of the region. The We Energies headquarters in downtown Milwaukee houses the Milwaukee 7 Resource Center, which provides interested parties with armchair access to information about prospective site locations, demographics, and the region's cultural and leisure activities. The group's Strategic Framework (2007) presents the organization's approach to cooperative, regional economic development.

Certified Development Company (504) Loan Program
The U.S. Small Business Administration's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 loans can be used to fund land purchases and improvements, grading, street improvements, utilities, parking lots and landscaping, construction of new facilities, or modernizing, renovating or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community.

J. Assessment of Desired Economic Development Focus

Following the State's comprehensive planning law, this *Plan* assesses categories or particular types of new businesses and industries that the City desires. In order to do this, the City must understand first and foremost, that growth is not an accounting practice, but a creative process; and secondly, it must understand its economic development assets, and how to capitalize on those assets through identifying strengths and weaknesses.

Figure 9.7: Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
• Resort community/tourism industry base	• Limited economic base
• Well connected to major metro markets through transportation network	• High cost of new housing
• High quality name recognition	• Aging workforce
• Excellent quality of life	• 2009 economic climate
• Good utility capacity	
• Relatively affordable existing housing stock	

K. Economic Development Goals, Objectives, and Policies

Goals:

a. Attract and retain businesses that enhance the City's character and appearance and strengthen and diversify the non-residential tax base and employment opportunities.

Objectives:

a. Promote commercial development that will meet the shopping, service, and entertainment needs of residents and visitors.

b. Recruit businesses and industries that provide high paying jobs in a variety of fields for Lake Geneva residents.
c. Develop a green businesses economic cluster in Lake Geneva.
d. Support the retention and growth of existing businesses.
e. Promote regional economic development through cooperative efforts.
f. Actively support the continued revitalization of Downtown Lake Geneva and surrounding neighborhood and commercial districts.
g. Balance economic growth with other community goals, such as neighborhood preservation and environmental protection.

Policies:

a. Provide sufficient business and industrial sites for the community to be competitive in attracting high quality enterprises, and in helping existing businesses grow if relocation is necessary.
b. Encourage neighborhood-serving commercial opportunities in the existing developed areas of the City, particularly aging commercial corridors and neighborhood retail centers.
c. Capitalize on Lake Geneva's unique location on Geneva Lake by continuing to focus community facilities and redevelopment efforts near the lake front.
d. Continue to enhance and beautify the streetscapes along major corridors and community gateways, particularly along USH 12 and STH 50.
e. Encourage the redevelopment or rehabilitation of underutilized and deteriorated properties and districts.
f. Allow neighborhood-scale retail businesses and services in predominantly residential neighborhoods; provided such uses and structures are compatible with adjoining residential properties and primarily serve the needs of the surrounding neighborhood.
g. Require new business or industrial development to provide adequate separation and buffering between facilities and nearby existing or planned residential neighborhoods, while still encouraging the concept of live-work neighborhoods where neighborhood and site planning is high.
h. Continue the marketing, development, and expansion of the Lake Geneva Business Park as the premier industrial, research, and technology area of the City.
i. Support the creation of small-business incubators in both formal and more ad hoc locations, and for a variety of business types, including arts, industrial, retail, and service.
j. Preserve long term economic opportunities beyond the City limits through intergovernmental cooperation to prevent premature development there.
k. Create and communicate clear expectations and standards for areas planned for industrial, office, and commercial development, and review projects against these standards, to eliminate uncertainty in the development review process.
l. Continue the appropriate use of Tax Increment Financing and other financial incentives and implementation tools to promote desirable new and expansion business development and redevelopment.
m. Work with the Chamber of Commerce, Geneva Development Corporation, Walworth County Economic Development Alliance, and other organizations to address the concerns and issues of area businesses to promote a healthy and vibrant business community.
n. Work with education providers to help grow and support local entrepreneurs and to better match local workforce skills with industry needs.
o. Support a variety of housing options to meet the needs of the Lake Geneva business community, from workforce housing to executive housing.

L. Economic Development Programs and Recommendations

Continue to Grow the Tourism Industry

The tourism industry will continue to be the core of the City's economic development strategy. However, the market is evolving, and the Lake Geneva area must keep pace in order to remain vibrant and successful. The City will partner with local businesses, recreation providers, and economic development organizations to explore new initiatives that will strengthen the tourism industry and address changing market demands including the following:

- Encouraging longer stays through regional marketing.
- Expanding and enhancing tourism opportunities such as a regional farmers market specializing in organic locally-grown food that is tied to area and Chicago restaurants.
- Marketing the area as an eco-tourism destination, perhaps focused on the Big Foot Beach State Park, in coordination with the Geneva Lake Conservancy and WisDNR.
- As the regional trail system grows and connects, marketing the area as a recreation trail hub, with a variety of lodging, dining, and activity options.

