

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

**PLAN COMMISSION MEETING  
MONDAY OCTOBER 15, 2018 - 6:00 PM  
COUNCIL CHAMBERS, CITY HALL**

**Agenda**

1. Meeting called to order by Tom Hartz.
2. Roll Call.
3. Approve Minutes of the September 17<sup>th</sup> 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. Public Hearing and Recommendation of a Conditional Use Permit (CUP) filed by Ken and Michelle Shields, N2838 Hidden Valley Ln, Lake Geneva, WI 53147, requesting to use the Indoor Commercial Lodging land use at 726 Wisconsin St., located in the Planned Development (PD) zoning district, Tax Key Nos. ZA4646000001.
7. Review and Recommendation of a Conceptual Plan by House Around the Corner LLC., Delavan WI, 53115, to raze existing building and construct a new 5,154 square foot, 2-story, commercial building at 832 Geneva Street, located within the Central Business (CB) zoning district, Tax Key No. ZOP000252.
8. Review and Recommendation of a Conceptual Plan by the applicants, looking at the possibility of a Brewery type facility in a portion of the existing building, to be utilized for Indoor Commercial Entertainment at 727 Geneva Street, located in the underlying Business Central zoning of a Planned Development (PD) land use, Tax Key No. ZOP000157.
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 10/10/2018*

**PLAN COMMISSION MEETING  
MONDAY, SEPTEMBER 17, 2018 – 6:00 PM  
COUNCIL CHAMBERS, CITY HALL**

Mayor Hartz called the meeting to order at 6:01 p.m.

**Roll Call.** Present: Mayor Hartz, Alderman Doug Skates, Sarah Hill, Ted Horne, Ann Esarco, Michael Krajovic. Absent (Excused) John Gibbs, Building and Zoning Administrator Walling. Also Present: City Planner Slavney, City Attorney Draper, Building & Zoning Administrative Assistant Follensbee.

**Approve Minutes of the August 20<sup>th</sup> Plan Commission meeting as distributed.**

Horne/Skates motion to approve. Motion carried unanimously.

**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 5 minutes.**

Speaker #1: Ken Etten, 1109 Wisconsin St, shared his concerns and opposition to item #8, the razing of the building at 832 Geneva Street. Mr. Etten is the chairman of the Lake Geneva Historic Preservation Commission which strongly recommends the Plan Commission not approve the demolition of the building at 832 Geneva Street. Etten suggested the building could be sold and relocated to another site in the city.

Speaker #2: Charlene Klein, 817 Wisconsin St, shared her concerns and opposition to item #8, the razing of the building at 832 Geneva Street.

Speaker #3: Ted Harig, owner of building at 821 Geneva St, shared his concerns and alternative idea to move the building at 832 Geneva Street.

Speaker #4: Grace Hanny, 311 Oakwood Lane, shared her interests in historic preservation in Lake Geneva and asked the Plan Commission to consider historic preservation and what it means to all who live here.

**Acknowledgement of Correspondence.**

None.

**Downtown Design Review**

**6.a. Application filed by Eric Dawson, 39230 93<sup>rd</sup> St., Genoa City, WI 53128, for a request to renovate the front exterior façade of the business located at 260 Broad Street, in the Central Business (CB) zoning district, Tax Key No. ZOP00245.**

Applicant, Eric Dawson, owner of Thumbs Up, presented his request. Alderman Skates asked about the upper north side of the building which needs some care. Mr. Dawson explained the future plans to update. Mayor Hartz confirmed with the owner that the top 3 sections of windows would be awning style windows.

Skates/Horne motion to approve the renovation of front exterior façade and include all staff recommendations.

Roll Call: Hartz, Skates, Hill, Horne, Esarco, Krajovic voting “yes.” Motion carried unanimously.

**6.b. Application filed by 503 Broad Street LLC, Lake Geneva, WI 53147, to paint the front of the building located at 503 Broad St, in the Central Business (CB) zoning district, Tax Key No. ZOP00030.**

Bob Limosani, W6725 N Lake Shore Dr, Elkhorn, owner of 503 Broad St, presented his request.

Hill/Krajovic motion to approve painting the front of building and include all staff recommendations.

Roll Call: Hartz, Skates, Hill, Horne, Esarco, Krajovic voting “yes.” Motion carried unanimously.

7. **Public Hearing and Recommendation of a Precise Implementation Plan (PIP) filed by 1111 N. Edwards Blvd LLC, 5701 Weatherstone Way, Johnsburg, IL 60050, for the new construction of a 4 story Marriott Fairfield Hotel, located at the South East corner of the Sheridan Springs Rd and North Edwards Blvd intersection adjacent to the State Highway 12 corridor, located in the Planned Industrial (PI) zoning district, Tax Key Nos. ZA46800003 & ZA46800004.**

Jim Howe, Attorney at Godfrey Law Firm in Elkhorn, representing 1111 N Edwards Blvd LLC, presented the request. Also present, Jim Rous, consultant to client, Tomas Torro, engineer at Ramaker & Associates, Jason Conrad, principal of 1111 N Edwards Blvd LLC. The applicant has received Plan Commission approval for the GDP of a Hampton Inn. The franchise has changed to a Fairfield Inn but the GDP has not changed significantly excepting that the building will have 4 floors instead of 5 floors. The landscape plan has been revised at the request of city staff. Commissioner Krajovic asked what the difference in elevation would be going from a 5 story to 4-story building. Torro stated 12' lower. Skates asked about providing a cover for the bike parking. Mr. Howe will speak to Marriot about a canopy. Planner Slavney stated the flexibilities granted under the previous GDP carry forward to this property as mentioned. This project is not identical to the approved GDP but substantially the same and the change in landscaping is an upgrade from the concept shown in the GDP. Attorney Draper said the Developer's Agreement will include a recapture provision for the oversized water main proposed for this property which allows the developer to recover costs when other properties tie into the new water main.

Speaker #1: Charlene Klein, 817 Wisconsin St, shared her concerns & opposition to the hotel.

Hill/Horne motion to close the Public Hearing. Motion carried unanimously.

Slavney explained the 2 purposes to extend N Edwards Blvd: 1- an alternative route for local residents and 2 - open up properties to the development of businesses along the bypass.

Skates/Krajovic motion to approve the Precise Implementation Plan and include all staff recommendations and fact finding.

Roll Call: Hartz, Skates, Hill, Horne, Esarco, Krajovic voting "yes." Motion carried unanimously.

8. **Discussion Only Item: Applicant, House Around the Corner LLC, 3389 South Shore Dr. Delavan, WI, 53115, proposes to raze the existing building at 832 Geneva St and construct a new 5,154 square foot, 2-story, commercial building, located within the Central Business (CB) zoning district, Tax Key No. ZOP000252.**

Scott Lowell, 602 Torino Dr, representing the applicant, presented the conceptual plan. The owners continue to look for individuals who would like to move the house to another location. This building is located in the Maple Park Historic District. The owners would like to raze the building and build a structure with green space, set back from the sidewalk, which does not fit the Central Business zoning so the zoning would need to be changed. It is located in the Downtown Design Overlay Zoning District. The building would consist of 5600 sq ft, 2 floors, open loft, and post and beam structure. The green space would be 44% of the lot.

Hill/Skates motion to suspend the rules to allow Ken Etten to join the conversation. Motion carried unanimously.

Ken Etten explained that the building at 832 Geneva St, as an individual building, is not on the National Register but it is a contributing structure within the Historic District. Maple Park was the original platted residential portion of the Village of Geneva which included Pioneer Cemetery. Maple Park was the Town Square.

Slavney stated the building is a residential structure located in a commercial zoned area for commercial use. Slavney and Zoning Administrator Walling suggested the applicant bring the concept plan to the Plan Commission to exchange ideas and explore possibilities. Thomas George, 3389 South Shore Dr., Delavan, owner of the building at 832 Geneva Street, explained their improvements to the current building, the challenges of this building and their willingness to donate it to someone who would like to move it. Mr. George presented details for their proposed building. Commissioner Hill has received much feedback opposing the razing of the building. Hill shared the challenges of this proposal. Slavney said to erect a new building, two distinct approvals are needed. 1. Significantly modify the existing building which includes relocation or demolition. 2. New Building proposal should reflect what is legal to go up under the standard zoning district. A proposed building for this parcel is a downtown building at the

corner without front or side yard and resembling a building from the 1920's. Since this is not the desire of the applicant, a Planned Development process is necessary when flexibility away from the Downtown zoning district is being requested. Mayor Hartz stated the city is bound by federal, state and local laws, that if a building is demolished, the building replacing it must meet certain criteria. Hartz referenced Slavney suggestion that it should have a residential look. Hill agreed it should reflect more residential elements and said this proposed building doesn't match the neighboring structures. Mr. George further explained his proposal and is willing to modify the building with more residential components and move forward.

Hill/Esarco motion to continue this concept discussion to the next Plan Commission Meeting.

Roll Call: Skates, Hill, Esarco, Krajovic voting "yes." Hartz, Horne voting "no." Motion carried.

**9. Summary of September 5, 2018 Public Workshop on Comprehensive Plan Amendments.**

Planner Slavney said 50 persons attended with 27 registering with our staff. Site Plans were available which showed the conceptual layout of the proposed apartment complex. Attendees labeled dots with the number of the comment to which it pertains and placed it on the map. Slavney summarized the concept plan for the property in regards to the Comprehensive Plan Amendment and gave an update of the Public Workshop.

Commissioner Hill left Council Chambers at 8:15 pm and returned at 8:16 pm.

Mayor Hartz said the participants felt heard, asked questions, stated concerns and thoughtful comments. Slavney said Mr. Wolff, the developer, responded to individual questions and comments and contributed to the success of this workshop. Skates applauded Planner Slavney and Mich for their organization and facilitation of this workshop as well as Mr. Wolff's participation.

