

**CITY OF LAKE GENEVA  
626 GENEVA STREET  
LAKE GENEVA, WI**

**PLAN COMMISSION MEETING  
MONDAY, FEBRUARY 20, 2017 - 6:30 PM  
COUNCIL CHAMBERS, CITY HALL**

**Agenda**

1. Meeting called to order by Mayor Kupsik.
2. Roll Call.
3. Approve Minutes of December 19, 2016 Plan Commission meeting as distributed.
4. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to five (5) minutes.
5. Acknowledgment of Correspondence.
6. Downtown Design Review.
  - A. Application by Gregory Kremser, 281 Meadow Drive, Genoa City, WI 53128 to change lettering on existing sign and remove wood sign to expose decorative brick at 150 Center Street, Tax Key No. ZOP00309.
  - B. Application by Sally Nimmow, W7510 Oak Ridge Drive, Delavan, WI 53115, to add a new business sign at 252 Center Street, Tax Key No. ZOP00258.
7. Public Hearing and recommendation on a General Development Plan (GDP) Application filed by Kevin Madalinski, Director, Hoffman Design & Construction, 122 E College Ave., Appleton, WI 54911 on behalf of Golden Years for a Zoning Map Amendment to Planned Development zoning for a proposed senior housing project on the north side of North Bloomfield Road – about 500 feet east of Edwards Boulevard/Wis 120, Tax Key Nos. ZSF00074 & ZSF00085.
8. Review and discussion of a Concept Plan for the construction of a new building and modification of an existing parking lot on a lot adjacent to the existing building of Brunk Industries, Inc., 1225 Sage Street, Lake Geneva. Tax Key No. ZGC00010C.
9. Adjournment

**QUORUM OF CITY COUNCIL MEMBERS MAY BE PRESENT**

*Requests from persons with disabilities, who need assistance in order to participate in this meeting, should be made to the City Clerk's office, in order for appropriate accommodations.*

*Posted 2/16/2017*

**PLAN COMMISSION MEETING  
MONDAY, DECEMBER 19, 2016 – 6:30 PM  
COUNCIL CHAMBERS, CITY HALL**

Mayor Kupsik called the meeting to order at 6:30p.m.

**Roll Call.** Present: Mayor Kupsik, Alderman Doug Skates, John Gibbs, Sarah Hill, Tom Hartz, Ann Esarco, Tyler Frederick. Also Present: City Planner Slavney, City Attorney Draper, City Administrator Oborn, Inspector Robers, Assistant City Clerk Gunderson.

**Approve the Minutes of November 21, 2016 Plan Commission meeting as distributed.**

Gibbs/Skates motion to approve. Unanimously carried.

**Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will to be limited to 5 minutes.**

None.

**Acknowledgement of Correspondence.**

None.

**Downtown Design Review.**

**Application by Eileen Marutzky, 619 Geneva Street, Lake Geneva, WI 53147 for exterior signage at 512 Broad Street, Tax Key No. ZDG 00005**

Eileen Marutzky, 619 Geneva Street, stated she opened a retail business at 512 Broad Street that sells antiques and other items. The sign will be the same size as the business next to hers, Chatty Kathy's. It will be white with green print. Inspector Robers said the sign meets all standards.

Gibbs/ Frederick motion to approve.

Roll Call: Al Kupsik, Doug Skates, John Gibbs, Sarah Hill, Tom Hartz, Ann Esarco, Tyler Frederick voting "yes." Carried unanimously.

**Public Hearing and recommendation on a Conditional Use Application and Downtown Design Review filed by Matthew Morgan, 212 W Hidden Trail, Elkhorn, WI 53121, to open a Commercial Indoor Entertainment facility (Magic Theater) with signage at 231 Cook Street, Lake Geneva, WI 53147, Tax Key No. ZOP 00253**

Matthew Morgan gave an overview of the application details. Inspector Robers stated there were two fire concerns. The first was the seating must remain ADA accessible, which is a 36 inch aisle. The other item was the fire curtains must be two feet from the ceiling line so that the sprinkler system does not need to be modified. Commissioner Hartz was curious about the hours of operation. Mr. Morgan answered around noon to 8 or 9 in the evening. Mr. Hartz asked if they plan to serve food and/or beverages. Mr. Morgan was not sure yet, but perhaps they may have a small concession stand. Mr. Hartz questioned if there will be music and what sound level would it be played at. Mr. Morgan said the music would be typical background music for a magic show.

Commissioner Hill asked Mr. Robers what the space is like as it seems tight. Mr. Robers answered they will have to get an inspection before they open and meet all building code requirements. The conditional use will be for indoor entertainment for a magic theater. Planner Slavney said the conditional use can be limited to a specific operator, which he suggested for this conditional use. The plan development language says this type of use is under indoor entertainment. It doesn't specify between restaurants, bars, physical activity studios, and so on. The Tristan Crist Magic Theater is under this as well as the Lake Geneva Clue Room. They are all considered commercial indoor entertainment which is allowed in the central business district under a conditional use application. Mr. Hartz asked if the plan development for Newport West didn't exclude anything. Mr. Robers and Mr. Slavney said there wasn't anything to their knowledge. Mayor Kupsik said seating will be limited to the occupancy of the building with 36 inch aisles which is ADA compliant.

**Speaker 1**

Tristan Crist, 609 W Main Street, representing Tristan Crist Magic Theatre. He opened his theater in December of 2015 and quickly became a fixture in the area. He is supportive of more attractions in town. He isn't sure Lake Geneva is the

best place for this. He feels a second magic theater will cause confusion. He questioned if the commission would approve a second movie theater 3 blocks away from the first one. He feels this could over saturate the market. He is concerned the logo is borrowing from his brand including the gold lettering, the layout, the font, and the spelling of 'theatre'. He noted the proposed floor plan doesn't meet requirements. He feels Delavan may be a better place. He asked what the public benefits of opening a second magic theater downtown would be. He also asked if those benefits would outweigh the potential confusion and the adverse impact on tourism and entertainment in Lake Geneva.

### **Speaker 2**

Bob Kordus, 320 Boulder Ridge Drive, feels there is plenty of room in Lake Geneva. Mr. Morgan is trying to do something unique and different from what Mr. Crist is doing. This is a deaf magic show. He believes it is the first one in the country that is going to be run as a deaf magic show. During the day it would be a meeting place for deaf people. His packet talks about sign language classes for local businesses to help them accommodate deaf tourists. It is not big illusions; it is a family-oriented magic show.

### **Speaker 3**

Teresa Hireman, from Dousman, stated she is a representative of Wisconsin Deaf Movement. She supports Mr. Morgan and feels this has a domino effect as it is not just an impact for deaf community but their families as well. They have a large community in the Southeastern part of Wisconsin that he can serve and draw upon. She understands the concern of having two magic shows. She would like variety and feels people will enjoy both shows.

Kupsik/Hill motion to close the public hearing. Carried unanimously.

Inspector Robers encouraged the commission to include that it has to meet ADA requirements, the curtains have to be 2 feet below the ceiling line, that it meets all international existing building codes for the seating, and that it is limited to this applicant only. Mayor Kupsik added seating should be limited to occupancy. Mr. Oborn noted the applicant mentioned they will not be using fire.

Kupsik/Skates motion to approve the conditional use application filed by Matthew Morgan, 212 W Hidden Trail, Elkhorn, WI 53121, to open a Commercial Indoor Entertainment facility (Magic Theater) with signage at 231 Cook Street, Lake Geneva, WI 53147, Tax Key No. ZOP 00253 to include all staff recommendations, no pyrotechnics, limit seating to occupancy limits, limit the conditional use to this applicant, must have a fire rated curtain, the curtain must be at 6 feet, must have a 36 inch aisle, ADA accessible seating and aisles, and all findings of fact.

Mr. Slavney said the applicant mentioned the possibility of concessions. Mr. Robers said it is retail so it would not require another conditional use as it is already allowed. Mr. Hartz asked Mr. Robers what their role is. Mr. Robers said the zoning code is indoor entertainment, and it is not their determination to say there are too many of one thing or another. Commissioner Hill understands the dilemma, but it is not for this commission to determine the fair market. She requests the applicant plays nice with others and encourages them to join VISIT Lake Geneva. Mr. Slavney echoed what Ms. Hill said. The commission is prohibited to regulate competition. Their zoning power is a police power which is intended to protect the public health, safety, and welfare. They are not allowed to regulate competition.

Roll Call: Al Kupsik, Doug Skates, John Gibbs, Sarah Hill, Tom Hartz, Ann Esarco, Tyler Frederick voting "yes." Motion carried unanimously.

Kupsik/Hill motion to approve signage as noted at 231 Cook Street Lake Geneva, WI tax key number ZOP 00253. Inspector Robers said window applications applied from the inside are not covered by zoning code. Ms. Hill does not like it. She assumed that would be window film. Mr. Robers answered yes. Mr. Kupsik said the awning is the same on the whole building. Mr. Robers noted it does meet downtown design. Mr. Morgan said the window film is just to cover up renovation construction. Mr. Robers clarified the sign they are looking at is the blue magic sign and the awning only, not the yellow portion down below. Ms. Esarco pointed out a typo on the awning verbiage. If the applicant wants to add signage to the big window, he will need to come back to the Plan Commission for design review.

Roll Call: Al Kupsik, Doug Skates, John Gibbs, Tom Hartz, Ann Esarco, Tyler Frederick voting "yes." Motion carries 6 to 1 with Hill voting "no".

**Public Hearing and recommendation on a Site Plan Amendment Application filed by Mick and Joanne Wright, 682 Wells Street, Lake Geneva, WI 53147 for modifications to an existing site plan to construct two single unit cabins instead of one duplex cabin at 682 Wells Street, Tax key No. ZOP 00410A**

Michael Rullman spoke on behalf of the applicants as he is their contractor. In 2006 there was a conditional use permit for two 20 by 32 cabins that were adjoined. He wants to do the same layout but have them separated by 10 feet. Mr. Robers said it was approved, but there was 1 building that was never constructed. They needed to come back and amend their site plan as the timeframe has lapsed for that construction. Also it is now a separated building rather than a combined building. It is the same square footage and same number of rooms. They feel that it is easier to rent a separate building rather than two that are combined together. Mr. Rullman noted it would be 10 feet apart which is needed to be done by code for fire safety. Mr. Hartz said there is a big empty space there now so he wasn't sure which ones he was intending to build. Mr. Rullman said in the survey that was submitted, it originally showed as one building. He separated it and handwrote an item in. He is planning on having it surveyed and set out. Mayor Kupsik stated that site has turned around in the last few years, and this can only enhance it. Ms. Hill asked if this was similar to what had been previously approved and if there is any additional building or site plan for the parcel. Mr. Rullman said this would max them out. This is the last space they have to add two buildings. He confirmed the exterior colors, materials, and design will be consistent with what is on the property now.

Gibbs/Skates motion to close the public hearing. Unanimously carried.

Hill/Skates motion to approve a Site Plan Amendment Application filed by Mick and Joanne Wright, 682 Wells Street, Lake Geneva, WI 53147 for modifications to an existing site plan to construct two single unit cabins instead of one duplex cabin at 682 Wells Street, Tax key No. ZOP 00410A to include staff recommendations, all findings of fact, and the building design be consistent with the current buildings.

Roll Call: Al Kupsik, Doug Skates, John Gibbs, Sarah Hill, Tom Hartz, Ann Esarco, Tyler Frederick voting "yes."  
Motion carried unanimously.

**Public Hearing and recommendation on a Conditional Use Application filed by T-Mobile, 15660 Midwest Road, Ste 140, Oakbrook, IL 60181 to collocate a wireless antenna facility on the roof top of the Harbor Shores building at 300 Wrigley Drive, Lake Geneva, WI 53147, Tax Key No. ZHC 00100 thru 00523**

Inspector Robers stated the applicants pulled it from the agenda. It is not tabled, it is withdrawn.

**Presentation of a Conceptual Plan for a Planned Development for a Senior Living Development by Golden Years, 270 Ridge Road, Walworth, WI 53184 at an existing site of the former Southland Farms, on Bloomfield Road**

Brian Pollard, representative of Southland Farms, gave a brief history on the property. This site was set aside for senior housing.

