

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

SPECIAL JOINT MEETING OF CITY COUNCIL & PLAN COMMISSION

MONDAY, OCTOBER 16, 2017 - 6:00 PM

COUNCIL CHAMBERS, CITY HALL

Agenda

1. Meeting called to order by City Council.
2. Meeting called to order by Plan Commission.
3. Roll Call of members of City Council.
4. Roll Call of members of Plan Commission.
5. Election of Joint Committee Chairperson.
6. 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.
7. Acknowledgment of Correspondence submitted to City Council and Plan Commission regarding the Comprehensive Plan Amendments.
8. Overview of the Comprehensive Plan Amendment process by City Planner Slavney.
9.
 - A. Consultant and City Staff presents a summary of the proposed Amendment to the Comprehensive Plan for 905 West Main Street to change from the Neighborhood Mixed Use land use category to the Central Business land use category. Tax Key No. ZOP00243A.
 - B. Public Hearing regarding a proposed Amendment to the Comprehensive Plan for 905 West Main Street to change from the Neighborhood Mixed Use land use category to the Central Business land use category. Tax Key No. ZOP00243A.
 - C. Public Testimony
 - D. Close Public Hearing
10.
 - A. Consultant and City Staff presents a summary of the proposed Amendment to the Comprehensive Plan for the Former Hillmoor Golf Course:
 1. North section to remain in the Private Recreation Facilities land use category;
 2. Central section to change from the Private Recreation Facility land use category to the Planned Mixed Use land use category;
 3. Southwest section to change from the Private Recreation Facility land use category to the Two-Family / Townhouse Residential land use category; and,
 4. WI Hwy 50 frontage to remain in the Private Recreation Facilities land use category. Tax Key Nos. ZYUP00001C, ZOP00001, ZYUP00131 and ZYUP00153.

B. Public Hearing regarding a proposed Amendment to the Comprehensive Plan for the Former Hillmoor Golf Course:

1. North section to remain in the Private Recreation Facilities land use category;
2. Central section to change from the Private Recreation Facility land use category to the Planned Mixed Use land use category;
3. Southwest section to change from the Private Recreation Facility land use category to the Two-Family / Townhouse Residential land use category; and,
4. WI Hwy 50 frontage to remain in the Private Recreation Facilities land use category. Tax Key Nos. ZYUP00001C, ZOP00001, ZYUP00131 and ZYUP00153.

C. Public Testimony

D. Close Public Hearing

11. A. Consultant and City Staff presents a summary of the proposed Amendment to the Comprehensive Plan for the Geneva Inn Parcels:

1. Several Geneva Inn parcels west of S. Lakeshore Drive are designated for the Planned Business future land use category and are proposed to remain in this category;
2. The western one-third of the parcel east of South Lakeshore Drive is to change from the Agricultural & Rural land use category to the Planned Business land use category; and,
3. Several western parcels (west of S. Lakeshore Drive) are to change from the Agricultural & Rural land use category to the Planned Business land use category, so that all of the Geneva Inn parcels west of S. Lakeshore Drive are designated as Planned Business land use category. Tax Key Nos. IL120000-5C, IL120000-5C2, IL120000-5D, IL120000-5E, IL120000-5F and IL120000-4.

B. Public Hearing regarding a proposed Amendment to the Comprehensive Plan for the Geneva Inn Parcels:

1. Several Geneva Inn parcels west of S. Lakeshore Drive are designated for the Planned Business future land use category and are proposed to remain in this category;
2. The western one-third of the parcel east of South Lakeshore Drive is to change from the Agricultural & Rural land use category to the Planned Business land use category; and,
3. Several western parcels (west of S. Lakeshore Drive) are to change from the Agricultural & Rural land use category to the Planned Business land use category, so that all of the Geneva Inn parcels west of S. Lakeshore Drive are designated as Planned Business land use category. Tax Key Nos. IL120000-5C, IL120000-5C2, IL120000-5D, IL120000-5E, IL120000-5F and IL120000-4.

C. Public Testimony

D. Close Public Hearing

12. A. Consultant and City Staff presents a summary of the proposed Amendment to the Comprehensive Plan for 751 Geneva Parkway North plus adjacent remnant of Lot 2 to change from the Planned Industrial land use category to the Planned Business land use category. Tax Key Nos. ZGBC00001, ZGBC00001A, and ZGBC00002.

B. Public Hearing regarding a proposed Amendment to the Comprehensive Plan for 751 Geneva Parkway North plus adjacent remnant of Lot 2 to change from the Planned Industrial land use category to the Planned Business land use category. Tax Key Nos. ZGBC00001, ZGBC00001A, and ZGBC00002.

C. Public Testimony

D. Close Public Hearing

13. Adjourn the City Council.

14. Discussion/Recommendation from Plan Commission regarding a proposed Amendment to the Comprehensive Plan for 905 West Main Street to change from the Neighborhood Mixed Use land use category to the Central Business land use category. Tax Key No. ZOP00243A.
15. Discussion/Recommendation from Plan Commission regarding a proposed Amendment to the Comprehensive Plan for the Former Hillmoor Golf Course:
 - a. North section to remain in the Private Recreation Facilities land use category;
 - b. Central section to change from the Private Recreation Facility land use category to the Planned Mixed Use land use category;
 - c. Southwest section to change from the Private Recreation Facility land use category to the Two-Family /Townhouse Residential land use category; and,
 - d. WI Hwy 50 frontage to remain in the Private Recreation Facilities land use category.
Tax Key Nos. ZYUP00001C, ZOP00001, ZYUP00131 and ZYUP00153.
16. Discussion/Recommendation from Plan Commission regarding a proposed Amendment to the Comprehensive Plan for the Geneva Inn Parcels:
 - a. Several Geneva Inn parcels west of S. Lakeshore Drive are designated for the Planned Business future land use category and are proposed to remain in this category;
 - b. The western one-third of the parcel east of South Lakeshore Drive is to change from the Agricultural & Rural land use category to the Planned Business land use category; and,
 - c. Several western parcels (west of S. Lakeshore Drive) are to change from the Agricultural & Rural land use category to the Planned Business land use category, so that all of the Geneva Inn parcels west of S. Lakeshore Drive are designated as Planned Business land use category.
Tax Key Nos. IL120000-5C, IL120000-5C2, IL120000-5D, IL120000-5E, IL120000-5F and IL120000-4.
17. Discussion/Recommendation from Plan Commission regarding a proposed Amendment to the Comprehensive Plan for 751 Geneva Parkway North plus adjacent remnant of Lot 2 to change from the Planned Industrial land use category to the Planned Business land use category. Tax Key Nos. ZGBC00001, ZGBC00001A, and ZGBC00002.
18. Adjournment of Plan Commission.

*This is a joint meeting of the City Council and the Planning and Zoning Commissioners.
No official Council action will be taken other than those listed on the agenda;
however, a quorum of the Council will be present.*

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 10/11/2017

MEMORANDUM

To: City of Lake Geneva
From: Mike Slavney, FAICP, City Planner
Date: October 11, 2017
Re: An Overview of the Requested 2017 Amendments to the City of Lake Geneva Comprehensive Plan

Introduction

Every year, the City of Lake Geneva holds a Comprehensive Plan amendment period between May and October. The Annual Plan Amendment Cycle allows the months of May and June for Plan amendments to be proposed. This year, the City has received four proposals to amend the Plan.

Annual Review Cycle

The annual Cycle allows for informal Plan Commission discussion of Plan amendment proposals during the months of July and August, before starting the formal public hearing process in September. During the July and August Plan Commission meetings, an agenda item is created to introduce the proposed amendments, allow Plan amendment advocates to explain their proposals to the Commission, and for the Commission to discuss the proposals with one-another, and with the advocates. Other members of the public are also invited to weigh-in on the proposals.

The public hearing to consider the proposed 2017 amendments will be held on Monday, October 16th, following the minimum 30-day public review period required by state law that occurs after the public hearing notice in mid-September.

State law requires the Plan Commission to make a recommendation to the Common Council on each proposed amendment. The Common Council may take a variety of actions on each proposed amendment, including: denial, approval with modifications, and approval as proposed. The Common Council may also delay action on a proposed amendment.

No Proposed Text Amendments

There are no proposed text amendments to the Comprehensive Plan this year.

Proposed Map Amendments

There are four proposed amendments to the Comprehensive Plan's Future Land Use Map (Map 5a for entire Planning Area coverage and Map 5b for Central City Area coverage). The Future Land Use Map is the "Land Use Plan" for the city. The Future Land Use Map is a very important policy document under Wisconsin law, in that all amendments to the City Zoning Map must be consistent with the Future Land Use Map.

Proposed Amendments to the Future Land Use Map

The four proposed amendments to the Future Land Use Map are specified below:

1. **905 West Main Street:** (See attached Planning Area and Zoom-In Maps.)
From the Neighborhood Mixed Use land use category to the Planned Business land use category.

2. **Former Hillmoor Golf Course:** (See attached Planning Area and Zoom-In Maps.)
 - a. North Section to remain in the Private Recreation Facilities land use category;
 - b. Central Section to change from the Private Recreation Facility land use category to the Planned Mixed Use land use category;
 - c. Southwest Section to change from the Private Recreation Facility land use category to the Two-Family /Townhouse Residential land use category; and,
 - d. Wis Hwy 50 frontage to remain in the Private Recreation Facilities land use category.

3. **Geneva Inn Parcels:** (See attached Planning Area and Zoom-In Maps.)
 - a. Parcels to remain in the Planned Business land use category;
 - b. Part of Eastern parcel (east of South Lakeshore Drive) to change from the Agricultural & Rural land use category to the Planned Business land use category; and,
 - c. 2 and ½ Western parcels (west of South Lakeshore Drive) to change from the Agricultural & Rural land use category to the Planned Business land use category.

4. **751 Geneva Parkway North plus adjacent remnant of Lot 2:** (See attached Planning Area and Zoom-In Maps.)
 - a. From the Planned Industrial land use category to the Planned Business land use category.

The proposed Future Land Use Map amendments are depicted on the attached city-wide and zoom-in maps.

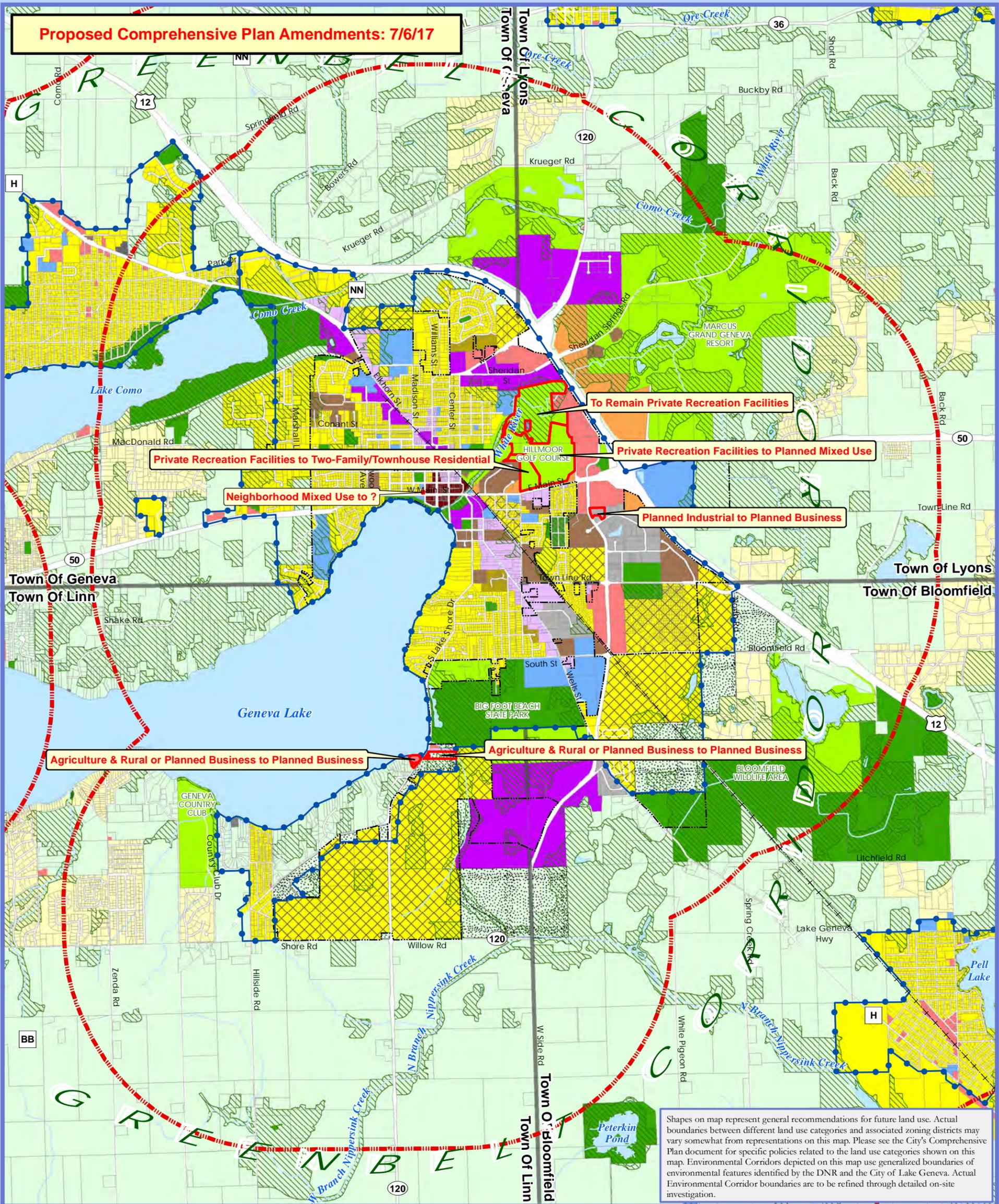
- The colors on these maps depict the currently-adopted Future Land Use Map;
- The red outline on these maps depict the boundaries of the proposed map amendment areas; and,
- The notations on these maps briefly describes the proposed map amendments.

Planner's Review Memos on Each of the Proposed Amendments

I have prepared a detailed memo discussing each proposed amendment. Each memo also contains a zoom-in map.

Attach Color Planning Area-Wide FLU Map Outlining Proposed Amendment Areas
Attached Color Zoom-In of Four Map Panels

Proposed Comprehensive Plan Amendments: 7/6/17



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

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

Land Use Categories

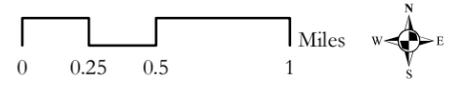
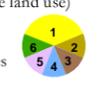
- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Multi-Family Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Long Range Exurban Growth Area