**10. Mayoral notice of the October 15<sup>th</sup> meeting will be a Joint Meeting with City Council and Plan Commission to occur at 5 p.m. The regular Plan Commission Meeting will commence after the Joint Meeting ends or 6 p.m.**

**11. Adjournment.** Hill/Horne motion to adjourn at 8:23 pm. Motion carried unanimously.

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/s/ Brenda Follensbee, Building & Zoning Administrative Assistant

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

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: October 15, 2018

Agenda Item: 6

Applicant:

Ken and Michelle Shields  
N2838 Hidden Valley Ln  
Lake Geneva, WI 53147

Request:

726 Wisconsin Street  
Conditional Use Permit (CUP) for  
Commercial Indoor Lodging land use in the  
Planned Development (PD) Zoning District  
Tax Key No. ZA4646000001

Description:

The applicant is submitting a proposal for the issuance of a Conditional Use Permit (CUP) to utilize the property located at 726 Wisconsin Street for the Commercial Indoor Lodging Services land use located in the Planned Development (PD) zoning district.

The request is to allow the property owners rent the second floor unit out for a rental term of less than 6 days in accordance with the Commercial Indoor Lodging.

Project Details from CUP Submittal

The proposed request of for this use is a permitted land use in the PD zoning if granted the CUP is limited for the unit located on the second floor.

Staff Review Comments:

In speaking with the applicant, it is understood that the process for this request is that second floor unit and will need to meet the guidelines for Commercial Indoor Lodging and be applied at the time they wish to rent that unit.

Action by the Plan Commission:

Recommendation to the Common Council on the proposed Conditional Use Permit (CUP):

As part of the consideration of the requested CUP, the Plan Commission is required to:

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

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

A proposed CUP must be reviewed by the standards, below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be all of the following:
- a. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.

- b. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
- c. The proposed conditional use in its proposed location, and as depicted on the required site plan 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 the Zoning Ordinance, 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.
- d. 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.
- e. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
- f. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

B. If, after the public hearing, the Commission wishes to recommend denial, then the appropriate fact finding would be one or more of the following:

- a. In general, the proposed conditional use is not in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
- b. Specific to this site, the proposed conditional use is not in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
- c. The proposed conditional use in its proposed location, and as depicted on the required site plan does 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 the Zoning Ordinance, 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.
- d. The proposed conditional use 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.
- e. The proposed conditional use is not located in an area that will be adequately served by, and will impose an undue burden on any of the improvements, facilities, utilities or services provided by public agencies serving the subject property.

- f. The potential public benefits of the proposed conditional use do not outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

Staff Recommendation on the proposed Conditional Use Permit:

1. Staff recommends that the Plan Commission recommend approval of the proposed conditional use as submitted, with the findings under A.1-6., above.
2. Staff recommends the Plan Commission adopt the *affirmative set of findings* provided above, noting that the proposal is a fully consistent with the setback requirements of the Planned Development (PD) zoning district.

APPLICATION FOR CONDITIONAL USE

City of Lake Geneva

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

726-728 Wisconsin Street Lake Geneva, WI 53147

NAME AND ADDRESS OF CURRENT OWNER:

Ken + Michelle Shields N2838 Hidden Valley Ln Lake Geneva  
Wisconsin Street LLC, 728 Wisconsin St Lake Geneva WI 53147

TELEPHONE NUMBER & EMAIL OF CURRENT OWNER: (847) 373-7558 Kshields@Allstate.com

NAME AND ADDRESS OF APPLICANT:

Same

TELEPHONE NUMBER & EMAIL OF APPLICANT: Same

PROPOSED CONDITIONAL USE:

Indoor Commercial Lodging

ZONING DISTRICT IN WHICH LAND IS LOCATED: Planned Development

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

N/A

SHORT STATEMENT DESCRIBING ACTIVITIES TO BE CARRIED ON AT SITE:

Lower level - Office

Upper level - Indoor Commercial Lodging

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

9/4/2018  
DATE

Ken Shields  
SIGNATURE OF APPLICANT

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

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

**I. RECORDATION OF ADMINISTRATIVE PROCEDURES**

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

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

Follow-up pre-submittal staff meetings scheduled for:

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

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

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

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

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

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

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

**II. APPLICATION SUBMITTAL PACKET REQUIREMENTS**

Prior to submitting the 20 final complete applications as certified by the Zoning Administrator, the Applicant shall submit 5 initial draft application packets for staff review, followed by one revised draft final application packet based upon staff review and comments.

*Initial Packet (5 Copies to Zoning Administrator)*

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

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

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

↓

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

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

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

- \_\_\_\_\_ (c) A written description of the proposed conditional use describing the type of activities, buildings, and structures proposed for the subject property and their general locations;
- \_\_\_\_\_ (d) A site plan (conforming to the requirements of Section 98-908(3)) of the subject property as proposed for development OR if the proposed conditional use is a group development (per Section 98-208) a proposed preliminary plat or conceptual plat may be substituted for the required site plan, provided said plat contains all information required on said site plan per Section 98-908.
- \_\_\_\_\_ (e) Written justification for the proposed conditional use:
  - \_\_\_\_\_ Indicating reasons why the Applicant believes the proposed conditional use is appropriate with the recommendations of the City of Lake Geneva Comprehensive Master Plan, particularly as evidenced by compliance with the standards set out in Section 98-905(4)(b)1-6. (See below)

**III. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE**

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

Provides Temporary Rental Units Within Business District To Support Local Businesses

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

Support General Business District

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

No Impact... Should Be A Lower Impact To Neighbors. 2-3 Bedroom Units Will Only Allow For Small Numbers of Renters.

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

No Change To Purpose of Building Other Than Allow For Short Term Use upstairs

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

yes

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

yes

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**IV. FINAL APPLICATION PACKET INFORMATION**

\_\_\_\_ Receipt of 5 full scale copies in blue/line or black/line of complete Final Application Packet by Zoning Administrator: Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_\_ Receipt of 20 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator: Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_\_ A digital copy of Final Application Packet shall be emailed to the Building and Zoning Department upon submittal deadline. Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_\_ Certification of complete Final Application Packet and required copies to the Zoning Administrator by City Clerk: Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_\_ Class 2 Legal Notice sent to official newspaper by City Clerk: Date: \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_\_ Class 2 Legal Notice published on \_\_\_\_\_ and \_\_\_\_\_ by: \_\_\_\_\_

\_\_\_\_ Conditional Use recorded with the County Register of Deeds Office: Date: \_\_\_\_\_ by: \_\_\_\_\_



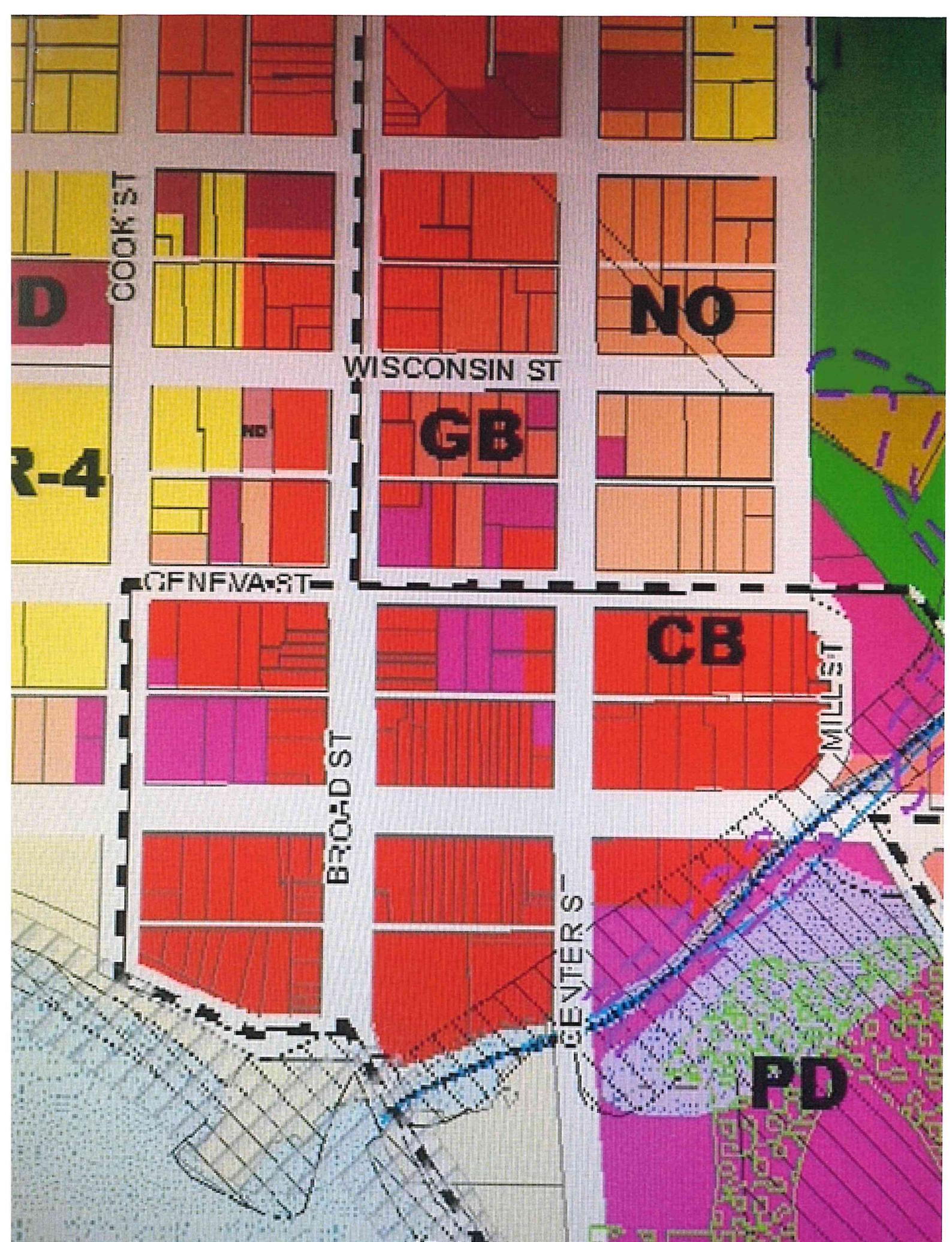
Allstate

Allstate

728  
Wisconsin Street  
SHIELDS  
INSURANCE  
GROUP  
Allstate

ADT

728





**726 Wisconsin Street**

**WALWORTH COUNTY, WISCONSIN**

0 25 50 100 150 200 250  
Feet  
1 inch = 63 feet

Author:  
Map Produced on: 9/5/2018  
Wisconsin State Plane Coordinate System, South Zone  
Horizontal Datum: NAD27  
Walworth County Information Technology Department  
Land Information Division  
1600 County Trunk NN  
Elkhorn, Wisconsin 53121-1001

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

NOTE: THE WIDTH OF PARCELS WAS BASED ON THE EXTENSION LINES DESCRIBED AS AN EXHIBIT ON PAGE 501 AND REFERRED TO AS PAGE 501 BEING A 40' STRIP AND THE TOTAL SQUARE FOOTAGE IN DCD 34537, VOL. 644, P.