Rich Austin, W5631 Sunset Ridge, Walworth, is the Owner of Golden Years. He gave a history of the business. He introduced his son Jeff and son-in-law John, who also were representing the business. He stated you cannot start a nursing home; you have to acquire a license from another facility. They intended to build a new facility in Walworth, but couldn't find another nursing home that was available. They did finally purchase another facility. They really liked the idea of expanding the Golden Years to Lake Geneva. One of their biggest problems is the time constraints that the State of Wisconsin puts on a business once they acquire beds. A business is given 18 months to have the beds up and operating or they will be taken away. They are up against the clock because they had to shift gears. He thinks there is enough time to work through the process. He noted they are a for profit entity. The first phase of this new building would be a 30 bed skilled facility. He expects an employment increase of about 50 individuals. Mayor Kupsik asked for a rough idea of where they are going to start and how it will be phased.

Kevin Madalinski, Senior Project Manager with Hoffman Planning, Design & Construction, gave an overview of the concept. The site plan has the lower acuity on the west end which would be independent apartments to the higher acuity on the east side of the campus, which would be the skilled nursing and memory care. The reason the development will be in multiple phases is the time schedule. There is a sunset on the restricted bed use by the Department of Health and Services for skilled nursing. It is imperative to have it operational. He believes the schedule is attainable for the end of 2017. The project will be a planned development approval. It will have an underlying zoning as a planned office. There are two potential variances that he would like to note that have to do with building height. The site has a unique feature in that there is a 10 to 15 foot fall between the east to the west. The building wants to compliment that natural grade

transition. The majority of the building will be one and two stories. The far west end of the campus will be three story residential apartments built on top of under building parking. The zoning requirement is that the building height be restricted to a maximum 35 feet. It is permissible under conditional use approval to exceed that, which they will include. The initial calculation is would not exceed 54 feet on that side of the building. The second building height variance is in relation to an accessory building for maintenance and vehicle storage. They would like to park a transport van indoors, so the storage garage would exceed the 15 foot restriction. In the future they will ask for a 20 foot maximum.

Commissioner Esarco noted she does not see any walkways. Mr. Madalinski answered it is too preliminary, but there are planned walkways. Mr. Slavney asked for an approximate idea of the setback from the south to the front edge of the buildings in the elevation. Mr. Madalinski said he guessed it would be over 200 feet. Mr. Slavney felt it was farther than that. He suggested the plan development approach for two reasons. The first reason is that we measure height from the average foundation grade of any part of the building to half way up a pitched roof. The grade on the site works against the building height. They need flexibility on height for the principal building. The plan development enables the Plan Commission and Council to grant the flexibility. The other main advantage is they need to secure zoning approval quickly which is the general development plan that would be the next step in the process. If they came just for a conditional use, they couldn't get the flexibility they need and they would need all of the development details on the whole site. The plan development approach allows us to approve the general development plan without all of those details given that the implementation plan provides all of those.

Ms. Hill questioned if the rendering is just a tiny portion of an overall conceptually planned development. City Attorney Draper said it is a separate parcel that was cut out from the Symphony Bay development. The CSM was cut out separately and that is a separate parcel all by itself. It was always set up to be this type of facility. Mr. Robers added only Symphony Bay was approved; it was always a separate section for senior living. Ms. Hill asked if this is meant to be the only senior and assisted living portion of the entire development. Mayor Kupsik said nothing else has been brought up. Ms. Hill said it looks similar to what was approved in the past with regard to elevation, specifically the south elevation. She is ok with variances. Alderman Skates added this is so much better than what was proposed years ago. He feels they made it more of a community rather than a nursing home. There will be more houses out there as well as a church. This would be a great addition to the city. Commissioner Frederick was thrilled to hear Golden Years was coming to Lake Geneva and feels this is an excellent spot to do it. He is pleased with the design, and doesn't see any issues with height requirements. Mr. Hartz questioned how construction traffic will flow. Mr. Madalinski said they haven't discussed construction traffic yet. They like to incorporate a site access map into the contract documents. Mr. Robers requested their application as soon as possible. Mr. Madalinski noted he had it with him.

**Adjournment.** Hill/Skates motion to adjourn at 8:02pm. Motion carried 7 to 0.

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/s/ Stephanie Gunderson, Assistant City Clerk

**THESE ARE NOT OFFICIAL MINUTES UNTIL APPROVED BY THE PLAN COMMISSION**

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: February 20, 2017

Agenda Item #6A

Applicant:  
Gregory Kremser

Request:  
150 Center Street  
Downtown Design Review  
Change to Signage

Description:

The applicant is submitting an application for Downtown Design Review to replace the sign face of an existing projecting sign and to remove an existing wall sign to expose the decorative brick behind it.

The property is subject to Downtown Design review. The City reviews all signs in the Downtown to confirm that they conform to the Downtown Design standards, particularly quantity, size, and color requirements. In the Plan Commission Packet, the first image depicts the sign as it appears today. The second image shows the proposed sign design (with the “Lake Geneva Tattoo EST 1969” message). The other images are historical photos.

The projecting sign is located above the first story of the building, which is now prohibited under Section 98-913(9)(b)11.h. (page 301, attached). Because the sign was installed prior to the adoption of the Downtown Design standards, it is a legal nonconforming sign.

For legal nonconforming signs in the Downtown, the sign message is not permitted to be changed without bringing the sign into conformance with the Zoning Ordinance and Downtown Design standards. Refer to Section 98-913(9)(b)14.a.viii (page 303, attached).

There is no issue with removing the existing wall sign, although the applicant should be aware any new signage to be installed in the future must be consistent with the Downtown Design standards of Section 98-913(9).

Staff Recommendation:

The proposed sign does not meet the requirements of the Downtown Design Overlay Zoning district. Staff’s recommendation is the proposed change to the sign message be denied.

However, if desired, the sign could be relocated to the first floor, in a location that is permitted by the Zoning Ordinance. This would result in a legal conforming sign, in which the sign message could be changed.

- iv. Color schemes and lettering styles shall be used consistently on all signage used throughout the property.
- f. **Sign Materials:** Permitted sign materials include glass, plastic, wood, brass, metal leaf, metal plates, canvass or related fabric, or etched glass, stone or concrete.
- g. **Sign Illumination:** Illumination of exterior signage shall be limited to shielded spotlight. The lighting element of such fixtures shall not be visible from public rights-of-way or adjoining properties. Flashing signs (including illuminated awnings with or without messages) are not permitted, including neon and related illumination systems.
- h. **Sign Location:** Wall signs, canopy signs and projecting signs shall not be located on any portion of upper stories. The location of signs shall fit the building. (See Figure 4, below.)



Figure 4

- j. **Removal of Signs:** Illegal nonconforming signs, poorly maintained signs, and obsolete signs pertaining to a closed business, shall be removed. The property owner shall be responsible for the removal of such signs.
12. **On-Site Landscaping and Screening:** On-site landscaping is not required within portions of the Downtown Design Overlay Zoning District located along Main Street between Cook Street and Center Street, except to provide vegetated ground cover for pervious (non-paved/roofed) surfaces, and to provide screening and shading of on-site paved areas.
- a. **Groundcover:** All areas which are not covered by impervious paving or structures shall be covered with vegetative groundcover. Appropriate groundcover includes grasses, forbs, and shrubs.
- b. **On-Site Paved Areas:** On-site landscaping shall also be provided for on-site paved areas used for outdoor seating, vehicular parking, or loading, except for pedestrian and vehicle walks and drives which connect such areas to public rights-of-way (such as driveways and walks to building entrances).
- i. **Required Screening:** On-site paved areas, including parking lots, loading areas, circulation drives, and patios shall be partially screened from the view of

Section 98-913 Downtown Design Overlay  
Zoning District

through

Section 98-913 Downtown Design  
Overlay Zoning District

Window and door features, including lintels, sills, architraves, shutters, pediments, hoods and hardware, shall be preserved where possible, or replaced with identical features and materials. Dark frames (i.e. anodized bronze) shall be used to replace storefront and upper story windows. Clear aluminum finishes and mill finish aluminum storm windows are prohibited. Real shutters and awnings shall be used if there is evidence that they were a component of the original building design. Vinyl and plastic shutters and awnings shall be prohibited.

- iii. **Shop Fronts:** Shop fronts should fit inside the original shop front in terms of all three dimensions (vertical, horizontal and front to back articulation);
  - iv. **Display Windows:** Display windows should be restored to their original appearance.
  - v. **Entrances and Porches:** Original porches and steps shall be retained, except as required to meet accessibility standards. Porches, steps and related enclosures which do not comply with the architectural design theme shall be removed.
  - vi. **Roofs:** The original roof shape and character of visible materials shall be retained. Original architectural features which give the roof its essential character, including dormer windows, cupolas, cornices, brackets, chimneys and weathervanes, shall be preserved if in keeping with the architectural design theme.
  - vii. **Painting and Color:** See Subsection (b) 10., above.
  - viii. **Signage:** Any and all signage, existing upon the adoption date of this Chapter, which does not comply with the standards of Subsection (b) 11., above may be continued so long as well maintained. However, the maintenance of such legal nonconforming signs shall be limited to repair of the sign structural or lighting elements, and to the repainting or replacement of the sign face with identical new material, message, and original appearance. Should a change in material, message, or original appearance be desired, the legal nonconforming sign shall be removed.
  - ix. **Cleaning:** Structural components and exterior materials shall be cleaned when necessary, and with only the gentlest possible methods. Low pressure water and soft natural bristle brushes are acceptable. Sandblasting is never acceptable. Other methods shall be pre-approved by the Plan Commission.
- (c) **Residential Construction:** Proposed residential construction, located on properties having frontage on Main Street between Cook Street and Center Street, including new structures, building additions, building alterations, and restoration or rehabilitation shall be reviewed per Section (5) above and shall correspond to the design guidelines as determined by the Design Review Commission. The building setback, height, mass, roof form, exterior materials, exterior surface appurtenances, exterior colors, landscaping and lighting shall be compatible and harmonious with the general design theme noted in Subsection (9)(a)1.a., 1.b., and 2., above.
- (d) **Designated Historic Structures:** Landmark Center, 772 Main Street; Riviera Building, 810 Wrigley Drive; Stone Manor, 880 S. Lakeshore Drive; T.C. Smith House, 865 Main Street; Youngland Coach House, 701 S. Lakeshore Drive; St. Moritz, 327 Wrigley Drive.



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

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

150 center st ZAP 00309

Name & Address of Current Building Owner:

Falice Pappas Black point potatoes LLC  
 860 5th ave  
 Los Angeles ca 90005

Telephone Number of Current Building Owner:

(310) 614-4597

Name & Address of Applicant:

Gregory Kremser  
 281 Meadow dr  
 Geneva city wi 53128

Telephone Number of Applicant:

(262) 206-3060 cell

Proposed Design Change:

Change lettering on existing sign  
 by replacing sign blanks  
 and remove wood sign to expose decorative  
 brick

Zoning District:

Central Business

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

RLO sign inc  
 1030 ontario ave  
 Sheboygan wi 53081

Description of Project:

Replace plastic faces in sign

Date: 2-13-17

Signature of Applicant:

## AGREEMENT FOR SERVICES

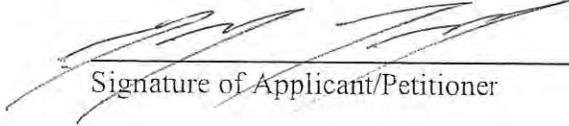
REIMBURSABLE BY THE PETITIONER / APPLICANT. The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any finance charges that may accrue. The City may apply the charges for these services to the Petitioner. The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until the Petitioner pays such fees. Review fees which are applied to a Petitioner and which are not paid, may be assigned by the City as a special assessment to the subject property. Petitioner hereby expressly waives any notice and hearing requirements provided in Wis. Stats. § 66.0701 or any additions or amendments to this section. Petitioner further authorizes the City Treasurer or City Clerk to levy and collect review fees and additional fees upon the affidavit of the City Administrator or the Zoning Administrator stating that such fees are reasonable and that payment is overdue. The Petitioner shall be required to provide the City with an executed copy of the following form as a prerequisite to the processing of the development application:

|          |                                 |                             |
|----------|---------------------------------|-----------------------------|
|          | <u>Gregory Bremser</u>          |                             |
| Name:    | <u>Buisness Lake Geneva Twp</u> | <u>home Gregory Bremser</u> |
| Address: | <u>150 Center St</u>            |                             |
|          | <u>Lake Geneva WI 53147</u>     |                             |
| Phone:   | <u>(262) 248-1432</u>           |                             |

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

Dated this 13 day of Feb, 2017.