Foster "Green" Business Growth

On the shores of Geneva Lake in an environmentally significant area of the state, Lake Geneva is an ideal location for a "green" business. The City should foster "green" business growth and increase the potential for green jobs by providing support throughout the community for green practices. This is an attractive feature for new green businesses, or existing companies looking for a new location to nurture its pro-green products and services. In particular, the City should explore establishing a "Green Business Program" which could offer hands-on support, training, community awareness, and technical assistance to qualifying businesses, and identify BMPs that could be integrated into development projects, including, but not limited to:

- Construction activity pollution prevention
- Maximization of open space in site development
- Quality control in stormwater design
- Light pollution reduction
- Water use reduction and recycled material increase in projects

Retain and Expand Existing Local Businesses

Lake Geneva has a variety of locally-owned businesses that provide unique goods and services and contribute strongly to the community's unique identity. Since the owners of such businesses usually live within the community, there is a strong likelihood that the profits from such enterprises will be spent locally and recycle through the local economy.

Local business retention and development is emphasized as an important component of the City's economic development strategy. It is far easier to retain the City's existing businesses and industries than recruit new businesses (which accounts for about one percent of local jobs), and most employment growth in any community occurs through existing business expansion. Support through development approval assistance, business mentoring, development incentives, and small business loans are important ways that the City can continue to promote locally grown businesses.

Pursue Redevelopment and Infill of Underutilized Lands

Throughout the planning process, there was strong support for redevelopment of older areas before approving new "greenfield" development. The Neighborhood Mixed Use areas identified in Map 5a: Future Land Use present infill and redevelopment opportunities. Areas like these typically demand proactive redevelopment planning and coordination. Careful planning, site assessment, public-private partnerships, redevelopment incentives, and persistence over a number of years are required. Figure 9.8 illustrates a

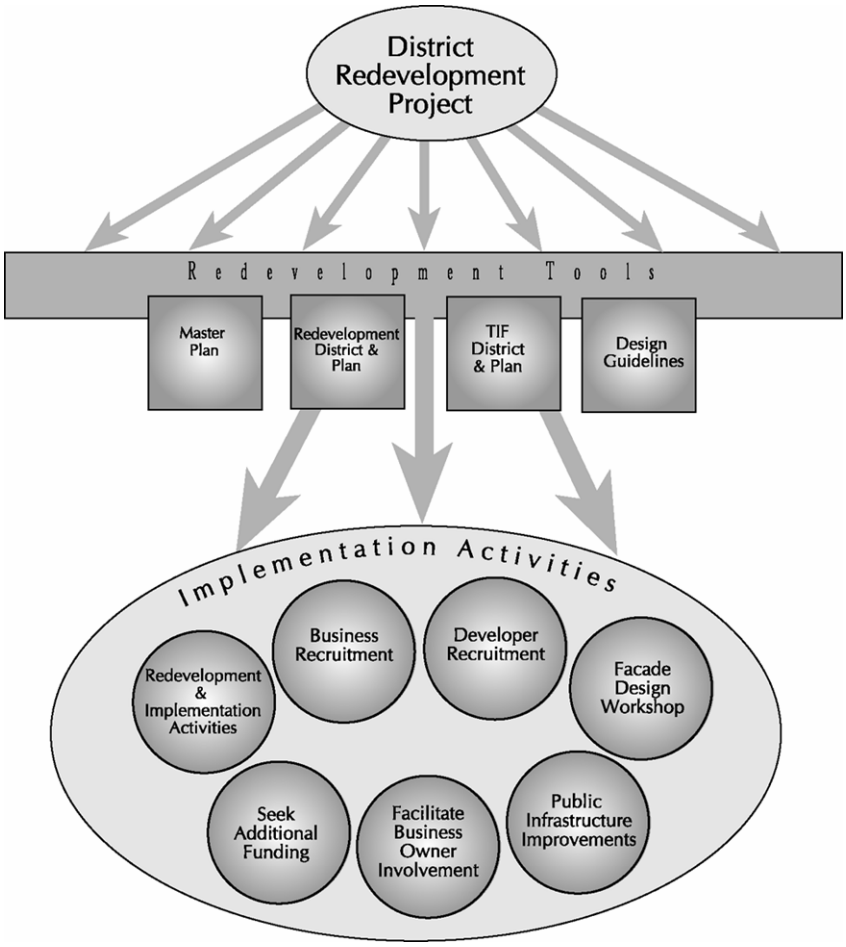
recommended approach to redevelopment planning and implementation that will have a lasting, positive economic effect on each area and the community. Typically, this type of detailed planning and implementation process includes:

- Evaluating the planning area's condition;
- Conducting a regional and local economic opportunities analysis;
- Identifying goals and objectives for the redevelopment area;
- Prioritizing individual redevelopment sites within the area;
- Conducting a market assessment for each redevelopment site;
- Preparing a redevelopment strategy and detailed plan map, and attracting capital to the project, with attention to priority sites; and
- Aggressively pursuing implementation through techniques like the adoption of a statutory redevelopment plan, establishment of a redevelopment tax increment financing district, possible brownfield remediation, possible site acquisition, consolidation, and demolition, and developer recruitment.

Where brownfields are identified in the redevelopment planning process, the following list of additional or special steps is advised for successful brownfield remediation and reuse.