NOTE: THE 33' STRIP EXTENSION IS IN LEGAL DESCRIPTION

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: October 15, 2018

Agenda Item: 7

Applicant:

House Around the Corner LLC.  
3389 S. Lake Shore Drive  
Delavan WI, 53115

Request:

Conceptual Review  
Raze and Construction of a new Commercial  
Building  
832 Geneva Street  
Tax Key No. ZOP00252

Description:

The applicant is submitting a proposal for a Conceptual review of the Brick and Mortar location at 832 Geneva Street to raze the existing structure and provide renditions of the proposed new square foot building that is approximately 5,600 square feet.

**LOWELL MANAGEMENT SERVICES, INC.**

OWNERSHIP OF DOCUMENTS

THIS DOCUMENT, AND THE IDEAS AND DESIGNS INCORPORATED HEREIN, ARE THE PROPERTY OF LOWELL MANAGEMENT SERVICES, INC. AND MAY NOT BE USED IN WHOLE OR IN PART, FOR ANY PURPOSE OTHER THAN THE DESIGN AND CONSTRUCTION OF A STRUCTURE(S) BY LOWELL MANAGEMENT SERVICES, INC. THE EXPRESS WRITTEN AUTHORIZATION OF LOWELL MANAGEMENT SERVICES, INC. IS REQUIRED FOR ANY OTHER USE.

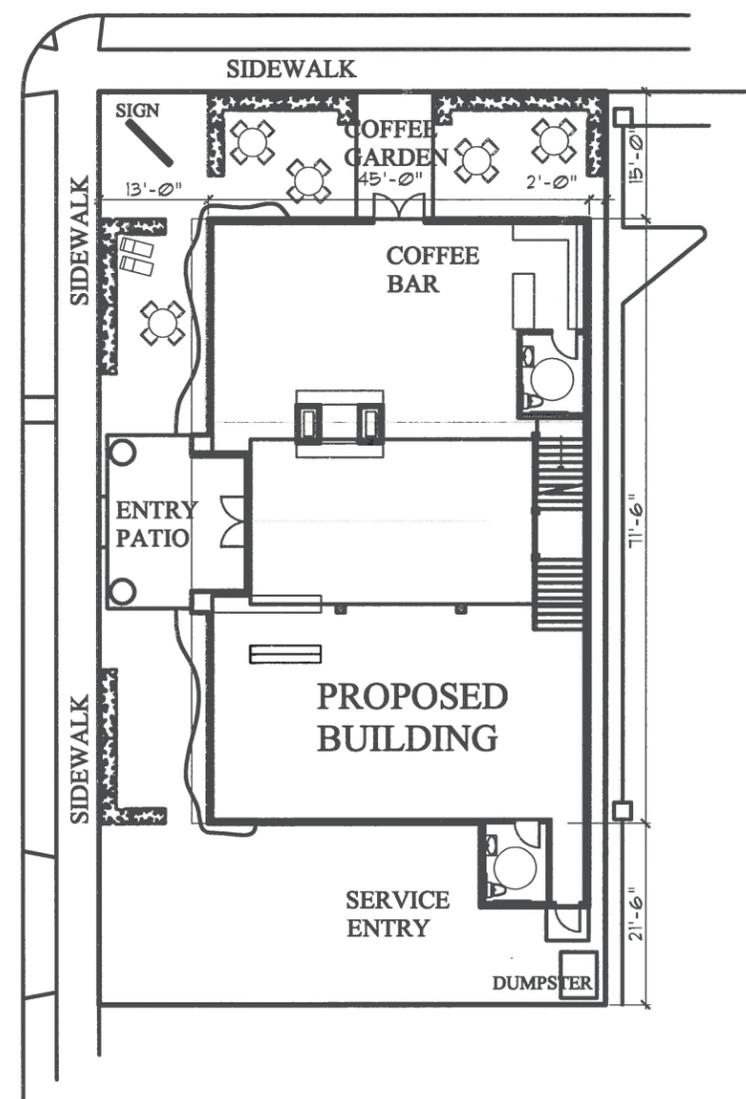
(If this note is not RED this is an unauthorized reproduction)

**LOWELL MANAGEMENT, INC.**  
CUSTOM HOMES - ARCHITECTURAL SERVICES - LAND DEVELOPMENT  
P.O. BOX 928 LAKE GENEVA, WI 53147  
PH - (262) 246-9090 FAX - (262) 246-0866  
WWW.LOWELLMANAGEMENT.COM



GENEVA STREET

COOK STREET



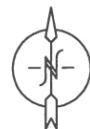
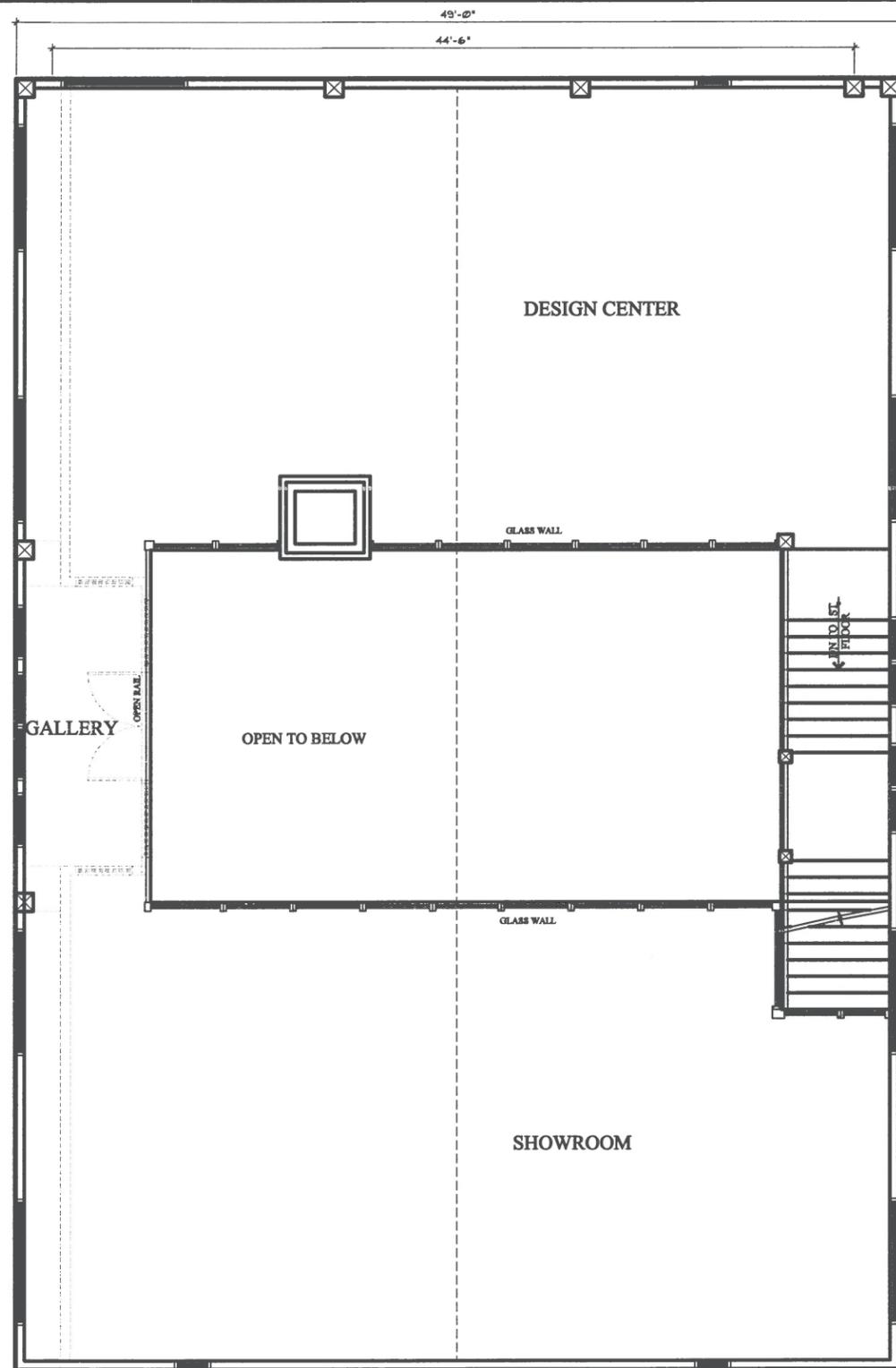
**SITE INFORMATION**

LOT:  
6,534 SQ. FT. = .15 ACRES  
  
3390 SQ. FT. - NEW BUILDING  
205 SQ. FT. - COOK STREET ENTRY  
135 SQ. FT. - GENEVA STREET ENTRY WALK  
20 SQ. FT. - SERVICE ENTRY STOOP  
3750 SQ. FT.  
  