Gregory Bremser  
 Printed name of Applicant/Petitioner

  
 Signature of Applicant/Petitioner



The ORIGINAL  
CHICAGO  
PIZZA  
Dine in / Carry-out

CHICAGO  
PIZZA

DO NOT  
FEED  
THE  
DOLPHINS

80-FNK



d Over 50 Years

INKE & ASSOC.  
ESTATE

738 MAIN ST.

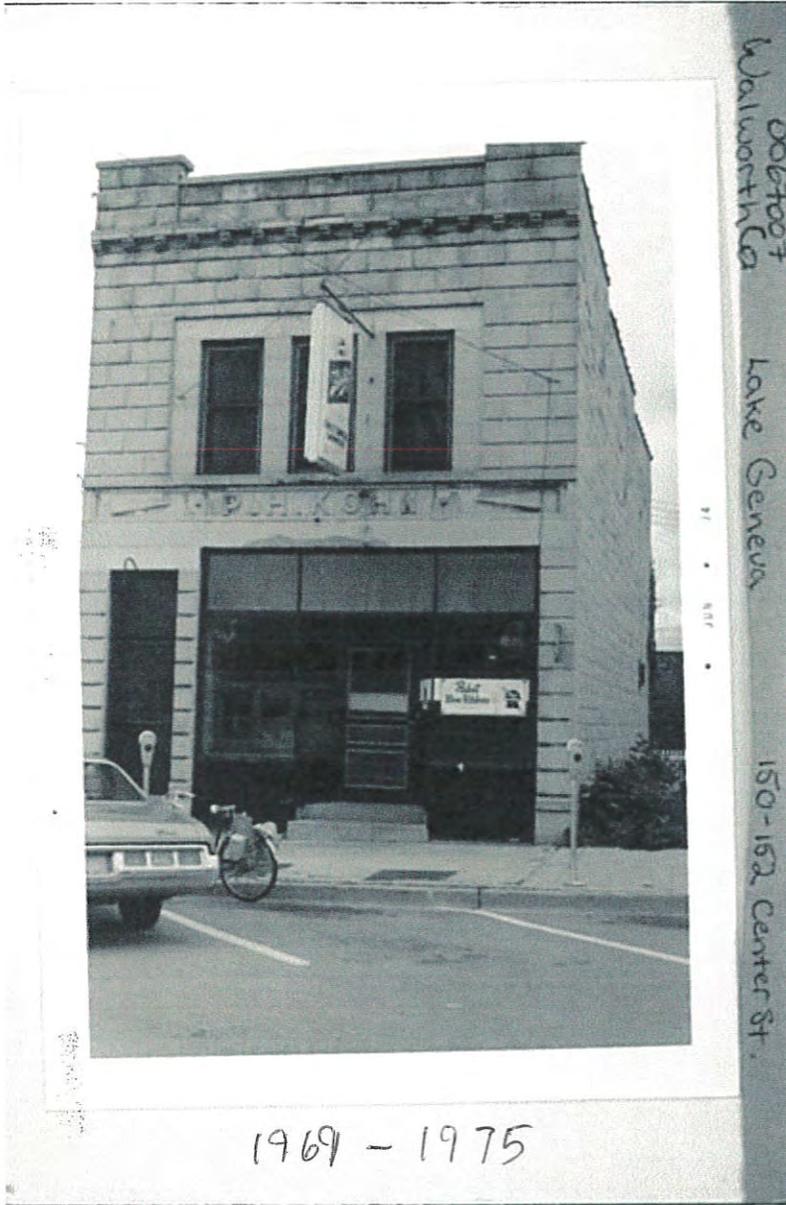
Choice • LAKE GENEVA LOTS  
• LAKESHORE PROPERTY  
• RESORT PROPERTY  
and FARMS

NO PARKING

POTTER

Lake Geneva  
TATTOO  
EST 1969

Delicatessen  
In Country



0067007  
Walworth Co

Lake Geneva

150-152 Center St.

1969 - 1975

ed Over 50 Years

**INKE & ASSOC.**  
**ESTATE**

738 MAIN ST.

*Choice* • LAKE GENEVA LOTS  
• LAKESHORE PROPERTY  
• RESORT PROPERTY  
and FARMS

NO PARKING

POTTER

1976

LAKE GENEVA  
AUTOMOBILE  
Company

HEISSMANN'S  
**Old Style**  
Just In! Original Sandwiches  
CARRY OUTS

**BOB KEEFE  
AND  
ASSOCIATES**



**REAL  
ESTATE**





1978-1985

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: February 20, 2017

Agenda Item #6B

Applicant:

Sally Nimmow

Request:

252 Center Street  
Downtown Design Review  
Change to Signage

Description:

The applicant is submitting an application for Downtown Design Review to add a new wall sign to a multi-tenant building.

The property is subject to Downtown Design review. The City reviews all signs in the Downtown to confirm that they conform to the Downtown Design standards, particularly quantity, size, and color requirements. The design of the new sign meets these standards.

Staff Recommendation:

The proposed wall sign meets the requirements of the Downtown Design Overlay Zoning district. Staff's recommendation is that the sign be approved as presented with any Commission amendments.



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

APPLICATION FOR DOWNTOWN DESIGN REVIEW

Site Address & Parcel No.:

252 Center St Lake Geneva WI

Name & Address of Current Building Owner:

Korungh Properties

Telephone Number of Current Building Owner: \_\_\_\_\_

Name & Address of Applicant:

Shrift - Inc Sally Niemann  
252 Center St Lake Geneva WI (owner)

Telephone Number of Applicant: \_\_\_\_\_

262 215 16878

Proposed Design Change:

Zoning District: \_\_\_\_\_

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

Sage Creek Signs  
M 3534 Patric Rd  
Lake Geneva WI 262 758 9401

Description of Project:

Building sign

Date: 1/15-17

Signature of Applicant: [Signature]

98-913(5)(b)

**AGREEMENT FOR SERVICES**

REIMBURSABLE BY THE PETITIONER / APPLICANT. The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposal coming before the Plan Commission and/or Common Council. The submittal of a development proposal application or petition by a Petitioner shall be construed as an agreement to pay for such professional review services applicable to the proposal including any finance charges that may accrue. The City may apply the charges for these services to the Petitioner. The City may delay acceptance of the application or petition as complete, or may delay final approval of the proposal, until the Petitioner pays such fees. Review fees which are applied to a Petitioner and which are not paid, may be assigned by the City as a special assessment to the subject property. Petitioner hereby expressly waives any notice and hearing requirements provided in Wis. Stats. § 66.0701 or any additions or amendments to this section. Petitioner further authorizes the City Treasurer or City Clerk to levy and collect review fees and additional fees upon the affidavit of the City Administrator or the Zoning Administrator stating that such fees are reasonable and that payment is overdue. The Petitioner shall be required to provide the City with an executed copy of the following form as a prerequisite to the processing of the development application:

Name: Shrift - In, as applicant/petitioner for:  
Sally - Dimmons  
Address: 258 County St  
Lg  
Phone: 262 215 6878

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

Dated this 15 day of Feb, 2017.

Shrift - In Sally Dimmons  
Printed name of Applicant/Petitioner

[Signature]  
Signature of Applicant/Petitioner



**52"x30" Full inkjet print  
on 3mm aluminum composite  
Green to Dark Green background  
Forest Green boarder/shade  
White copy with with Sea Green @40%  
Blend**

*Thrift-in*

Used Furniture

*Home Decor*

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: February 20, 2017

Agenda Item #7

Applicant:

Golden Years

Represented by:

Kevin Madalinski  
Director, Hoffman Design & Construction  
122 E College Ave.  
Appleton, WI 5491

Request:

North Bloomfield Road, ZSF00074 & ZSF00085  
Proposed General Development Plan Zoning  
Senior Housing Campus on 11.5 acres

Description:

The applicant is submitting a General Development Plan (GDP) to approve a Zoning Map Amendment to Planned Development zoning for a proposed senior housing project on the north side of North Bloomfield Road – about 500 feet east of Edwards Boulevard/Wis 120. The subject property is part of a former Planned Development approved for the not-constructed Fairwyn / Symphony Bay mixed use projects. The proposed GDP is fully consistent with the Concept Plan for Golden Years, reviewed several months ago by the Plan Commission, and incorporates suggestions made by the Commission during that review.

A full description of the project (dated January 25, 2016) is contained within the Plan Commission Packet. Briefly, the applicant is requesting the Zoning Map Amendment to GDP to enable the development of the southwestern 11.5 acre corner of the former Lake Geneva Raceway property into a new senior living campus. The campus is designed to provide a continuum of care, including independent living, rehabilitation services, assisted living options, memory care, and long-term care.

The project is proposed to contain a total of 202,000 square feet of floor area and 171 total residential units, and is proposed to be developed in phases, with a projected completion in 10 to 15 years. The project is proposed to be a for-profit business contributing significantly to the City's property tax and employment base. The project architecture and site layout will have suburban-character design and landscaping that responds to its setting near the planned outer edge of the community.

Consistency with the Comprehensive Plan:

Wisconsin law requires all Zoning Map Amendments be consistent with the Comprehensive Plan, and particularly with the Future Land Use Map. This map recommends the Planned Neighborhood land use category for the subject property. This category allows for Institutional land uses, such as the proposed senior housing project. The proposed GDP zoning *is consistent* with the Comprehensive Plan.

*Report on Golden Years GDP continues on the next page.*

Relation to Base Zoning Standards:

All Planned Developments must explicitly identify any flexibilities being requested from base zoning standards in the most comparable regular zoning district. In this instance, that Planned Office (PO) zoning district – which is often applied to large institutional developments, provides that comparison zoning district. The project is requesting 3 such flexibilities:

1. The maximum height of the west end of the independent living portion of the building will be 54 feet – due to the access to the under-building parking area; compared to the 35 foot maximum height limit in the PO zoning district;
2. The maximum height of the maintenance building will be 20 feet, to accommodate the project’s outing bus; compared to the 15 foot maximum height limit in the PO zoning district;
3. The project is proposing to provide a total of 134 parking stalls; compared to a general requirement of 169 parking stalls for standard senior housing development.

All other zoning requirements are met, or in most cases met with “room to spare”.

Action by the Plan Commission:

Recommendation to the Common Council on the Proposed Zoning Map Amendment

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

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

Staff Review Comments:

The Plan Commission had a favorable reaction to the proposed Concept Plan for Golden Years. The proposed GDP is very consistent with the Concept Plan.

The proposed project maintains building elevations that very gently rise from east to west, with significant building setbacks provided in all directions – particularly to N. Bloomfield Road, which would be the most-viewed exposure as future development occurs. Note that the tallest rooflines in the project are proposed at the west end of the building – adjacent to the planned commercial development called for along the east side of Edwards Boulevard / WIS 120.

Parking areas are small and distributed around the site. Planning staff is comfortable with the proposed amount of parking – noting that the provision of spaces reflects actual parking use at comparable facilities. Staff also notes that ample room is available to enlarge most parking areas, if more spaces are needed in the future.

Generous areas are available for all required landscaping. The site layout will enable the preservation of the grove of mature trees in the southeast corner of the site, along N. Bloomfield Road.

Adequate areas are available for on-site stormwater management.