- **Resource Procurement.** In order to ensure the successful redevelopment of these sites, considerable capital must also be raised for remediation and redevelopment. Funding assistance from State, federal, and other public agencies, as well as from non-profit and foundation sources should be sought.
- **Environmental Assessment.** Successful redevelopment of brownfields is not possible without a thorough understanding of the environmental conditions present on a site. These would include Phase I Environmental Site Assessments (ESA), which entail an analysis of potential environmental concerns at the site; and Phase II ESAs which include soil and groundwater sampling to determine the existence and extent of the perceived potential contamination.
- **Site Control.** Successful brownfield assessment, cleanup, and redevelopment hinges on authorized access to the site. This can be achieved either through a cooperative relationship with the property owner, or through purchase of the property by the municipality. Consequently, working with property owners to negotiate property access or acquisition and to determine a relocation strategy, when necessary, is critical.
- **Developer Recruitment and Enrollment in the State's Voluntary Cleanup Program.** It is important to seek out developers whose skills and portfolios best meet the end use and site-specific requirements of each brownfield redevelopment project. A determination of a developer's desire of a No Further Action (NFA) letter from Wisconsin DNR Voluntary Cleanup Program should be made early in the discussions, and enrollment in the program should occur early to facilitate WisDNR buy-in to the project, if an NFA letter is required by the developer.
- **Environmental Remediation and Construction.** Once issues of site control have been adequately dealt with, environmental remediation, if necessary, should occur. Remedial actions are often developed most efficiently when a developer has been secured for the site, so that new construction can be used as a remedial method.

Figure 9.8: Redevelopment Planning and Implementation Process



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Continue to Collaborate with Local and Regional Partners on Economic Development Initiatives

As described earlier in this Chapter, Lake Geneva has a variety of local and regional economic development partners and a track record of productive collaboration. Key partners for the City include local organizations like the Lake Geneva Chamber of Commerce, the Economic Development Corporation, and education providers, as well as regional organizations like Milwaukee 7.

To further capitalize on Lake Geneva's key economic assets and place-based opportunities and to embrace change as an opportunity for progress, a City-focused, private leadership group should be formed in Lake Geneva as a key component of strategic economic development and *Plan* implementation. Comprised of local corporate leaders with diverse expertise, a local private leadership group could facilitate additional interest and investment in Lake Geneva and increase the rate of implementation.

CHAPTER TEN: INTERGOVERNMENTAL COOPERATION

This Chapter is focused on "intergovernmental cooperation," defined as any formal or informal arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve land use, transportation, natural resource, utility, facility, services, or other issues of mutual interest. In a state with over 2,500 units of government and a movement towards greater efficiency, it is becoming increasingly important to coordinate decisions that affect neighboring communities and overlapping jurisdictions (e.g., school districts).

INTERGOVERNMENTAL COOPERATION RECOMMENDATIONS SUMMARY

- Continue to cooperate with other communities and organizations on issues of mutual concern
- Explore regional collaborations to preserve community character and critical natural resources including establishing a Greenbelt Corridor around the City and participating in watershed planning

This Chapter contains a compilation of background information, goals, objectives, policies and recommended programs for joint planning and decision making with other jurisdictions and covers all of the information required under §66.1001, Wisconsin Statutes. It incorporates by reference all plans and agreements to which Lake Geneva is a party under §66.0301, §66.0307, and §66.0309, Wisconsin Statutes. It is intended to promote consistency between this *Plan* and plans for neighboring jurisdictions.

A. Existing Local Government Framework

The City of Lake Geneva borders the Towns of Bloomfield, Geneva, Linn, and Lyons. Map 1 depicts the boundaries of Lake Geneva's neighboring or overlapping jurisdictions. Relationships with these local, regional, and state jurisdictions were analyzed during the City's planning process to identify mutual planning issues or potential conflicts. The following is a summary of this analysis.

Town of Bloomfield
The Town of Bloomfield is located to the southeast of Lake Geneva. Its 2000 population was reported to be 2,194. The Town adopted its most recent comprehensive plan in March 2006. The plan outlines several recommendations regarding land development relative to the City of Lake Geneva. This plan recommends new and infill residential development, primarily at low and medium density. The plan delineates that new urban development should occur within the planned urban service areas of adjacent communities, including Lake Geneva. In addition, the Intergovernmental Cooperation chapter states that the Town of Bloomfield will take a cooperative approach to planning and decision making with the City of Lake Geneva regarding future land use in areas of mutual concern.

Town of Geneva
The Town of Geneva is located to the north and west of the City of Lake Geneva. Its 2000 population was reported to be 3,490. The Town of Geneva is participating in the County-wide comprehensive planning process, which is slated to be completed in the spring of 2009. Upon completion of the plan, it is expected that the Town will adopt the County Comprehensive Plan.

Town of Linn
The Town of Linn is located to southwest of the City of Lake Geneva and to the south of Geneva Lake. In 2000, the Town had a population of 1,910. The Town adopted its most recent comprehensive plan in June 2004. This Year 2025 Comprehensive Plan states that it is intended to establish a framework for boundary agreement negotiations in an effort to allow the Town to avoid annexation. In addition to this framework, the plan outlines the following goals and objectives related to land use and intergovernmental cooperation:

- Promote land use consistency and cooperation with neighboring communities, particularly in regard to growth and development that may have an impact on the water quality of the lake and the quality of life in the area.
- Protect the water quality of Geneva Lake by (1) requiring conservation subdivisions, (2) incorporating low impact development (LID) strategies, (3) preserving environmental corridors, (4) encouraging shoreline restoration, and (5) more actively enforcing erosion control ordinances.
- Establish a mutually beneficial boundary agreement between the Town of Linn and the City of Lake Geneva to address land use and development within the City's extraterritorial jurisdiction. Until such an agreement has been established, the Town opposes any annexations.
- Promote consistency of land use along municipal borders by cooperating with the City of Lake Geneva and the Villages of Williams Bay and Fontana to jointly plan for the transition of land within the Joint Planning Area to urban uses in a manner where services can be provided without annexation.
- Encourage discussions and cooperation relative to land use planning and ordinance administration with the City of Lake Geneva.