FLOOR AREA RATIO - 6534 / 3750 = 57.39%  
GREEN SPACE - 6534 - 3750 = 2784 SQ FT  
42.6%



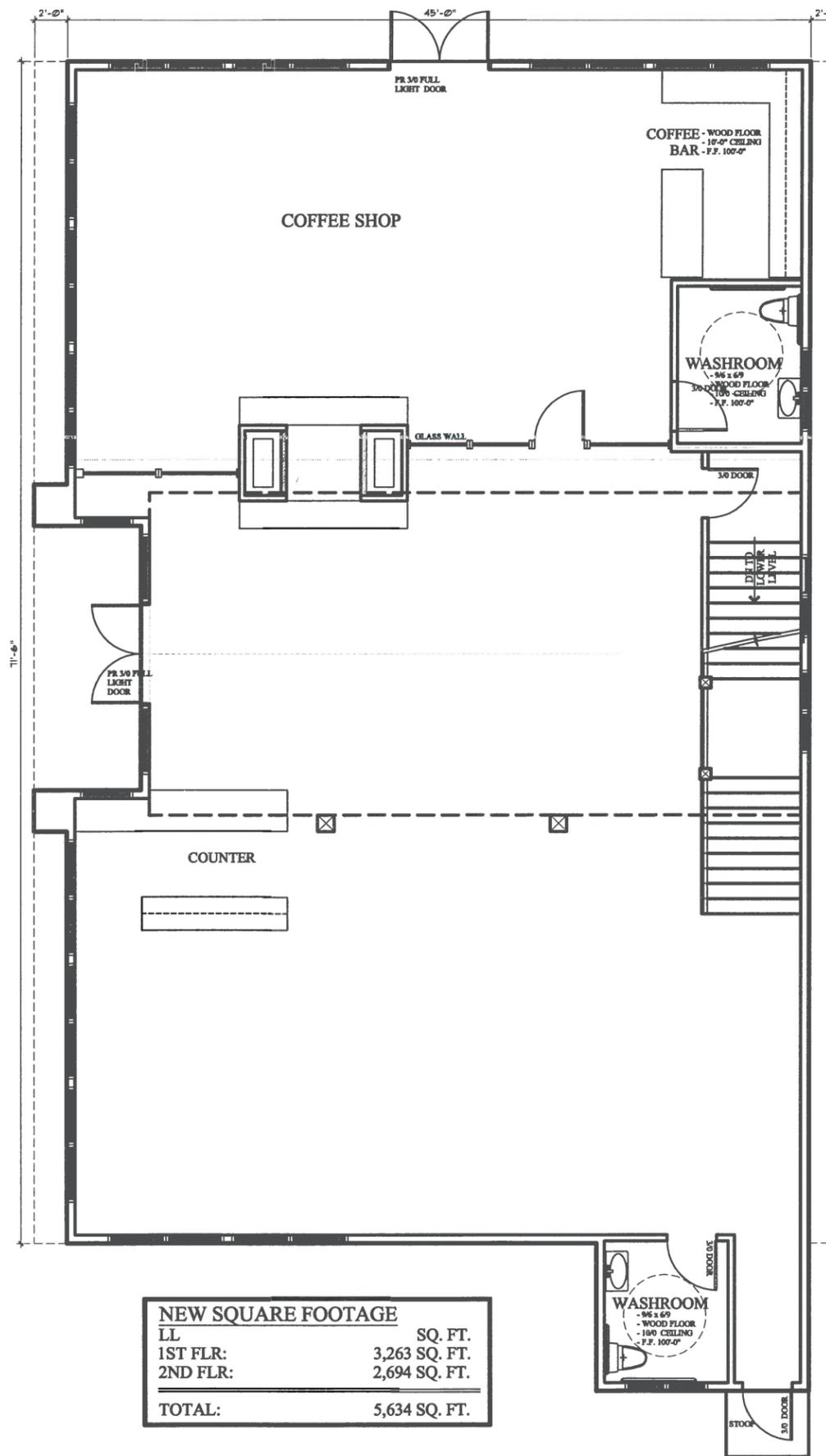
**BRICK & MORTAR**  
832 GENEVA STREET  
LAKE GENEVA, WI 53147

PROJECT NUMBER
DATE 09-28-10
S-1



**SECOND FLOOR PLAN**

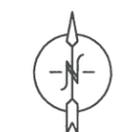
NOT TO SCALE 2,694 SQ. FT.



NEW SQUARE FOOTAGE	
LL	SQ. FT.
1ST FLR:	3,263 SQ. FT.
2ND FLR:	2,694 SQ. FT.
<b>TOTAL:</b>	<b>5,634 SQ. FT.</b>

**FIRST FLOOR PLAN**

NOT TO SCALE 3,263 SQ. FT.



**LOWELL MANAGEMENT SERVICES, INC.**  
OWNERSHIP OF DOCUMENTS  
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 PH: (262) 246-9090 FAX: (262) 246-0866  
 WWW.LOWELLMANAGEMENT.COM



**BRICK & MORTAR**  
 832 GENEVA STREET  
 LAKE GENEVA, WI 53147

PROJECT NUMBER	
DATE	08-28-18
<b>A-1</b>	

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**PROPOSED NORTH - FRONT ELEVATION**  
 NOT TO SCALE GENEVA STREET



**PROPOSED WEST - SIDE ELEVATION**  
 NOT TO SCALE COOK STREET

**BRICK & MORTAR**  
 832 GENEVA STREET  
 LAKE GENEVA, WI 53147

PROJECT NUMBER
DATE 09-28-18
<b>A-2</b>

STAFF REPORT  
To Lake Geneva Plan Commission  
Meeting Date: October 15, 2018

Agenda Item: 8

Applicant:

Daniel E. Should  
281 Keyes Avenue  
Hampshire, IL 60140

Request:

Conceptual Review  
New Commercial Building Buildout  
Taphouse / Brewery  
727 Geneva Street  
Tax Key No. ZOP00157

Description:

The applicant is submitting a proposal for a Conceptual review of the Shops located in the Church at 747 Geneva Street as a proposed Taphouse / Brewery and possible other commercial units located within the existing footprint of the current church building.

GENERAL DEVELOPMENT PLAN (GDP) AMENDMENT

Name of Applicant: DANIEL E. SCHULD

Address of Applicant: 281 KEYES AVENUE

HAMPSHIRE, IL 60140

Telephone No. (847) 778-7070

Email Address: dane.schulde@gmail.com

Proposed GDP Amendment: THE OWNER WISHES TO REPLACE SEVERAL OF THE CURRENT RETAIL SHOPS WITH A NEW BREWERY, TAP ROOM AND GIFT SHOP INCLUDING UPGRADING THE EXISTING OUTDOOR DECK AND PATIO AND REPLACING THE EXISTING GARAGE WITH A NEW BREWERY ADDITION. THE PROPERTY IS PD ZONING.

Reason for requesting proposed Amendment: THE PROPOSED BREWERY, TAP ROOM AND GIFT SHOP WOULD CREATE INDOOR + OUTDOOR COMMERCIAL ENTERTAINMENT USES WHICH ARE CONDITIONAL USES UNDER CB. CENTRAL BUSINESS ZONING.

Fee of \$400.00 payable upon filing application.

10/3/18  
Date

  
Signature of Applicant

DANIEL E. SCHULD 727 GENEVA STREET Cost Recovery # \_\_\_\_\_

Petitioner Name

Project Address

OFFICE USE ONLY

Description of Request \_\_\_\_\_

Agreement for Services

REIMBURSABLE BY THE PETITIONER / APPLICANT. The city may retain the services of the professional consultants (including planners, engineers, architects, attorneys, environmental specialists, recreation specialists, and other experts) to assist in the City's review of a proposals 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 financing charges that may accrue. The City applies the charges for these services to the Petitioner. The City Administrator at any time may require an applicant to submit an advance deposit of \$500 to \$5,000 depending on the complexity and anticipated involvement of the City's consultants or continuing advance deposits against future billings by the City for recovery of costs provide by this ordinance 98-935(4). An advanced deposit shall be required for the application related to Extraterritorial matters. Surplus deposits shall be returned to the Applicant at the conclusion of the project.

Project: DANIEL E. SCHULD as applicant/petitioner for  
PROPOSED NEW BREWERY, TAP ROOM + SHOPS  
Project Address: 727 GENEVA ST., LAKE GENEVA, IL 60147  
Name: DANIEL E. SCHULD  
Address: 281 KEYES AVENUE  
HAMPSHIRE, IL 60140  
Cell Phone: (847) 778-7070 Phone: ( ) - \_\_\_\_\_

Email: daneschulde@gmail.com

Dated this 3 Day of Oct, 20 18

DANIEL E. SCHULD  
Printed Name of Applicant / Petitioner

[Signature]  
Signature of Applicant/Petitioner

October 5, 2018

Mr. Fred Walling  
Building Inspector / Zoning Administrator  
City of Lake Geneva  
626 Geneva Street  
Lake Geneva, WI 53147

**Re: APPLICATION FOR AMENDMENT TO  
GDP – GENERAL DEVELOPMENT PLAN &  
PIP – PRECISED IMPLEMENTATION PLAN  
PD - PLANNED DEVELOPMENT ZONING  
PROPOSED BREWERY, TAP ROOM & SHOPS  
GENEVA STREET VILLAGE  
727 GENEVA STREET  
LAKE GENEVA, WISCONSIN  
JOB NO. 1840**

Dear Mr. Walling & Plan Commission Members:

Dan Schuld wishes to amend the *PD - Planned Development Zoning* for Geneva Street Village at 727 Geneva Street, Lake Geneva, Wisconsin, Tax Key #ZOP 00157, to allow for the creation of a New Brewery, Tap Room & Shops within the *Existing Building*, as described below.

The *Existing Site* consists of approximately 13,754 sq. ft. or 0.32 acres. In addition to the *Existing Building*, the *Site* contains a paved **Outdoor Terrace** and a **Storage Garage** on the north side, and **Outdoor Deck** and **Access Ramp** on the south (**Geneva Street**) side, and a limited amount of **landscaped and green areas** on the south and west sides.

The *Existing Building* consists of the original *former First Baptist Church*, the *former Parsonage*, and *connecting Entry Structure* that was built in 1998 when the **Building** was first remodeled for the **Geneva Street Village**. The *former Church* is a one story, brick and wood frame structure with a **Basement** that was built in 1910. The *former Parsonage* is a two-story wood framed structure that is also over 100 years old and the *connecting Entry Structure* dates to 1998 when the building was purchased and remodeled to create a group of small retail spaces called **Geneva Street Village**. The building was recently purchased by **Dan Schuld** who would now like to reconfigure the original **Church** space as a **Brewery & Tap Room** with the balance of the structure to include several other retail businesses. Under the **Lake Geneva Zoning Ordinance**, the current use was classified as "**Indoor Commercial Entertainment**", which was a **Conditional Use** within the **CB - Central Business Zoning District**. *When the Building was remodeled in 1998, the zoning was changed to PD - Planned Development.*

In its present configuration, the **Building** contains retail spaces, a book store, a cooking school, bathrooms, storage and mechanical space on the *Main Floor*. The *Lower Level* of the *former Church* includes retail spaces, bathrooms, storage and mechanical space. The *Second Floor* of the *former Parsonage* contains private office space for the Owners and is not open to the public.