*Report on Golden Years GDP continues on the next page.*

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

A proposed GDP must undergo the review standards for all Zoning Map Amendments, below:

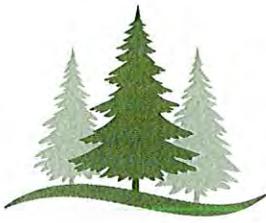
- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be in agreement with Items 1 and 3, and one or more factors of Item 2, of the following.
1. The proposed GDP furthers the purposes of the Zoning Ordinance as outlined in Section 98-005 and the applicable rules and regulations of the Wisconsin Department of Natural Resources (DNR) and the Federal Emergency Management Agency (FEMA).
  2. One or more of the following factors have arisen that are not properly addressed on the current Official Zoning Map:
    - a. The designations of the Official Zoning Map should be brought into conformity with the Comprehensive Plan;
    - b. A mistake was made in mapping on the Official Zoning Map;
    - c. Factors have changed, making the subject property more appropriate for the proposed GDP zoning;
    - d. Growth patterns or rates have changed, thereby creating the need for an amendment to the Official Zoning Map.
  3. The proposed GDP amendment to the Official Zoning Map maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
- B. If, after the public hearing, the Commission wishes to recommend *denial*, then the appropriate fact finding would be in disagreement with at least one of Items 1, 2 or 3 of the following:
1. The proposed GDP does not further the purposes of the Zoning Ordinance as outlined in Section 98-005 and the applicable rules and regulations of the Wisconsin Department of Natural Resources (DNR) and the Federal Emergency Management Agency (FEMA).
  2. One or more of the following factors have not arisen that are not properly addressed on the current Official Zoning Map:
    - a. The designations of the Official Zoning Map should be brought into conformity with the Comprehensive Plan;
    - b. A mistake was made in mapping on the Official Zoning Map;
    - c. Factors have changed, making the subject property more appropriate for the proposed GDP zoning;
    - d. Growth patterns or rates have changed, thereby creating the need for an amendment to the Official Zoning Map.
  3. The proposed GDP amendment to the Official Zoning Map does not maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.

*Report on Golden Years GDP continues on the next page.*

Staff Recommendation on the GDP:

1. Staff recommends approval of the GDP as submitted.
2. Staff recommends the affirmative set of findings provided above, noting that the proposal meets factors 1, 2c, and 3. Specifically, the proposal will be consistent with all FEMA requirements; responds to an emerging market for senior continuum of care facilities; and, maintains the desired consistency of land uses, land use intensities, and land use impacts as a transition between planned residential and institutional development to the east and northeast, and planned commercial development to the west.
3. Finally, staff recommends that the proposed outside walkway network connect to the public sidewalk network planned along Harmony Way, and the pedestrian / bicycle path along N Bloomfield Road.

Michael A. Slavney, FAICP  
City Planning Consultant



# GOLDEN · YEARS

*Continuing to Care · Privileged to Serve*

January 25, 2016

Dear Plan Commission Members,

We are excited to present to you the following general development plan for a future senior living development in Lake Geneva.

The Golden Years has been owned and operated by the Austin family in Walworth, Wisconsin for over 47 years. Over the years our campus has grown through a multi-phased building process from our original 26-bed intermediate care facility to our current 115-unit campus that offers a range of senior living options including independent apartments, assisted living, and skilled nursing services.

Our focus 47 years ago was to offer our seniors the best care and services that we could, and while much has changed since those early years, our focus has not. We are personally involved on a daily basis and take great joy in getting to know our residents and their families. Alongside our exceptional staff, our commitment remains to continue to provide the best service that we can to the seniors and the families that have trusted us with their care.

We recognize the growing need for quality senior care services in Walworth County, and our vision is to help meet those needs by expanding our services through a new campus in Lake Geneva. Our desire is to become a valued part of the Lake Geneva community and carefully grow this new campus over the coming years through an intentional, phased approach as we successfully have in Walworth.

We appreciate the opportunity to share our development plans, and look forward to continuing to work with you.

Sincerely,

Richard T. Austin

Jeffrey B. Austin

Jonathan A. Stankevitz

**Golden Years**  
**Lake Geneva Development for Senior Living**  
**General Development Plan**  
**Project Narrative**

**A. (1) Owner History, Vision, and Project Location**

Golden Years began as an idea created by Mr. Vic Carbrey. In 1960, at the age of 80, he began building his nursing home in Walworth, Wisconsin where older folks could live, be cared for and respected. Upon completion in November 1965, the first residents were welcomed and Mr. Carbrey's dream became reality. On June 1, 1969, having completed his goal, Vic, at the age of 89, decided to retire and sold the Golden Years Nursing Home to Eugene and Margaret Anne Austin. Their son, Richard, began with them and on January 1, 1980, he and his wife, Linda, purchased the facility from Rich's parents. Under the second generation of Austin ownership, Golden Years continues to be operated as a privately-owned family business. Looking to the future, the third generation of Austin leadership is in place to carry on the quality standards known and expected at Golden Years.

Golden Years of Walworth offers three distinct levels of care on a five-acre campus that together provides the most comprehensive and highest quality senior living options in the area. The existing Golden Years campus includes a 60-unit senior apartment complex, a 27 bed CBRF licensed Assisted Living Residence, and a 28 bed Medicare certified skilled nursing Health Care Center. Designed and licensed to provide a continuum of care for seniors distinguishes the family-owned and operated Golden Years from other facilities in the area.

Understanding the growing demand for quality, senior care needs in Walworth County, Golden Years' goal is to expand services by providing an additional campus to meet these needs. In June 2016, Golden Years obtained additional skilled nursing bed licenses from a closing skilled nursing facility and placed the bed licenses in restricted use. As regulated by the Wisconsin Department of Health, the bed licenses can only be in restricted use for an 18-month period. This is the primary driver for the project to achieve occupancy by December 2017.

After analysis of several properties, Golden Years has entered final negotiations with Fairwyn Development to purchase approximately 11.5 acres in the redevelopment efforts at the former Lake Geneva Raceway. The project is to create a new senior living campus in Lake Geneva offering a continuum of care including: rehabilitation services, independent living, assisted living options, memory care and long term care. The project will be implemented in multiple phases and estimated to be completely developed in the next 10-15 years. The project will create over 100 full time jobs in the Lake Geneva community and significantly impact the tax base value for the property.

### Location Maps



The parcel under consideration was previously submitted, by a different developer, and approved by the City Council for a Precise Implementation Plan of a senior living campus, similar to the proposed project. This previous approval has since expired, but the current concept plan is similar in size and services as the previously approved project.

#### Project Goals

1. Provide a state-of-the-art senior living campus to serve the Lake Geneva community
2. Maintain a similar business model to the Walworth, Wisconsin campus that has been owned and operated successfully for over 47 years by Golden Years
3. Repurpose the currently vacant property.
4. To grow the Golden Years business and reinforce the Golden Years reputation as a good neighbor and business partner in Walworth County

#### **A. (2) Map of the Subject Property**

Please see attached Map

## **A. (3) General Written Description**

### **General Project Themes and Images**

This project has been carefully planned to compliment the positive characteristics of the proposed surrounding neighborhood and the architecture of the community. The character will be a blend of “Prairie” design style and “Agrarian” design found throughout Lake Geneva and southeastern Wisconsin. In addition, a porte-cochere is designed at the key entrances into the building for weather protection for residents and guests. Building materials will consist of residential products from masonry to siding to shingles and the color scheme will stay within the earth tone palette. The site design goal is to provide a peaceful setting with several amenities, such as: sidewalks, planting features, and outdoor seating areas.

### **General Mix of Dwelling Unit Types and Land Uses**

The envisioned project will create a new state-of-the-art senior living campus. The campus will provide various levels of care to meet all needs for seniors in the community. Levels of care include:

- Independent Living Apartments (55-70 units)
- Assisted Living Apartments (30-36 units)
- Memory Care (Alzheimer’s / Dementia) Assisted Living Apartments (15-20 units)
- Rehabilitation Services
- Skilled Nursing Care (30-45 beds)
- TOTAL UNITS: 171 units

### **Approximate Residential Densities and Intensities**

All zoning requirements, standards, and bulk regulation calculations and comparisons are based on a proposed Planned Development with a base zoning of Planned Office (PO). The Planned Office district best fits the Institutional Residential Use that is proposed.

The projects approximate square footage will be all new construction per the following:

- Independent Living (70,000 square feet) and will be three stories tall.
  - Under Building Parking / Basement (28,000 square feet)
- Assisted Living (36,000 square feet) and will be two story
- Memory Care Assisted Living (20,000 square feet) and will be one story
- Skilled Nursing (45,000 square feet) and will be one story
- Maintenance building (3,000 square feet) and will be one story
- Total: 202,000 square feet

#### **General Development Plan - Project Data**

|                                |              |
|--------------------------------|--------------|
| Site Area:                     | 11.5 acres   |
| Total # of Units Proposed:     | 171 maximum  |
| Dwelling Unit Density:         | 14.9 du/acre |
| Building Floor Area:           | 202,000 sf   |
| Floor Area Ratio:              | 0.40         |
| Impervious Surface Area Ratio: | 0.40         |

**General Treatment of Natural Features**

The property has a natural grade change from east to west (high to low) that is consistent with the rolling prairies of southern Wisconsin. The project design will utilize this grade change to step the buildings down the slope to keep the overall building height low and flowing with the grade.

There are approximately a dozen existing hardwood trees that create a presence on the southeast corner of the parcel due to their size and character. A project goal is to keep these trees as a natural feature and cornerstone for the development as it is located on the main boulevard entrance of North Bloomfield Road and Harmony Drive.

**Potential Recreational and Open Space Facilities**

The project will include interior and exterior amenities, facilities, and spaces for use by all staff and residents of the facility. Walking is a key component of a healthy lifestyle for today's senior living population. The project will include a sidewalk loop around the entire building to provide an accessible and safe route to walk. Along the walk and around the building will be patios and seating areas for a rest along the way, socializing with friends, or just relaxing outdoors. The building will include a wellness center, rehab gym, and common spaces/amenities for resident use, to provide recreation and socialization opportunities. The Senior Care Facility will also include an enclosed outdoor courtyard for sitting, exercising, and socializing.

Additional outdoor amenities will include landscape plantings, preserving the large existing wooded area on the southeast corner of the site, and storm water management ponds/basins that will be enhanced with native/sustainable landscaping.

**General Relationship to Nearby Properties and Public Streets**

South - The subject site is bounded on the south by North Bloomfield Road. The 131.98 acre parcel directly across North Bloomfield Road is owned by Maple Glen LLC and is not in a zoning district.

West – The subject site is bounded on the west by an undeveloped 15.96 acre parcel owned by Greg Baird. The parcel is zoned PD – Planned Development.

North – The subject site is bounded on the north by Symphony Bay residential lots.

East – The subject site is bounded on the east by Harmony Way. The 2.28 acre parcel directly across Harmony Way is owned by Geneva Lakes Christian Church. The parcel is zoned PD – Planned Development.

Primary entry into the site will occur on Harmony Way. Resident drop off and visitor parking will occur at three major entry points into the building, based upon care level. A secondary access point into the site will occur on North Bloomfield Road. Deliveries, employees, emergency response, and apartment residents with vehicles will utilize this access point.

**General Relationship of the Project to the Master Plan**

The Golden Years senior living community is located in the southwest corner of the Symphony Bay planned development community. The subject parcel is zoned as a PD – planned development and is located within the jurisdiction limits of the City of Lake Geneva.

The City's Future Land Use map (Comprehensive Plan) indicates the areas to the north, east, and south of the subject site as Planned Neighborhood use. The area to the west is proposed as Planned Business use.

**Rationale as to Why PD Zoning is Proposed**

Golden Years senior living community is proposed for PD Zoning due to the previously approved general development plan for PD Zoning overlay and due to the unique nature of the senior housing functions and services that the proposed community will provide. The housing functions and services for this community; apartments, assisted living, memory care, skilled nursing care, and rehabilitation services; qualify for several different and distinct underlying zoning categories. It is therefore the unique nature of the proposed senior living campus uses that necessitates a planned development approach. The project's principal benefit is that it offers superior quality care and alternative care needs for the community's senior population, thereby affording older residents of Lake Geneva the opportunity to stay within the community.