Town of Lyons
The Town of Lyons is located northeast of the City. The Town adopted its most recent comprehensive plan in September 2005. This plan was not part of a multi-jurisdictional planning process and was prepared by the Planning and Design Institute. The Town's population projections envision approximately 230 new residents in the year 2020 for the portion of the Town adjacent to the Lake Geneva urban service area, which is expected to result in a total of 140 additional households.

The plan outlines the following land use objectives: the preservation of prime agricultural lands, rural character, and environmental corridors; new development should occur within urban service areas, including the area of Lake Geneva adjacent to the Town; new urban residential development should incorporate conservation subdivision design; new rural residential development should occur at no more than one dwelling unit per every five acres and should utilize conservation subdivision design. The Town of Lyon's Recommended Land Use map identifies lands adjacent to the City of Lake Geneva as environmental corridor, other rural land, or farmland preservation area.

City of Elkhorn
The City of Elkhorn is Walworth's County seat with a documented population of 7,305 in the 2000 census. Elkhorn has recently adopted a long-range plan and development regulations through the year 2030. This comprehensive plan was prepared by Teska Associates, Inc., and implements a balanced approach to growth management, capital planning, economic development, and community building. The City of Elkhorn's future land use map identifies an employment district to the south of the intersection of Interstate 43 and Highway 12. This category is intended to accommodate business uses such as office, manufacturing, repair, processing, assembly, warehousing, and distribution, in addition to commercial uses in approved locations. This planned future land use, with it's proximity to the local interstate highway network, may hold future employment potential for Lake Geneva residents.

Walworth County
The County has initiated a multi-jurisdictional comprehensive planning effort to comply with the State comprehensive planning requirements by January 1, 2010. Thirteen Towns within the County have committed to participate in this planning process, including: the Towns of Darien, Delavan, East Troy, Geneva, LaFayette, LaGrange, Richmond, Spring Prairie, Sugar Creek, Troy, Walworth, and Whitewater. The outcome of this planning effort will be a long-range comprehensive plan for the year 2035. Pending completion of this plan, the thirteen participating Towns will adopt this plan as their local comprehensive plan.

As of October 2008, the inventory and data collection phase of the County plan has been completed. All work on the comprehensive plan is expected to be completed in the fall of 2009.

B. Regional and State Agency Jurisdictions

Southeastern Wisconsin Regional Planning Commission (SEWRPC)
The Southeastern Wisconsin Regional Planning Commission was established in 1960 to serve as the regional planning agency for the highly urbanized area of Southeastern Wisconsin. The commission consists of 21 members (3 from each county) who provide information and planning services to the counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. SEWRPC addresses planning issues that transcend political and natural boundaries such as transportation, water supply, parks and open space, air and water quality, flooding, natural resource base deterioration, and changing land uses.

SEWRPC recently updated the Regional Land Use Plan and the Regional Transportation System Plan. The new Land Use and Transportation System Plans replace the existing plans and will serve as guides to land use development and redevelopment and transportation system planning at the regional level through the year 2035. The Transportation System Plan is a multimodal plan of recommended transportation actions designed to address existing and anticipated future transportation problems and needs.

Wisconsin Department of Natural Resources
The Wisconsin Department of Natural Resources provides service to Walworth County residents out of four Southeast Wisconsin offices in Milwaukee, Plymouth, Waukesha, and Sturtevant. There are no known conflicts between the City's plans and the plans and actions of these State agencies.

Wisconsin Department of Transportation
The Wisconsin Department of Transportation's (WisDOT) is responsible for transportation planning throughout the State and is the primary agency for planning and managing Federal and State highways, including Interstate Highway 43 and State Highways 11 and 50. WisDOT plans and projects specific to the Lake Geneva area are described in Chapter Six: Transportation. WisDOT also reviews and has input in County and City transportation plans to ensure compatibility between plans.

C. Intergovernmental Cooperation Goals, Objectives, and Policies

Goals:

a. Develop and maintain mutually beneficial relations with adjacent and overlapping governments.

Objectives:

a. Continue to work with neighboring communities to encourage an orderly, efficient land use pattern and transportation network in and around the City.
b. Work collaboratively to strengthen the education system in Lake Geneva, including public and private institutions.
c. Continue to develop and maintain mechanisms for ongoing communication between Lake Geneva and surrounding and overlapping units of government.
d. Grow relationships with nearby communities and the County for an enhanced regional economic presence.
e. Ensure the City's long-term ability to grow and expand.