A. *Dan Schuld wishes to construct a small New Brewery & Tap Room within the Main Floor of the former Church, upgrade the Existing Outdoor Deck on the south side of the property in the area between the Building and the sidewalk along Geneva Street, remodel the Existing Patio on the north side as a Beer Garden, and continue to maintain several small retail spaces within the building. The intention would be to accommodate a maximum of approximately 200 occupants in the New Brewery & Tap Room on the First Floor and the Lower Level, include seasonal Outdoor Seating on the Existing Outdoor Deck on the south and New Beer Garden on the north, and raze the Existing Garage and construct a New Brewery Addition attached to the Existing Building.*

*The New Reconfigured Site Plan, as currently proposed, would include the following:*

<i>FORMER CHURCH BASEMENT LEVEL</i>	<i>4,075 sq. ft.</i>	<i>EXISTING SOUTH ACCESS DECK &amp; RAMP</i>	<i>633 sq. ft.</i>
<i>FORMER CHURCH MAIN FLOOR</i>	<i>4,075 sq. ft.</i>	<i>EXISTING NORTH ACCESS DECK &amp; RAMP</i>	<i>752 sq. ft.</i>
<i>FORMER PASONAGE FIRST FLOOR</i>	<i>1,504 sq. ft.</i>	<i>EXISTING OUTDOOR SOUTH SEATING DECK</i>	<i>571 sq. ft.</i>
<i>FORMER PASONAGE SECOND FLOOR</i>	<i>1,340 sq. ft.</i>	<i>EXISTING NORTH PATIO / BEER GARDEN</i>	<i>2,020 sq. ft.</i>
<i>EXSTG. CONNECTING ENTRY STRUCTURE</i>	<i>610 sq. ft.</i>	<i>NEW BREWERY BUILDING ADDN. (EXISTING GARAGE)</i>	<i>1,380 sq. ft.</i>

B. Under the current *City of Lake Geneva Zoning Ordinance*, the property is zoned *PD - Planned Development District* but it is surrounded by *CB - Central Business Zoning*. Several facts should be considered when viewing the remodeling for a **New Brewery & Tap Room with Shops** on this site:

- It is a unique, historic existing structure on a very limited site that was originally zoned *CB-Central Business* and has been a multi-tenant commercial building since 1998 when it was rezoned to its current *PD-Planned Development* zoning.

- It is located in close proximity to the *Central Business District Zoning* and its configuration would be more nearly in keeping with the criteria for the *Central Business (CB) District*. It should be noted that the City currently allows for outdoor dining on the City street right-of-way within specific parameters. *The proposed Outdoor Deck Area & Beer Garden would be entirely within the property currently owned by the Geneva Street Village would increase the seating capacity of the Restaurant only seasonally.*
- Since 2001, the adjoining properties along Broad Street were rezoned to *CB - Central Business Zoning* which relieved them of parking requirements for most commercial uses.

*Since the Existing Geneva Street Village building, site and proposed use are so unique, we believe the best option would be to allow an Amendment to the current PD- Planned Development with criteria similar to those used in the Central Business (CB) Zoning District and to allow uses Permitted by Right or as Conditional Uses under CB Zoning.*

**C. *Zoning Intensity and Bulk Standards Under CB - Central Business Zoning (Nonresidential Uses) That Would Be Met:***

<b>Maximum Number of Floors:</b>	<b>4 Floors Allowed / 2 Stories + Basement Provided. (3 Floors Total)</b>
<b>Minimum Lot Area:</b>	<b>1,750 s.f. Required / 13,754 s.f. Actual</b>
<b>Minimum Lot Width:</b>	<b>20' Required / 104.81' Provided.</b>
<b>Maximum Bldg. Height:</b>	<b>45' Max. / 20' Min. / Approx. 45' Actual</b>
<b>Front Street Setback @ Geneva Street:</b>	<b>0' Required @ Side Street Side 6' Provided</b>
<b>Side Street Setback @ Broad Street:</b>	<b>0' Required @ Front Street Side 2' Provided</b>
<b>Min. Rear Lot Line Setback @ North Side:</b>	<b>10'-0" Required / +/- 20'-0" Actual</b>
<b>Min. Paved Surface Setback:</b>	<b>0' Required / 2'+/- Actual on Broad St.</b>
<b>Min. Landscape Surface:</b>	<b>0% Required / 7% Provided (1,958 s.f.)</b>
<b>Maximum Floor Area Ratio:</b>	<b>3.0 Allowed / 0.94 Actual (12,984 s.f. Building / 13,754 s.f. Lot)</b>

**D. *Zoning Standards Under the present PD – Planned Development / Central Zoning (Nonresidential Uses) That Would Not Be Met:***

**Required Parking:                      Indoor & Outdoor Commercial Entertainment  
1 per Every 3 Patron Seats or at maximum  
capacity of establishment / None provided.**

**The following documents are enclosed to facilitate the review of the proposed Planned Development rezone:**

1.    ***A Location Map of the Subject Site*** and other lands within 300 feet of the Subject Site on the *City of Lake Geneva Zoning and Land Use Map*.
2.    ***A Certified Survey Map*** which depicts the dimensions of the *Subject Site*.
3.    ***A General Written Description*** of the *Proposed Amended GDP and Potential Requested Exemptions*.
4.    ***A Site Plan, Floor Plans & Elevations*** of the proposed additions and changes to the Building.
5.    ***Landscaping, Signage, Exterior Colors & Lighting Information***.

Thank you for your consideration of the above project. Please let me know if you need additional information or have any questions.

Sincerely,



Kenneth L. Etten A.I.A.  
McCormack + Etten / Architects

**APPLICATION SUBMITTAL REQUIREMENTS**  
**PD STEP 3: GENERAL DEVELOPMENT PLAN (GDP)**

Prior to submitting the 20 complete applications as certified by the Zoning Administrator, the Applicant shall submit 5 initial draft application packets for staff review, followed by one revised draft final application packet based upon staff review and comments.

*Initial Packet (5 Copies to Zoning Administrator)*

↓

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

↓

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

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

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

(1) A location map of the subject property and its vicinity at 11" x 17", as depicted on a copy of the City of Lake Geneva Land Use Plan Map;

(2) A map of the subject property for which the PD is proposed:

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

(3) A general written description of proposed PD including:

- General project themes and images;
- The general mix of dwelling unit types and/or land uses;
- Approximate residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio;
- The general treatment of natural features;
- The general relationship to nearby properties and public streets;
- The general relationship of the project to the Master Plan;
- A statement of Rationale as to why PD zoning is proposed. This shall identify barriers that the Applicant perceives in the form of requirements of standard zoning districts and opportunities for community betterment the Applicant suggests are available through the proposed PD zoning.

~~X~~ A complete list of zoning standards which will not be met by the proposed PD and the location(s) in which they apply and a complete list of zoning standards which will be more than met by the proposed PD and the location(s) in which they apply shall be identified. Essentially, the purpose of this listing shall be to provide the Plan Commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit, and in regard to the mitigation of potential adverse impacts created by design flexibility.

~~X~~ A written description of potentially requested exemption from the requirements of the underlying zoning district, in the following order:

1. Land Use Exemptions;
2. Density and Intensity Exemptions;
3. Bulk Exemptions;
4. Landscaping Exceptions;
5. Parking and Loading Requirements Exceptions.

~~X~~ (4) A General Development Plan Drawing at a minimum scale of 1"=100' (11" x 17" reduction shall also be provided by Applicant) of the proposed project showing at least the following information in sufficient detail to make an evaluation against criteria for approval:

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

~~X~~ Location of recreational and open space areas and facilities and specifically describing those that are to be reserved or dedicated for public acquisition and use;

~~X~~ Statistical data on minimum lot sizes in the development, the approximate areas of large development lots and pads, density/intensity of various parts of the development, floor area ratio, impervious surface area ratio and landscape surface area ratio of various land uses, expected staging, and any other plans required by the Plan Commission or City Council; and

~~X~~ Notations relating the written information provided in (3), above to specific areas on the GDP Drawing.

\_\_\_\_\_ (5) General conceptual landscaping plan for subject property, noting approximate locations of foundation, street, yard and paving, landscaping, and the compliance of development with all landscaping requirements of this Ordinance (except as noted in the listing of exceptions) and the use of extra landscaping and bufferyards;

\_\_\_\_\_ (6) A general signage plan for the project, including all:

\_\_\_\_\_ Project identification signs;

\_\_\_\_\_ Concepts for public fixtures and signs (street light fixtures and/or poles or street sign faces and/or poles) which are proposed to vary from City standards or common practices;

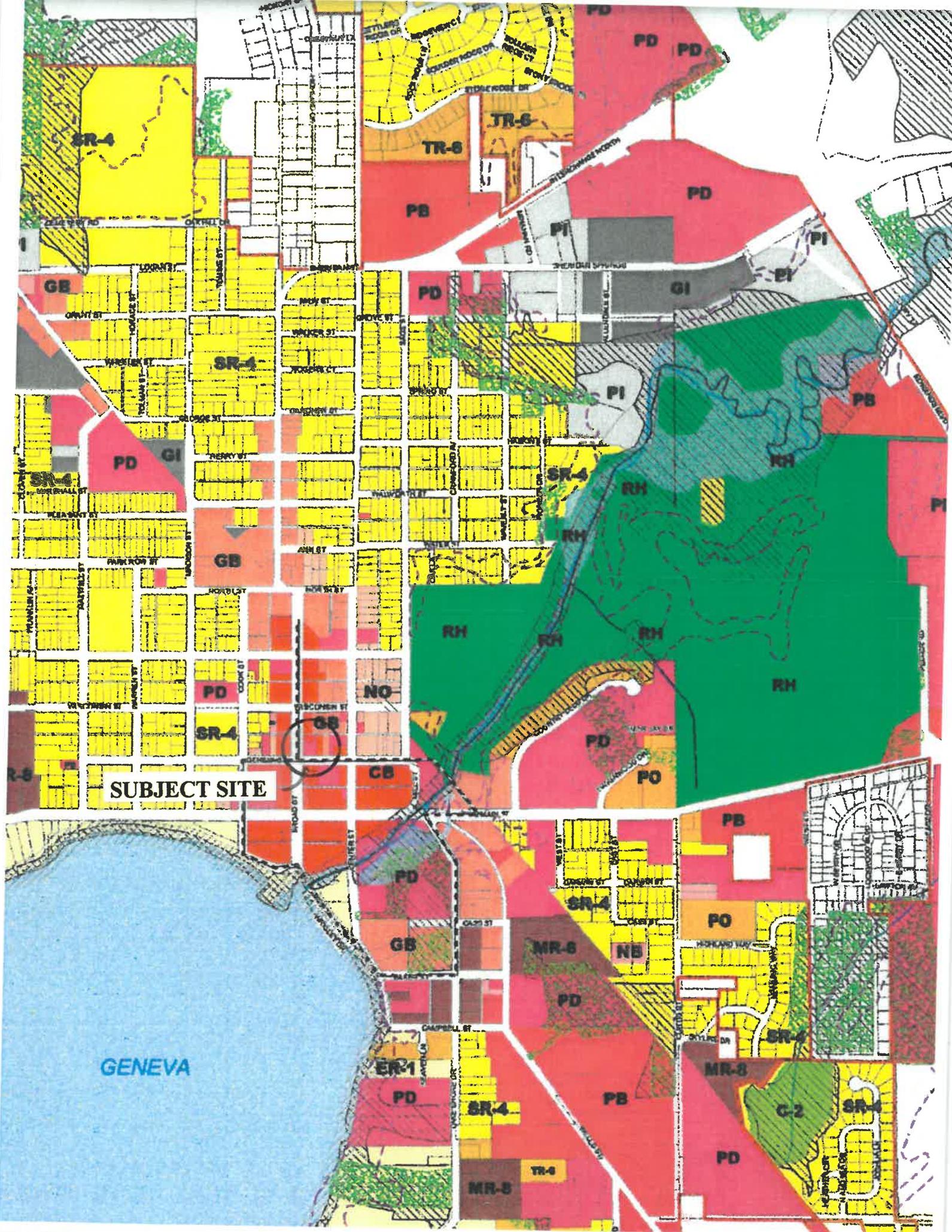
X (7) Written justification for the proposed Planned Development. (See Section 98-905 for requirements of the conditional use procedure.)