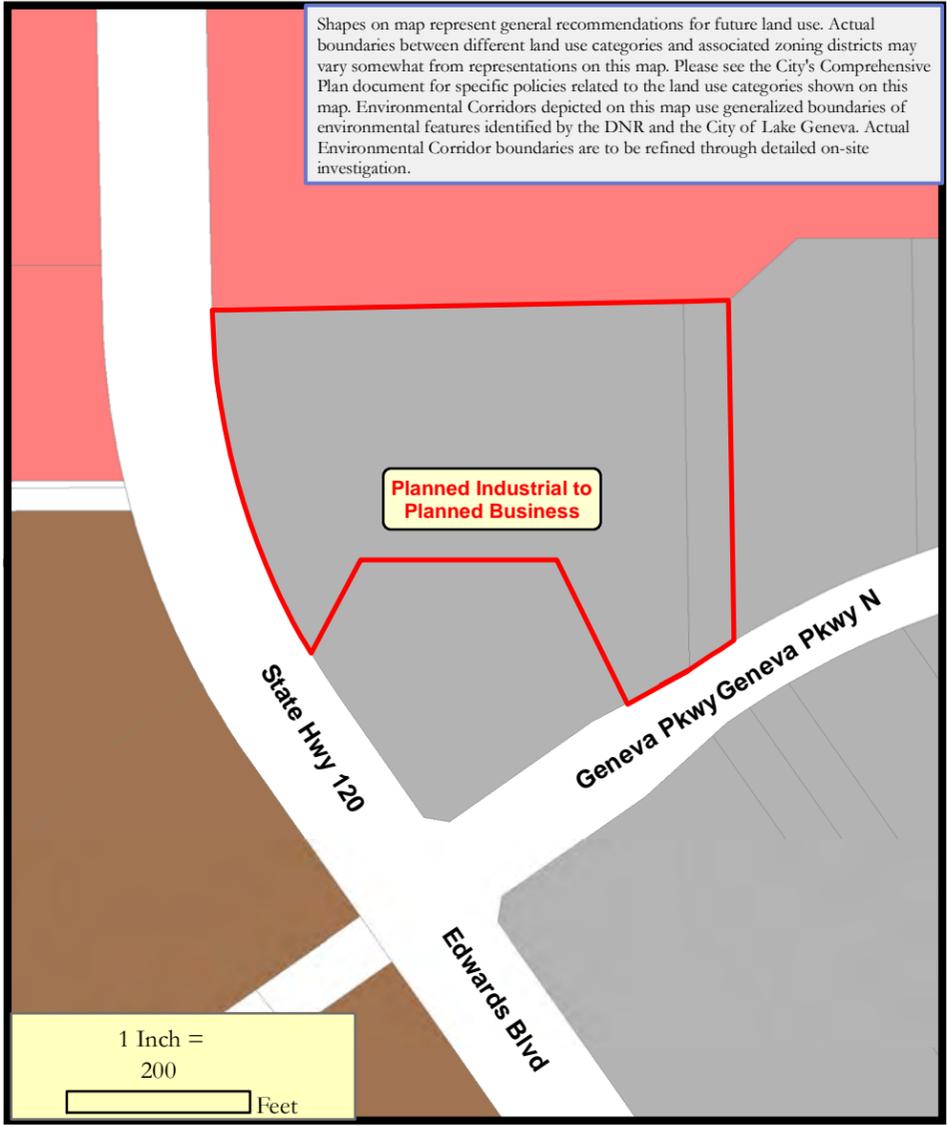
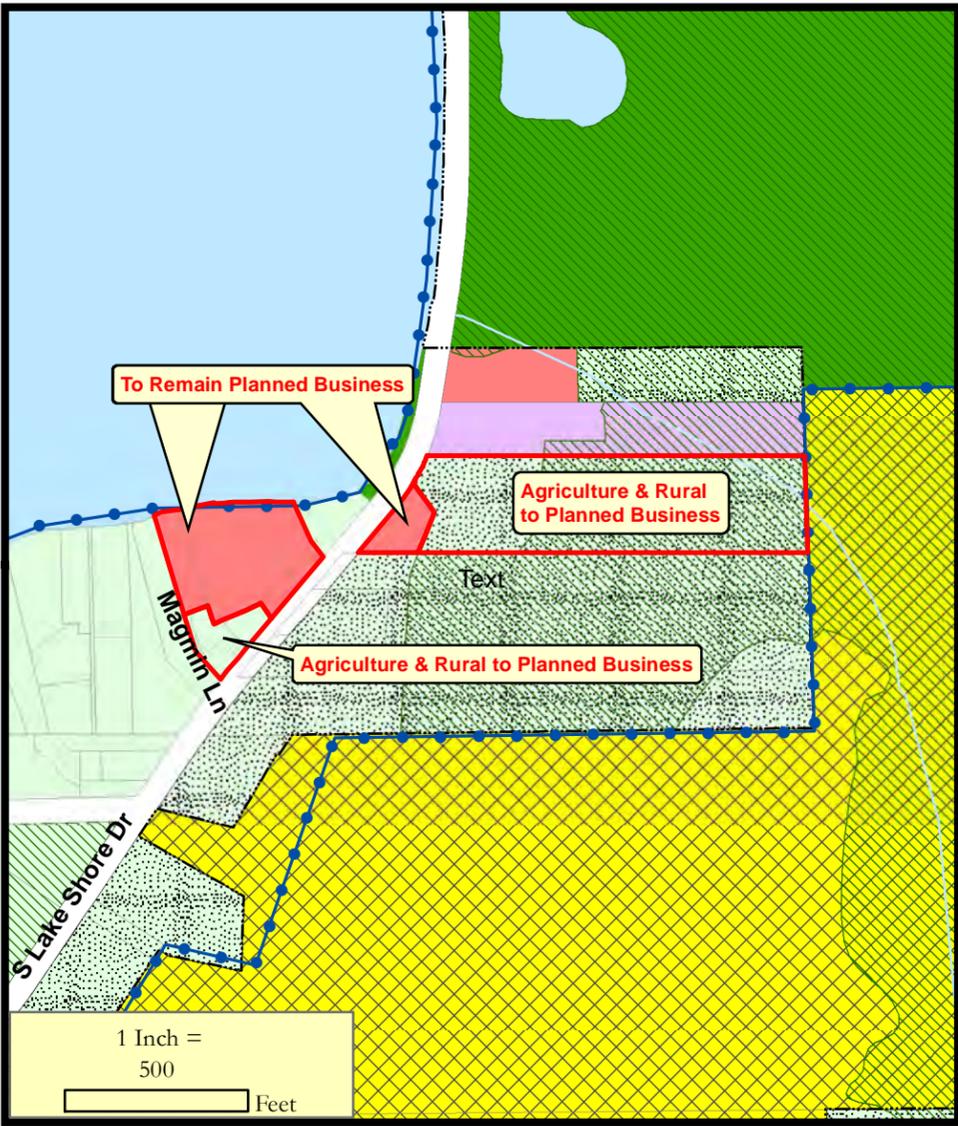
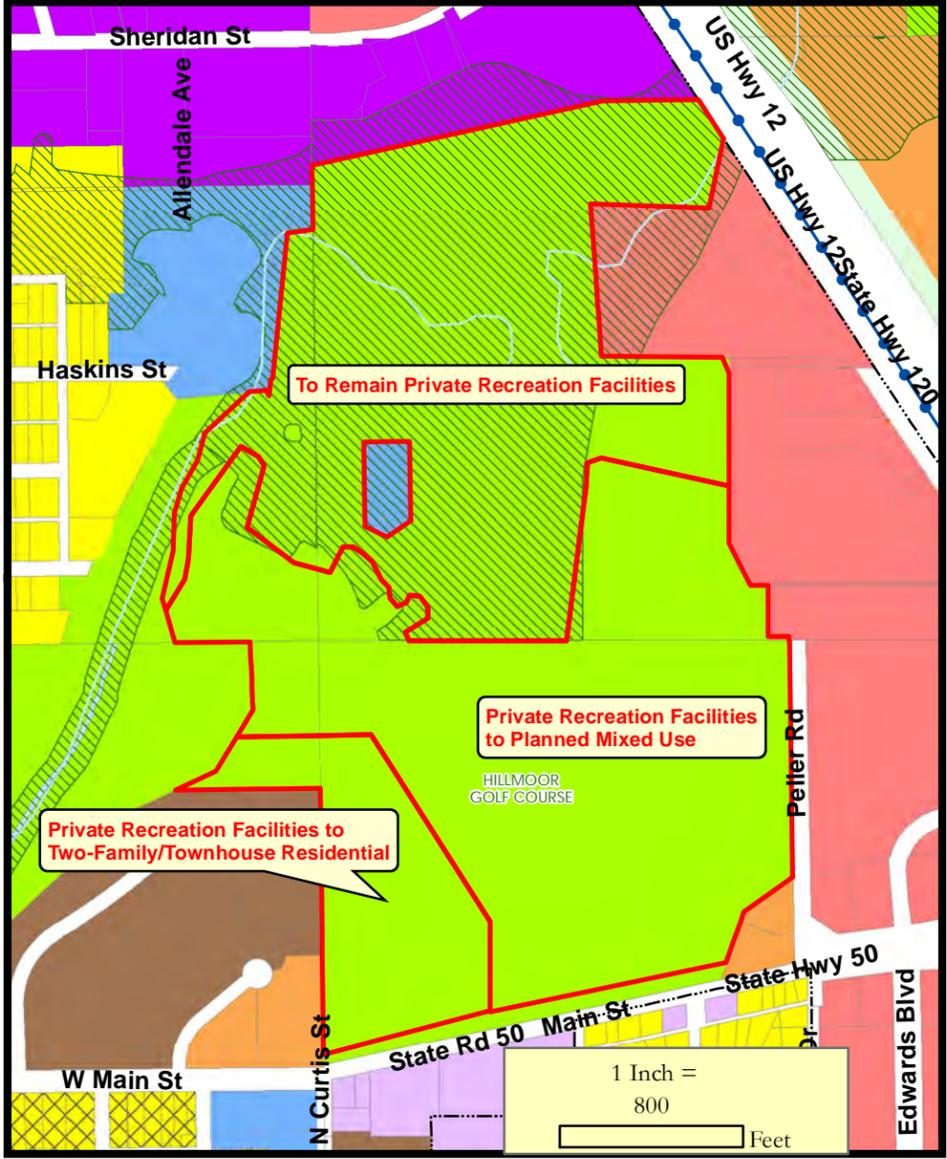
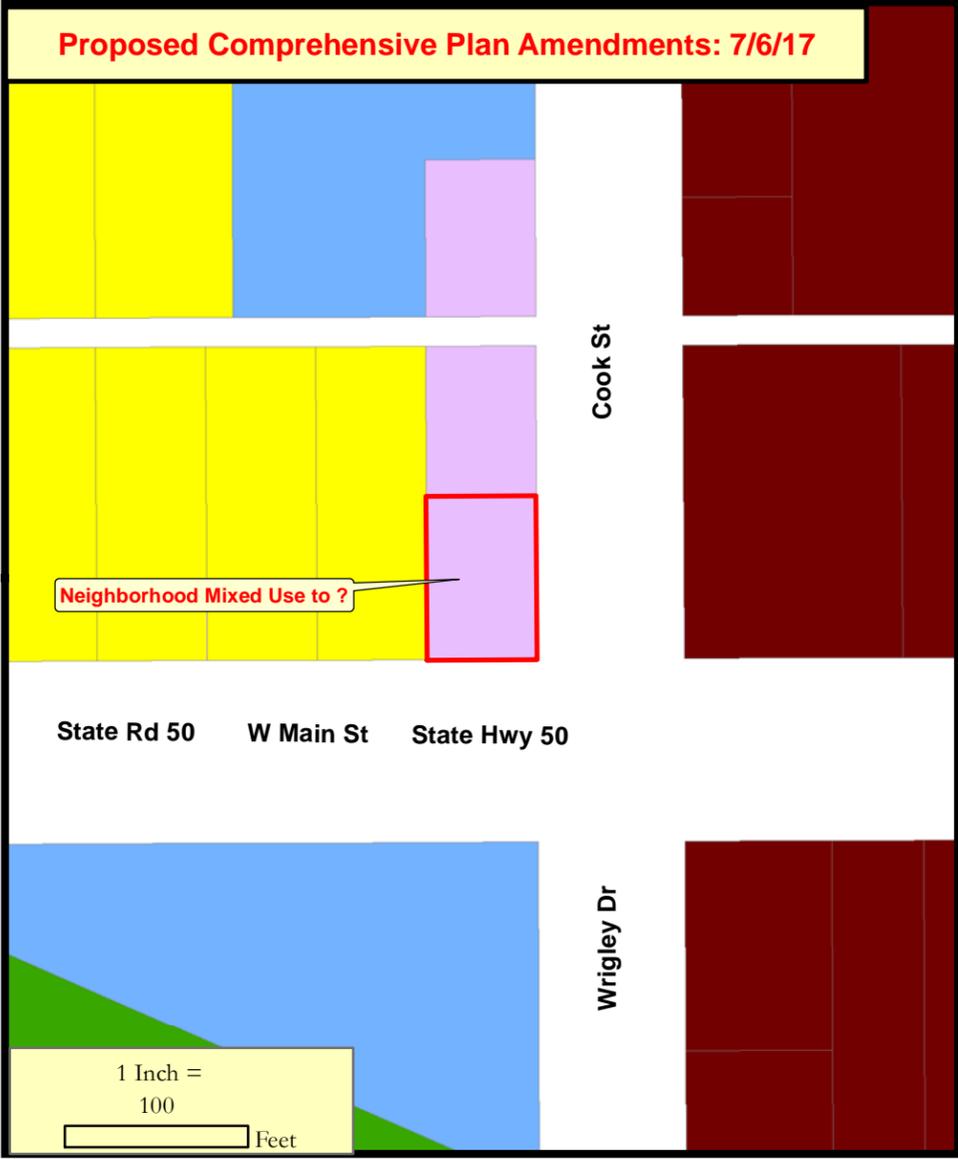
- City of Lake Geneva
- Township Boundary
- Urban Service Area Boundary
- Extraterritorial Jurisdiction Boundary
- Parcels
- Surface Water
- Abandoned Railroad

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

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



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



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

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

Land Use Categories

- | | | | | | | |
|--|-------------------------------------|--|------------------------------------|--|--|-----------------------------|
| | Agricultural & Rural | | Central Business District | | City of Lake Geneva | |
| | Single Family Residential - Exurban | | Planned Mixed Use | | Township Boundary | |
| | Single Family Residential - Urban | *Each "Planned Mixed Use Area" may include mix of: | | | | Urban Service Area Boundary |
| | Two-Family/Townhouse Residential | 1. Planned Office | | | Extraterritorial Jurisdiction Boundary | |
| | Multi-Family Residential | 2. Multi-Family Residential | | | Parcels | |
| | Planned Neighborhood | 3. Institutional & Community Services | | | Surface Water | |
| *Each "Planned Neighborhood" may include a mix of: | | | | | Abandoned Railroad | |
| | | 4. Planned Business | | | | |
| | Neighborhood Mixed Use | | Planned Industrial | | | |
| | Planned Office | | General Industrial | | | |
| | Planned Business | | Institutional & Community Services | | | |
| | | | Private Recreation Facilities | | | |
| | | | Public Park & Recreation | | | |
| | | | Environmental Corridor | | | |
| | | | Long Range Exurban Growth Area | | | |



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

MEMORANDUM

To: City of Lake Geneva
From: Mike Slavney, FAICP, City Planner
Date: October 10, 2017
Re: Description and Recommendation for the proposed 2017 Comprehensive Plan Amendment for 905 West Main Street.

Introduction

The proposed Comprehensive Plan amendment for the parcel located at 905 West Main Street (parcel number ZOP-00243A) is to change the Neighborhood Mixed Use land use category to the Central Business land use category on the Future Land Use Map.

The attached Future Land Use Map depicts the proposed areas of change. The *current* Future Land Use Category is the color depicted on the maps. The *proposed* Future Land Use Category area is outlined with the solid red line and described in the text box. Please note that the proposed Future Land Use Category color is *not* depicted, just outlined and described.

The attached air photo provides an overview of the site and its immediate surroundings.

Implications of the Requested Future Land Use Map Amendment

The current Neighborhood Mixed Use (NMU) land use category on the Future Land Use Map is designed to preserve the character of development established by small-scale residential development and the small-scale business development. Such development is common next to single-family, two-flat, duplex, and four- to eight-unit multi-family buildings. Often, such businesses are located on the ground floor of former single-family homes, with either business offices or a residential apartment on the second floor. Residential architectural materials are typical, such as wood siding and common brick. Front and side lawns are typical, as is on-site parking that is limited to driveways or small parking lots. The NMU land use category corresponds with the Neighborhood Mixed Use zoning district.

As such, the NMU land use category is often used to provide a gradual transition of land use and development character between residential neighborhoods and more intensively developed business zoning districts.

The proposed Central Business District (CBD) land use category on the Future Land Use Map is designed to create and preserve the character of development established by typical early 20th Century downtown commercial development, such as present east of Cook Street and Wrigley Drive. This development form is characterized by buildings placed up to the sidewalk, and zero-foot side yards, with each building abutting its next-door neighbor. Buildings are often mostly masonry with large plate glass windows. Lawns are very rare, as is on-site parking. Buildings can reach four stories in height. The CBD land use category corresponds with the Central Business zoning district.

Table 1, on the following page, provides a summary of the design requirements for each of the corresponding zoning districts.

Non-Residential Requirements	Neighborhood Business	Central Business
Bulk	9,000 sq. ft. minimum lot size 75 ft. minimum lot width 50 ft. minimum street frontage 25 ft. front setback (40 ft. if right-of-way is at least 100 ft.) 6 ft. side setback 30 ft. rear setback 5 ft. paved setback (10 ft. from street) 12 ft. minimum building separation	1,750 minimum lot size 20 ft. minimum lot width 20 ft. minimum lot frontage 0 ft. front setback 0 ft. side setback 10 ft. rear setback 0 ft. minimum pavement setback 0 ft. minimum building separation
Intensity	2 floors maximum 0.275 maximum floor area ratio	4 floors maximum 3.00 maximum floor area ratio
Maximum Building Size	5,000 sq. ft. (1 story) 10,000 sq. ft. (2 story)	No limit
Building Height	35 ft.	45 ft.
Architectural Requirements	Pitched roof, 15% window covering, natural materials (wood/brick/stone), foundation plantings	Large and small “downtown” developments. Site may not connect to a local residential or residential collector street.
Parking Requirements	No parking in required setbacks. Minimum spaces determined by use.	None
Landscaping	25% (one story) or 30% (two story)	None
Land Uses Permitted by Right	Single-family, cultivation, selective cutting, passive outdoor public recreation, active outdoor public recreation, indoor institutional, public services and utilities, office, personal or professional services, indoor sales or service, and indoor maintenance service	Cultivation, selective cutting, passive outdoor public recreation, active outdoor public recreation, indoor institutional, public services and utilities, office, personal or professional services, indoor sales or service, indoor maintenance, off-site parking lot
Land Uses Permitted by Conditional Uses	Twin house/duplex, two-flat, townhouse, multiplex, apartment, clear cutting, outdoor institutional, community living arrangement, in-vehicle sales or service, indoor commercial entertainment, bed and breakfast establishments, group day care center, boarding house, physical activity studio.	Clear cutting, outdoor institutional, institutional residential, in-vehicle sales or service, indoor commercial entertainment, outdoor commercial entertainment, outdoor display, commercial indoor lodging, bed and breakfast establishments, group day care center, boarding house, and physical activity studio.

City Planner's Analysis

For decades, Cook Street (on the north side of West Main Street) and Wrigley Drive (on the south side of West Main Street) have served as the western boundary for downtown development, despite several requests by owners of property west of Cook Street to expand the downtown westward.

In response to such requests, the Plan Commission and Common Council have consistently used Cook Street as the west edge of the Central Business land use category on the Future Land Use Map, and as the west edge of the Central Business zoning district on the Zoning Map. This edge has been in-place throughout my time with City (since 1990), and I recall that it was described by City Staff during the 1991-1992 Comprehensive Plan process as being in place for many years before that.

The proposed Future Land Use Map amendment for the parcel located at 905 West Main Street seeks to change the long-established boundary between downtown character development to the east, and neighborhood character development to the west and north.

Although the subject property is currently zoned as a Planned Development with detailed zoning rules specific to the site, the proposed Future Land Use Map amendment would enable a zoning map amendment request for re-zoning to the Central Business zoning district. If that occurs, then the Downtown Design Standards in the Zoning Ordinance would *require* (and not merely enable) Downtown character development.

In summary, I believe that Cook Street provides the best buffer between the downtown area to the east, and the neighborhood to the west. If the proposed Future Land Use Map amendment is granted, the sharp transition between the downtown and the neighborhood would be weakened, and redevelopment of 905 West Main Street would require a dense landscaped buffer to west and north – for which there is very little room available on the site.

City Planner's Recommendation:

To the Plan Commission:

I recommend the Plan Commission make and approve a motion to recommend to the Common Council a *denial* of the proposed Comprehensive Plan Future Land Use Map amendment for parcel number ZOP-00243A found at 905 W Main Street.

If approved, this motion would be to recommend retaining the existing land use designation as Neighborhood Mixed Use.

To the Common Council:

I further recommend the Common Council make and approve a motion to *deny* the proposed Comprehensive Plan Future Land Use Map amendment for parcel number ZOP-00243A found at 905 W Main Street and retaining the existing land use designation as Neighborhood Mixed Use.

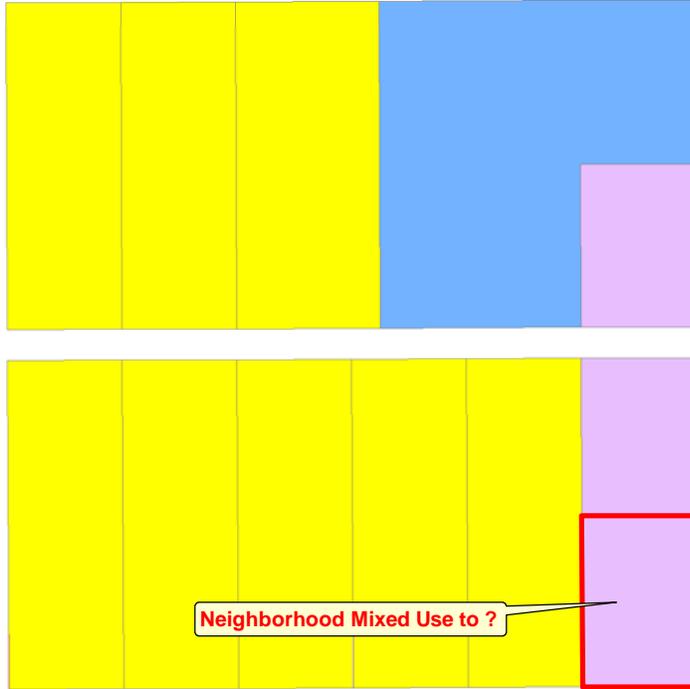
If approved, this motion would be to recommend retaining the existing land use designation as Neighborhood Mixed Use.

905 West Main Street

Geneva St

Madison St

Cook St



State Hwy 50

W Main St

State Rd 50

Wrigley Dr

1 Inch =
100
Feet

Land Use Categories

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

*Each "Planned Neighborhood" may include a mix of:

1. Single Family - Urban (predominate land use)
2. Two-Family/Townhouse
3. Multi-Family Residential
4. Institutional & Community Services
5. Neighborhood Mixed Use
6. Public Park & Recreation



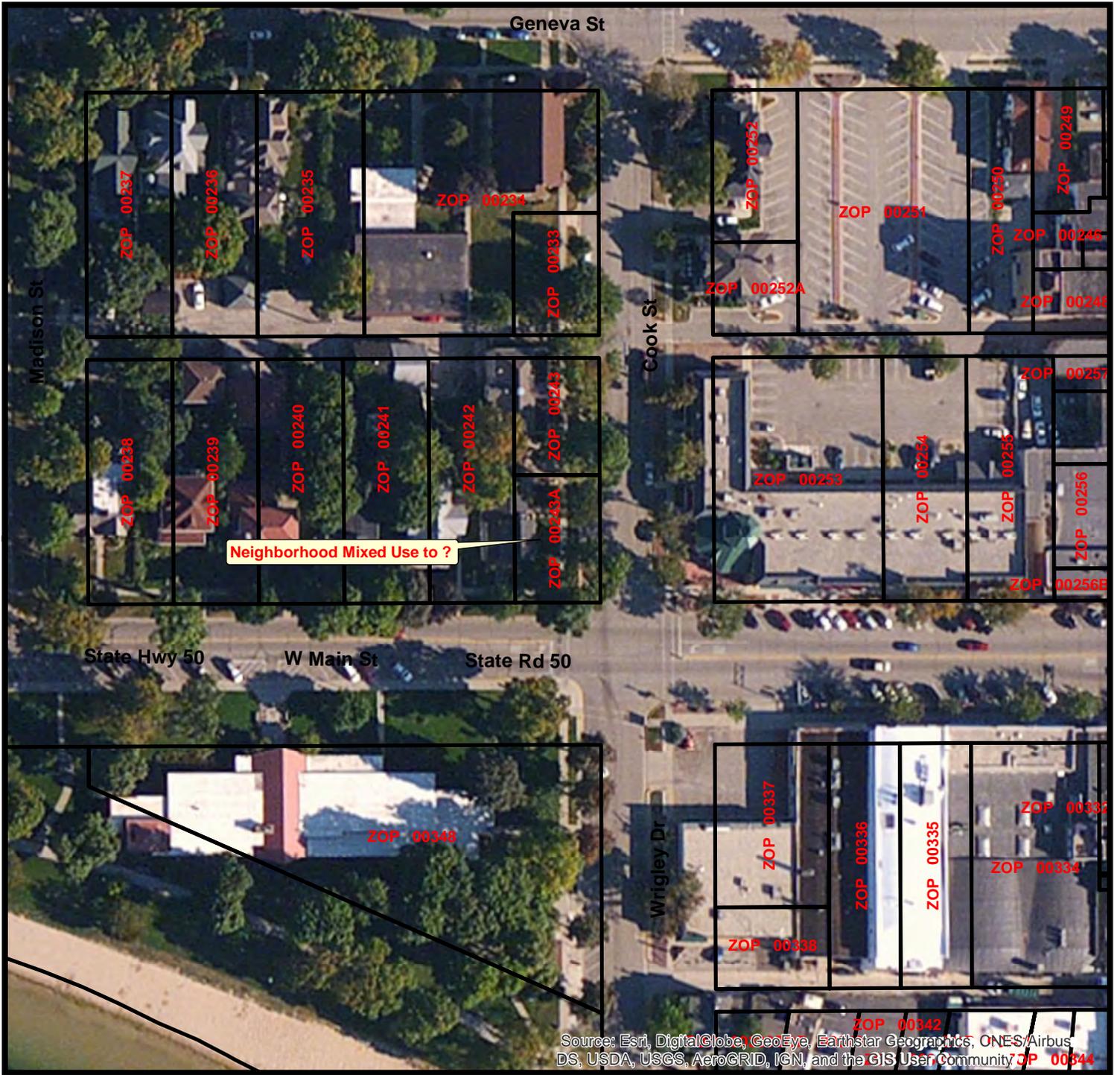
- Neighborhood Mixed Use
- Planned Office
- Planned Business

- Central Business District
- Planned Mixed Use
 - *Each "Planned Mixed Use Area" may include mix of:
 - 1. Planned Office
 - 2. Multi-Family Residential
 - 3. Institutional & Community Services
 - 4. Planned Business
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Long Range Exurban Growth Area

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

Adopted: October 24, 2014

Source: SEWRPC, WIDNR, Walworth County LIO, V&A



905 West Main Street

City of Lake Geneva
Amendment to the Comprehensive Plan
APPLICATION FORM



PETITION: I, JEFFREY + BEVERLY LEONARD hereby petition the City of Lake Geneva consider the following request for amendment to the Lake Geneva Comprehensive Plan:

Please check those that apply:

- Future Land Use Map (Map 5)
- Other Maps (Transportation Facilities Map, etc.)
- Text Amendment (policies, programs, etc.)
- Other

Name of Applicant: Person(s) or Firm	<u>JEFFREY + BEVERLY LEONARD</u>
Address:	<u>1504 DODGE ST. LAKE GENEVA, WI</u>
Daytime Telephone:	<u>262 248-8008</u>
Email or Fax:	<u>beverly@delaneystreet.com</u>
Property Owner Name and Address: If different from applicant	
Description of Property, Parcel Number, or Street Address: If request is related to a particular property	<u>905 W. MAIN ST.</u>
Summary of the Proposed Amendment Request: Please describe here (or on a separate sheet) your specific request for a Comprehensive Plan amendment. Provide any necessary maps or supporting data as needed, including conceptual development plans, if applicable.	<u>THE ORIGINAL CITY PLAN HAD THE WEST SIDE OF COOK ST. ZONED COMMERCIAL. COMMERCIAL ZONING REQUEST</u>
Present Zoning: If applicable	<u>P. D.</u>
Future Proposed Use: Attach additional pages and/or concept plan as appropriate.	<u>COMMERCIAL ZONING WOULD ENABLE FUTURE IMPROVEMENTS</u>

The Lake Geneva Plan Commission will consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions:

If additional space is needed for your response, please attach additional sheets to this form.