**Zoning Standards Comparison (based on Planned Office underlying zoning)**

Regulations Applicable to Planned Residential Zoning District with Institutional Residential Uses:

Residential Density and Intensity Requirements:

- a. Minimum Zoning District Area:
  - a. Required: 40,000 square feet
  - b. Proposed: 500,828 square feet
- b. Maximum Gross Density (MGD) (Exemption Required – See Potential Exemption Section):
  - a. Required: up to 50.00 per limits of the conditional use permit
  - b. Proposed: 14.9 units per acre
- c. Minimum Landscape Surface Ratio (LSR):
  - a. Required: 50%
  - b. Proposed: 60%
- d. Maximum Building Coverage:
  - a. Required: 40%
  - b. Proposed: 20%
- e. Maximum Accessory Building Coverage: 10%
  - a. Required: 10%
  - b. Proposed: 1% maximum

## Residential Bulk Requirements:

- c.** Minimum Lot Area:
  - a.** Required: 20,000 square feet
  - b.** Proposed: 500,828 square feet
- d.** Minimum Lot Width:
  - c.** Required: 100 feet
  - d.** Proposed: 653± feet
- e.** Minimum Street Frontage:
  - e.** Required: 50 feet
  - f.** Proposed: 515± feet
- f.** Minimum Setbacks:
  - g.** Front or Street Lot Line to Building:
    - i.** Required: 25 feet, 40 feet for a lot adjacent to a street with an Officially Mapped right-of-way equal to or exceeding 100 feet
    - ii.** Proposed: 80 feet
  - h.** Front or Street Lot Line to Garage:
    - i.** Required: 25 feet, 40 feet for a lot adjacent to a street with an Officially Mapped right-of-way equal to or exceeding 100 feet
    - ii.** Proposed: 300 feet
  - i.** Side Lot Line to Building or Garage:
    - i.** Required: 10 feet
    - ii.** Proposed: 30 feet
  - j.** Total of Both Sides, Lot Lines to Building/Garage:
    - i.** Required: 20 feet
    - ii.** Proposed: 50 feet
  - k.** Rear Lot Line to Building or Garage:
    - i.** Required: 30 feet
    - ii.** Proposed: 30 feet
  - l.** Side Lot Line to Accessory Structure:
    - i.** Required: 3 feet from property line
    - ii.** Proposed: 30 feet
  - m.** Rear Lot Line to Accessory Structure:
    - i.** Required: 3 feet from property line
    - ii.** Proposed: 30 feet
  - n.** Peripheral Setback: to be calculated with GDP/PIP submittal
  - o.** Minimum Paved Surface Setback:
    - i.** Required: 5 feet from side or rear; 10 feet from street
    - ii.** Proposed: 20 feet from side or rear; 30 feet from street
  - p.** Minimum Dwelling Unit Separation: NA
  - g.** Maximum Height of Building:
  - q.** Required: 35 feet, greater with conditional use permit

- r. Proposed: 42 feet, 54 feet to basement garage floor (Exemption Required – See Potential Exemption Section)
- h. Maximum Height of Accessory Structure:
- s. Required: 15 feet
- t. Proposed: 20 feet (Exemption Required – See Potential Exemption Section)
- i. Minimum Number of Off-Street Parking Spaces Required on the Lot:
- u. Required: 169 stalls
  - i. Independent Living Bedrooms:
    - 1. 55-94 bedrooms @ 1 stall per 1 bedroom = 55-94 stalls
  - ii. Assisted Living Bedrooms:
    - 1. 30-40 bedrooms @ 1 stall per 3 bedrooms = 10-14 stalls
  - iii. Skilled Nursing / Memory Care Units:
    - 1. 45-65 units @ 1 stall per 6 units = 8-11 stalls
  - iv. Staffing:
    - 1. 50 maximum employees at one time @ 1 stall per employee = 50 stalls
  - v. Total: 123-169 stalls
- v. Proposed: 134 stalls
  - i. Underbuilding parking structure: 50 stalls
  - ii. Surface parking: 84 stalls
- j. Minimum Dwelling Core Dimensions:
- w. Required: 20' x 40'
- x. Proposed: 35' x 70' (Maintenance Building)
- k. Minimum Roof Pitch:
- y. Required: 3:12
- z. Proposed: The building will have mainly sloped roofs with some small areas that will not meet the required minimum of 3:12. These areas will be minimized and hidden from view as much as possible.
- l. Minimum Eave Width:
  - aa. Required: 18 inches
  - bb. Proposed: 18 inches

### Description of Potential Exemptions

1. Land Use Exemptions – None
2. Density and Intensity Exemptions
  - a. Maximum Gross Density (MGD) – the City of Lake Geneva Zoning Ordinance allows up to a maximum gross density of up to 50 units per acre as a conditional use. Therefore, an exemption is requested for the proposed 14.9 units per acre requested for the Golden Year project.
3. Bulk Requirement Exemptions
  - a. Maximum Height of Building – the required maximum building height is 35 feet, but can be greater with a conditional use permit approval. The proposed project is a Planned Development with a base zoning of Planned Office and an Institutional Residential use.



- March 2017
    - Completion of Design Development
    - Phase 1 - Precise Implementation Plan approval from Plan Commission and City Council
  - April 2017
    - Completion of Construction Documents – Site and Foundations
    - Early Start Approval from Wisconsin Department of Health Services and City of Lake Geneva
  - May 2017
    - Completion of Construction Documents – Building
    - Life Safety approval from Wisconsin Department of Health Services
    - Building Permit from the City of Lake Geneva
    -
2. Construction

The proposed construction schedule will be to start activities as soon as possible in the spring of 2017. Activities will be

- May 2017
  - Construction Start
- October 2017
  - Building Enclosure completion
- November 2017
  - Sitework completion
- December 2017
  - Building finishes completion
- January 2018
  - Certificate of Occupancy approval
  - Life Safety approval
  - Furniture and equipment installation
  - Resident occupancy

#### **A. (4) General Development Plan Drawing**

Please see attached Drawing

#### **A. (5) General Conceptual Landscaping Plan**

Please see attached Plan

#### **A. (6) General Signage Plan**

Please see attached General Development Plan Drawing for location.

The project identification sign will be located near the primary entrance located on Harmony Way. The sign will be constructed of materials similar to the exterior products used for the building. The sign will

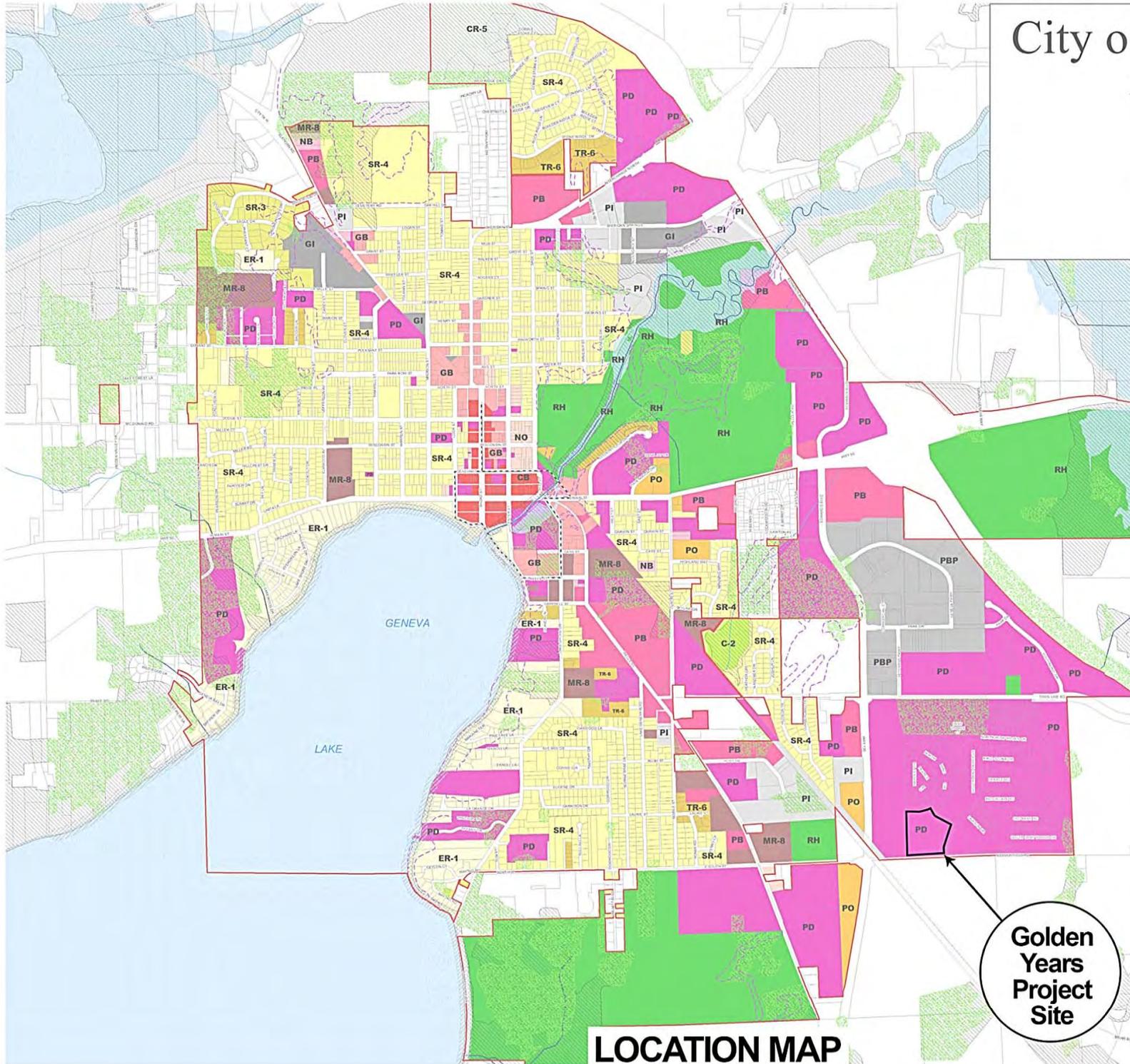
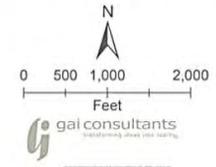
be ground mounted and will have minimal ground mounted lighting. The final details for the identification sign and associated lighting will be included in the Precise Implementation Plan and anticipated to not vary from City standards or common practices.

### **A. (7) Written Justification**

- *Section 98-905 (4) (b) 1. The proposed conditional use (the use in general, independent of its location) is in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, this Chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.*
  - Golden Years submits that the project fulfills these requirements.
- *Section 98-905 (4) (b) 2. The proposed conditional use (in its specific location) is in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, this Chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.*
  - Golden Years submits that the project fulfills these requirements.
- *Section 98-905 (4) (b) 3. The proposed conditional use, in its proposed location and as depicted on the required site plan (see (3)(d), above) does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights of way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of this Chapter, the Comprehensive Plan, or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.*
  - Golden Years submits that the project fulfills these requirements.
- *Section 98-905 (4) (b) 4. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.*
  - Golden Years submits that the project fulfills these requirements.
- *Section 98-905 (4) (b) 5. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities, or services provided by public agencies serving the subject property.*
  - Golden Years submits that the project fulfills these requirements.
- *Section 98-905 (4) (b) 6. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use (as identified in Subsections 1. Through 5., above) after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.*
  - Golden Years submits that the project fulfills these requirements.