**FINAL APPLICATION PACKET INFORMATION**  
**PD STEP 3: GENERAL DEVELOPMENT PLAN (GDP)**

The process for review and approval of the PD shall be identical to that for conditional use permits per Section 98-905 of the Zoning Ordinance and (if land is to be divided) to that for preliminary and final plats of subdivision per the Municipal Code. All portions of an approved PD/GDP not fully developed within five years of final City Council approval shall expire, and no additional PD-based development shall be permitted. The City Council may extend this five years period by up to five additional years via a majority vote following a public hearing.

- \_\_\_\_ Receipt of 5 full scale copies in blueline or blackline of complete Final Application Packet by Zoning Administrator: Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Receipt of 20 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator: Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ A digital copy of Final Application Packet shall be emailed to the Building and Zoning Department upon submittal deadline. Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Certification of complete Final Application Packet and required copies to the Zoning Administrator by City Clerk: Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Class 2 Legal Notice sent to official newspaper by City Clerk: Date: \_\_\_\_\_ by: \_\_\_\_\_
- \_\_\_\_ Class 2 Legal Notice published on \_\_\_\_\_ and \_\_\_\_\_ by: \_\_\_\_\_

**A. GENERALIZED LOCATION MAP**



**SUBJECT SITE**

**GENEVA**

SR-4

TR-6

TR-6

PD

PD

PB

PI

GE

PD

GI

PI

SR-4

SR-4

PB

PD

RH

RH

GB

RH

RH

RH

RH

SR-4

NO

PD

PO

**SUBJECT SITE**

CB

PB

PD

MR-6

NB

PO

**GENEVA**

GB

PD

SR-4

MR-3

ER-1

SR-4

PB

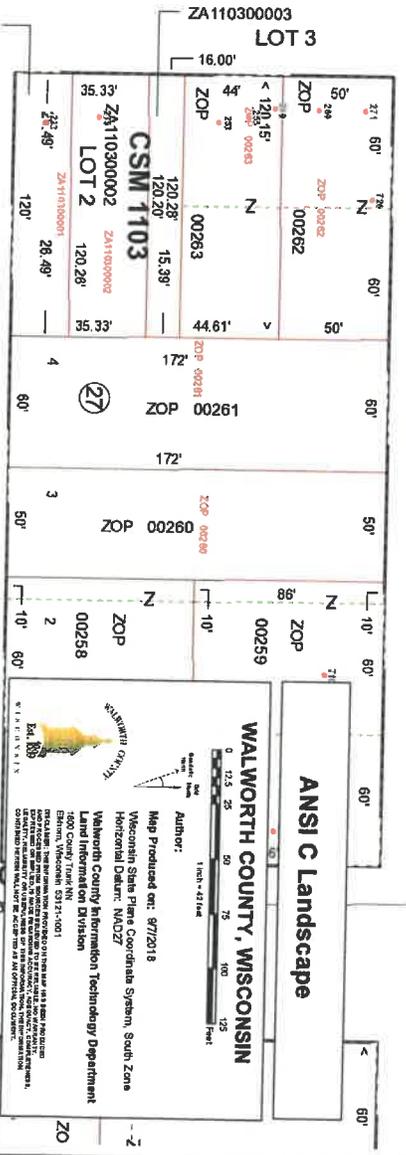
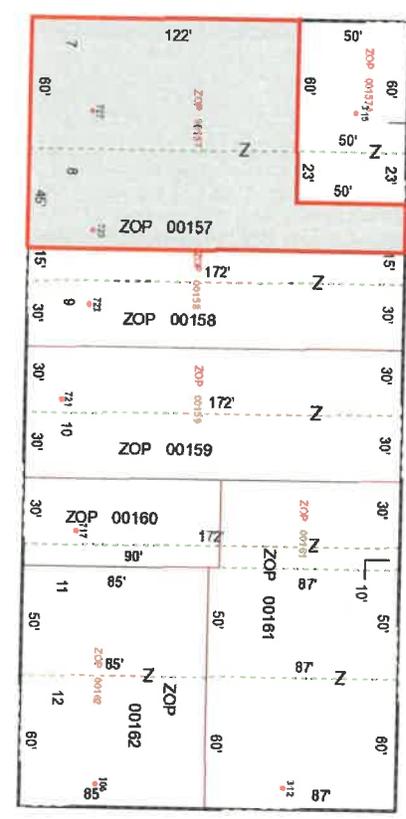
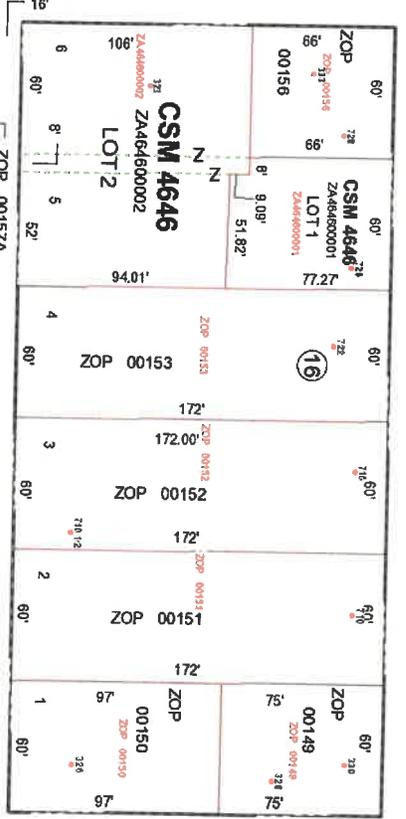
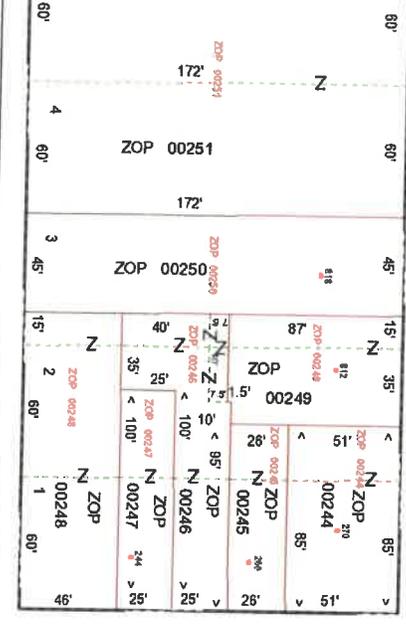
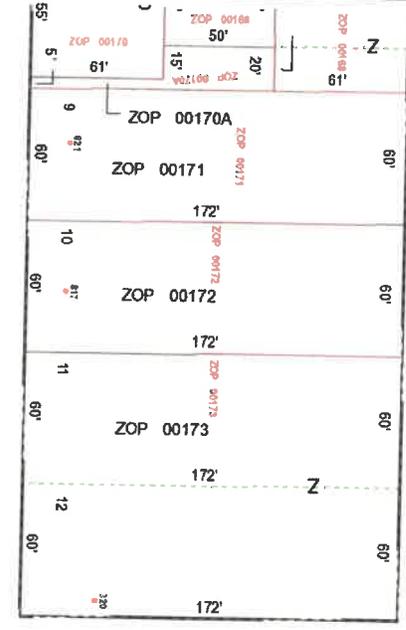
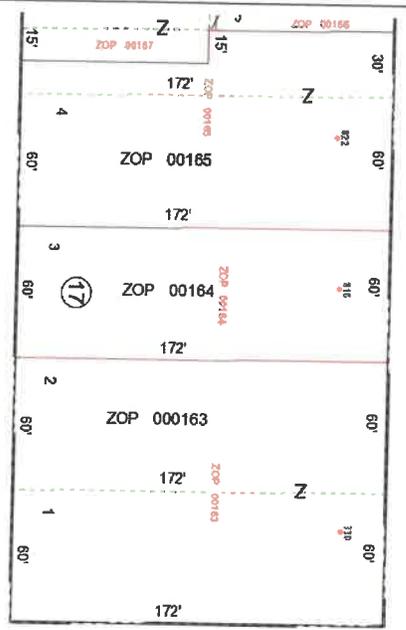
C-2

MR-3

TR-8

PD

**B. MAP OF SUBJECT PROPERTY  
AND CERTIFIED SURVEY MAP**



BROAD

STREET

STREET

CSM 1103

CSM 4646

ANSI C Landscape

WALWORTH COUNTY, WISCONSIN

Map Produced on: 9/7/2018  
 Wisconsin State Plane Coordinate System, South Zone  
 Horizontal Datum: NAD83  
 Walworth County Information Technology Department  
 Land Information Division  
 400 County Trunk Rd  
 Sheboygan, Wisconsin 53151-0001  
 Phone: 920.451.4144  
 Fax: 920.451.4144