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?	INCREASE TAX REVENUE CONTINUITY WITH BUSINESS DISTRICT ENHANCE VISUAL APPEAL OF DOWNTOWN
2. How does the request advance the goals, objectives and policies of the Comprehensive Plan?	THE ORIGINAL CITY PLAN HAD THE WEST SIDE OF COOK ST. ZONED COMMERCIAL.
3. As it affects the amendment request, what circumstances have changed or what new information is now available since the 2011 adoption of the City's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment request?	REDUCED REVENUE DUE TO IMPACT OF INTERNET RETAIL NECESSITATES EXPANSION
4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?	ALL DOWNTOWN RETAIL BUSINESSES ARE EXPERIENCING NEGATIVE IMPACT OF AMAZON AND THE WEB AND MUST ADJUST.

The deadline for requests to amend the Comprehensive Plan is Friday, June 30, 2017 at 4:00 p.m. Requests shall be submitted to City Hall or via email to bzclerk@cityoflakegeneva.com.

Suzely Leonard
Signature of Applicant

6/30, 2017
Date

MEMORANDUM

To: City of Lake Geneva
From: Mike Slavney, FAICP, City Planner
Date: October 10, 2017
Re: Description and Recommendation for the proposed 2017 Comprehensive Plan Amendment for the Former Hillmoor Golf Course Property.

Introduction

The proposed Comprehensive Plan amendment for the parcels comprising the former Hillmoor Golf Course property on the north side of East Main Street / Wis Hwy 50 (parcel numbers ZYUP00001C, ZOP00001, ZYUP00131, and ZYUP00153) is to change the current Private Recreation Facilities land use category to a pattern comprised of several other land use categories. Specifically:

- to *retain* the Private Recreation Facilities land use category in the northern portion of the site which is largely located within an Environmental Corridor;
- to *retain* the Private Recreation Facilities land use category along the immediate frontage of East Main Street / Wis Hwy 50;
- to *change* the large central area of the site from the Private Recreation Facilities land use category to the Planned Mixed-Use land use category; and,
- to *change* the southwest area of the site from the Private Recreation Facilities land use category to the Two-Family / Townhouse Residential land use category.

The attached Future Land Use Map depicts the proposed areas of change. The *current* Future Land Use Category is the color depicted on the maps. The *proposed* Future Land Use Category areas are outlined with the solid red line and described in the text boxes. Please note that the proposed Future Land Use Category colors are *not* depicted, just outlined and described.

The attached air photo provides an overview of the site and its immediate surroundings.

Implications of the Requested Future Land Use Map Amendment

The current Private Recreation Facilities (PRF) land use category on the Future Land Use Map is designed to accommodate the former Hillmoor Golf Course, and environmental corridors areas to the north. This category provides for indoor and outdoor private recreation facilities. The PRF designation will remain appropriate for the northern environmental corridor area, and for the East Main Street / Wis Hwy 50 frontage area which is largely steep slopes.

The proposed Two-Family / Townhouse Residential (TF/THR) land use category on the Future Land Use Map is designed to enable a range of two-family, attached single-family, and single-family development, including single-family homes, two-flats, duplexes, and townhomes, such as is found along the southwest edge of the site along Havenwood Drive and Country Club Drive.

The proposed Planned Mixed (PMU) land use category on the Future Land Use Map is designed to provide very flexible land uses using large-scale development. Specifically, the PMU land use category is comprised of a combination of:

- the Planned Business land use category focused on retail, lodging, and entertainment;
- the Planned Office land use category focused on large-scale office development;
- the Multi-Family land use category enabling a wide-range of multi-family land uses; and,
- the Institutional and Community Service land use category focused on institutional development.

These land use categories have a wide-range of development formats – at times of a very large size. Planned Business is the land use category for Wal-Mart, Home Depot, Target, Best Buy and other modern auto-oriented business development. Strip Centers are also typical of the Planned Business land use category. Most of the large multi-family buildings and projects outside of the downtown area are in the Multi-Family land use category.

City Planner's Analysis

I support the proposed retention of the Private Recreation Facilities category in the environmental corridor and along East Main Street. This will enable low environmental impact private recreation uses such as trails and outdoor education that will benefit from the presence of the environmental corridor area. Please note that this area is protected from most forms of development due to the presence of floodplains, wetlands, and steep slopes along the White River.

I also support the proposed Two-Family / Townhouse Residential (TF/THR) land use category in the southwest portion of the site. This would keep the transition to the proposed Planned Mixed-Use land uses within the Hillmoor property, rather than directly adjacent to the existing residential development along Havenwood Drive and Country Club Drive.

I also support the proposed Planned Business land use category in the central and east-central portions of the site. These areas are adjacent to the environmental corridor to the north, or to the large-scale Planned Business buildings along Edwards Boulevard to the east. These areas will be connected to Edwards Boulevard by the development of Turkey Farm Road, running west from Edwards Boulevard to the subject property. Peller Road will “T” into Turkey Farm Road.

I am concerned about large-scale Planned Business development in the south-central and southeastern portions of the property. I believe that Neighborhood Mixed Use land use category would keep buildings in this area of modest size, and would prevent the big box retail and auto sales land uses that have been proposed in the recent past that have been rejected by the community.

In summary, I believe that the proposed amendments are appropriate, *except* in the area located east of the proposed TF/THR area and north of the Private Recreation Facilities band along East Main Street, north to a line running east from the southern edge of the Home Depot building to the north edge of the Country Club Plat. I believe this central area should be designated in the Neighborhood Mixed Use land use category, and not designated for the proposed Planned Mixed-Use land use category. The Neighborhood Mixed Use land use category enables flexible land uses, but requires modest-scale development. I think that this area needs to provide a transitional land use character between the large-scale Planned Business character around the Edwards Boulevard intersection with East Main Street, and the city's unique downtown. If the proposed large area of Planned Mixed-Use development occurs along this portion of East Main Street, I am concerned that it will threaten the unique community character of Lake Geneva as a whole.

City Planner's Recommendation:

To the Plan Commission:

I recommend the Plan Commission make and approve a motion to recommend the Common Council *approve* the proposed Comprehensive Plan Future Land Use Map amendment for portions of parcel numbers ZYUP00001C, ZOP00001, ZYUP00131, and ZYUP00153 found at the former Hillmoor Golf Course property, *with the exception* that the south-central portion of the site should be designated for the Neighborhood Mixed Use land use category, rather than the Planned Mixed-Use land use category.

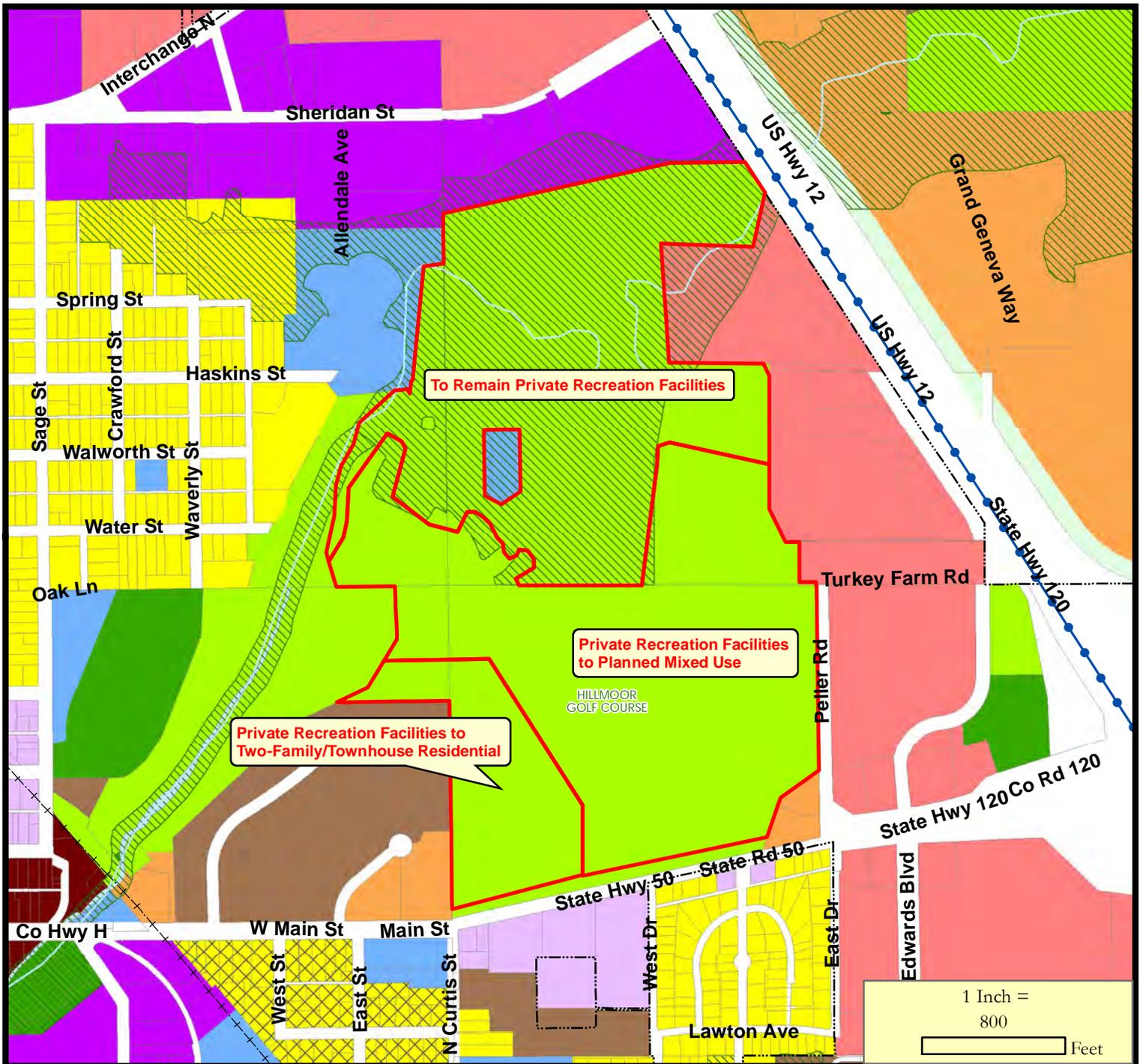
If approved, this motion would be to recommend changing the current future land use designations from the Private Recreation Facilities land use category to the Neighborhood Mixed Use, Planned Mixed-Use, and Two-Family/Townhouse Residential land use categories *as depicted on the map labeled "Former Hillmoor Golf Course – City Planner's Recommendation" attached to this report.*

To the Common Council:

I further recommend the Common Council make and approve a motion to *approve* the proposed Comprehensive Plan Future Land Use Map amendment for parcel numbers ZYUP00001C, ZOP00001, ZYUP00131, and ZYUP00153 found at the former Hillmoor Golf Course property, *with the exception* that the south-central portion of the site should be designated for the Neighborhood Mixed Use land use category, rather than the Planned Mixed-Use land use category.

If approved, this motion would be to change the current future land use designations from the Private Recreation Facilities land use category to the Neighborhood Mixed Use, Planned Mixed-Use, and Two-Family/Townhouse Residential land use categories *as depicted on the map labeled "Former Hillmoor Golf Course – City Planner's Recommendation" attached to this report.*

Former Hillmoor Golf Course



Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Multi-Family Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Long Range Exurban Growth Area

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

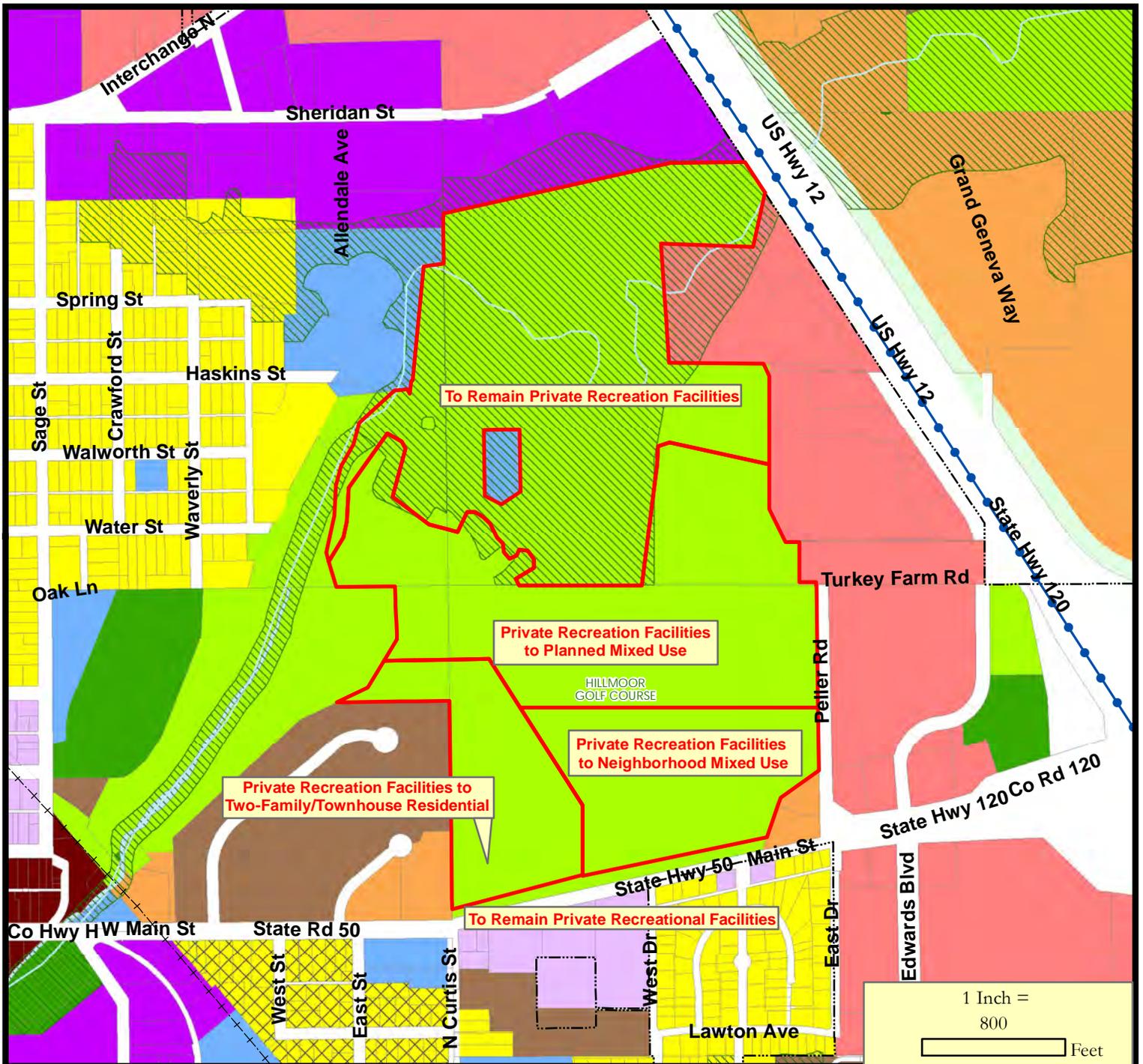
*Each "Planned Mixed Use Area" may include a mix of:
 1. Planned Office
 2. Multi-Family Residential
 3. Institutional & Community Services
 4. Planned Business

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

Adopted: October 24, 2014

Source: SEWRPC, WIDNR, Walworth County LIO, V&A

Former Hillmoor Golf Course - City Planner's Recommendation



Land Use Categories

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

- Central Business District
 - Planned Mixed Use
 - Planned Industrial
 - General Industrial
 - Institutional & Community Services
 - Private Recreation Facilities
 - Public Park & Recreation
 - Environmental Corridor
 - Long Range Exurban Growth Area
- *Each "Planned Mixed Use Area" may include mix of:
1. Planned Office
 2. Multi-Family Residential
 3. Institutional & Community Services
 4. Planned Business

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

Adopted: October 24, 2014

Source: SEWRPC, WIDNR, Walworth County LJO, V&A

**CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN**

NOTE: All applications for amendments to the Comprehensive Plan must be submitted to the City Clerk on or before June 30th.

PART A: AMENDMENT REQUEST

I, Paul Fitzpatrick, Manager, HEREBY REQUEST THE CITY OF LAKE GENEVA PLAN COMMISSION AND COMMON COUNCIL TO HOLD A PUBLIC HEARING ON THE FOLLOWING REQUEST FOR AMENDMENT TO THE LAKE GENEVA COMPREHENSIVE PLAN:

Please check all that apply:

- Amendment to the Future Land Use Map
- Amendment to the Community Facilities & Utilities Map
- Amendment to Other Maps
- Text Amendment (policies, programs, etc.)
- Other

PART B: CONTACT INFORMATION

APPLICANT:

Name (Person OR Firm): White River Holdings LLC Address: 11 East Madison, Suite L-100, Chicago, IL 60602
Email Address: pfitzpatrick@lleastpartners.com Daytime Telephone: (312) 675-5500

PROPERTY OWNER: (if different from Applicant) MY SIGNATURE INDICATES THAT I AUTHORIZE AND AGREE WITH ALL ASPECTS OF THIS REQUEST:

Name: Paul Fitzpatrick
Manager of White River Holdings LLC Signature: 

PART C: BRIEF DESCRIPTION OF THIS PROPERTY AND PROPOSED LAND USE:

(IF request is NOT linked to a particular property, skip to PART D.)