# City of Lake Geneva Zoning Map

March 19, 2015



|             |  |
|-------------|--|
| <b>RH</b>   | <b>Rural Holding</b><br>Areas for agricultural uses; agricultural support businesses; schools, parks, churches or very low-density single-family residential at a density of less than one dwelling unit per 35 acres.   |
| <b>CR-5</b> | <b>Countyside Residential - SAC</b><br>Areas for very low density single-family development at maximum densities of one dwelling unit for every five gross acres, and support institutional uses such as schools, parks, and churches.                                     |
| <b>ER-1</b> | <b>Estate Residential-1</b><br>Areas for low density single-family development at maximum densities of one dwelling unit per acre, and support institutional uses such as schools, parks, and churches.  |
| <b>SR-3</b> | <b>Single-family Residential-3</b><br>Areas for moderate density single-family development at maximum densities of three dwelling units per acre, and support institutional uses such as schools, parks, and churches.   |
| <b>SR-4</b> | <b>Single-family Residential-4</b><br>Areas for moderate density single-family development at maximum densities of four dwelling units per acre, and support institutional uses such as schools, parks, and churches.  |
| <b>PD</b>   | <b>Planned Development</b><br>Areas approved for planned development zoning unique to the subject property.  |
| <b>TR-6</b> | <b>Two-family Residential-6</b><br>Areas for single-family detached and two-family residential development at densities up to six dwelling units per acre, and support institutional uses such as schools, parks, and churches.  |
| <b>MR-8</b> | <b>Two-family Residential-8</b><br>Areas for mixed single-family detached and two-family, and multi-family residential development at densities up to eight dwelling units per acre and support institutional uses.  |
| <b>C-2</b>  | <b>Resource Conservation</b><br>Areas for fishing, floodwater overflow and storage; pedestrian trails; preservation of scenic, historic and scientific areas; soil and water conservation; stream bank and lakeshore protection; water retention ponds and wildlife areas. |
| <b>NO</b>   | <b>Neighborhood Office</b><br>Areas for high-quality office and office-support commercial uses in older, transitioning residential areas of the community. Residential qualities set an attractive, high quality character.  |
| <b>PO</b>   | <b>Planned Office</b><br>Areas for office and office-support commercial and service uses. Generous landscaping and limited signage set an attractive, high quality character.  |
| <b>NB</b>   | <b>Neighborhood Business</b><br>Areas for small scale, neighborhood-oriented service and retail uses, which shall not spread into adjacent residential areas. (generous landscaping and limited signage)   |
| <b>PB</b>   | <b>Planned Business</b><br>Newly developing areas for a full complement of commercial, office, and institutional uses. (Generous landscaping and limited signage)  |
| <b>GB</b>   | <b>General Business</b><br>Existing areas for a full complement of commercial, office, and institutional uses (moderate amounts of landscaping and signage)  |
| <b>CB</b>   | <b>Central Business</b><br>Areas for a full complement of downtown and high density neighborhood character commercial, office, and institutional uses. (Pedestrian - oriented landscaping and signage)   |
| <b>PI</b>   | <b>Planned Industrial</b><br>Areas for a full complement of indoor office, manufacturing, assembly and storage uses. Generous landscaping and limited signage set an attractive, high-quality character.   |
| <b>GI</b>   | <b>General Industrial</b><br>Areas for a full complement of indoor light and heavy industrial land uses, and carefully controlled outdoor storage uses. Moderate amounts of landscaping and signage set an attractive character.   |
| <b>HI</b>   | <b>Heavy Industrial</b><br>Areas for primarily outdoor and/or heavy industrial production, storage, extraction and disposal uses.  |
| <b>BBP</b>  | <b>Planned Business Park</b><br>Areas approved for planned development zoning unique to the subject property.  |
|             | <b>Primary Environmental Corridor</b>  |
|             | <b>Downtown Design Review</b>  |
|             | <b>Woodlands Overlay</b>   |
|             | <b>Lakeshore Overlay</b>   |
|             | <b>City Boundary</b>   |
|             | <b>Drainage Way</b>  |
|             | <b>Slopes (12% or greater)</b>   |
|             | <b>Shorelines, Ponds and Streams</b>   |
|             | <b>FEMA Floodplain Overlay</b>   |

**Golden Years Project Site**

## LOCATION MAP

# Site Aerial

Townline Rd

Townline Rd

US 12

Edwards Blvd

HWY 120

North Rd

Symphony Bay  
Development

Golden Years  
Project  
Site

Primary Entrance

Secondary Entrance

N Bloomfield Rd

E Bloomfield Rd

700'

640'



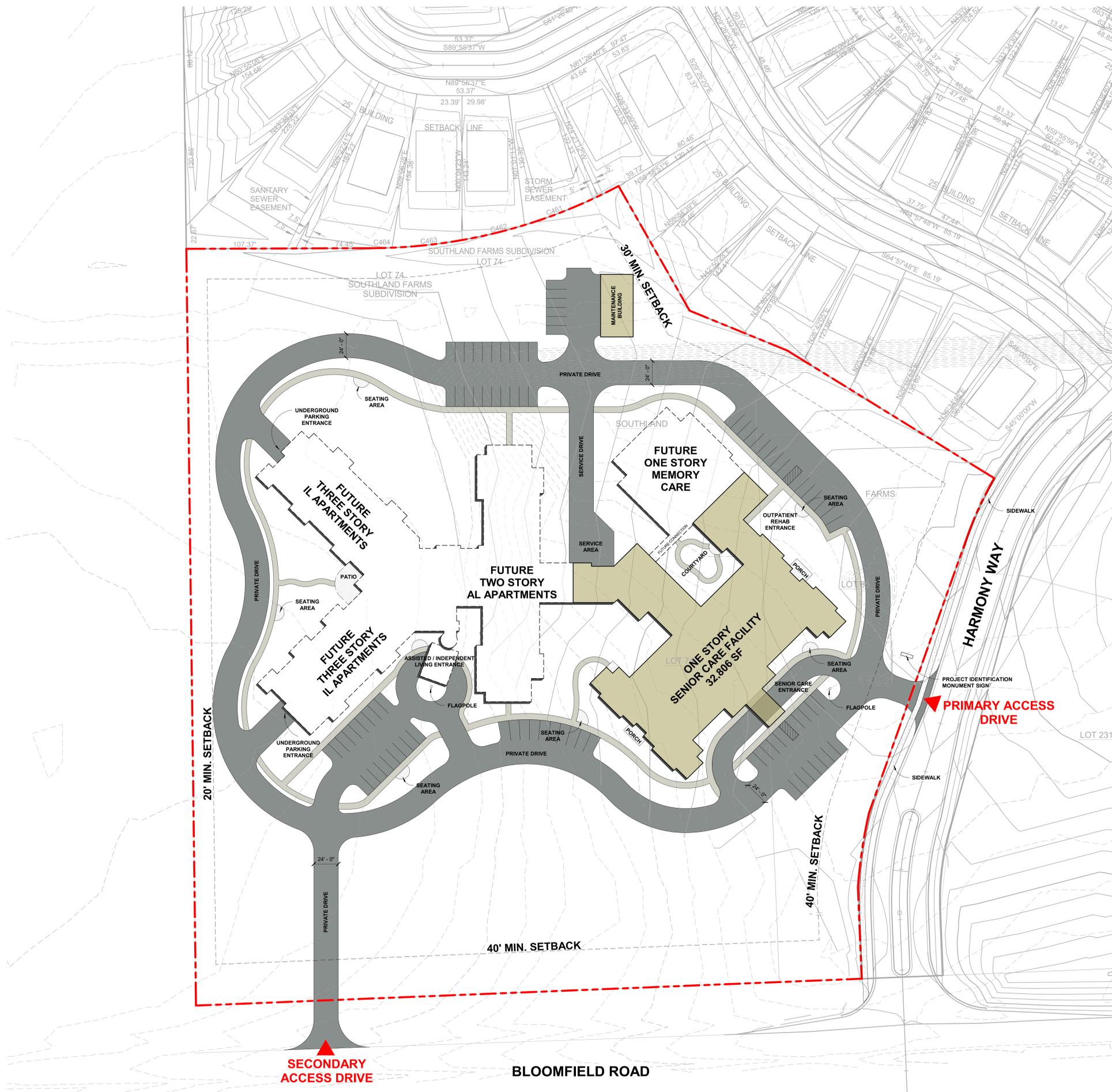
# GOLDEN YEARS

*Continuing to Care • Privileged to Serve*

### LAND USE SUMMARY

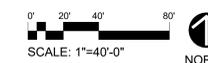
|                                |                      |
|--------------------------------|----------------------|
| <b>Site Area:</b>              | 11.5 acres           |
| <b>Building Data:</b>          |                      |
| Total # of Units Proposed:     | 171 maximum          |
| Dwelling Unit Density:         | 14.9 du/acre maximum |
| Building Floor Area:           | 202,000 sf           |
| Floor Area Ratio:              | 0.40                 |
| Impervious Surface Area Ratio: | 0.40                 |

Zoning Note: All zoning requirements, standards, and bulk regulation calculations are based on a proposed Planned Development with a base zoning of Planned Office (PO). The Planned Office district best fits the institutional Residential Use that is proposed.



## SITE PLAN GENERAL DEVELOPMENT PLAN

1/25/2017



800.236.2370 www.hoffman.net

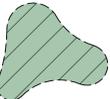


# GOLDEN · YEARS

*Continuing to Care · Privileged to Serve*



### LANDSCAPE KEY

-  Landscape Bed / Foundation Plantings (Mixed shrubs / groundcover)
-  Evergreen or Ornamental Trees
-  Deciduous Shade Trees
-  Stormwater Management Basin

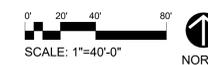
### \*NOTES:

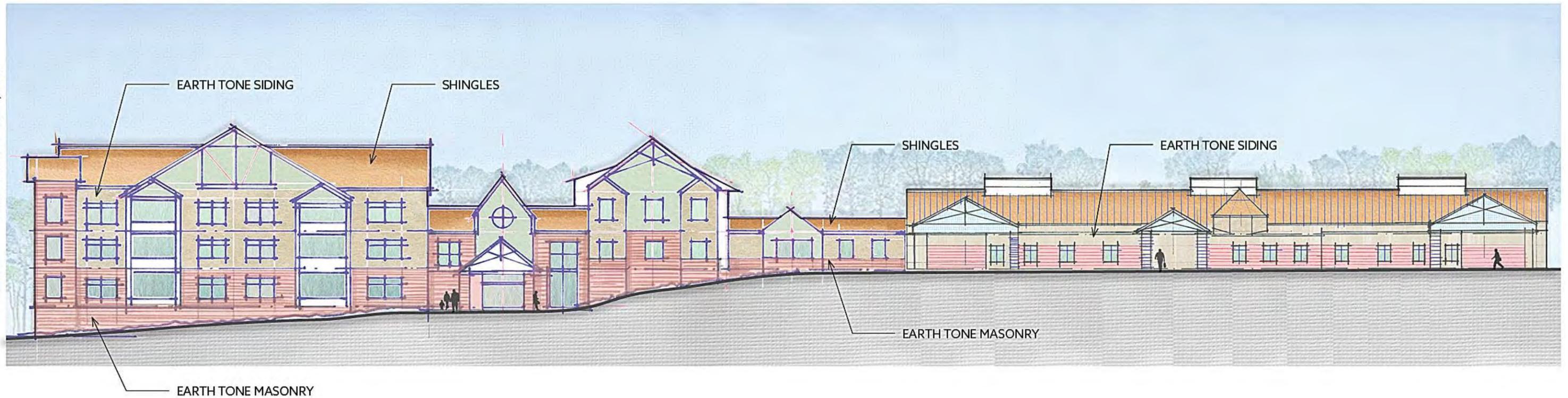
1. All other disturbed areas of the site will be seeded or sodded with suitable turf grasses or native grasses.
2. Final landscaping will meet City of Lake Geneva landscaping requirements.

## CONCEPTUAL LANDSCAPE PLAN

## GENERAL DEVELOPMENT PLAN

1/25/2017





**Notice**

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the City of Lake Geneva Plan Commission on Monday, February 20, 2017 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, on a General Development Plan (GDP) filed by Golden Years c/o Hoffman Planning, Design & Construction, Inc., 122 E College Ave, Suite G, Appleton, WI 54912 for a new commercial building at an existing Planned Development at the following location:

TAX KEY No. ZSF 00074 & ZSF 00085 – Bloomfield Road aprox. 500 feet east of Hwy. 120

All interested in the above matter are invited to attend. The City Plan Commission will be in session on Monday, February 20, 2017 at 6:30 P.M. at the City Hall, Council Chambers, 626 Geneva Street, Lake Geneva, Wisconsin, to consider any comments that may have been filed and to hear all persons desiring to be heard.

Dated this 3<sup>rd</sup> day of February 2017.