# PLAT OF SURVEY



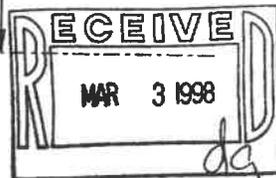
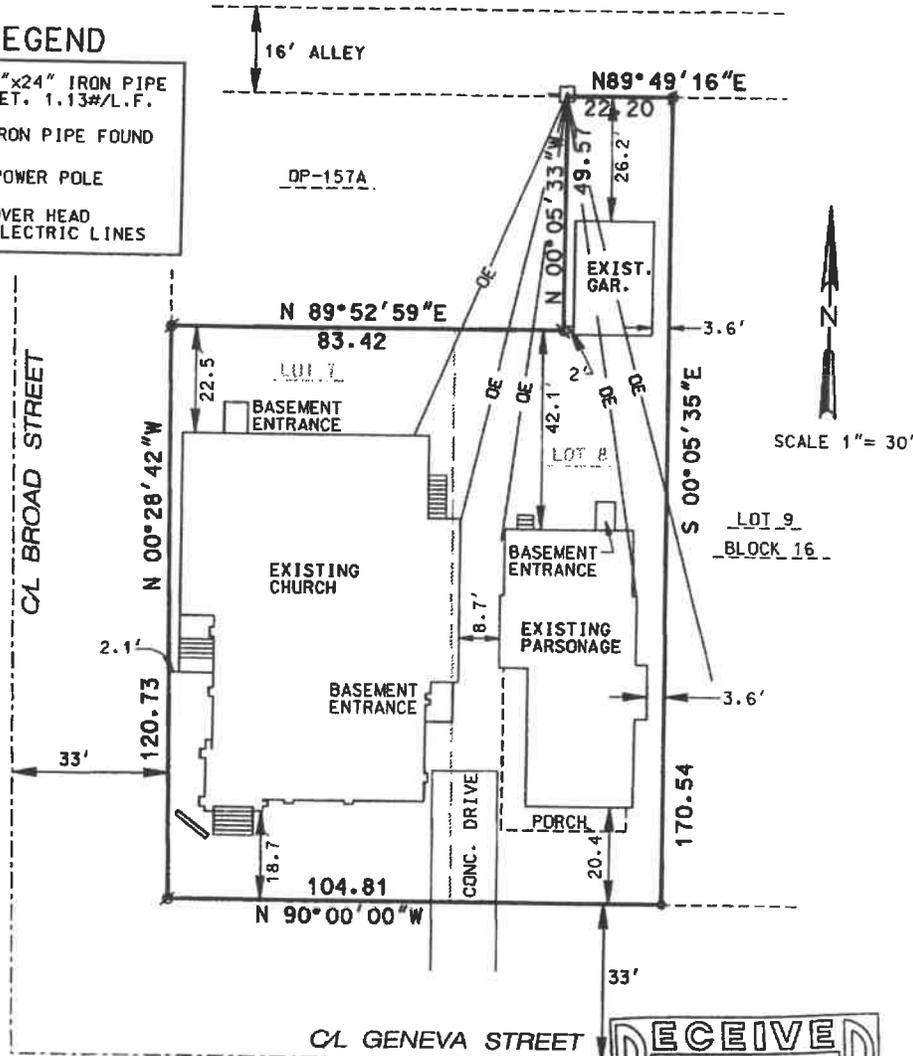
FOR: KEEFE REAL ESTATE, INC.

DATE: 9/11/97

**DESCRIPTION:** BEING PART OF LOTS 7 AND 8 OF BLOCK 16, OF THE ORIGINAL PLAT OF THE VILLAGE (NOW CITY) OF LAKE GENEVA, WALWORTH COUNTY, WISCONSIN BEING MORE COMPLETELY DESCRIBED AS FOLLOWS: COMMENCING AT THE SW CORNER OF SAID LOT 7; THENCE WITH THE EASTERLY RIGHT OF WAY OF BROAD STREET  $N00^{\circ}28'42''W$ , A DISTANCE OF 120.73' TO A POINT; THENCE  $N89^{\circ}52'59''E$ , A DISTANCE OF 83.42' TO A POINT; THENCE  $N00^{\circ}05'33''W$ , A DISTANCE OF 49.57' TO A POINT; THENCE  $N89^{\circ}49'16''E$ , A DISTANCE OF 22.20' TO A POINT; THENCE  $S00^{\circ}05'35''E$ , A DISTANCE OF 170.54' TO A POINT ON THE NORTHERLY RIGHT OF WAY OF GENEVA STREET; THENCE WITH SAID RIGHT OF WAY  $N90^{\circ}00'00''W$ , A DISTANCE OF 104.81' TO THE POINT OF BEGINNING. SAID PARCEL CONTAINING 13814 S.F.

## LEGEND

- Ø 1" x 24" IRON PIPE SET. 1.13#/L.F.
- IRON PIPE FOUND
- POWER POLE
- DE— OVER HEAD ELECTRIC LINES



THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF ALL THE PROPERTY, EXTERIOR BOUNDARIES, THE LOCATION OF ALL VISIBLE BOUNDARY FENCES, APPARENT EASEMENTS, ROADWAYS AND VISIBLE ENCROACHMENTS, IF ANY.

THIS SURVEY IS MADE FOR THE USE OF THE PRESENT OWNERS OF THE PROPERTY, AND ALSO THOSE WHO PURCHASE, MORTGAGE OR GUARANTEE TITLE THEREIN WITHIN ONE (1) YEAR FROM DATE HERETO.

**THIS IS ORIGINAL PRINT ONLY IF SEAL IS IMPRINTED IN RED**



BRADFORD L. SPENCER, R.L.S. 2069  
RSV#97222.DGN

20P-157

057-1750

**C. GENERAL WRITTEN DESCRIPTION  
& POTENTIAL REQUESTED  
EXEMPTIONS**

## GENERAL WRITTEN DESCRIPTION OF PROPOSED PLANNED DEVELOPMENT AMENDMENT

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**Dan Schuld** respectfully requests an *Amendment to PD - Planned Development Zoning* for his property to allow for the remodeling of the *Geneva Street Village Building* as described herein.

A. The *Existing Building* is located in the City of Lake Geneva at 727 Geneva Street and presently consists of a two story structure with a partial basement plus a small Garage on the north. The main portion was originally a Church and Parsonage that was converted to a commercial / retail use in 1998 and operated for the past 20 years with a number of small retail businesses including a cooking school. *The last major remodeling of the building took place in 1998 when it was converted from a vacant Church to a multi-tenant commercial building.*

B. The *Existing Site* consists of 13,754 sq. ft. or approximately 0.32 acres. Under the current *PD - Planned Development Zoning*, the Proposed Building Use as a Brewery & Tap Room with Outdoor Open Decks is classified as *Indoor and Outdoor Commercial Entertainment*, which is a Conditional Use within the *CB - Central Business Zoning District*. *Portions of the Building will also continue to be used for Indoor Sales & Service along with all other uses permitted by right in the Central Business District.* In its present configuration, the Building contains a mix of small commercial / retail shops in the original Church structure on the Main Floor and the Lower Level and a cooking school in the original Parsonage plus mechanical, storage and bathroom space. There is also an Existing Open Deck on the south side of the Church and an Open Paved Courtyard on the north side plus Open Handicapped Accessible Ramps and Porches on the south and north plus a small Garage / Storage Building in the northeast corner of the property. There are limited green areas on the west, south and east sides of the Building. *The Site contains no on-site parking but there is public on-street parking on the Broad and Geneva Street plus two public Parking Lots within a block of the site.*

C. The *Proposed Brewery & Tap Room* Dan Schuld wishes to construct would consist of a small Brewery space for the production of beer on site along with a Tap Room and small Gift Shop on the Main Floor and additional Tap Room seating and Brewery space on the Lower Level. In addition, the Existing Outdoor Deck would be upgraded and used for seating along with the Existing North Patio for use as a Beer Garden. The Building would also continue to include several small Retail Spaces in the Church and Parsonage structures. *This Proposed Outdoor Dining Area would be used only when weather conditions permit.*

**D.** The **Owner** wishes to continue the **Finish Materials** and **Landscaping** of the *Existing Building* in keeping with the current style. The **Exterior Finish Materials** would be predominately the same as the existing with minor upgrades to replaced damaged and/or aged materials. The colors would be consistent with the **current earth tones**, including **red brick, shades of white, terra cotta, and brown**. **New Landscaping, Signage and Lighting** would be done on the **Broad Street** and **Geneva Street** sides of the property in conjunction with the upgrades to **Existing Outdoor Deck Area** and the **Beer Garden Patio**. *One of the most significant requests would be for the Owner to install two new decorative Grain Bins with signage adjacent to the building to highlight its new use as a Brewery. He would also like to raze the Existing Garage and replace it with a New Brewery addition attached to the Existing Building.*

## WRITTEN JUSTIFICATION FOR REQUESTING PLANNED DEVELOPMENT ZONING AMENDMENT

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There are several reasons for requesting the *Amendment to the Existing PD - Planned Development Zoning* under the **Lake Geneva Zoning Ordinance**, including the following items:

- 1. SETBACKS:** Under *CB - Central Business District* requirements that exist on the adjoining properties, the required setback to a **Street Side Lot Line** would be 0' on **Geneva and Broad Streets**. The required **Side Lot Line Setback** on the East side would be 0', and the **Minimum Paved Surface Setback** would be 0'. The *Existing Building*, as situated, would be 2.25' from the 100' right-of-way for **Broad Street** on the west side, 2' off the right-of-way on **Geneva Street** on the south side, and approximately 5' from the **Non-Residential** property on the east side. The **Existing Paved Surface** on the north side abuts the lot line and the **Existing Garage** is 26' off the alley to the north and 3'-6" off the property to the east. *The Existing Outdoor Deck and New Beer Garden would be entirely within the Petitioner's property. The Owner would request an amendment to allow the use of the normal CB - Central Business Setback requirements.*
- 2. OFF STREET PARKING SPACES:** The *Geneva Street Village Building* could, based on the *2015 International Building Code*, in theory have a **maximum occupancy** of approximately **128 people** on the **Main Floor Brewery / Bar** and **60 people** on the **Lower Level** plus an additional approximately **38 people** on the **Existing Outdoor Deck** and **40 people** in the **Proposed Beer Garden** on the north side for a total of approximately **266 people**. *Taking into account a comfortable arrangement of tables and chairs plus circulation space, the actual seating provided would probably be well under 200.* The requirements of the **Central Business District** for **Indoor Commercial Entertainment** require **1 Parking Stall** for every **3 Patron Seats**. *There is metered public parking on Broad Street and Geneva Street and two public parking lots less than a block away. The Owners would request an amendment and variance from any on-site parking requirements.*
- 3. SPECIFIC PERFORMANCE STANDARDS:** This *Building* has been a part of the **Lake Geneva** community for over 100 years. From its remodeling from a **Church** to its current use as a **Multi-tenant Commercial Building** in **1998**, there have been a commercial / retail uses at this location for 20 years. *Very few of the buildings on Broad Street within the adjoining CB - Central Business Zoning District would meet the Bulk and Intensity requirements or the Parking requirements called for in the Zoning Ordinance.* Given the location and the intent of the **CB - Central Business Zoning District**, we believe that this project with the proposed improvements would be an asset to the City of Lake Geneva. *Dan Schuld requests the cooperation of the Plan Commission and the City Council in allowing this Amendment to the current PD - Planned Development Zoning.*

**D. PLANS AND ELEVATIONS**

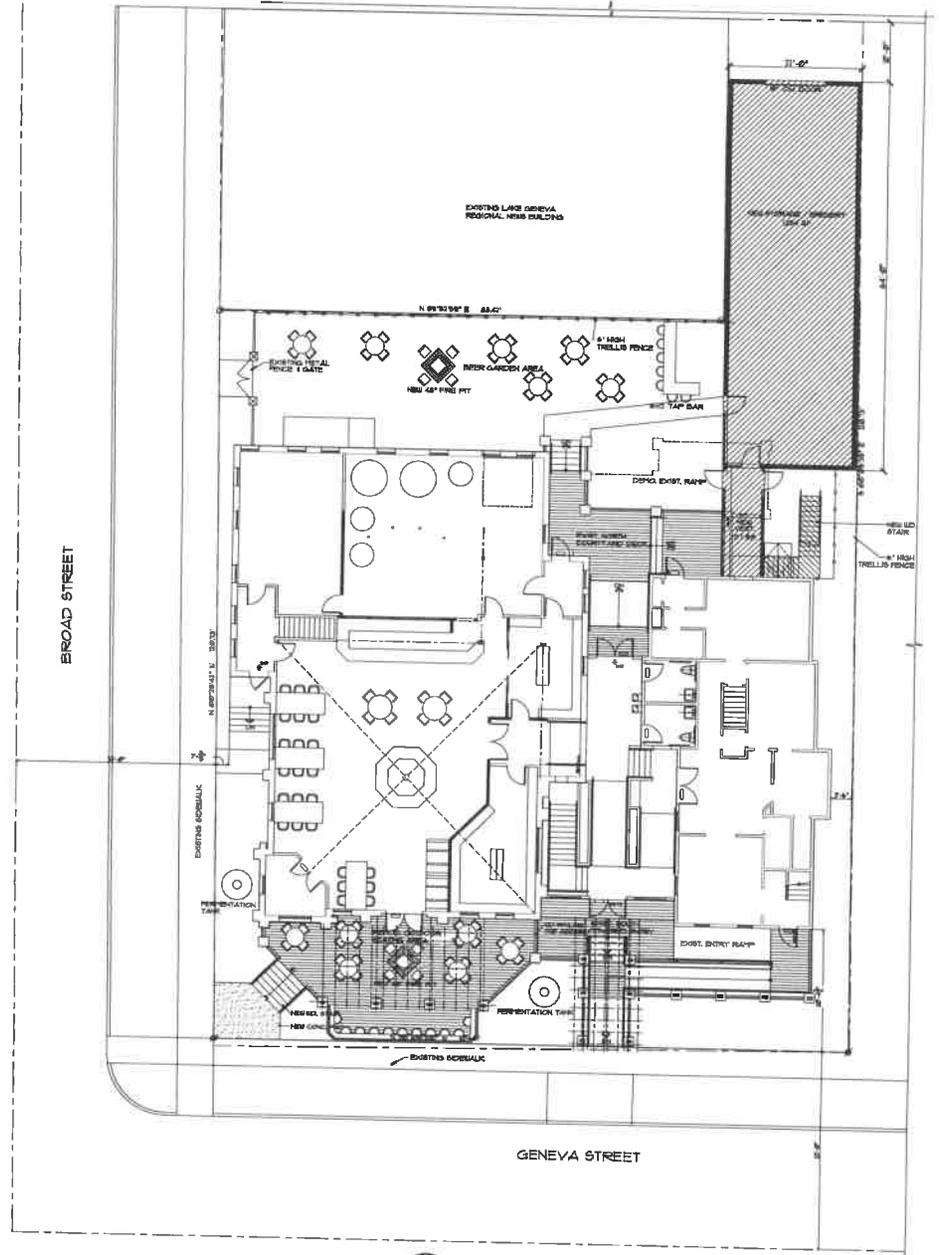
# ADDITIONS AND ALTERATIONS TO THE GENEVA STREET VILLAGE 727 GENEVA STREET LAKE GENEVA, WISCONSIN 53147

LOCATION MAP



PROJECT LOCATION

PROJECT SKETCH



PROPOSED SITE PLAN  
SCALE 1/4" = 1'-0"

SHEET INDEX:

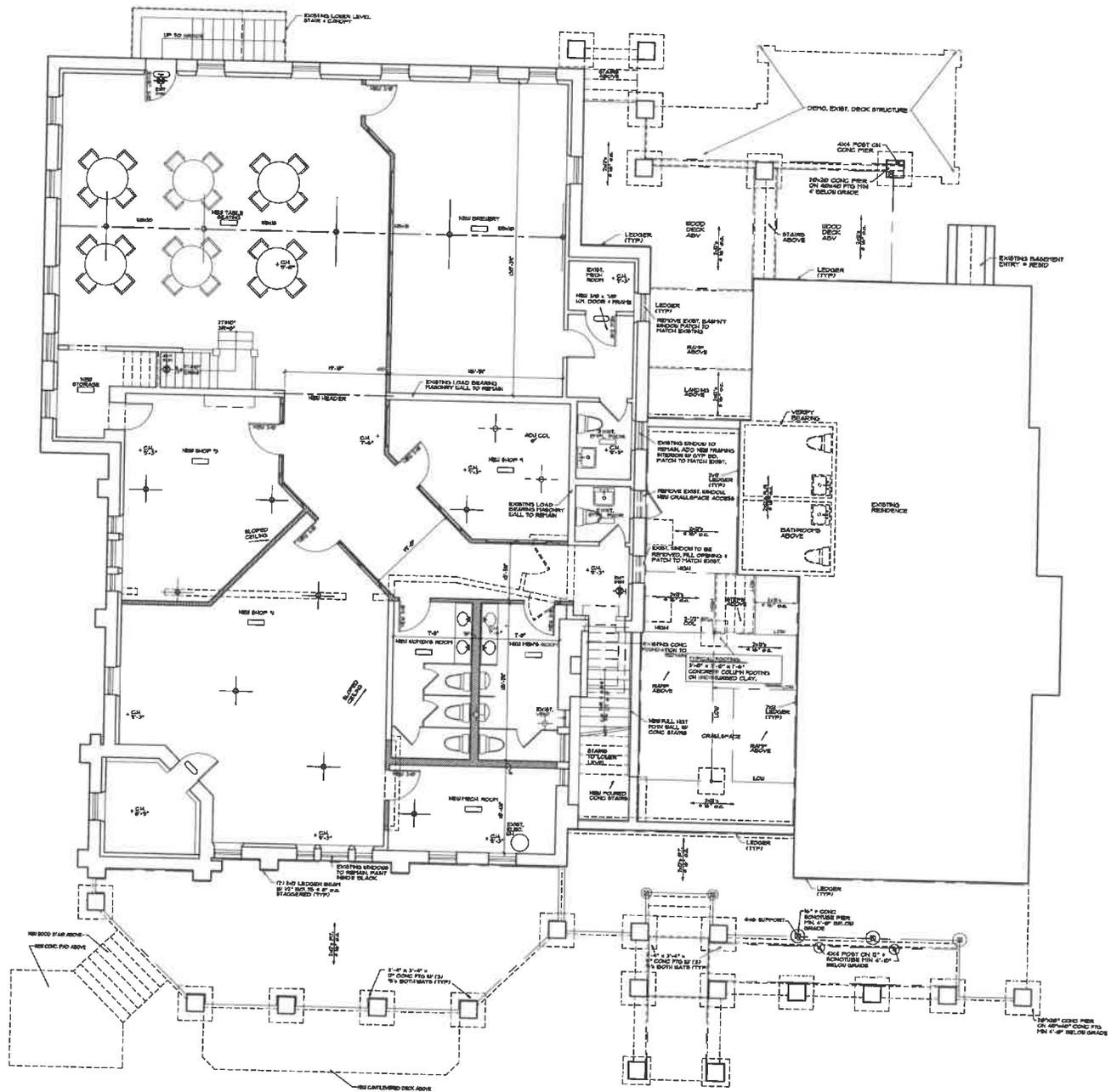
NO.	DESCRIPTION
0	LOCATION & SITE PLAN
A1	PROPOSED LOWER LEVEL PLAN
A2	PROPOSED FIRST FLOOR PLAN
A3	PROPOSED SOUTH & WEST ELEVATIONS

REVISIONS

NO.	DESCRIPTION
1	PRELIMINARY
2	REVISIONS
3	POWER
4	COMMISSION
DATE 10/20/15	
SHEET	
6-1	

ADDITIONS AND ALTERATIONS TO THE  
GENEVA STREET VILLAGE  
727 GENEVA STREET  
LAKE GENEVA, WISCONSIN 53147  
PROJECT NO. 15-49

**McCormack + Eiton / Architects, LLP**  
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Lake Geneva, WI 53147  
PH: 262.246.8300  
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**PROPOSED LOWER LEVEL PLAN**  
DATE: 11-17-19





**E. LANDSCAPING & SIGNAGE**