Policies:

a. Provide a copy of this *Plan* to all surrounding local governments and districts and continue to involve and update them on future changes to the *Plan*.
b. Collaborate on implementation of this *Plan* when possible.
c. Work to resolve differences between the *City of Lake Geneva Comprehensive Plan* and the plans, policies, and ordinances of adjacent communities.
d. Actively monitor, participate in, and review and comment on pending and future comprehensive plans and municipal incorporation proposals from nearby communities.

e. Continue to cooperate with other units of government on issues related to land use, natural resources, places of recreation, transportation facilities, economic development, and other systems that are under shared authority or that cross governmental boundaries.
f. Consider boundary agreements with adjacent towns as mechanisms to create a more predictable future near the City's edges and reduce the need for the City to exercise its extraterritorial abilities and avoid costly future conflict.
g. Consider regionalization of public services and facilities where consolidating, coordinating, or sharing services or facilities will result in better services, cost savings, or both.
h. Partner with educational institutions in the Lake Geneva area to improve educational achievement, help grow the economy through worker and entrepreneur training, pursue recreational programming, and enhance the economic health of the City and surrounding area (see also Chapter Seven: Utilities and Community Facilities).
i. Continue and grow partnerships with public-private organizations, Walworth County, and Milwaukee 7 on regional economic initiatives that capture the area's future potential given its unique assets and position (see also Chapter Nine: Economic Development).

D. Intergovernmental Cooperation Programs and Recommendations

Intergovernmental communication, coordination, and cooperation are critical in implementing many of the recommendations in this *Plan*. This section builds off some of the key policies listed above, setting forth recommendations for enhanced relations with adjacent and overlapping jurisdictions. It focuses in particular in areas and relationships that are not described extensively in other Chapters of this *Plan*, and where potential future conflicts may be the greatest without concerted future action.

State Issues

WisDOT and WisDNR are actively involved in programs and policies which directly effect, and are affected by, local land use decisions. The promotion of the policies of these agencies by this *Plan* is an imperative coordination tool. Specifically, this coordination is accomplished by reflecting the recommendations of the adopted land use and transportation plans for eastern Wisconsin. State policies are also implemented through the aggressive promotion of BMPs for the mitigation of land use impacts on transportation facilities and environmental resources. Finally, and most importantly, the benefits of controlled growth and compact development served by sanitary sewer facilities which are promoted and implemented through this plan, are unquestionably the most effective way of accommodating population pressures in a manner which minimizes adverse impacts.

Regional Issues

Because many of the City's goals and objectives relate to issues that transcend municipal boundaries (e.g., transportation, natural resource, farmland preservation, land use), the City intends to maintain an active and open dialogue with surrounding communities and counties. In particular, the City will continue to collaborate on watershed planning initiatives that address water and land conservation, habitat restoration, stormwater management, and recreational opportunities.

County Issues

At the time of writing, Walworth County, in cooperation with 13 civil towns in the County, was in the process of preparing a multi-jurisdictional comprehensive plan that satisfies the State planning requirements. The Southeast Regional Planning Commission is providing staff support for the planning work under contract with the County and participating towns. The Town of Geneva is participating in this process.

Based on timing issues with the preparation of other communities' plans, the County's future land use map will be a mosaic of town land use plan maps. The County map will identify city and village extraterritorial jurisdictional areas, reminding map viewers about extraterritorial powers of incorporated jurisdictions, including planning. While this is an understandable approach, it does not reflect the fact that both State Statute and precedent-setting case law clearly indicate that city and village plans override those of counties or towns within extraterritorial areas.

In the future, the City intends to advocate for full inclusion of the City's Plan in the County comprehensive plan.

INTERGOVERNMENTAL AGREEMENTS UNDER WISCONSIN LAW

There are two main formats for inter-governmental agreements under Wisconsin Statutes.

The first is available under Section 66.0301, which allows any two or more communities to agree to cooperate for the purpose of furnishing services or the joint exercise of any power or duty authorized under State law. While this is the most commonly used approach, a "66.0301" agreement is limited by the restriction that the municipalities must be able to exercise co-equal powers. So, for example, attorneys sometimes do not recommend this agreement format when future municipal boundary changes are involved, because cities and towns do not have co-equal powers with respect to annexation.

Another format for an intergovernmental agreement is a "cooperative (boundary) plan" under Section 66.0307 of the Wisconsin Statutes. This approach is more labor intensive and ultimately requires State approval of the agreement, but the "66.0307" approach does not have some of the limitations of the "66.0301" agreement format.

An increasingly common approach is for communities to first enter into a "66.0301" intergovernmental agreement, which in part directs the communities to then prepare a "66.0307" cooperative plan covering issues such as boundary changes.

Neighboring Towns

The City's extraterritorial jurisdiction (ETJ) encompasses parts of four towns—the towns of Geneva, Linn, Lyons, and Bloomfield. Given different influences and leadership within each of these towns, Lake Geneva's intergovernmental efforts cannot be a "one size fits all" approach. Instead, the City will consider the particular influences and issues with each of the neighboring towns in future intergovernmental issues.

One common element to the City's relationship with its neighboring towns is the powers and authorities that the City has within the area defined as its extraterritorial jurisdiction. The City's ETJ extends in a 1.5-mile radius from the boundaries of the City, except as defined by other agreements with these communities. Lake Geneva's current ETJ is shown on many of the maps in this *Plan* but will shift with annexation.