Parcel Number: See Exhibit "B" Address: 333 East Highway 50, Lake Geneva, WI 53147

BRIEF DESCRIPTION OF THE PROPOSED AMENDMENT REQUEST:

Change from "Private Recreation and Agricultural, Open Lands & Vacant" to "Private Recreation and Agricultural, Open Lands & Vacant, Planned Mixed Use, and Two-Family/Townhouse Residential" per Exhibits A-1 through A-6

CURRENT ZONING:

Zoning District: RH (Rural Holding)

FUTURE PROPOSED USE (be specific)

The proposed use is focused on maintaining open space and enhancing it with a planned development that would draw on amenities within the woodlands area and neighboring land use. The mixed use development will consist of recreation, commercial, lodging, retail and residential uses.

PART D: The Plan Commission and Common Council consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions: (If you need additional space for your response, please attach to the back of this application form.)

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

The public benefits from this amendment range from enhancement of recreational opportunities and environmental preservation to addressing infrastructure concerns, offering varied housing alternatives, increasing tax revenue and job opportunities, as well as many others. Please see attached Addendum "1" for further details.

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

Chapter 5 clearly state that the goal is to promote a future development pattern that contains a sustainable mix of land uses to serve the needs of a diverse City population and business community, which this plan achieves by addressing all six objectives and applicable land use policies. Please see attached Addendum "1" for further details.

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

The main circumstance that has changed from the original adoption of the Plan in 2009 is that the Site was purchased from the previous owner (an institutional bank group) by a private real estate development company with the experience and expertise to develop the Site. Please see attached Addendum "1" for further details.

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

The proposed changes are in harmony with the goals and objectives of the Land Use Plan and the goals and objective of the Comprehensive Plan. All the proposed changes require that a planned zoning classification be adopted to implement the plan, therefore control remains with the City throughout the rezoning stage. Please see attached Addendum "1" for further details.

PART E: Please describe below (or on a separate sheet) what your specific request for a Comprehensive Plan amendment is. Provide any necessary maps, charts, or other supporting data as needed, including conceptual development plans (if applicable). Applicant also **MUST ATTACH** a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment.

See Exhibits A-1 through A-6


Signature of Applicant(s) Paul Fitzpatrick, Manager

Date

6/29/17

REQUESTED COMPREHENSIVE PLAN AMENDMENT FOR:

333 East Highway 50, Lake Geneva, WI 53147

Subject Property Address(s)

NAME OF OWNER(S)	ADDRESS(S):	
White River Holdings LLC	11 East Madison Street, Suite L-100	
	Chicago, IL	60602
SUBJECT PROPERTY:	ADDRESS(S):	PARCEL/LOT #
See attached Exhibit "B" for legal description		
PROPERTY OWNERS WITHIN 200 FEET OF SUBJECT PROPERTY: (for Map Amendments only)		
NAME	ADDRESS	PARCEL/LOT #
See attached Exhibit "C"		

**ADDENDUM “1”
TO CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN**

C. Future Proposed Use: The Property (or the “Site”) is a large, strategically placed tract at the entryway to the City of Lake Geneva surrounded by a mix of uses, including multi-family residential, single-family residential, industrial, commercial and recreational uses. Highway 50 currently serves as the sole entrance to the Site, however the Site is immediately adjacent to Turkey Farm Road and Peller Road which presents enhanced opportunities for site development.

The Site is surrounded by a mix of zoning uses including, Planned Business “PB”, Planned Office “PO”, and Planned Development “PD” to the east, unzoned residential and Planned Business “PB” to the south, Planned Office “PO”, Planned Development “PD”, Two Family Residential “TR-6” and Rural Holding “RH” to the west and Planned Industrial “PI”, General Industrial “GI”: and Rural Holding “RH” to the north. In addition, part of the northern portion of the Site contains a Secondary and Primary Environmental Corridor and City Sewer Treatment Facility. Thus, the future proposed uses must be mixed and take into account the reality of the Site being surrounded by a mix of extremely divergent uses.

The Site is strategically located for a potential trail connection from downtown Lake Geneva proper to the White River Trail located northeast of Lake Geneva. The planning for the Site and its uses will incorporate this connection into the development plan by designating area route for the White River Trail extension through the Site.

Given all of the foregoing, retaining the designation of Private Recreation in the northern portion of the Site marries the potential future uses of the Site for purposes of the Comprehensive Plan, into categories of Planned Mixed Use and Two-Family/ Townhouse Residential, to the uses surrounding the Site, while allowing for the connectivity that is important to the planning for the Site.

All future development of the Site will require various City approvals along with public input collected through public hearing process, all governed by the City’s Zoning Ordinance. The conceptual uses anticipated and allowed by these planning designations may include the following:

- Single-family residential, townhouses, senior housing, neighborhood mixed uses and recreational uses within the Two-Family/Townhouse Residential.
- Hospitality, retail, community service/health club uses, multi-family and office uses in the Planned Mixed Use area.
- The Private Recreation area supports the open space and nature trail use anticipated for the Site.

Part D.

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

The Site is fallow since 2008, over nine years ago. Buildings were demolished and certain areas cleared of brush at the City's request in 2016. The Site is essentially an attractive nuisance and hardly creates an inviting entrance to the City. For all intents and purposes, the Site is blighted. The proposed development of the Site will eliminate these blighted conditions and place the Site back to an economically productive use, generate tax revenue and jobs for the City while at the same time enhancing recreation opportunities and providing environmental and other benefits more fully set forth in this Application.

Our understanding is that the residential community directly to the west of the Site currently encounters problems with storm water runoff during heavy rains. The development of the Site will allow storm water runoff to be properly managed in accordance with City, County and State regulation. This directly benefits the site to the west. The Two Family/Townhouse Residential designation is consistent with what these properties to the west are currently zoned.

Highway 50 experiences congestion when tourist traffic in the community is heavy which causes problems for residents traversing Highway 50, particularly those seeking to shop in the commercial areas along Edwards Blvd. The neighborhoods along Havenwood Drive, Hank Jay Drive and Country Club Drive are particularly adversely affected because they are dead end streets whose sole access is onto Highway 50. The development of the Site could allow for the improvement of Peller Road and Turkey Farm Road and provide an alternative east-west corridor parallel to Highway 50 for access to and from the Site, which should help alleviate traffic congestion on Highway 50. If approved, this cross access could also be provided to the Site lying to the west to provide them another means of ingress and egress from their Site. Such regional connectivity through roadway connections will benefit the public.

Housing supply in the City has traditionally focused on single family lots. This plan allows for and promotes housing alternatives, including single family, multi-family, senior housing, specifically senior housing addressing memory care, assisted living and independent living needs of the older population. Allowing seniors to age in place is an important public benefit supplied by the proposal. In addition, there appears to be a niche for cottage style homes developed in a green, non-traditional manner suitable for the larger acreage available in the Site. Supplying alternative housing meeting these markets would be a public benefit.

Retention of the Private Recreation Facilities classification on the northern part of the Site will preserve the environmental corridor. A proposed trail system, approximately one and a half miles long, would connect downtown Lake Geneva to the Red Route bike path on Edwards Boulevard allowing for access by the larger community for bicycling,

walking, cross country skiing and possibly a canoe launch area for the White River. Engagement with DNR as part of this development may permit enhancement of this area in an environmentally appropriate and educational manner, such as providing tree, plant and fauna identification markers, and view areas. Opening the Site in this manner is clearly a community benefit.

Adding hospitality venues to the Site will complement these recreational and other planned uses, and provide additional revenue to the City, which is another public benefit offered by the proposed changes to the Comprehensive Plan. Further, given the recreational opportunities, including the proposed trail system, the changes to the Plan allow for the hospitality venues to access these opportunities by walking as opposed to driving and adding traffic to Highway 50.

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

As noted in Chapter 5 of the Comprehensive Plan, Section G, “the Comprehensive Plan is focused on minimizing potential future land use conflicts through thoughtful placement of possible conflicting new uses, high quality design and buffering of possible conflicting uses.” The proposal implements this focus and furthers the Comprehensive Plan by dividing the Site into appropriate uses that are complementary to the adjoining zoning classifications to the Site, the two proposed designations allow the Site to obtain zoning designations that complement or match the existing abutting land uses.

Chapter 5 of the Comprehensive Plan, Section I sets out that the goal of the Land Use Plan is to “promote a future development pattern that contains a sustainable mix of land uses to serve the needs of a diverse City population and business community.” The proposed Plan amendments achieve this goal by providing the public benefits noted in Part C. of this application, including, providing connectivity to valuable natural resources of the community through the trail corridor connecting the White River to downtown Lake Geneva, enhancing the environmental corridors, addressing traffic connectivity needs both from a vehicular standpoint of improved and better street connections but also pedestrian and bicycle access, providing alternative housing opportunities for underserved populations and retail and hospitality uses in proximity to a recreation center that serves as the hub of the development.

The six objectives of Chapter 5 of the Comprehensive Plan, Section I are met by the proposed Comprehensive Plan change as follows:

1. The division of the large 190 acre Site into smaller, compact areas promotes compact, appropriate development on the Site that complements surrounding uses while providing energy efficient land use patterns and an appropriate balance of preservation of open space.
2. The potential for connection to downtown Lake Geneva to the White River Trail which supports land uses and designs that enhance the City’s identity.

3. The plan provides opportunities for development by providing a mix of housing, recreation, office, retail and hospitality uses in a flexible manner that protects the long-term growth of the City.
 4. The plan allows for and promotes housing alternatives, including senior housing, cottages, single family residential and multi-family uses, meeting the objective of promoting a mix of housing in the community in one location as opposed to segregating housing types in different parts of the City.
 5. The entire design focus is interconnectivity from a pedestrian and vehicular standpoint that connects the larger community that is now split by the Site meeting the Comprehensive Plan objective to develop interconnected neighborhoods.
 6. The proposed Plan, through a development that features a strong recreational, retail and hospitality component by providing a Planned Mixed Use designation in the area adjoining the existing commercial area to the east, provides sufficient improved business sites for the City to be attractive in drawing and retaining high quality businesses.
- Section I, Chapter 5 of the Comprehensive Plan calls upon the City to “actively promote infill development and redevelopment where opportunities exist as a means to improve neighborhood conditions, increase local economic and shopping opportunities and make use of existing infrastructure investments.” As noted above, the Site is blighted, provides minimal tax revenue to the City and impedes pedestrian and vehicular connection through the City. The proposed Comprehensive Plan changes serve the policy of promoting infill development to improve neighborhood conditions by addressing storm water and traffic problems, providing potential access to downtown Lake Geneva and the White River Trail through a trail corridor, and by providing economic and shopping opportunities.
 - In addition, the proposed Plan implements the policy of utilizing existing infrastructure for development as sewer, water, electrical and gas run through the Site. This infrastructure will be incorporated into and, as appropriate, enhanced by the development of the Site.
 - Further, by balancing the Site with residential, retail, office and recreational uses, the proposed Plan creates neighborhood commercial uses that conveniently serve residential areas, advancing another policy goal of Section I, Chapter 5 of the Comprehensive Plan.
 - Moreover, the division of the Site into different land uses on the Comprehensive Plan Map further ensures logical transitions between potentially incompatible land uses as called for under the City’s policies implementing the Goals and Objectives of the Comprehensive Plan.
 - The Plan further preserves open spaces in the Plan while enhancing them through coordination with the City and DNR, another policy set out in the Comprehensive Plan.
 - Recognizing the policy of promoting master planning for sites, the proposed map changes call, as appropriate, for planned use categories, which provide for necessary City input and approval while also providing the desired connections to adjacent properties called for in City policies. Section I, Chapter 5 of the Comprehensive Plan sets out as a City policy that the City encourage developers to coordinate development plans with adjoining properties to achieve an efficient system of streets,

stormwater facilities, utilities and other public facilities; the proposed Comprehensive Plan amendments contemplate this coordinated development, taking into account storm water, traffic and pedestrian connectivity issues.

- Following submission of this application and the initial presentation of the Plan Amendment to the Commission, the applicant will engage in a public engagement process seeking input from the community. In addition, upon approval of this amendment to the Comprehensive Plan of the City of Lake Geneva, the owner will actively reach out to neighbors and community organizations to further implement the plan.
- City policies in Section I, Chapter 5 of the Comprehensive Plan also call for the diversification and expansion of economic opportunities by identifying areas for non-residential and employment-based land uses consistent with uses shown on Maps 5a and 5b: Future Land Use. The proposed Comprehensive Plan changes clearly implement this policy by providing for planned business and employment opportunities that are consistent with the surrounding land uses identified on Maps 5a and 5b: Future Land Use.
- In continuing to preserve, open up for trail use and enhance the environmental corridors, the proposed Plan changes provide open space and meet both the active and passive recreational needs of the community, which is another policy set out in Section I, Chapter 5 of the Comprehensive Plan.
- In short, the proposed Plan changes implement nine out of ten of the applicable policies set out in Section I, Chapter 5 of the Comprehensive Plan.

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City’s Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

First and foremost, the ownership of the Site has changed from its previous institutional bank group to a private real estate development company with significant experience and the required expertise to develop the Site.

In 2006 the site was approved for 275 residential development units (pg. 50 of comprehensive plan). Due to the economy nothing was built. When the comprehensive plan was adopted by the City in 2009 the Site was given a Rural Holdings designation as a “holding zone”. In accordance with Section 98-105 of the zoning code “...the Rural Holding (RH) District shall either serve as a designation which preserves and protects agricultural activities, or as a “holding zone” which provides an interim land use (agriculture) that will easily permit further development (with rezoning to another district) at the appropriate time.”

Second, the proposed Comprehensive Plan amendments complement adjoining land uses and enhance environmental quality by providing a potential trail and corridor connecting the White River Trail to downtown Lake Geneva, working with DNR to enhance the environmental corridor. The housing proposed is appropriate in scale and, as called for in Chapter Eight: Housing and Neighborhood Development of the Comprehensive Plan, “offers a variety of

housing types to promote a desirable living environment for all residents.” Each of the Objectives of Chapter Eight is affirmatively addressed in the current proposal.

Third, the changes contemplated by the proposed Plan preserve for public use the important environmental corridors. This proposal specifically implements the Goals and Objectives set out in Chapter Three: Natural Resources of the Comprehensive Plan by not only preserving these elements but enhancing them. Notably, this Chapter calls for “linking the preservation of natural resources with passive recreational opportunities for residents and tourists,” which is precisely what this Plan achieves with its trail corridor.

Fourth, the proposed Comprehensive Plan amendment allocates a large portion of the Site as Private Recreational Facilities. A suitable location for a new, vibrant facility that will enhance the recreational and health environment of the entire community. The owner will engage in discussions with neighborhood groups to explore the possibilities “encourage[ing] the growth of civic and neighborhood organizations.” Chapter Seven: Community Facilities and Utilities of the Comprehensive Plan references as a Goal that development coordinate community facility systems planning with the land use, transportation, natural resources and recreation needs of the City and maintain the City’s high quality of life through access to a wide range of sustainable public services and facilities.” The proposed Comprehensive Plan changes, incorporating recreational uses into the Plan amendments, implements these Goals and implements Objectives set out in Chapter Seven of the Comprehensive Plan.

Fifth, this proposal specifically offers, in a positive manner, upgrades to traffic conditions on Highway 50 by providing alternative street connections in an east-west direction through the development while also calling for improvements to surrounding streets, namely, Peller Road and Turkey Farm Road. This proposal is also implanting the goal of Chapter Six: Transportation in “provid[ing] a safe and efficient transportation system that meets the needs of multiple users.” An examination of each of the Objectives of Chapter Six in light of the proposed Plan amendments, demonstrates that the proposed Plan accomplishes each of the applicable Plan Objectives of this Chapter by offering the opportunity for an east west road connection through the Site as well as also providing for a pedestrian and bicycle trail corridor through the Site.

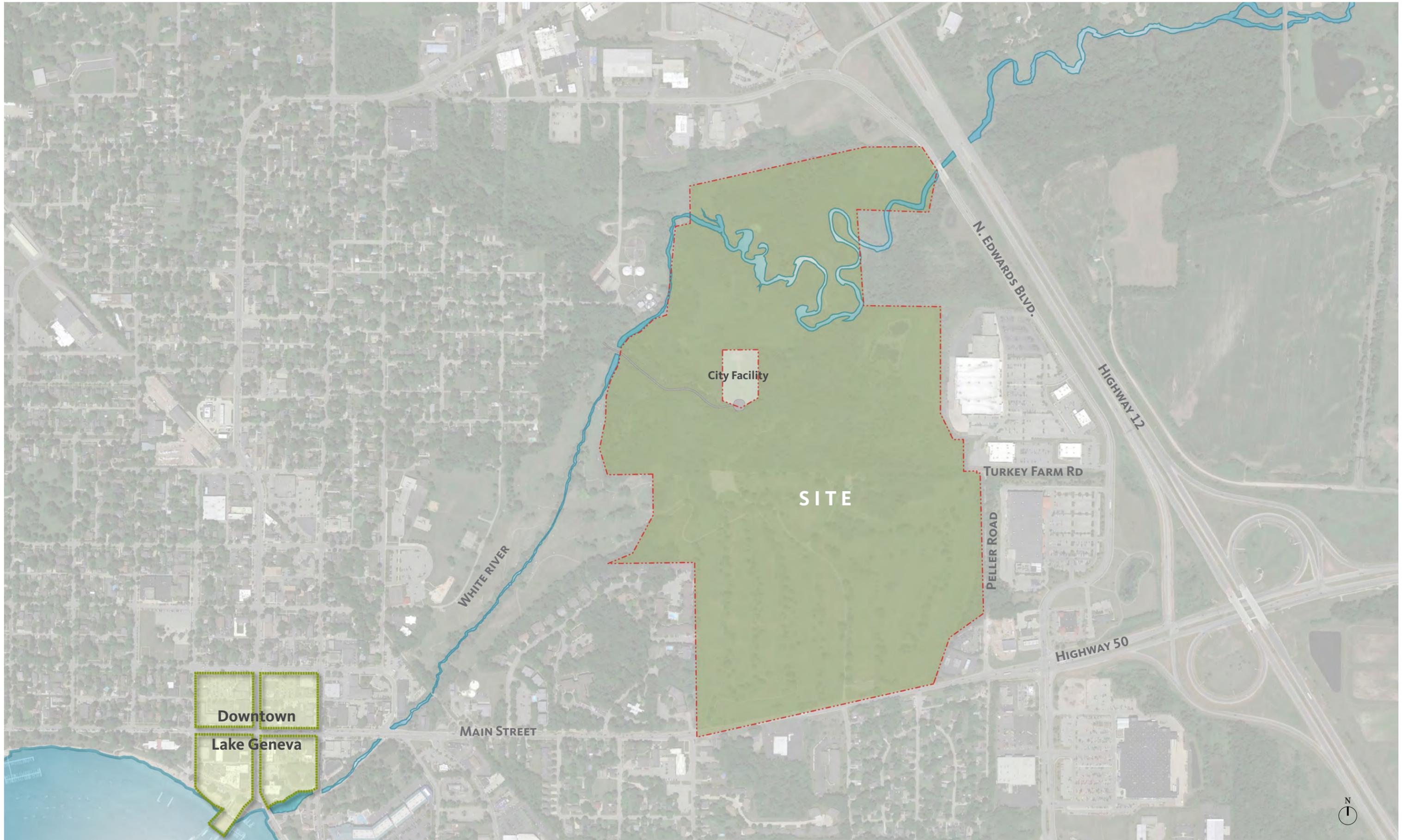
Sixth, the proposed changes contain a significant economic development component, promoting appropriate retail, office and commercial development on the Site in ways that appropriately relate to surrounding uses while providing necessary infrastructure and recreational opportunities. The proposed Plan implements the Goal set out in Chapter Nine: Economic Development to “attract and retain businesses that enhance the City’s character and appearance, and strengthen and diversify the non-residential tax base and employment opportunities.” Significantly, the economic components of this Plan not only “promote commercial development that will meet the shopping, service, and entertainment needs of residents and visitors” as called for in the Plan but also “balances economic growth with other community goals, such as neighborhood preservation and environmental protection.” In providing for the trail corridor and appropriately complementing uses to surrounding uses, the proposed Plan changes achieve this balance and offer the City an exciting economic opportunity.

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

The proposed changes are in harmony with the goals and objectives of the Land Use Plan, and the goals and objectives of the entire Comprehensive Plan, including the Chapters addressing Natural Resources, Cultural Resources, Transportation, Community Facilities and Utilities, Housing and Neighborhood Development and Economic Development. The proposed Comprehensive Plan changes recognize the challenges of the Site and respects not only the surrounding neighborhood but achieve important goals for the entire community.