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

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

**Please Publish as small Legal on February 9<sup>th</sup> and 16<sup>th</sup>**

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: February 20, 2017

Agenda Item #8

Applicant:

Brunk Industries, Inc.  
1225 Sage Street  
Lake Geneva, WI

Request:

1225 Sage Street  
Planned Development Concept Plan  
New Building and Parking Lot Modification

Description:

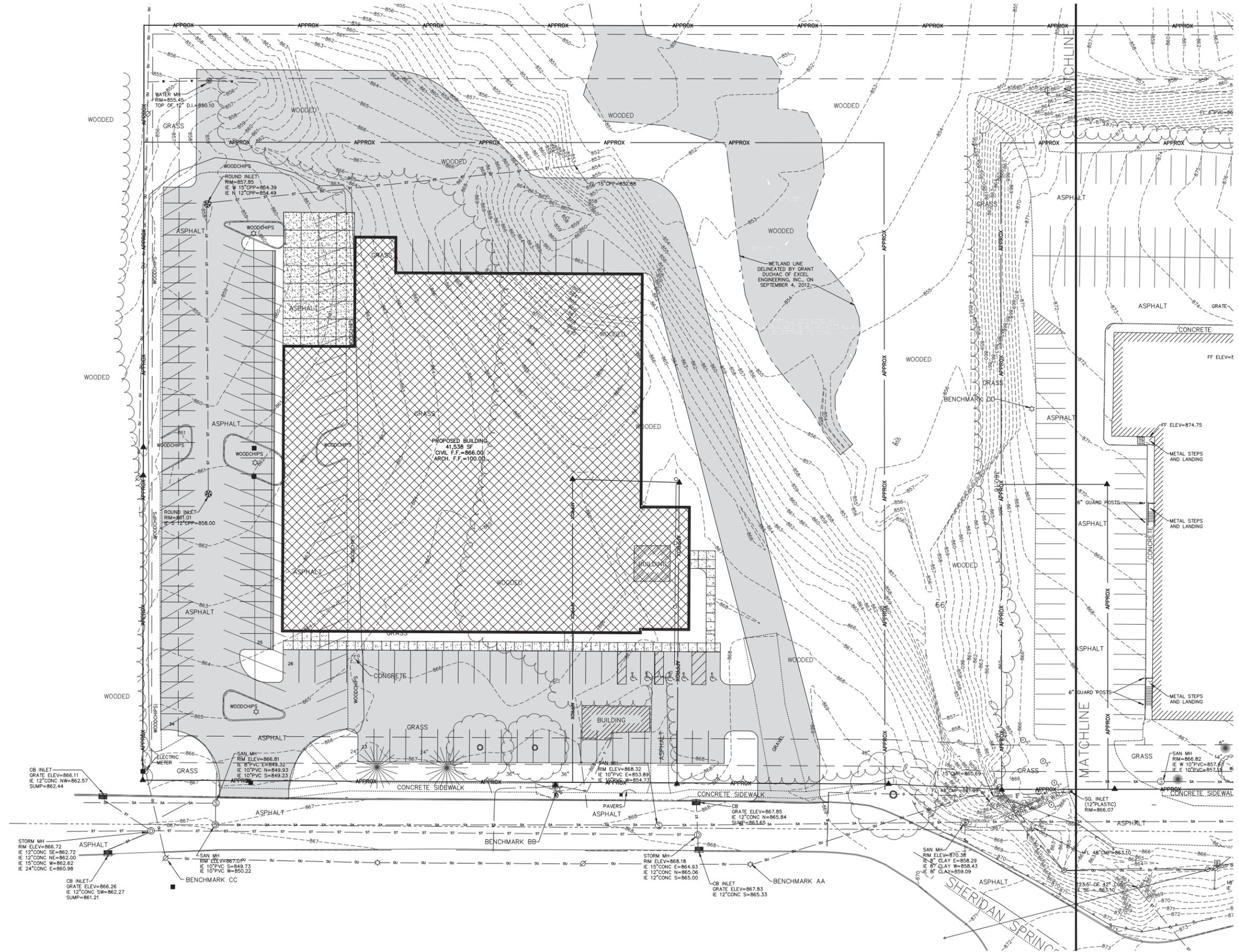
The applicant is seeking to amend an existing Planned Development in order to add a second building to the Brunk Industries site. The new building would be located to the east of the existing building, next to the existing “remote” parking lot. The parking lot would be reconfigured to accommodate the new building.

The new building is intended to house a very large piece of special-ordered equipment, which will arrive in late summer. As Brunk Industries is an important employer in Lake Geneva, the City desires to move the process forward as quickly as possible, while still allowing for proper review. For this reason, City Staff has suggested combining review and approval of the General Development Plan (GDP) and Precise Implementation Plan (PIP) into one process. The applicants have been meeting with City Staff in order to move the process forward.

The Concept Plan for the proposed building expansion and parking lot modification is on the following page.

Staff expects the applicant to present both the GDP and PIP at the March 20 meeting of the Plan Commission, at which there will be a public hearing and Plan Commission vote on both items.

PROPOSED BUILDING FOR:  
**BRUNK INDUSTRIES, INC.**  
 1225 SAGE ST. • LAKE GENEVA, WI 53147



PROFESSIONAL SEAL

PRELIMINARY DATES

**NOT FOR CONSTRUCTION**

SHEET INFORMATION  
 SITE PLAN  
 SHEET NUMBER  
**C1.2**



ARCHITECTS • ENGINEERS • SURVEYORS  
 100 CAMELOT DRIVE  
 FOND DU LAC, WI 54935  
 PHONE: (920) 926-9800  
 WWW.EXCELENGINEER.COM

**PROJECT INFORMATION**

PROJECT NUMBER 1650900

BUILDING PLANNING FOR:  
**BRUNK INDUSTRIES**  
 1225 SAGE STREET • LAKE GENEVA, WI

PROFESSIONAL SEAL

**PRELIMINARY DATES**

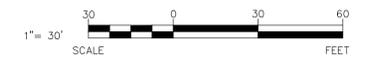
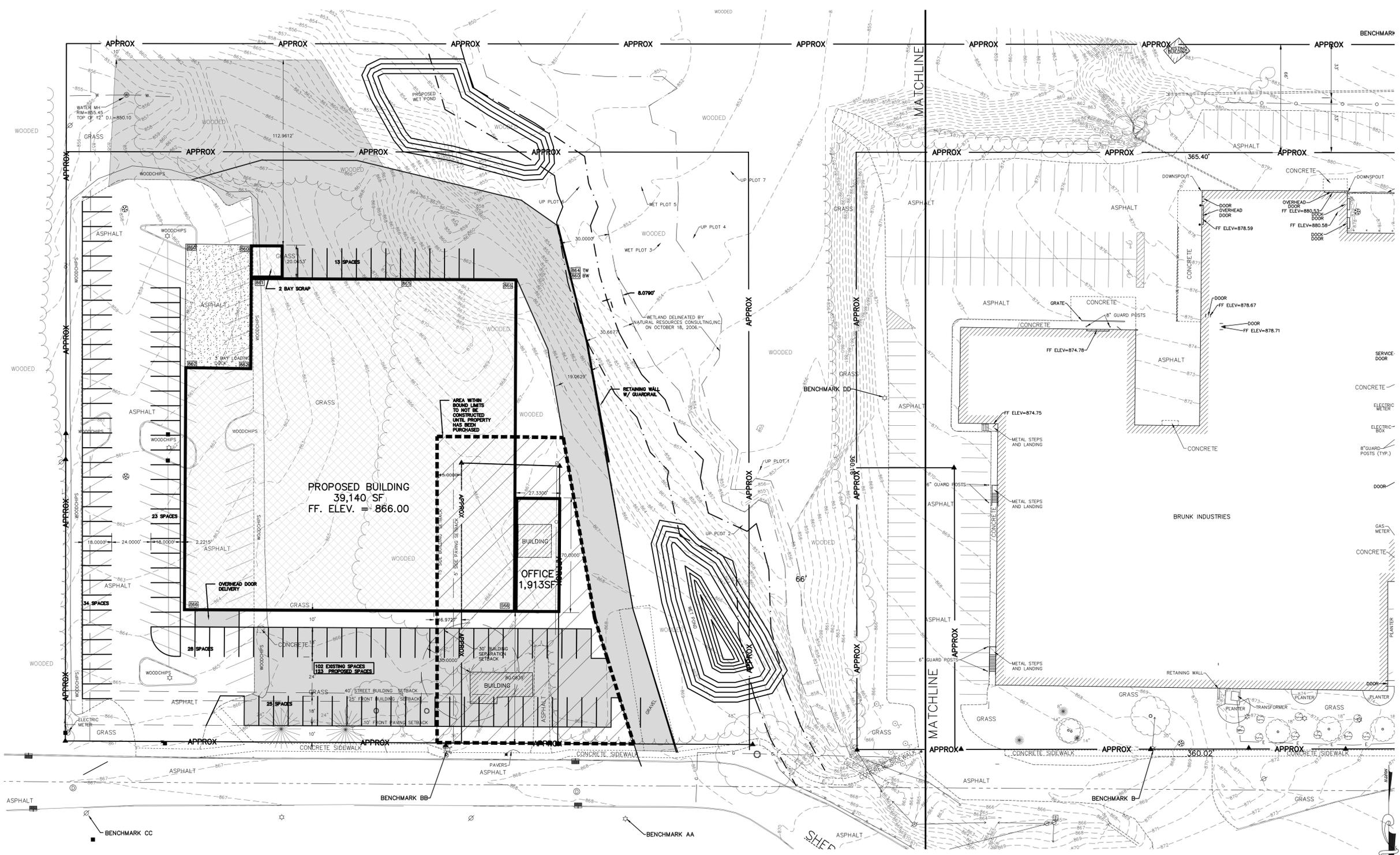
1-24-17  
 2-7-17

**NOT FOR CONSTRUCTION**

**SHEET INFORMATION**

SHEET NUMBER

**C2**



PROPOSED BUILDING FOR:  
**BRUNK INDUSTRIES, INC.**  
 1225 SAGE ST. • LAKE GENEVA, WI 53147

PROFESSIONAL SEAL

**PRELIMINARY DATES**  
 FEB. 7, 2017

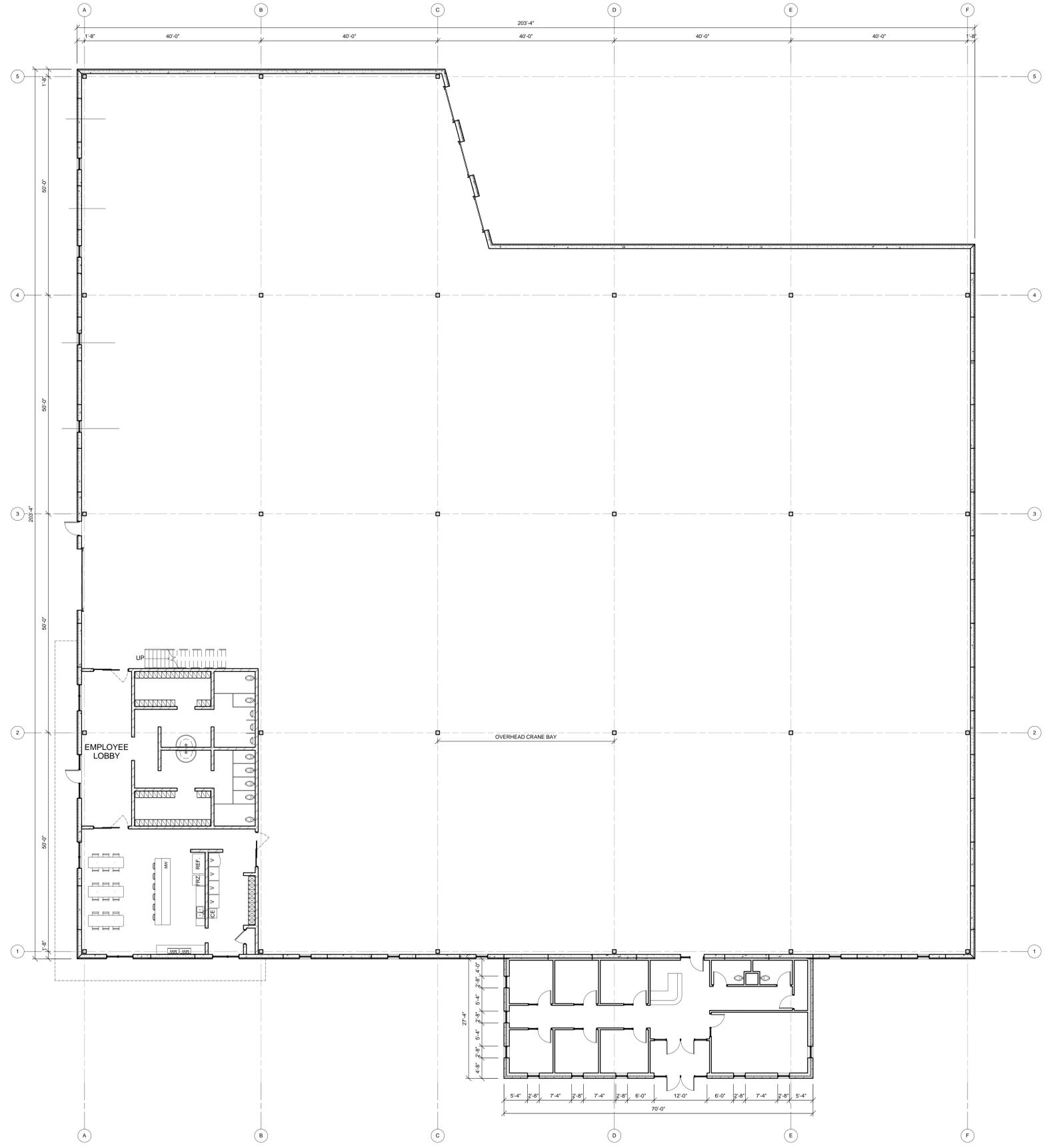
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**SHEET INFORMATION**