Four distinct extraterritorial powers are available to cities and villages. This area of the law is evolving continuously – particularly in regard to the application of land division review authority. The extraterritorial jurisdiction of villages and cities under 10,000 persons is 1.5 miles, which applies to Lake Geneva. For cities of the third class (with over 10,000 in a decennial census), the ETJ is 3 miles. The four ETJ powers available to cities and villages include:

- ETJ Planning: Cities and villages have the right to include and make recommendations for the lands in their ETJ in their planning documents adopted under Wisconsin Statutes. Typical plans include comprehensive plans, master plans, land use plans, transportation plans, park plans, utility plans, community facility plans, and peripheral area plans.

- ETJ Official Mapping: Cities and villages have the right to include their ETJ on their Official Map. The Official Map is a tool used to identify the location of current and planned public facilities and can be used to prevent structures from being erected on identified sites and to assure that subdivisions provide for planned facilities. Typical use of the Official Map includes identifying expanded road rights-of-way, future road alignments, and sites for public buildings, parks, and drainageways. As recommended in Chapter Six of this *Plan*, the City will consider preparing an Official Map.
- ETJ Land Division Review: Cities and villages have the ability to adopt subdivision ordinance provisions to approve or deny land divisions within their ETJs. This area of the law is evolving rapidly through court decisions. ETJ land division review authority may be used to require consistency with the City's *Comprehensive Plan* and future Official Map, ensure the proper design of the land division, and establish lot size or density standards. Public improvement construction and design standards can generally not be imposed through this power.
- ETJ Zoning: Cities and villages have the ability to enact ETJ zoning authority within all or part of their ETJs. This authority freezes town or county zoning in the selected area for a period of two to three years. This provides an opportunity for a joint town and city/village ETJ Committee (3 members from each jurisdiction) to develop and adopt a permanent ETJ zoning ordinance and zoning map to apply to the selected area. This authority dissolves after two years, unless extended for another year by joint agreement of the communities, or unless the ETJ zoning ordinance and map are adopted. If adopted, the town and city/village are then jointly responsible for making future zoning decisions in the selected ETJ area.

Through the negotiation and execution of intergovernmental boundary agreements with adjacent towns, cities and villages may agree to provisions that may modify these extraterritorial rights within statutory limitations.

The City welcomes establishing a dialogue with adjoining towns on issues of mutual concern such as joint development criteria, agreements for right-of-way dedications, Official Mapping considerations, and limitations on lot sizes.

CHAPTER ELEVEN: IMPLEMENTATION

Few of the recommendations of this *Plan* will be automatically implemented. Specific follow-up action will be required for the *Plan* to become reality. This final Chapter is intended to provide the City with a roadmap for these implementation actions. It includes a compilation of programs and specific actions to be completed in a stated sequence, as required under §66.1001, Wisconsin Statutes.

A. Plan Adoption

A first step in implementing the *City of Lake Geneva Comprehensive Plan* is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The City has included all necessary elements for this plan to be adopted as a "Smart Growth" plan under the state's comprehensive planning legislation. Section 66.1001(4), Wisconsin Statutes, establishes the procedures for the adoption of a "Smart Growth" comprehensive plan. The City followed this process in adopting this *Plan*.

B. Plan Monitoring and Advancement

The City should constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this *Plan*. It should be used as the first "point of reference" when evaluating these projects, which are typically decided on a monthly basis.

This *Plan* is intended to be used by government officials, developers, residents, and others interested in the future of the City to guide growth, development, redevelopment, and preservation. The City intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this *Plan*. In fact, on January 1, 2010, zoning, subdivision, and Official Map ordinances and decisions will have to be consistent with the *Plan*.

This *Plan* will only have value if it is used, understood, and supported by the community. It is critical that the City make concerted efforts to increase community awareness and education on this *Plan*. To this end, efforts may include:

- Prominently displaying *Plan* materials in City offices and gathering places.
- Ensuring that attractive and up-to-date materials are easily accessible on the City's website.
- Speaking to community organizations about the *Plan*.
- Regularly presenting implementation progress reports to the Common Council, Plan Commission, and other municipal bodies.
- Incorporating *Plan* implementation steps in the annual budget process.
- Encouraging all City staff to become familiar with and use the *Plan* in their decision-making.

C. Consistency Among Plan Elements

The state comprehensive planning statute requires that the implementation element "describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan." Because the various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan.

D. Plan Administration

This *Plan* will largely be implemented through an on-going series of individual decisions about annexation, zoning, land division, Official Mapping, public investments, and intergovernmental relations. The City of Lake Geneva intends to use this *Plan* to inform such decisions under the following guidelines:

Annexations
Proposed annexations should be guided by the recommendations of this *Plan*. Specifically, Map 5a: Future Land Use, Map 6: Transportation Facilities, and Map 7: Utilities and Community Facilities of this *Plan* will be among the factors considered when evaluating a request for annexation. Annexation proposals on lands that are designated for urban development, as locations for future transportation facilities, and/or as locations for future community facilities should be more strongly considered for annexation approval. However, in their consideration of annexation proposals, the Plan Commission and Common Council should also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, the costs associated with the proposed annexation, the effect on intergovernmental relations, as well as other pertinent statutory and non-statutory factors.