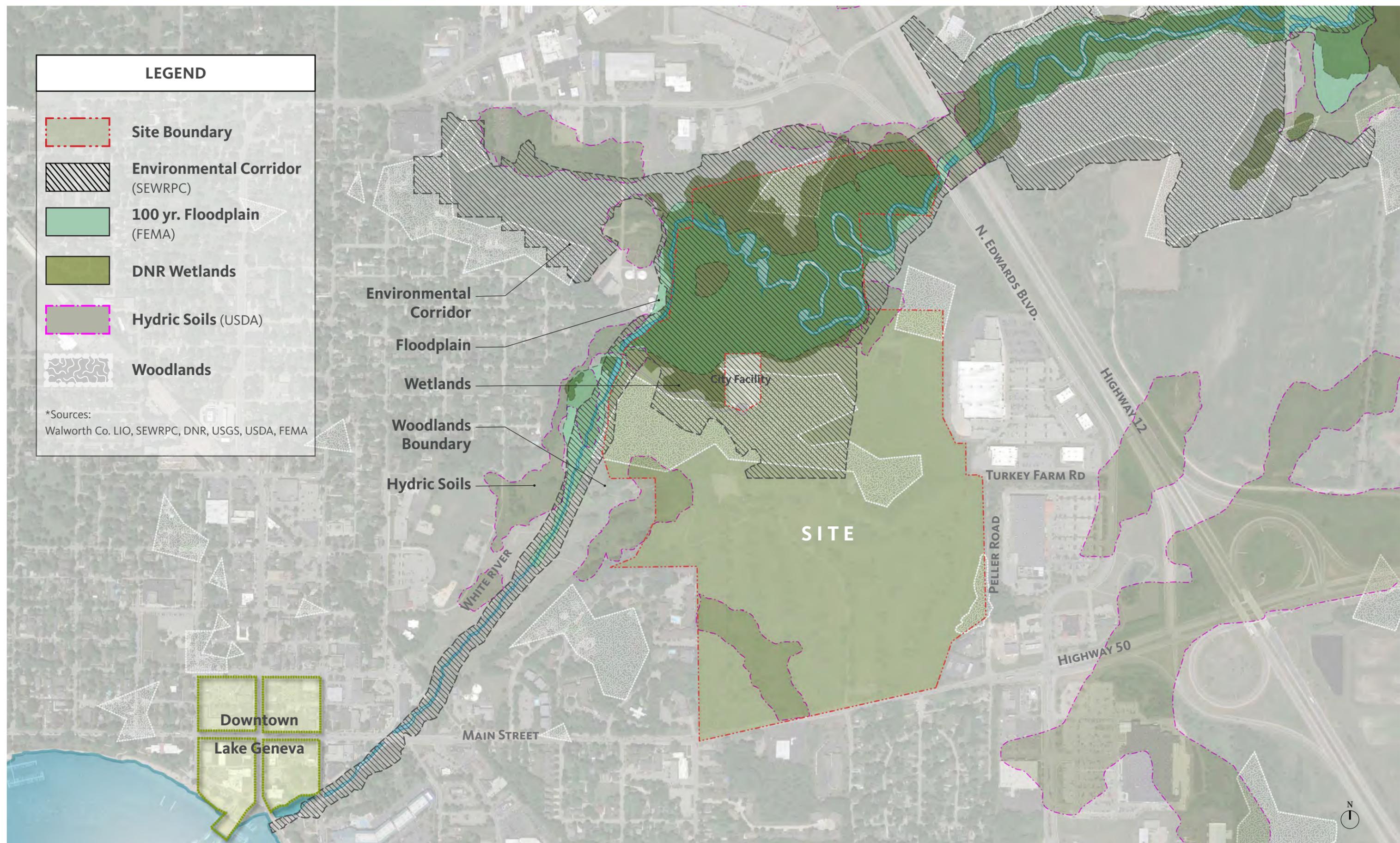
The development of the Site will be coordinated and carefully considered by the City at all stages of development because the owner has requested that all areas for development be designated planned areas, namely, Planned Mixed Use and Two-Family/ Townhouse Residential. No part of this project will be developed without careful and considerable input by the City. Further, the scale and scope of this development means that it will take time. Nothing will change instantly or in an uncontrolled manner because of the process and ordinances defined by the Lake Geneva Zoning Ordinance.

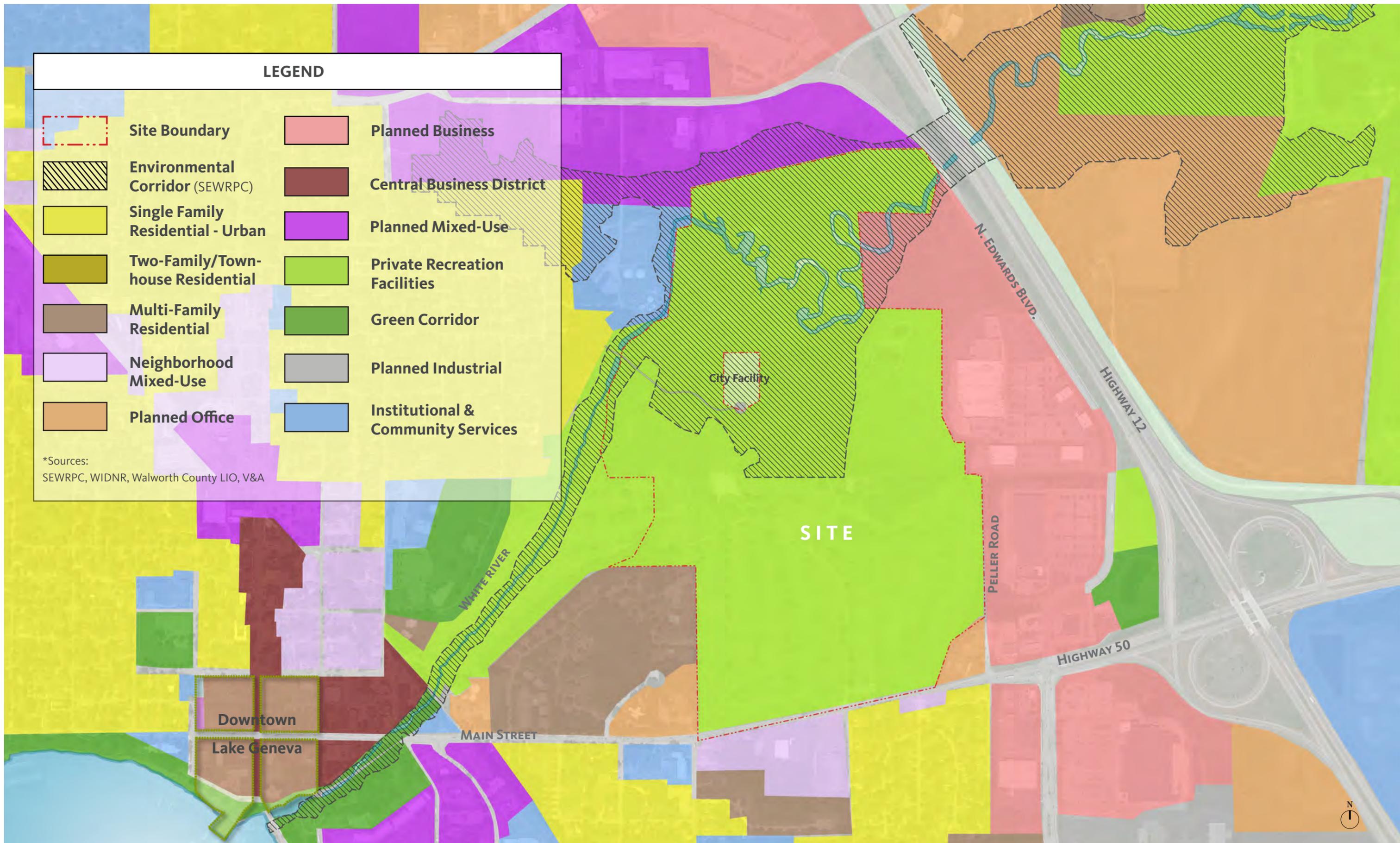
The proposed changes convert the blighted Site into a productive community hub for the City and its residents, and by providing a potential for the trail corridor connecting the White River Trail to downtown Lake Geneva. The significant environmental assets of the Site are preserved, enhanced and available to the entire community.

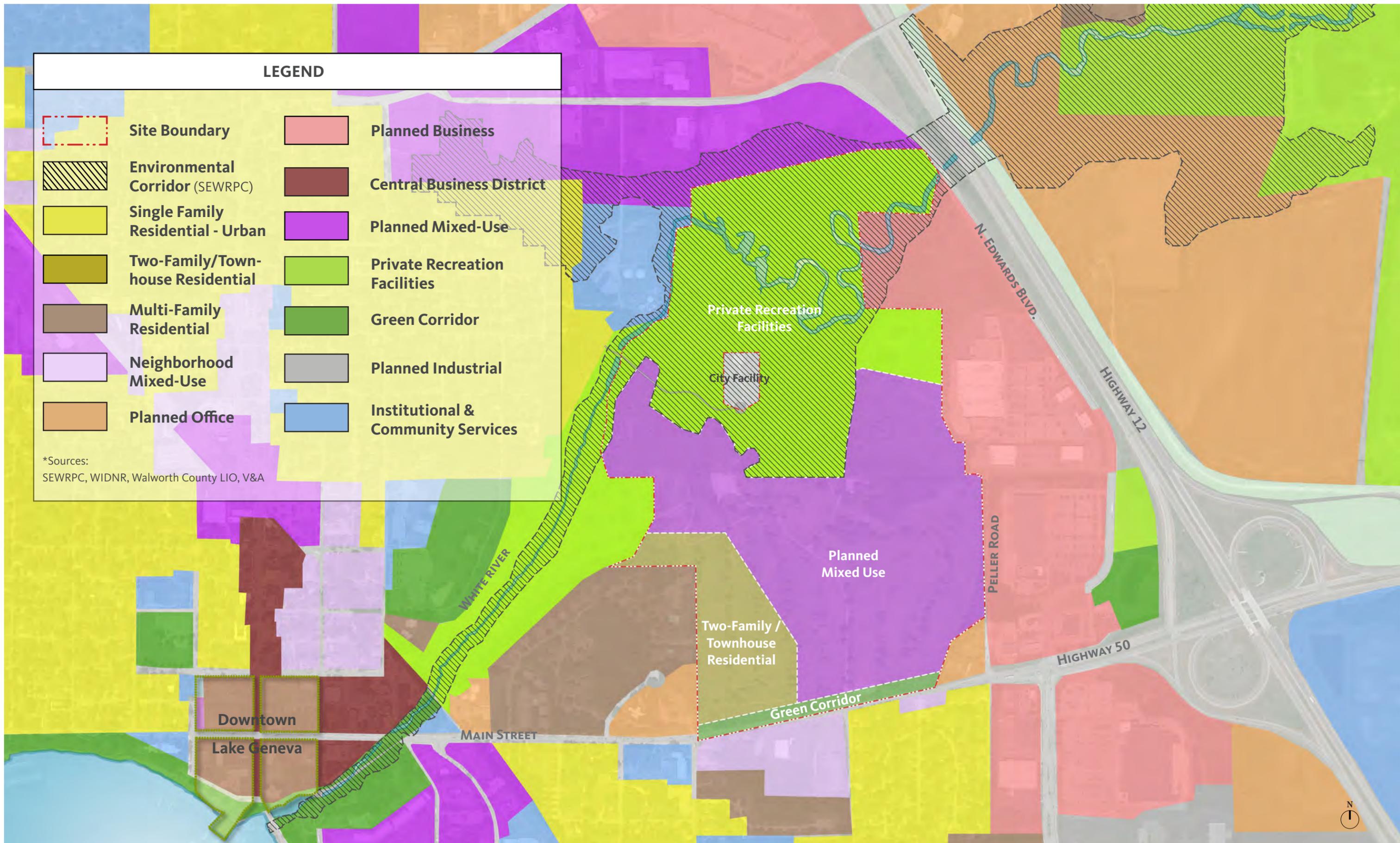


Location Map

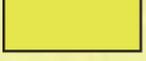
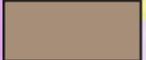
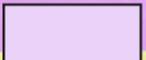
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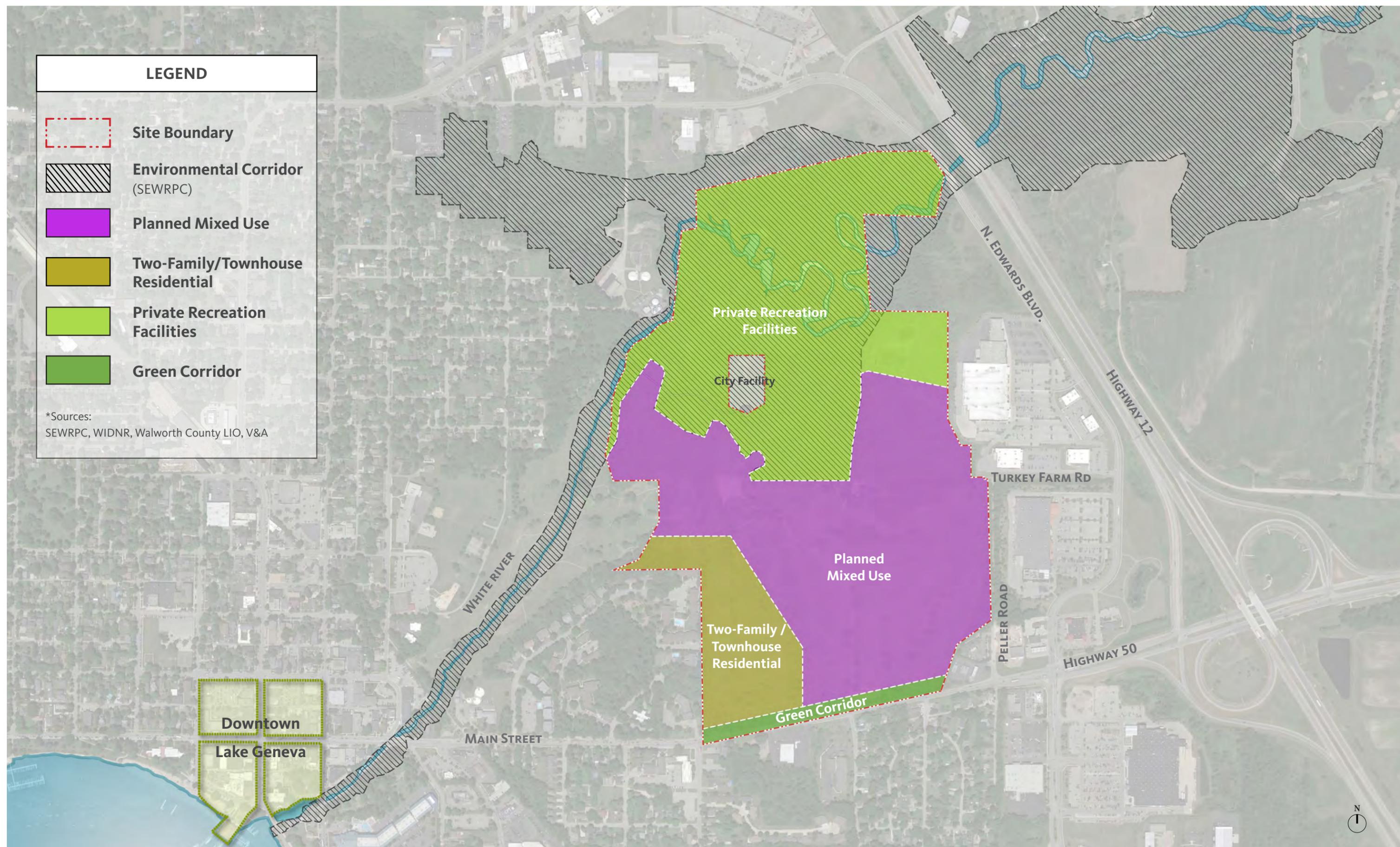


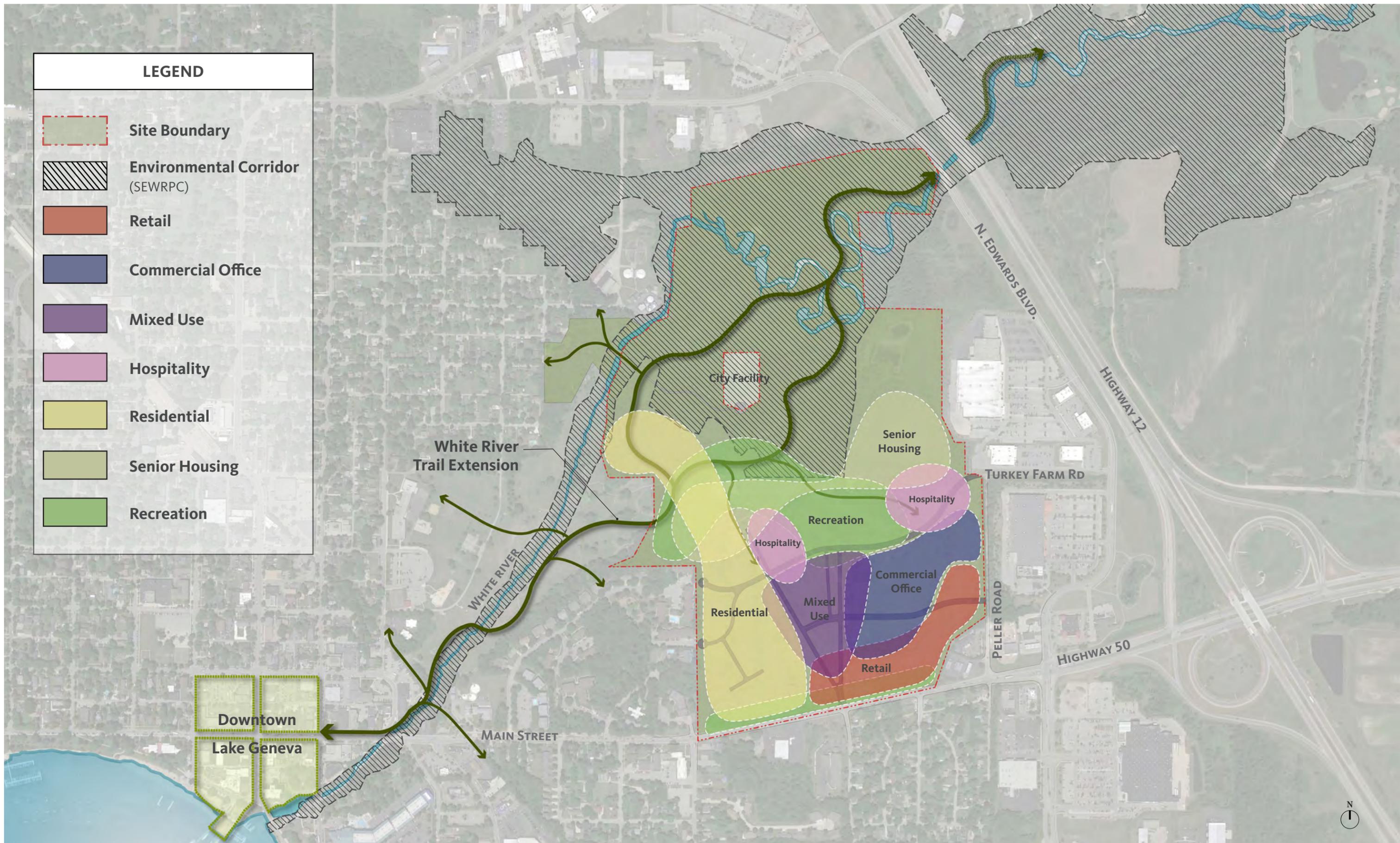


LEGEND

	Site Boundary		Planned Business
	Environmental Corridor (SEWRPC)		Central Business District
	Single Family Residential - Urban		Planned Mixed-Use
	Two-Family/Townhouse Residential		Private Recreation Facilities
	Multi-Family Residential		Green Corridor
	Neighborhood Mixed-Use		Planned Industrial
	Planned Office		Institutional & Community Services

*Sources:
SEWRPC, WIDNR, Walworth County LIO, V&A





Land Use Exhibit

LAKE GENEVA, WISCONSIN

Exhibit "B"
Legal Description

PARCEL 1:

A parcel of land located in Sub-lots 3 and 4 of the Plat of Geneva, being sometimes known as the Original Plat of Lake Geneva, and the Northwest 1/4 of Section 31, T 2 N, R 18 E, and in the Northeast 1/4 of Section 36, T2N, R17E, City of Lake Geneva, Walworth County, Wisconsin and described as follows:

Beginning at the Northwest corner of said Section 31; thence N 89° 54' 15" E 2080.67 feet to the centerline of Turkey Farm Road; thence S 1° 22' 00" E 1016.52 feet along said centerline; thence S 54° 32' 20" W 302.47 feet; thence S 19° 13' 00" W 355.44 feet to the reference line of State Trunk Highway 50; thence S 77° 22' 40" W 1761.10 feet along said line; thence N 0° 41' 25" W 1264.99 feet along the West line of said Section 31; thence S 89° 19' 30" W 629.89 feet along the North line of Country Club Subdivision; thence N 67° 20' 10" E 192.92 feet; thence N 28° 37' 30" E 314.50 feet; thence N 0° 41' 25" W 297.00 feet to the North line of said Section 36; thence N 89° 15' 35" E 297.00 feet, along said North line to the place of beginning.