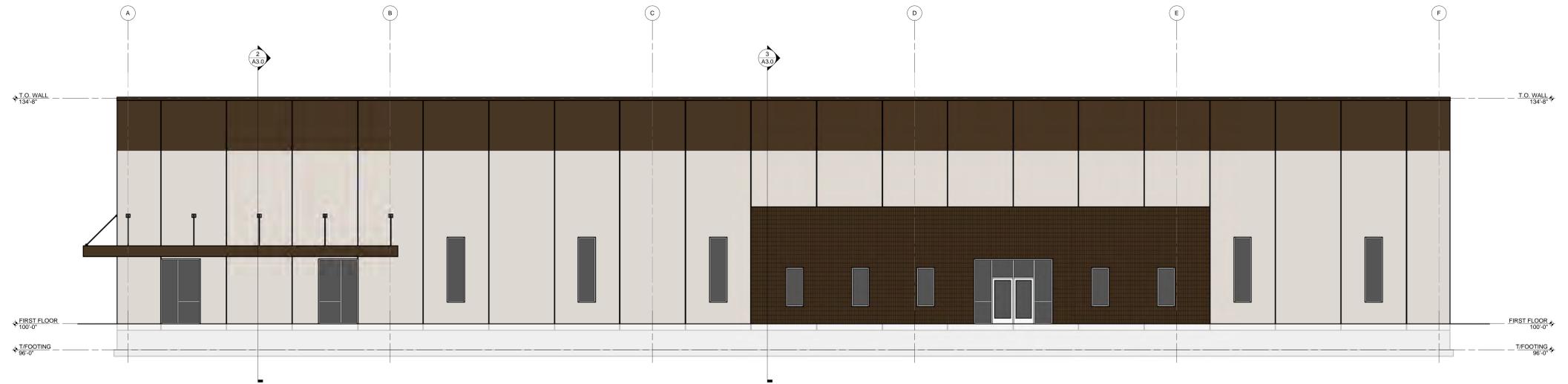
FIRST FLOOR PLAN

SHEET NUMBER

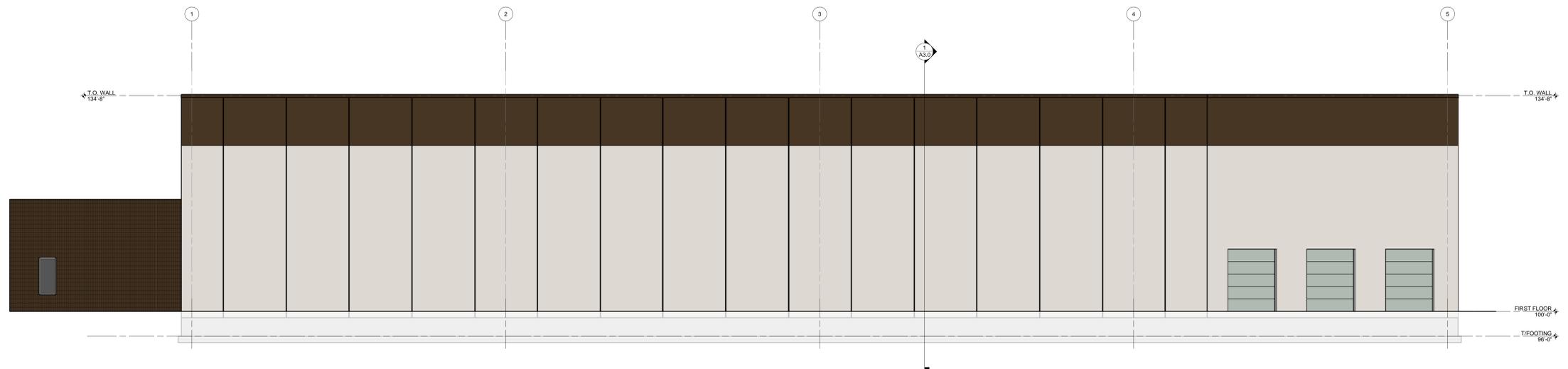
**A1.1**



**NORTH**  
**FIRST FLOOR PLAN**  
 SCALE: 3/32" = 1'-0"  
 0' 10' 20'



**NORTH ELEVATION**  
 SCALE: 1/8" = 1'-0"



**WEST ELEVATION**  
 SCALE: 1/8" = 1'-0"

PROPOSED BUILDING FOR:  
**BRUNK INDUSTRIES, INC.**  
 1225 SAGE ST. • LAKE GENEVA, WI 53147

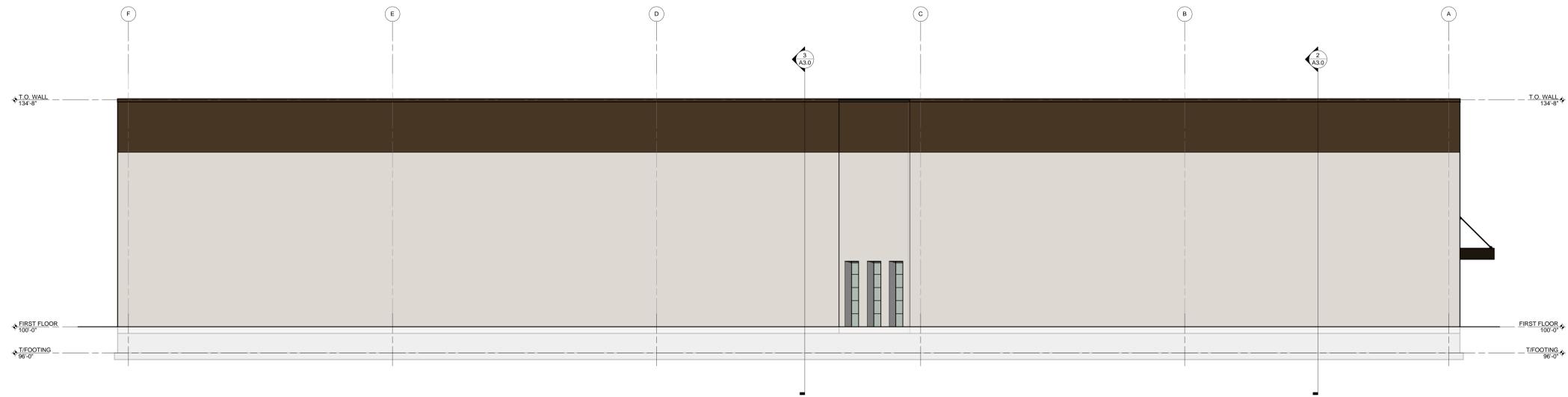
PROFESSIONAL SEAL

**PRELIMINARY DATES**  
 FEB. 7, 2017

**NOT FOR CONSTRUCTION**

**SHEET INFORMATION**  
 EXTERIOR ELEVATIONS

SHEET NUMBER  
**A2.0**



**SOUTH ELEVATION**  
 SCALE: 1/8" = 1'-0"



**EAST ELEVATION**  
 SCALE: 1/8" = 1'-0"

PROPOSED BUILDING FOR:  
**BRUNK INDUSTRIES, INC.**  
 1225 SAGE ST. • LAKE GENEVA, WI 53147

PROFESSIONAL SEAL

**PRELIMINARY DATES**  
 FEB. 7, 2017

**NOT FOR CONSTRUCTION**

**SHEET INFORMATION**

EXTERIOR ELEVATIONS

SHEET NUMBER

**A2.1**

PROPOSED BUILDING FOR:  
**BRUNK INDUSTRIES, INC.**  
 1225 SAGE ST. • LAKE GENEVA, WI 53147

PROFESSIONAL SEAL

**PRELIMINARY DATES**  
 FEB. 7, 2017

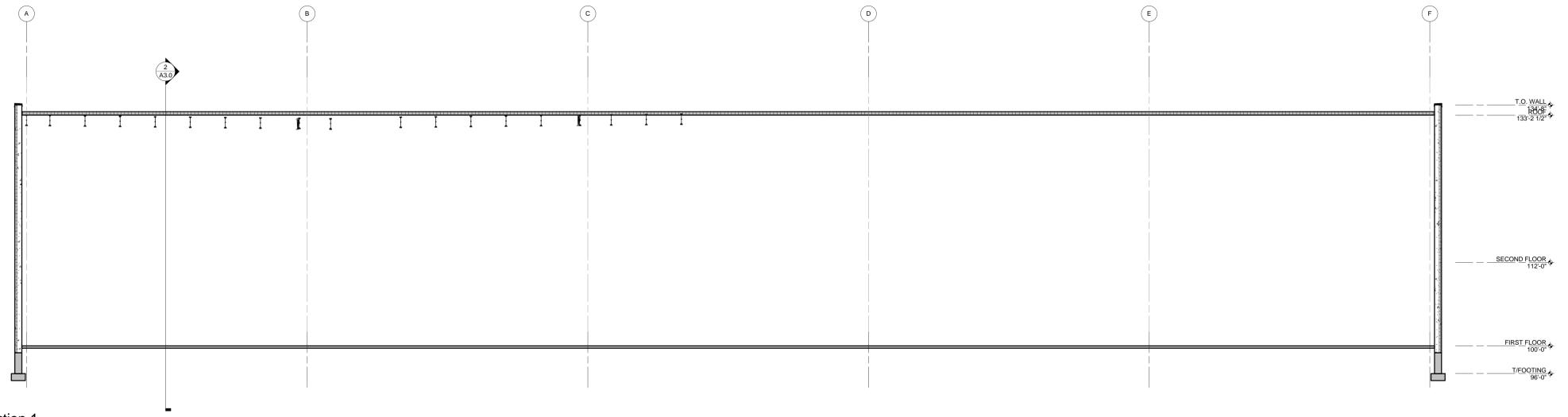
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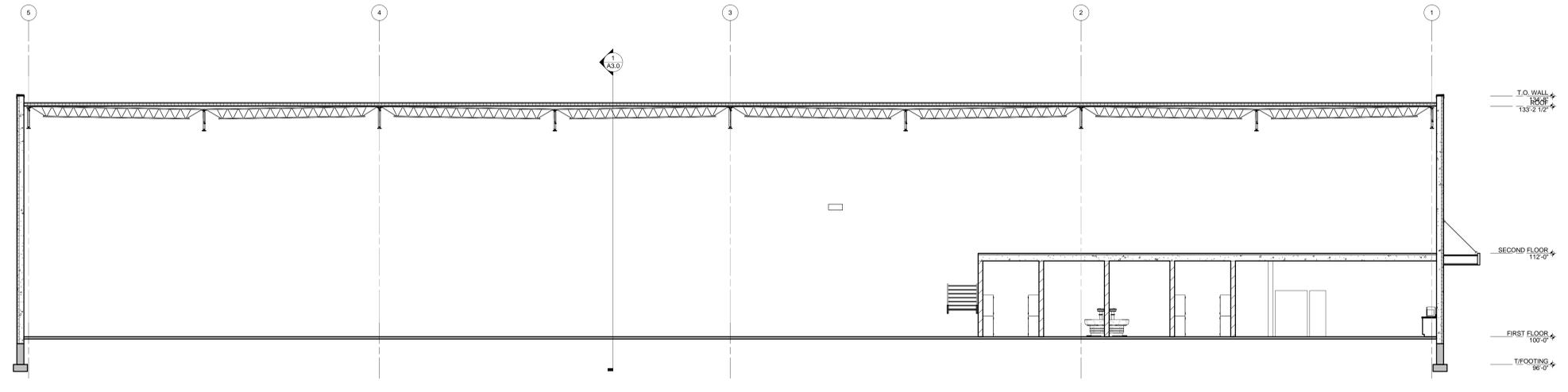
BUILDING SECTIONS

SHEET NUMBER

**A3.0**



**1 Section 1**  
 A3.0 SCALE: 1/8" = 1'-0"



**2 Section 2**  
 A3.0 SCALE: 1/8" = 1'-0"