Zoning
Proposed zoning map amendments (rezonings) should be consistent with the recommendations of this *Plan*. Specifically, Map 5a: Future Land Use should be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary, as judged appropriate by the Plan Commission and Common Council. Departures from the exact land use boundaries depicted on Map 5a: Future Land Use may be particularly appropriate for adaptive reuse projects, Planned Unit Development projects, projects involving a mix of land uses and/or residential development types, properties split by zoning districts and/or properties located at the edges of future land use areas. However, in their consideration of zoning map issues, the Plan Commission and Common Council will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and planned land uses, and the details of the proposed development. Therefore, this *Plan* allows for the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, planned development and land division processes.

Land Division
Proposed land divisions should be generally consistent, but not necessarily precisely consistent, with the recommendations of this *Plan*. Specifically, Map 5a: Future Land Use, Map 6: Transportation Facilities, and Map 7: Utilities and Community Facilities (and the policies behind these maps) should be used to guide the general pattern of development, the general location and design of public streets, parks, and utilities. However, in their consideration of land divisions, the Plan Commission and Common Council will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps shall be resolved through the land division process for certified survey maps, preliminary plats and final plats both within the City limits and the extraterritorial jurisdiction. This *Plan* allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process, as deemed appropriate by the Plan Commission and Common Council.

Official Mapping
Map 6: Transportation Facilities and Map 7: Utilities and Community Facilities will be used to guide the general location and design of both existing and new public streets, public parks, and utilities, as depicted on an Official Map. As recommended in Chapter Six of this *Plan*, the City will consider preparing an Official Map for Common Council adoption. However, in their consideration of Official Mapping issues, the Plan Commission and Common Council will also evaluate the specific timing of the development request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the official mapping and platting processes both within the City limits and the extraterritorial jurisdiction.

Public Investments
Proposed public investment decisions will be guided by the recommendations of this *Plan*. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and Common Council. This *Plan* allows for the timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and Common Council.

Intergovernmental Relations
Proposed intergovernmental relations decisions, including intergovernmental agreements, will be guided by the recommendations of this *Plan*, as deemed appropriate by the Plan Commission and Common Council. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and Common Council will also evaluate a wide variety of other factors, including specific provisions of the recommended agreements. Departures from the recommendations of this *Plan* shall be resolved by the Common Council through the intergovernmental process.

Consistency Requirement
The comprehensive planning statute does not provide guidance about how to determine if land use ordinance decisions are "consistent" with the *Plan*. As such, this concept shall evolve as will as the *Plan* over time. Amendments to the *Plan* may address further the "consistency" measure.

For purposes of determining whether or not any action is "consistent" as the term is used in 66.1001(3), Wisconsin Statutes, the City shall frame its actions and decisions upon the following guidance:

1. Consider if aspects of actions, programs, or projects will further the objectives and policies of the *Plan* and not obstruct or contradict their attainment; and
2. Determine if the proposed action, program, or project is compatible with the proposed future land uses and densities contained in the *Plan*.

E. Plan Amendments

This *Plan* can be amended and changed. Amendments may be appropriate in the years following initial plan adoption as the City continues to evolve, particularly in instances where the *Plan* is becoming irrelevant or contradictory to emerging policy or trends or does not provide specific advice or guidance on an emerging issue. "Amendments" are generally defined as minor changes to the *Plan* maps or text (as opposed to an "update" described later). The *Plan* should be evaluated for potential amendments regularly. However, frequent amendments only to accommodate specific development proposals should be avoided, or else the *Plan* will become meaningless.

As a dynamic community facing a myriad of growth issues, the City is likely to receive requests for *Plan* amendments over the planning period. To provide a more manageable, predictable and cost-effective process, the City will consider establishing a single plan amendment consideration cycle every year. Several Wisconsin communities use an annual plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable and efficient manner. This approach would require that all proposed plan amendment requests be officially submitted to the City by a designated date of each year. A full draft of the amendments would then be presented to the Plan Commission for its evaluation and recommendation to the Common Council. The Council could then act to approve the amendment(s), following a public hearing.

The City may bypass the annual amendment process described above if an amendment to this *Plan* is determined necessary to capture a unique economic opportunity that is both consistent with or related to achieving the vision of this *Plan,* and which may be lost if required to wait for the regular *Plan* amendment cycle. However, the City is still required to use the procedures outlined below.

The procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed for all *Plan* amendments. Specifically, the City will use the following procedure to amend, add to, or update the *Plan:*

1. Either the Common Council or Plan Commission initiates the proposed *Comprehensive Plan* amendment. This may occur as a result of a regular Plan Commission review of the *Plan* or may by initiated at the request of a property owner or developer.
2. The Common Council adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the *Plan* amendment process (see Section 66.1001(4)a of Statutes and model resolution included in this *Comprehensive Plan*).
3. The City Plan Commission prepares or directs the preparation of the specific text or map amendment to the *Comprehensive Plan*.
4. The City Plan Commission holds one or more public meetings on the proposed *Comprehensive Plan* amendment. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the Common Council by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes and model resolution in this *Plan*).
5. The City Clerk sends a copy of the recommended *Plan* amendment (not the entire comprehensive plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended *Plan* amendment. Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended *Plan* amendment.
6. The City Clerk directs the publishing of a Class 1 notice, published at least 30 days before a Common Council public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The Common Council holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the *Comprehensive Plan*.
8. Following the public hearing, the Common Council approves (or denies) the ordinance adopting the proposed *Plan* amendment. Adoption must be by a majority vote of all members. The Common Council may require changes from the Plan Commission recommended version of the proposed *Plan* amendment.
9. The City Clerk sends a copy of the adopted ordinance and *Plan* amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, Wisconsin Statutes.