Tax Key No: ZOP 00001 and ZYUP 00131

PARCEL 2:

A parcel of land located in the Southeast 1/4 of Section 25, T2N, R17E, City of Lake Geneva, Walworth County, Wisconsin, being more particularly described as follows:

Beginning at a concrete monument marking the Southeast corner of said Section 25; thence South 89° 48' West, 625.11 feet; thence North 16° 17' West, 200.17 feet; thence North 12° 35' East, 213.89 feet; thence North 2° 29' East, 166.12 feet; thence North 15° 33' East, 113.58 feet; thence North 39° 00' 30" West, 210.52 feet; thence South 28° 17' 45" West, 332.17 feet; thence North 89° 52' West, 193.89 feet to the East line of Manufacturer's Avenue; thence North 0° 08' East along the East line of Manufacturer's Avenue; 440.18 feet; thence South 85° 57' 30" East, 124.86 feet; thence North 31° 12' East, 63.16 feet; thence North 27° 13' East, 40.99 feet; thence North 9° 08' East, 84.48 feet to the South line of Haskins Street; thence South 89° 59' East along the South line of Haskins Street and its Easterly extension, 429.22 feet; thence South 55° 18' 30" East, 100.43 feet; thence North 73° 50' East, 206.17 feet to the West line of Lot "H" of the Geneva

Exhibit "B"
Legal Description

Lake Crawford Manufacturing Company's Addition to the City of Lake Geneva; thence North 6° 32' East, (recorded as North 6° 15' East) 645.5 feet to the Northwest corner of said Lot "H"; thence North 82° East, 112.3 feet more or less along the North line of said Lot "H" to the East line of said Section 25; thence South along the said East line of Section 25, 1807.75 feet more or less to the point of beginning.

Tax Key No: ZYUP 00001C

PARCEL 3:

Part of the Southeast 1/4, Southwest 1/4, Northeast 1/4 and Northwest 1/4 of the Southwest 1/4 of Section 30, Town 2 North, Range 18 East, in the City of Lake Geneva, Walworth County, Wisconsin, bounded and described as follows:

Commencing at the Southeast corner of the Southwest 1/4 of Section 30; thence South 89°54'09" West along the south line of said Southwest 1/4 Section 548.11 feet to the point of beginning of the lands to be described; thence continuing South 89°54'09" West along said south line 2056.22 feet to a point on the west line of the Southwest 1/4 of Section 30; thence North 00°46'41" West along said west line 2081.15 feet to a point; thence North 77°28'13" East 1301.13 feet to a point; thence North 89°32'32" East 414.52 feet to a point on the westerly line of USH "12"; thence South 33°01'04" East along said westerly line 203.83 feet to a point; thence South 11°20'04" West 309.68 feet to a point; thence North 88°00'24" West 522.16 feet to a point; thence South 04°06'36" East 697.13 feet to a point; thence South 89°15'36" East 557.97 feet to a point; thence South 00°00'15" West 775.32 feet to a point; thence South 26°19'37" East 207.41 feet to a point; thence North 89°27'46" East 74.05 feet to a point; thence South 00°32'08" East 230.92 feet to a point; thence North 88°22'57" East 95.37 feet to a point; thence South 00°26'51" East 15.38 feet to the point of beginning.

EXCEPTING THEREFROM THE FOLLOWING:

Lot 1 of Certified Survey Map No. 1918 being part of the Southwest 1/4 of the Southeast 1/4 of Section 30, Town 2 North, Range 18 East, City of Lake Geneva, Walworth County, Wisconsin bounded and described as follows:

Commencing at the Southwest corner of said Section 30; thence North 0°46'41" West 607.53 feet; thence South 63°27'02" East 237.52 feet to the point of beginning; thence North 0°46'41" West 369.72 feet; thence North 89°13'19" East 200.00 feet; thence South 0°46'41" East 346.37 feet; thence South 55°16'59" West 128.36 feet; thence North 63°27'12" West 105.25 feet to the point of beginning.

Tax Key No: ZYUP 00153

EXHIBIT "C"

PROPERTY OWNERS

To be supplied by the City of Lake Geneva

MEMORANDUM

To: City of Lake Geneva
From: Mike Slavney, FAICP, City Planner
Date: October 10, 2017
Re: Description and Recommendation for the proposed 2017 Comprehensive Plan Amendment for the Geneva Inn parcels.

Introduction

The proposed Comprehensive Plan amendment for the Geneva Inn parcels straddle South Lakeshore Drive, immediately south and west of the current City Limits, along the shore of Geneva Lake.

Proposed amendments to Geneva Inn properties involve the following:

- a. Several Geneva Inn parcels west of S. Lakeshore Drive are designated for the Planned Business future land use category and are proposed to *retain* this current designation (parcel numbers IL-1200005F, IL-00005D, and the northern part of IL-1200005C);
- b. The remainder of the parcel east of South Lakeshore Drive is to change from the Agricultural & Rural land use category to the Planned Business land use category (parcel number IL-1200006B); and,
- c. Several western parcels (west of S. Lakeshore Drive) are proposed to change from the Agricultural & Rural land use category to the Planned Business land use category so that all of the Geneva Inn parcels west of S. Lakeshore Drive are designated as Planned Business land use category. These parcels include (parcel numbers IL-1200005E, IL-1200005C2, IL-1200004, and the southern part of IL-1200005C).

Altogether, the proposed amendments would designate all parcels owned by the Geneva Inn to the Planned Business land use category.

The attached Future Land Use Map depicts the proposed areas of change. The *current* Future Land Use Category is the color depicted on the maps. The *proposed* Future Land Use Category area is outlined with the solid red line and described in the text box. Please note that the proposed Future Land Use Category color is *not* depicted, just outlined and described.

The attached air photo provides an overview of the site and its immediate surroundings.

Implications of the Requested Future Land Use Map Amendment

The Town of Linn and Walworth County currently control the land use of these parcels, because they are not located within the City Limits.

The current pattern of land use categories on the Future Land Use Map reflects the use of the land, to a level of detail that splits several parcels. The pattern depicted reflects a highly-detailed approach

that reflects the mapping practices used for the Plan's Existing Land Use Map. For this and other unincorporated parcels, it has been the City's comprehensive planning practice to transfer the land use pattern from the Existing Land Use Map to the Planned Land Use Map, unless the City has considered the potential development or redevelopment for the property.

It has also been the Plan's practice to allow property owners to request amendments to the Future Land Use Map. These requests reflect the property owners' intentions to be considered for development or redevelopment. These requests *often* come from property owners that *may* be considering a future annexation.

The proposed Planned Business (PB) land use category on the Future Land Use Map is designed to potentially enable a broad range of retail, office, professional service, personal service, and entertainment land uses. The provision of high-quality architectural materials, significant lawn areas, and generous landscaping are intended to result in a suburban character of business development. This includes requirements for a minimum 25% landscaped area, stringent landscaping requirements, and requirements for landscaped bufferyards between business and residential properties.

In summary, I believe that the proposed amendment would provide for a more logical map pattern that places all of the Geneva Inn properties under the same Planned Business land use category.

Note that no additional development potential would be created by approving the proposed Future Land Use amendment *unless* these properties annex to the City, and a number of other zoning approvals are secured.

As an example, to expand the dining facilities on the property, within the City, the following steps would be required:

- Annexation application to the City
- *Annexation approval by the City*
- Application for Zoning by the City to the Planned Business zoning district by the property owner
- *Zoning approval by the City*
- Conditional Use Permit (including detailed Site Plan) application to the City by the property owner
- *Conditional Use Permit approval by the City*
- Utility extension request for sanitary sewer by the property owner
- Utility extension approval by the City
- Building Permit

The steps identified in *italics* above are discretionary. A public hearing is required for each of them, and the City may deny any such requests.

City Planner's Recommendation:

I recognize two points of view about the proposed request. If the desire is to attempt to maintain the current state of development and land use, the appropriate course of action would be to support denial of this request. If the desire is to put the rest of the Geneva Inn properties under a common business land use category, the appropriate course of action would be to support approval of this request.

I note that "good planning" tries to eliminate the spotty pattern of planned land use categories now present. If this area were located within the City Limits and subject to the city zoning code, I believe that infill or redevelopment could be controlled so as to result in improved environmental performance of the area, and to require landscaped buffers to nearby residential properties. However, such infill or redevelopment would also likely increase the building or paved coverage of the site, and the commercial use of the property. This may be an unacceptable trade-off.

To the Plan Commission:

I recommend the Plan Commission make and approve a motion to recommend the Common Council *approve* the proposed Comprehensive Plan Future Land Use Map amendment for portions of the Geneva Inn parcel currently not designed for the Planned Business future land use category, including the northern and eastern portions of parcel number IL-1200006B on the east side of South Lakeshore Drive; and, parcel numbers IL-1200005E, IL-1200005C2, IL-1200004, and the southern part of IL-1200005C) on the west side of South Lakeshore Drive.

If approved, this motion would be to recommend changing the current future land use designation so that the entire Geneva Inn ownership area would be designated in the Planned Business land use category.

Alternatively, if the Plan Commission wishes to maintain the current state of development and use of the property, then the Commission should make and approve a motion that recommends *denial* of the requested amendment.

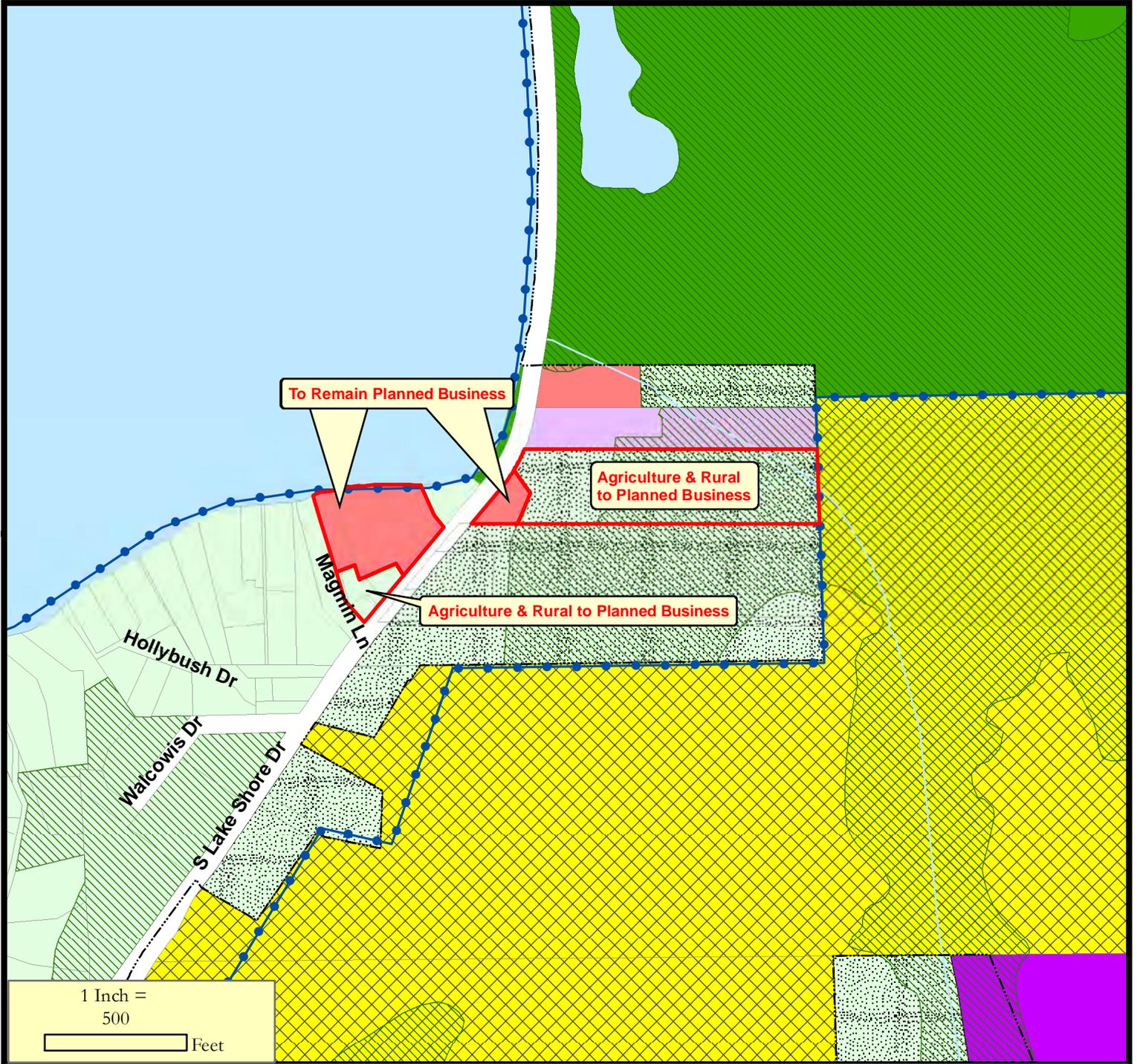
To the Common Council:

I further recommend the Common Council make and approve a motion to *approve* the proposed Comprehensive Plan Future Land Use Map amendment for portions of the Geneva Inn parcel currently not designed for the Planned Business future land use category, including the northern and eastern portions of parcel number IL-1200006B on the east side of South Lakeshore Drive; and, parcel numbers IL-1200005E, IL-1200005C2, IL-1200004, and the southern part of IL-1200005C) on the west side of South Lakeshore Drive.

If approved, this motion would approve changing the current future land use designation so that the entire Geneva Inn ownership area would be designated in the Planned Business land use category.

Alternatively, if the Common Council wishes to maintain the current state of development and use of the property, then the Commission should make and approve a motion to *deny* the requested amendment.

Geneva Inn Parcels



Land Use Categories

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

- Central Business District
 - Planned Mixed Use
- *Each "Planned Mixed Use Area" may include mix of:
1. Planned Office
 2. Multi-Family Residential
 3. Institutional & Community Services
 4. Planned Business
- Planned Industrial
 - General Industrial
 - Institutional & Community Services
 - Private Recreation Facilities
 - Public Park & Recreation
 - Environmental Corridor
 - Long Range Exurban Growth Area

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



Adopted: October 24, 2014

Source: SEWRPC, WIDNR, Walworth County LIO, V&A

TORHORST LAW OFFICES LLC
RICHARD W. TORHORST

Attorney at Law

**LAKE GENEVA PROFESSIONAL CENTER
500 COMMERCIAL COURT, SUITE 300
PO BOX 1300**

**LAKE GENEVA, WI 53147
TEL: 262-248-3333 FAX: 262-248-2595**



June 30, 2017

Mr. Blaine Oborn
City Administrator
City of Lake Geneva
626 Geneva St.
Lake Geneva, WI 53147

Re: City of Lake Geneva Comprehensive Plan/Big Foot Holdings LLC/Geneva
Waterfront Inc.

Tax Parcel No(s). IL 120000-5C, IL120000-5C2, IL 120000-5D, IL 12000-05E,
IL 120000-5F and IL 120000-4

Dear Blaine:

On behalf of my clients, Geneva Waterfront Inc. and Big Foot Holdings LLC, I hereby apply for and request plan amendments to the Lake Geneva Comprehensive Plan to provide that the above-referenced tax key parcels be designated on the future land use map as planned mixed use. I have attached a schedule hereto setting forth the parcel numbers, parcel size, existing land use, current future land use map designation and the proposed future land use map designation for your reference.

Please advise if you need additional information regarding this application and request. Also please advise if you would like a representative of Big Foot Holdings LLC and/or Geneva Waterfront Inc. to appear at the July or August Plan Commission Meeting.

Sincerely,

A handwritten signature in blue ink, appearing to read "Richard W. Torhorst". The signature is written in a cursive style with a large, sweeping flourish at the end.

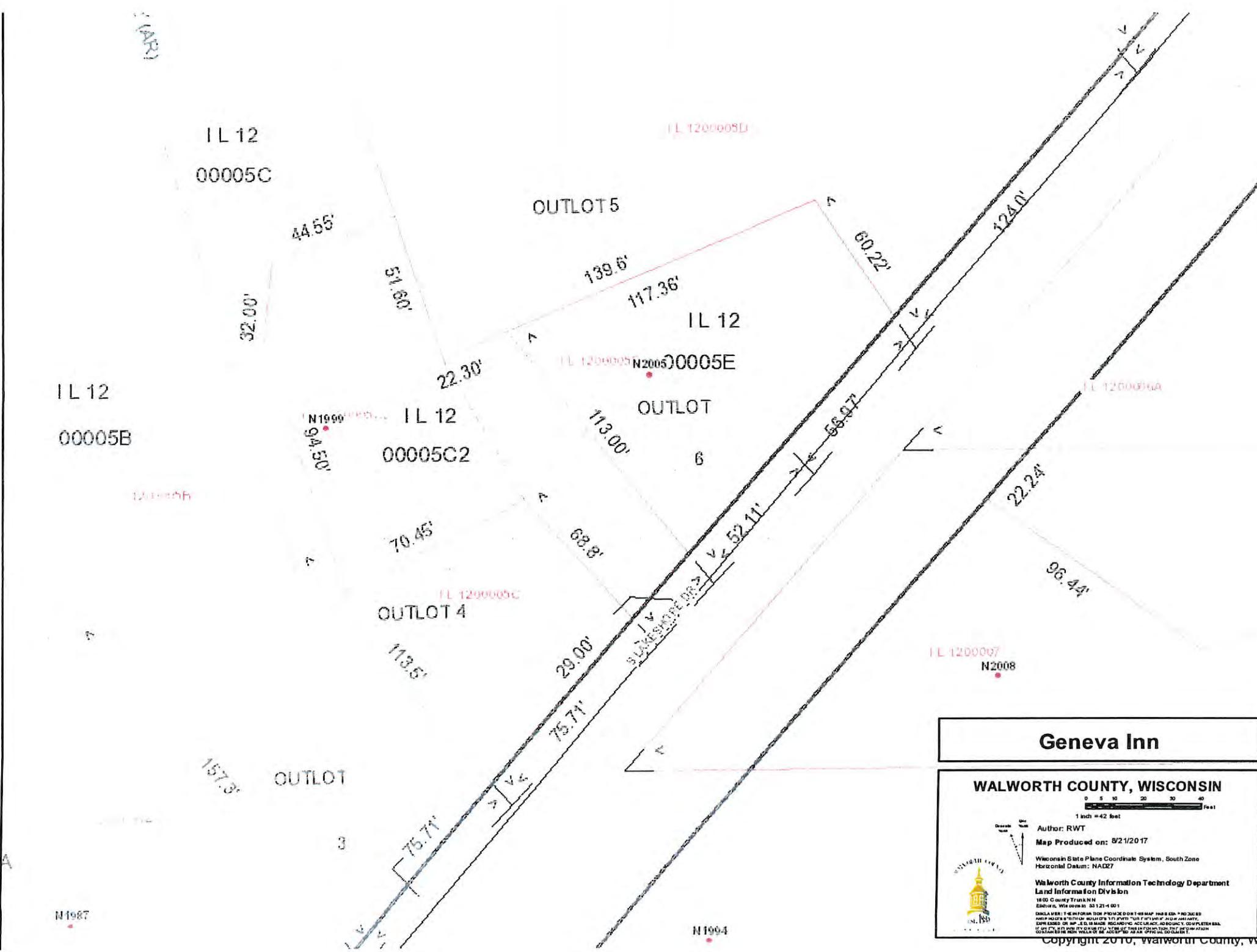
Richard W. Torhorst

RWT:jmh
Enclosures

Geneva Inn Parcels

Parcel #	AREA (IN ACRES)	EXISTING LAND USE	CURRENT FUTURE LAND USE MAP DESIGNATION	PROPOSED FUTURE LAND USE MAP DESIGNATION
<i>Parcels West of South Lakeshore Drive</i>				
IL 120000 5C	0.5846 ac	Residence	Planned Mixed Use and Vacant	Planned Mixed Use
IL 120000 5C2	0.2294 ac	Residence	Agricultural & Rural	Planned Mixed Use
IL 120000 5D	1.5093 ac	Geneva Inn and Parking	Planned Mixed Use	Planned Mixed Use
IL 120000 5E	0.1908 ac	Parking and Vacant	Agricultural & Rural	Planned Mixed Use
IL 120000 5F	0.5766 ac	Residence	Planned Mixed Use	Planned Mixed Use
<i>Parcel East of South Lakeshore Drive</i>				
IL 120000 4	7.0000 ac	Parking Lot along S. Lakeshore Drive, and Vacant	Agricultural & Rural and Planned Mixed Use	Planned Mixed Use





Geneva Inn

WALWORTH COUNTY, WISCONSIN

0 10 20 30 40 Feet
1 inch = 42 feet

Author: RWT
Map Produced on: 9/21/2017

Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD83

Walworth County Information Technology Department
Land Information Division
1600 County Trunk M
Eaton, Wisconsin 53121-4501
DISCLAIMER: THE INFORMATION PROVIDED ON THIS MAP HAS BEEN PREPARED BY THE WALWORTH COUNTY INFORMATION TECHNOLOGY DEPARTMENT AND IS PROVIDED AS IS WITHOUT WARRANTY OF ANY KIND. THE USER ASSUMES ALL LIABILITY FOR ANY DAMAGE, LOSS, OR INJURY RESULTING FROM THE USE OF THIS INFORMATION. THE INFORMATION IS NOT TO BE USED FOR ANY OTHER PURPOSE.



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Geneva Lake

IL 1200005G

N2017
IL 1200005F

N2033

IL 1200005D

N2009

S LAKE SHORE DR

IL 1200006B
N2018

IA 48300001

N1991

N1995

IL 1200001A

IL 1200001

W2862

IL 1200005B

IL 1200005E

N2016

IL 1200006A

N2005

N1999

IL 1200005C2

IL 1200005A

IA 48300002

N2008

Geneva Inn

WALWORTH COUNTY, WISCONSIN



Author: RWT
Map Produced on: 8/21/2017

Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD87

Walworth County Information Technology Department
Land Information Division
1800 County Trunk RD
Elsenhorn, Wisconsin 53121-4101



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IL 1200011B

IL 1200011C

N1987

N1994

MEMORANDUM

To: City of Lake Geneva
From: Mike Slavney, FAICP, City Planner
Date: October 10, 2017
Re: Description and Recommendation for the proposed 2017 Comprehensive Plan Amendment for 751 Geneva Parkway North plus adjacent remnant of Lot 2.

Introduction

The proposed Comprehensive Plan amendment for the parcel located at 751 Geneva Parkway North (parcel numbers ZGBC00001, ZGBC00001A, and ZGBC00002) is to change the Planned Industrial land use category to the Planned Business land use category on the Future Land Use Map on the northern portion of the parcel. Note that the property owner wishes to retain the Planned Industrial land use category on the southernmost portion of the property.

The attached Future Land Use Map depicts the proposed areas of change. The *current* Future Land Use Category is the color depicted on the maps. The *proposed* Future Land Use Category area is outlined with the solid red line and described in the text box. Please note that the proposed Future Land Use Category color is *not* depicted, just outlined and described.

The attached air photo provides an overview of the site and its immediate surroundings.

Implications of the Requested Future Land Use Map Amendment

The current Planned Industrial (PI) land use category on the Future Land Use Map is designed to result in high-quality light industrial, warehousing, office, and professional services development, such as present in the Lake Geneva Business Park. Retail businesses are not a focus of this land use category. The provision of high-quality architectural materials, significant lawn areas, and generous landscaping are intended to result in a suburban character of industrial development.

The proposed Planned Business (PB) land use category on the Future Land Use Map is designed to focus on a broad range of retail, office, professional service, personal service, and entertainment land uses, such as is found around the intersection of Edwards Boulevard and Main Street – just to the north of the subject property. Industrial and warehousing land uses are not the focus of this land use category. The provision of high-quality architectural materials, significant lawn areas, and generous landscaping are intended to result in a suburban character of business development.

The City continues to experience high demand for retail development near the US Highway 12 interchange with Main Street / Wis Hwy 50, and the 20-year pattern of developing retail along Edwards Boulevard continues as a result.

The applicant has worked hard to secure the permission from land owners within the Lake Geneva Business Park to seek approval of this proposed Future Land Use Map amendment. This permission is a requirement of the covenants for the Business Park.

The two land use categories, and their corresponding zoning districts, share requirements to develop with high-quality building materials and substantial landscaping. As a result, the proposed southward shift of the boundary between retail and business park land uses will continue to result in a gradual land use transition.

In summary, I believe that the proposed amendment, now clearly supported by the majority of land owners in the Lake Geneva Business Park, is appropriate.

City Planner's Recommendation:

To the Plan Commission:

I recommend the Plan Commission make and approve a motion to recommend to the Common Council to *approve* of the proposed Comprehensive Plan Future Land Use Map amendment for portions of parcel numbers ZGBC00001, ZGBC00001A, and ZGBC00002 found at 751 Lake Geneva Boulevard.

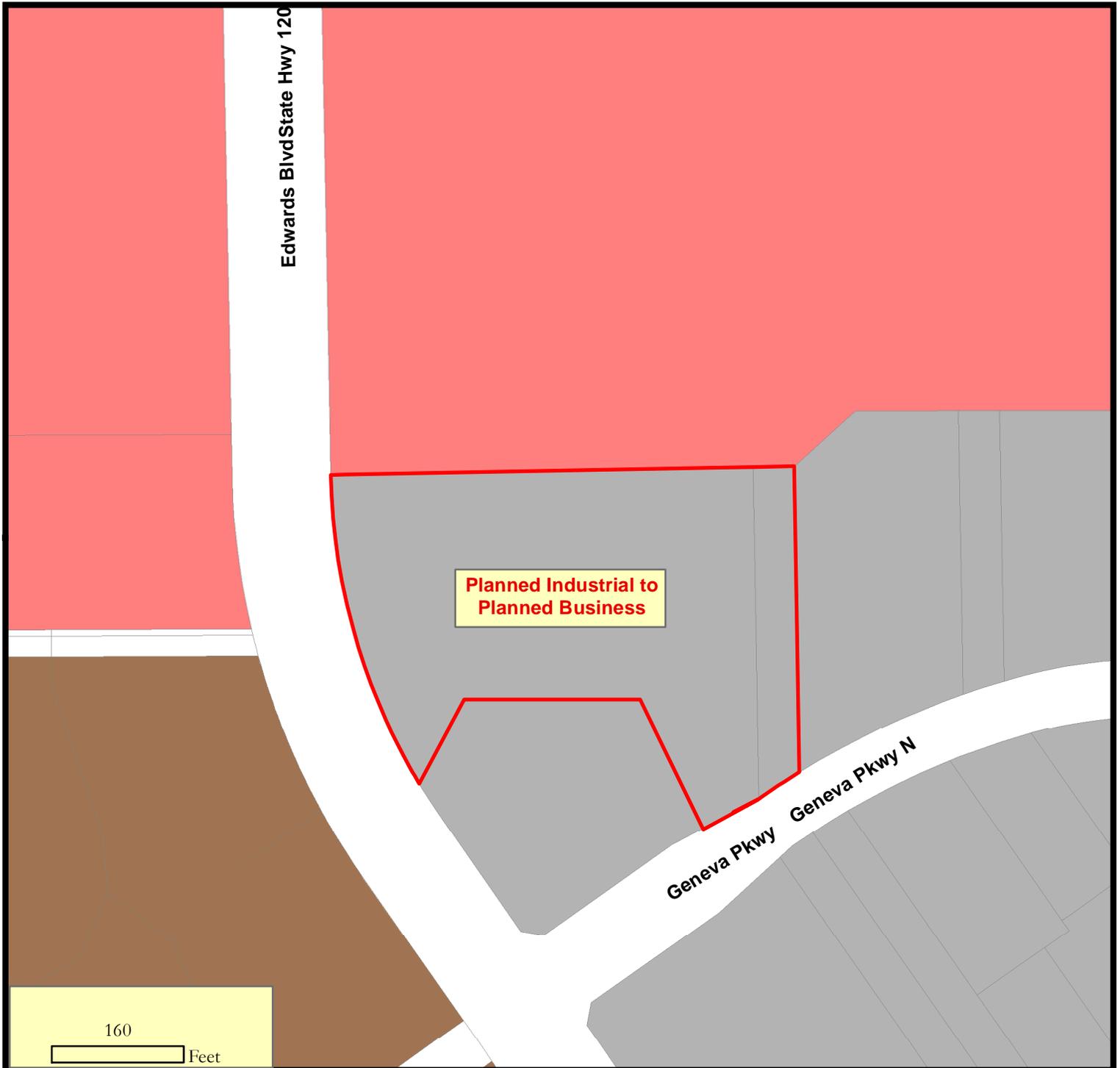
If approved, this motion would be to recommend changing the current future land use designation from the Planned Industrial land use category to the Planned Business land use category.

To the Common Council:

I further recommend the Common Council make and approve a motion to *approve* the proposed Comprehensive Plan Future Land Use Map amendment for parcel numbers ZGBC00001, ZGBC00001A, and ZGBC00002 found at 751 Lake Geneva Boulevard.

If approved, this motion would be to recommend changing the current future land use designation from the Planned Industrial land use category to the Planned Business land use category.

751 Geneva Parkway North plus adjacent remnant of Lot 2



Land Use Categories

- Agricultural & Rural
- Single Family Residential - Exurban
- Single Family Residential - Urban
- Two-Family/Townhouse Residential
- Multi-Family Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Long Range Exurban Growth Area

*Each "Planned Mixed Use Area" may include mix of:

1. Planned Office
2. Multi-Family Residential
3. Institutional & Community Services
4. Planned Business

*Each "Planned Neighborhood" may include a mix of:

1. Single Family - Urban (predominate land use)
2. Two-Family/Townhouse
3. Multi-Family Residential
4. Institutional & Community Services
5. Neighborhood Mixed Use
6. Public Park & Recreation



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

Adopted: October 24, 2014

Source: SEWRPC, WIDNR, Walworth County LIO, V&A

June 29, 2017

Ms. Sabrina Waswo
City Clerk
City of Lake Geneva, Wisconsin
625 Geneva Street
Lake Geneva, WI 53147

RE: Application for Amendment to Comprehensive Plan

Dear Ms. Waswo,

Enclosed please find the following documents, including the Application for Amendment to the Comprehensive Plan from Core Commercial, Inc., for parcel # ZLGBP 00002, parcel # ZGBC 00001A and parcel # ZGBC 00002, further described as a portion of Units 1, 2 and the expansion units, Geneva Business Centre Condominium and Lot 2, Lake Geneva Business Park, from Planned Industrial to Planned Business.

- City of Lake Geneva Comprehensive Plan Map 5b:
Future Land Use with proposed Map Amendment
- Walworth County GIS for parcel # ZLGBP 00002, ZGBC 00001A and ZGBC 00002
- List of property owners within 200' of the property lines for the required notices
- Proposed site plan
- Proposed site plan with aerial overlay
- Letter from the current owner, Geneva Business Centre, LLC.
- Application fee

An electronic copy of all of the attached documents has been sent to you, as well.

Best Regards,


Kim Pischke

Enclosure

CC: Mr. Blaine Oborn
Geneva Business Centre, LLC.

**CITY OF LAKE GENEVA
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN**

NOTE: All applications for amendments to the Comprehensive Plan must be submitted to the City Clerk on or before June 30th.

PART A: AMENDMENT REQUEST

I, Rini Paschke, Core Commercial, Inc. HEREBY REQUEST THE CITY OF LAKE GENEVA PLAN COMMISSION AND COMMON COUNCIL TO HOLD A PUBLIC HEARING ON THE FOLLOWING REQUEST FOR AMENDMENT TO THE LAKE GENEVA COMPREHENSIVE PLAN:

Please check all that apply:

- Amendment to the Future Land Use Map
- Amendment to the Community Facilities & Utilities Map
- Amendment to Other Maps
- Text Amendment (policies, programs, etc.)
- Other

PART B: CONTACT INFORMATION

APPLICANT:

Name (Person OR Firm): Core Commercial, Inc. - Address: P.O. Box 1154, Appleton, WI 54912
Email Address: Rini@corewis.com Daytime Telephone: 920-205-9505

PROPERTY OWNER: (if different from Applicant) MY SIGNATURE INDICATES THAT I AUTHORIZE AND AGREE WITH ALL ASPECTS OF THIS REQUEST:

Name: Geneva Business Centre LLC Signature: See attached letter

PART C: BRIEF DESCRIPTION OF THIS PROPERTY AND PROPOSED LAND USE:

(IF request is NOT linked to a particular property, skip to PART D.)

Parcel Number: ZGBC 0002 Address: 753 Geneva Parkway, Unit 2
ZGBC 00001A Geneva Business Centre Condo expansion units
ZLGBP 00002 Lot 2, Lake Geneva Business Park

BRIEF DESCRIPTION OF THE PROPOSED AMENDMENT REQUEST:

Combination of the three parcels listed above for a proposed
retail development.

CURRENT ZONING:

Zoning District: Planned Industrial

FUTURE PROPOSED USE (be specific)

Planned Business for proposed retail, the same as the zoning for the Walmart development directly adjacent to the North property lines of the parcels proposed.

PART D: The Plan Commission and Common Council consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions: (If you need additional space for your response, please attach to the back of this application form.)

1. How will the proposed amendment to the Comprehensive Plan benefit the public, City, and/or surrounding neighbors or neighborhoods?

The redevelopment of a vacant building and development of the vacant land will increase tax base, add jobs and revitalize the area.

2. How does the request advance the Comprehensive Plan vision, and the goals, objectives and policies for the chapter within which the amendment affects?

The zoning will be the same as the property to the immediate North and to the West.

3. As it affects the amendment request, what circumstances have changed or what new information is now available since the original adoption of the City's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment process?

Over half of the property has been vacant since it was zoned Planned Industrial and the office building has been vacant for over 2 years. Synergy of retail, office and medical continues to increase.

4. Is there any additional information that the City of Lake Geneva should consider in its evaluation of this request?

We have received signed, notarized amendments from over 15% of the owners in the Lake Geneva Business Park to rezone the proposed, combined, approximately 4.2 acres from the business park.

PART E: Please describe below (or on a separate sheet) what your specific request for a Comprehensive Plan amendment is. Provide any necessary maps, charts, or other supporting data as needed, including conceptual development plans (if applicable). Applicant also MUST ATTACH a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment.

See attached documents.

Kindischlu, Core Commercial, Inc.
Signature of Applicant(s)

6-29-17
Date

CITY OF LAKE GENEVA, WISCONSIN
APPLICATION FOR AMENDMENT TO THE COMPREHENSIVE PLAN

PART D

Additional information for the City of Lake Geneva to consider in its evaluation of this request:

1. Due to the proximity to Walmart, this site naturally lends itself to a retail use.
2. The proposed development includes three new businesses to the City of Lake Geneva and Walworth County, creating new jobs at all three of the potential retail businesses.
3. Retail is a complimentary use with office and medical, as demonstrated by the DaVita Dialysis Center located in the target anchored development and the Aurora Medical Center, Advanced Eye Care, Foot and Ankle Clinic, Edward Jones and Piggly Wiggly at Geneva Square.
4. Most of all, the majority of owners in the Lake Geneva Business Park support the removal of this property from the business park for a proposed retail use. We have received signed, notarized Amendments approving our request for the removal of the property from the business park from the property owners totaling over 75% of the total acreage in the park, which equates to **over 90% or 40 of the 44** individual owners and/or ownership entities within the business park.

PART E

We request the Future Land Use Map of the City of Lake Geneva Comprehensive Plan be amended for parcel number ZLGBP 00002, ZGBC 00001A and ZGBC 00002, further described as a portion of Units 1, 2 and the expansion units, Geneva Business Centre Condominium and Lot 2, Lake Geneva Business Park, from Planned Industrial to Planned Business, for a proposed commercial retail development.

Please note: This request does not include the office building located at 751 Geneva Parkway, Lake Geneva, Wisconsin 53147.

This request is consistent with the zoning of the Walmart development, parcel number ZWAL00001, immediately adjacent to the North and parcel number ZA196100004, to the west.

A site plan of our proposed retail development is attached. As shown on the site plan, the proposed development includes an amendment to the cross access easement with Walmart, located at the northwest corner of the proposed development. The relocation of this cross access easement will line up the access drive from the proposal retail development with Walmart's current, west access drive. This will increase the current distance of that drive from Edwards Blvd, to increase safety and provide connectivity between the sites.

June 26, 2017

Mr. Blain Oborn
City of Lake Geneva
626 Geneva St.
Lake Geneva, WI 53147

Dear Blaine,

Please accept this as mail as approval for Kim Pischke, Core Commercial to make any applications for the approvals required for the development of the property owned by Geneva Business Center, LLC.

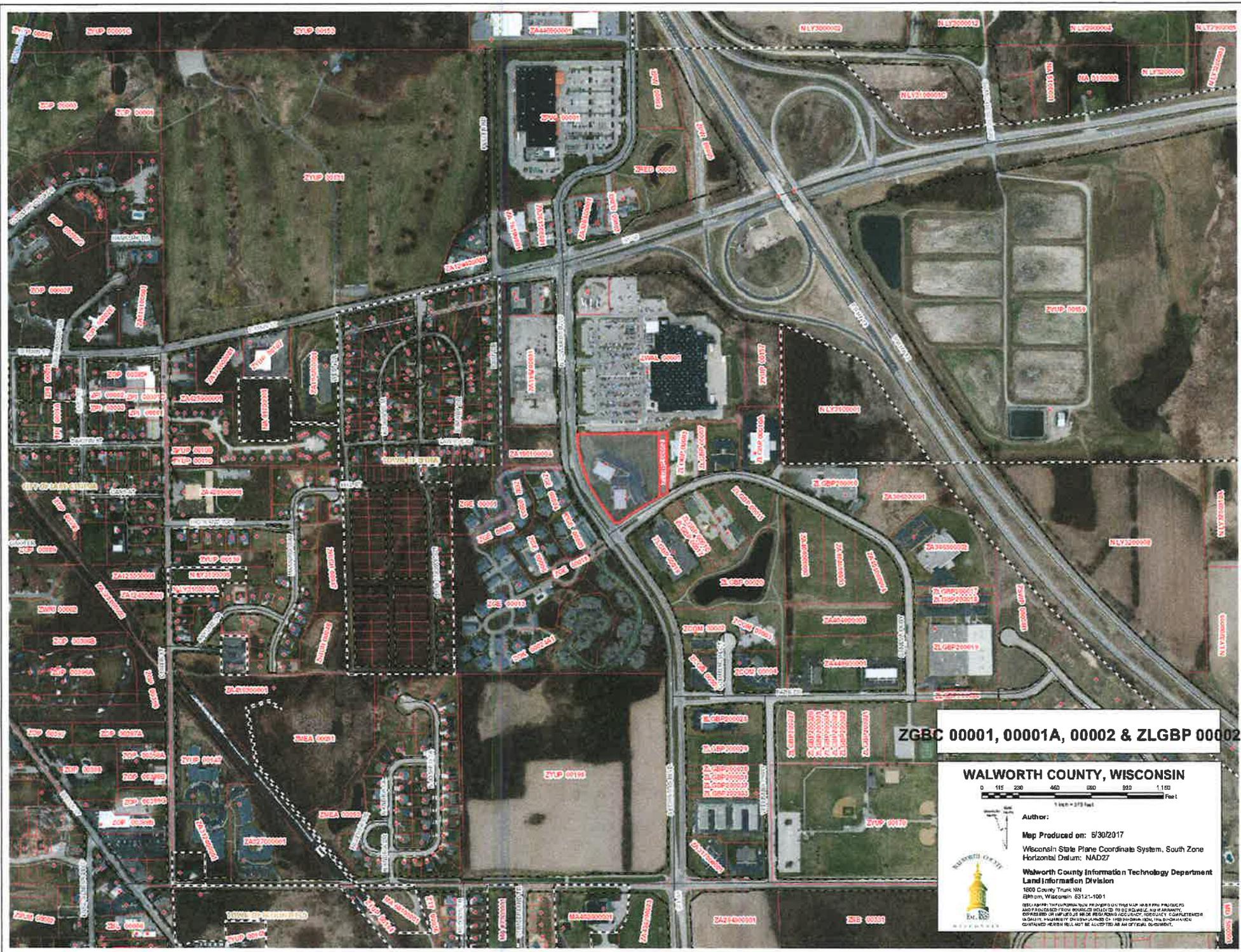
This approval is valid through December 31, 2017.