F. Plan Update

The state comprehensive planning law requires that a Smart Growth comprehensive plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the plan document and maps. Based on this deadline, the City should update this *Comprehensive Plan* before the year 2019 (i.e., ten years after 2009), at the latest. The City should continue to monitor any changes to the language or interpretations of the state law over the next several years.

G. Implementation Programs and Recommendations

Figure 11.1 provides a detailed list and timeline of the major actions that the City should complete to implement this *Plan*. Often, such actions will require substantial cooperation with others, including County and surrounding local governments and local property owners. The table has four different columns of information, described as follows:

- **Category:** The list of recommendations is divided into different categories—based on different implementation tools or plan elements.
- **Recommendation:** The second column lists the actual steps, strategies, and actions recommended to implement key aspects of the *Plan*. The recommendations are for City actions, recognizing that many of these actions may not occur without cooperation from others.
- **Reference:** The third column provides the Chapter(s) of this *Plan* where the recommendation is described in greater detail.
- **Implementation Timeframe:** The fourth column responds to the comprehensive planning statute, which requires implementation actions to be listed in a "stated sequence." The suggested timeframe for the completion of each recommendation reflects the priority attached to the recommendation. Suggested implementation timeframes span the next 10 years, because the *Plan* will have to be updated by 2019.

Figure 11.1: Implementation Programs and Recommendations

Category	Recommendation	Reference	Implementation Timeframe
Agricultural, Natural, and Cultural Resources	Review the Zoning Ordinance and consider options for removing obstacles to local foods, including allowing backyard and community gardens.	Chapter 2	2009-2011
	Consider incorporating low impact development standards and stormwater best management practices into City Ordinances.	Chapter 3	2009-2014
	Consider zoning code amendments to require or reward green building practices.	Chapter 3	2009-2014
	Consider developing a Geneva Lake Area Tour brochure in collaboration with surrounding communities	Chapter 4	2009-2014
Land Use	Over time and as projects present themselves, amend the zoning map to correspond with the Future Land Use map.	Chapter 5	Ongoing
Transportation	Create an Official Map to reflect the recommendations in this *Plan* and the City's 2005 Parks, Recreation, and Open Space Plan.	Chapters 6 and 7	2009-2014
	Explore options to expand parking facilities downtown.	Chapter 6	2009-2014
	Consider implementing the transportation improvements identified on Map 6 and in Chapter Six: Transportation.	Chapter 6	2009-2019
	Consider implementing the non-highway transportation improvements identified in Chapter Six: Transportation, such as neighborhood electric vehicles and bike and pedestrian improvements.	Chapters 6, 7 and the Parks and Open Space Plan	2009-2019
	Explore the level of regional support for a STH 50 Bypass with Walworth County, SEWRPC, and WisDOT	Chapter 6	2009-2019
Utilities, Community Facilities, and Civic Organizations	Recommendations exist in Figure 7.3: Timetable to Expand, Rehabilitate, or Create New Community Utilities or Facilities.	Chapter 7	See Chapter 7, Figure 7.3
Housing and Neighborhood Development	Consider adopting a small lot (less than 8,000 square feet) residential zoning district.	Chapter 8	2009-2019
	Update detailed site plan and design standards from this *Plan* for multi-family developments.	Chapter 8	2009-2014

Category	Recommendation	Reference	Implementation Timeframe
Economic Development	Consider developing a Downtown master plan.	Chapter 9	2009-2014
	Consider developing conceptual revitalization and redevelopment plans for the Neighborhood Mixed Use areas identified in Maps 5a and b.	Chapter 9	2009-2011
	Support existing local businesses through development approval assistance, business mentoring, and small business loans.	Chapter 9	2014-2019
	Explore establishing a Green Business Program.	Chapter 9	2014-2019
Intergovernmental Cooperation	Continue to cooperate with other communities and organizations on issues of mutual concern	Chapters 10	2009-2019
	Explore regional collaborations to preserve community character and critical natural resources including establishing a Greenbelt Corridor around the City and participating in watershed planning	Chapters 3, 7, and 10	2009-2019
Plan Monitoring and Advancement	Monitor development activity and future implementation strategies against the recommendations in this *Plan*.	Chapter 11	2009-2019
	Consider instituting an annual *Plan* amendment process.	Chapter 11	2009-2010
	Update this *Plan* every 10 years as required by State Statute.	Chapter 11	2017-2019
	Increase community awareness and education of the *Plan* through various initiatives described earlier in this Chapter.	Chapter 11	2009-2019
	Provide annual Common Council and Plan Commission training in May to educate local officials about Comprehensive Plan and State Statute consistency requirements.	Chapter 11	2009-2019