Sincerely,

A handwritten signature in black ink, appearing to read "Roger Wolff", written in a cursive style.

Roger Wolff

Geneva Business Centre, LLC, Member



ZGBC 00001, 00001A, 00002 & ZLGBP 00002

WALWORTH COUNTY, WISCONSIN



Author:

Map Produced on: 6/30/2017

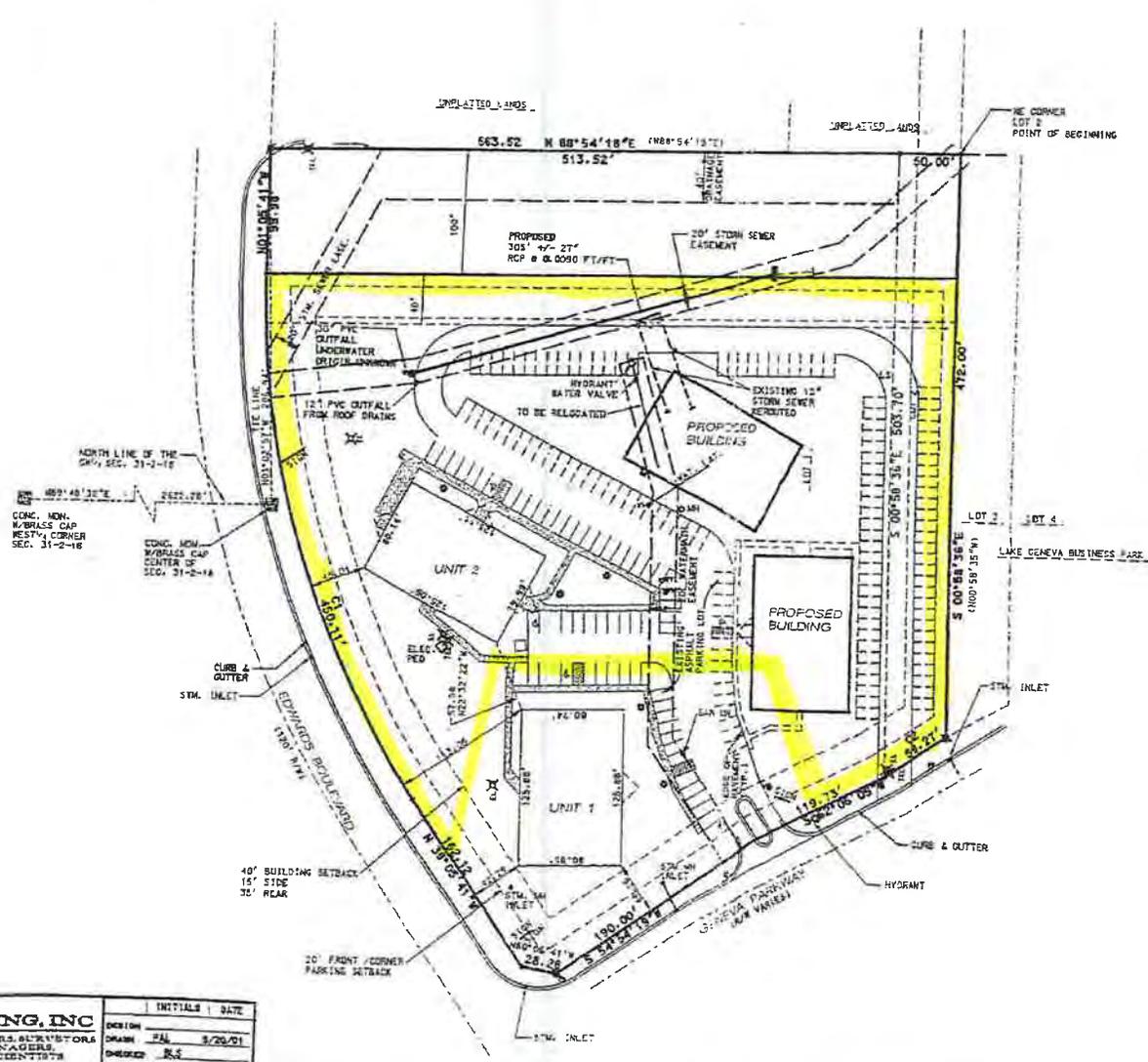
Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD27

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



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Geneva Business Centre, LLC Condominium



LOCATION MAP



SEC. 31-2-16 - R15E

CURVE DATA

C1		C2	
ARC	485.11'	ARC	59.27'
DELTA	24°00'00"	DELTA	55°18'58"
RADIUS	758.51'	RADIUS	102.14'
CHORD	443.53'	CHORD	59.25'
CHD. BRG.	118°05'41"W	CHD. BRG.	558°33'48"W

LEGEND

●	IRON PIPE OR ROD FOUND
⊗	TELEPHONE PEDESTAL
⊕	ELECTRICAL PEDESTAL
▬	CONCRETE SIDEWALK
---	FENCE
⊙	LIGHT ON POLE
⚠	EASEMENT NO. SEE TABLE
⊕	HYDRANT
⊕	WATER VALVE
—	STORM SEWER
—	CATCH BASIN

TOTAL AREA	242541.07 SQ. FT.
BUILDINGS	40222.18 SQ. FT.
EXISTING	20191.70 SQ. FT.
PROPOSED	20030.48 SQ. FT.
PAVEMENT	66255.92 SQ. FT.
GREEN SPACE	137052.97 SQ. FT.
PARKING	
EXISTING STALLS	58
PROPOSED STALLS	124
TOTAL	182

RSV ENGINEERING, INC. ENGINEERS, PLANNERS, ARCHITECTS CONSTRUCTION MANAGERS ENVIRONMENTAL SCIENTISTS 401 W. KILB STREET, WATKINSON, WISCONSIN 53149 (414) 242-1004	INITIALS	DATE	
	DESIGN	JAL	5/20/01
	DRAWN	JAL	
	CHECKED	JAL	
	APPROVED		

**Property Owners within 200' of Parcel # ZLGBP 00002,
Parcel # ZGBC 00001A and Parcel # ZGBC 00002
Application to Amendment of Comprehensive Plan**

Parcel # ZGE 00004

Parcel # ZGE 00005

Parcel # ZGE 00018

Parcel # ZA196100004

Ridges Limited Partnership

c/o Blake Capital Corp

731 N Jackson Street, Suite 400

Milwaukee, WI 53202

Parcel # ZLGBP 00018

TST LAKE GENEVA MOB, LLC.

1000 Urban Center Drive, Suite 675

Vestavia, AL 35242

Parcel # 246-ZUN 00001

Parcel # 246-ZUN 00004

Parcel # 246-ZUN 00005

Parcel # 246-ZUN 00006

Parcel # 246-ZUN 00007

Parcel # 246-ZUN 00007A

Parcel # 246-ZUN 00007B

FCB Properties, LLC. –Lake Geneva Series

165 S Randall Road

Elgin, IL 60123

Parcel # 246-ZUN 00003

Parcel # 246-ZUN 00004

JVS Investments, LLC.

c/o Lakes Area Physical Therapy

800 Geneva Parkway North

Lake Geneva, WI 53147

Parcel # ZA196100001

INTERRA-SKY LAKE GENEVA, LLC.

2400 Augusta Drive, Suite 330

Houston, TX 77057

Parcel # ZWAL 00001

Lake Geneva Shopping Center, LLC.

c/o Walmart Tax Department

P.O. Box 8050

Bentonville, AR 72712-0000

Parcel # 246-ZUN 00002

DC Investors, LLC.

612 Wells Street, Suite C

Lake Geneva, WI 53147

Parcel # ZLGBP 00003

Parcel # ZLGBP 00007

801 Geneva Parkway, LLC.

W288 Circle Drive

Genoa City, WI 53128

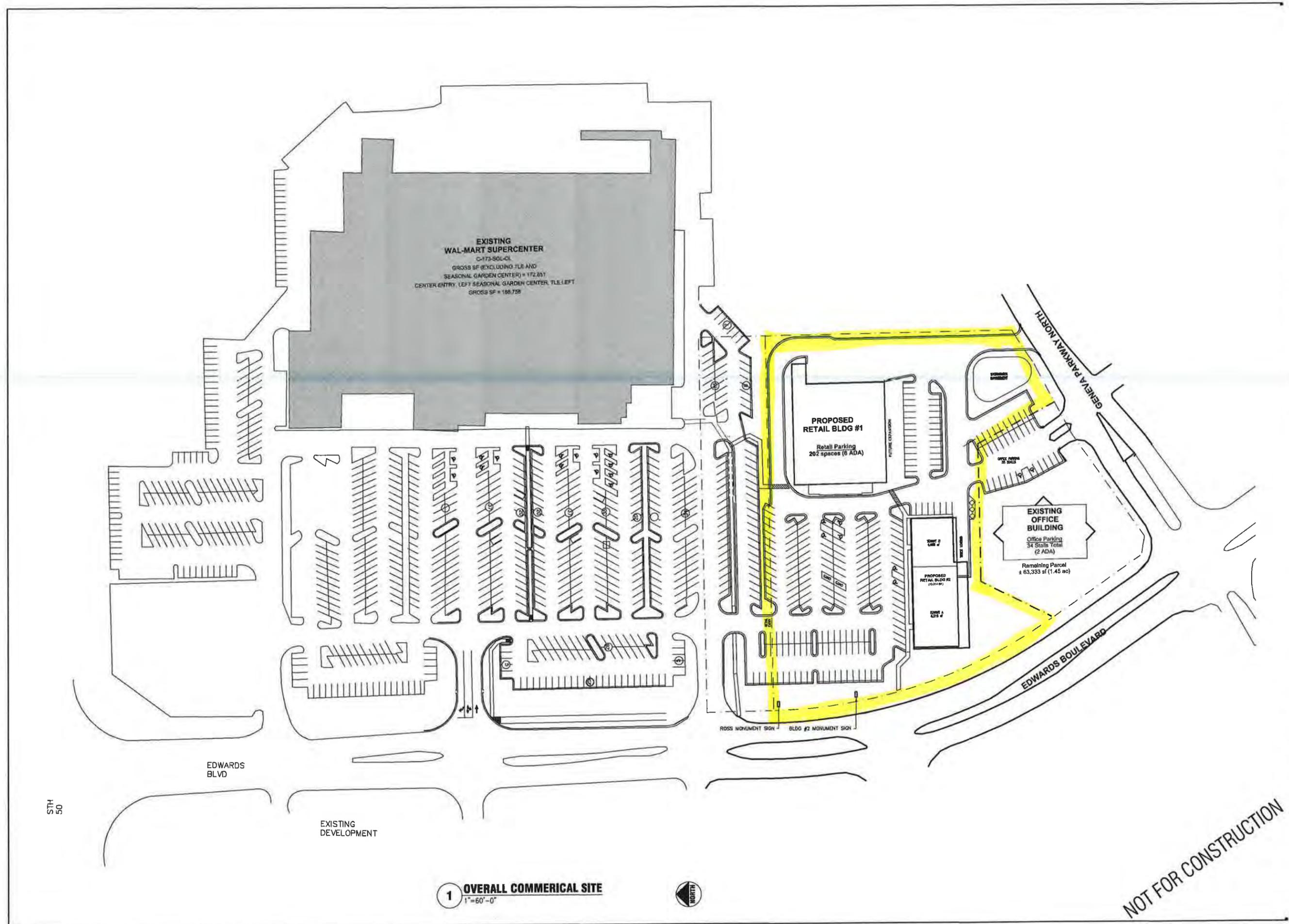


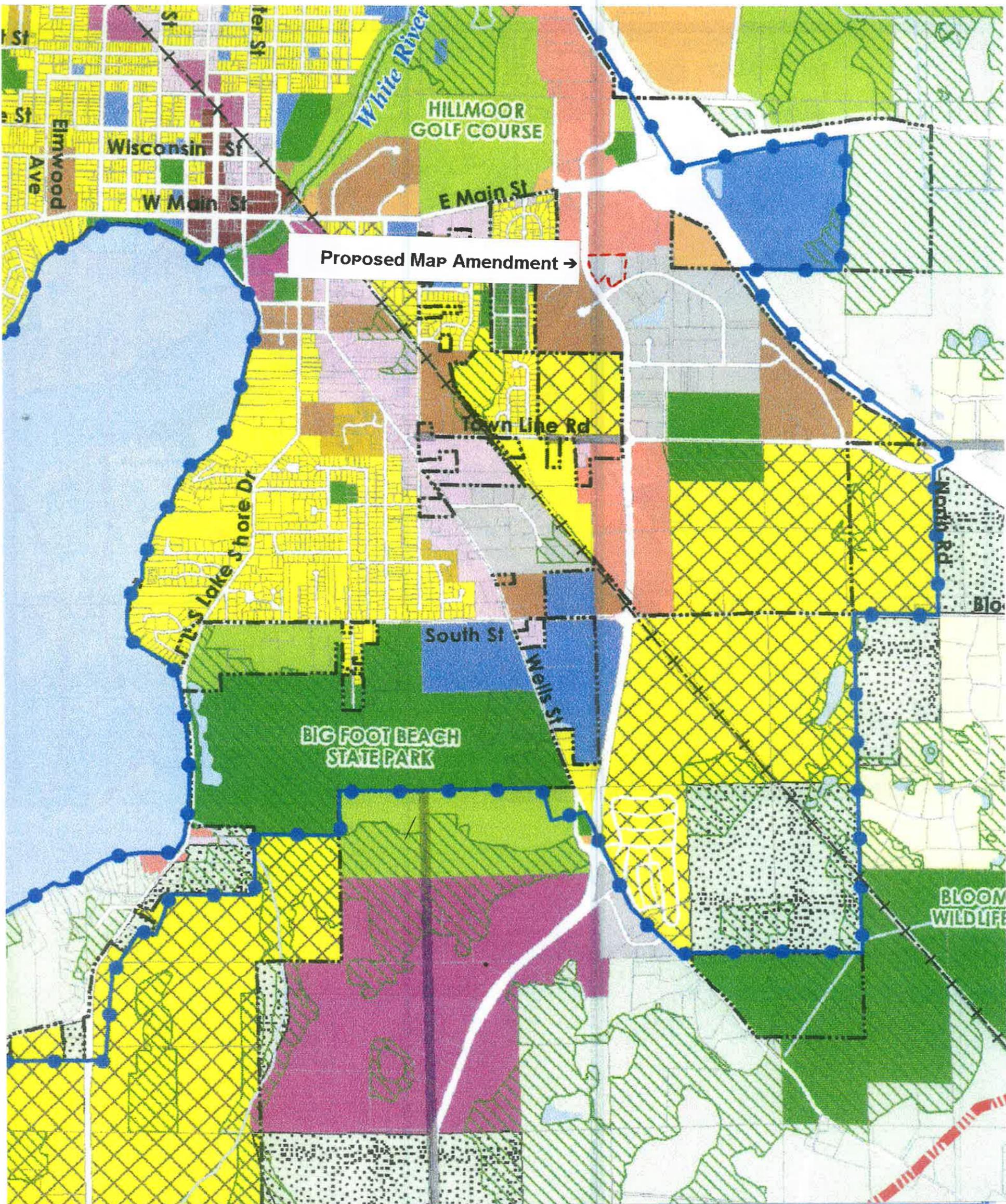
ROSS DRESS FOR LESS
RETAIL DEVELOPMENT
LAKE GENEVA, WISCONSIN

SITE PLAN
FULL COMMERCIAL SITE

05.11.2017
SCHEMATIC

A1.1





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

Land Use Categories

- Agricultural & Rural
- Single Family Residential - Urban
- Single Family Residential - Suburban
- Two-Family/Townhouse Residential
- Multi-Family Residential
- Planned Neighborhood
- Neighborhood Mixed Use
- Planned Office
- Planned Business

DRAFT

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

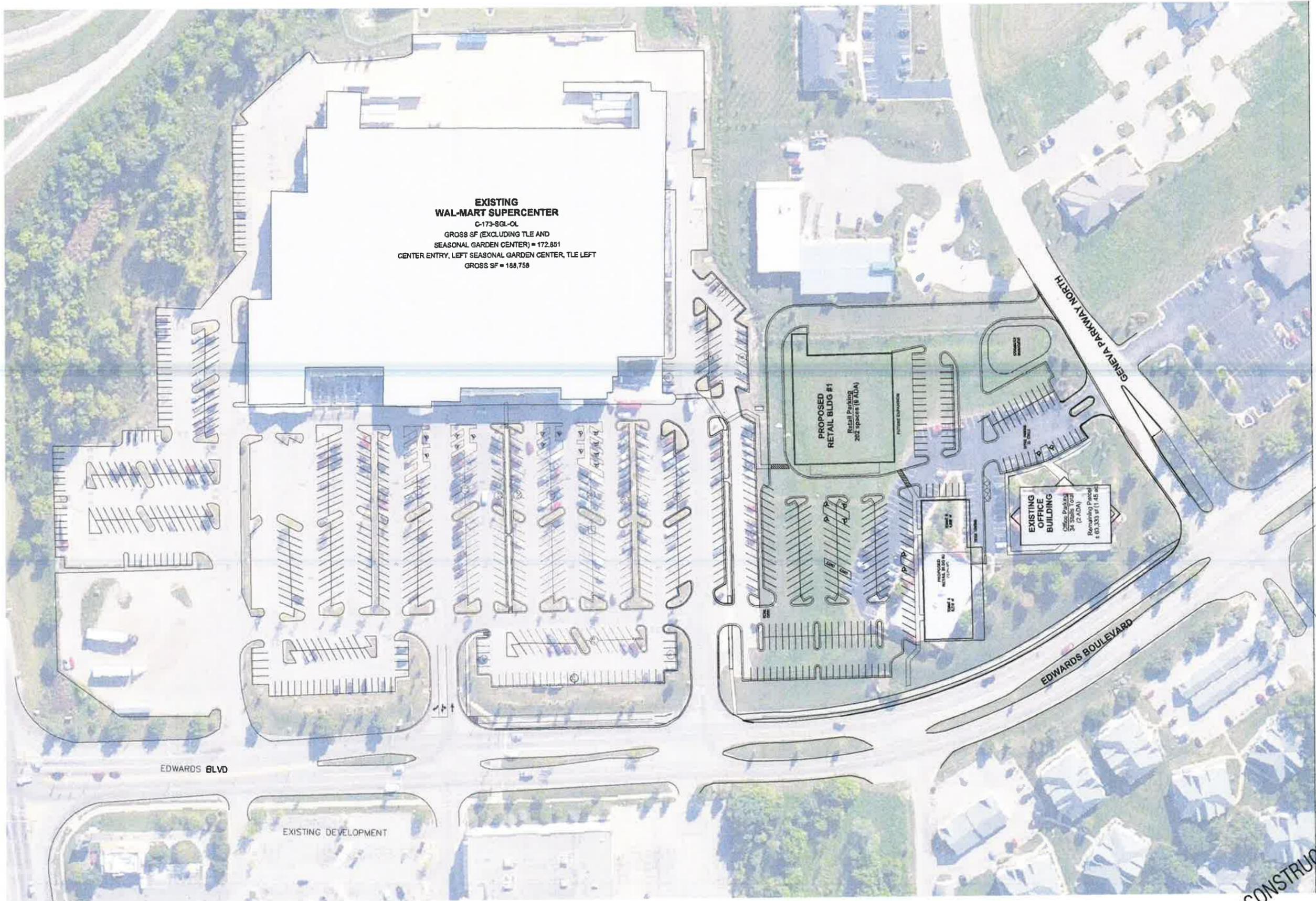
- Central Business District
- Planned Mixed Use
- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Long Range Exurban Growth Area

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

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



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



**EXISTING
WAL-MART SUPERCENTER**
C-173-SGL-OL
GROSS SF (EXCLUDING TLE AND
SEASONAL GARDEN CENTER) = 172,851
CENTER ENTRY, LEFT SEASONAL GARDEN CENTER, TLE LEFT
GROSS SF = 188,758

**PROPOSED
RETAIL BLDG #1**
Retail Parking
202 spaces (8 ADA)

**EXISTING
OFFICE
BUILDING**
Office Parking
34,333 sq ft
(2 ADA)
Remaining Parcel
± 60,333 sq ft (1.42 ac)

EDWARDS BLVD

EXISTING DEVELOPMENT

EDWARDS BOULEVARD

GENEVA PARKWAY NORTH

1 OVERALL COMMERCIAL SITE
1"=60'-0"



NOT FOR CONSTRUCTION



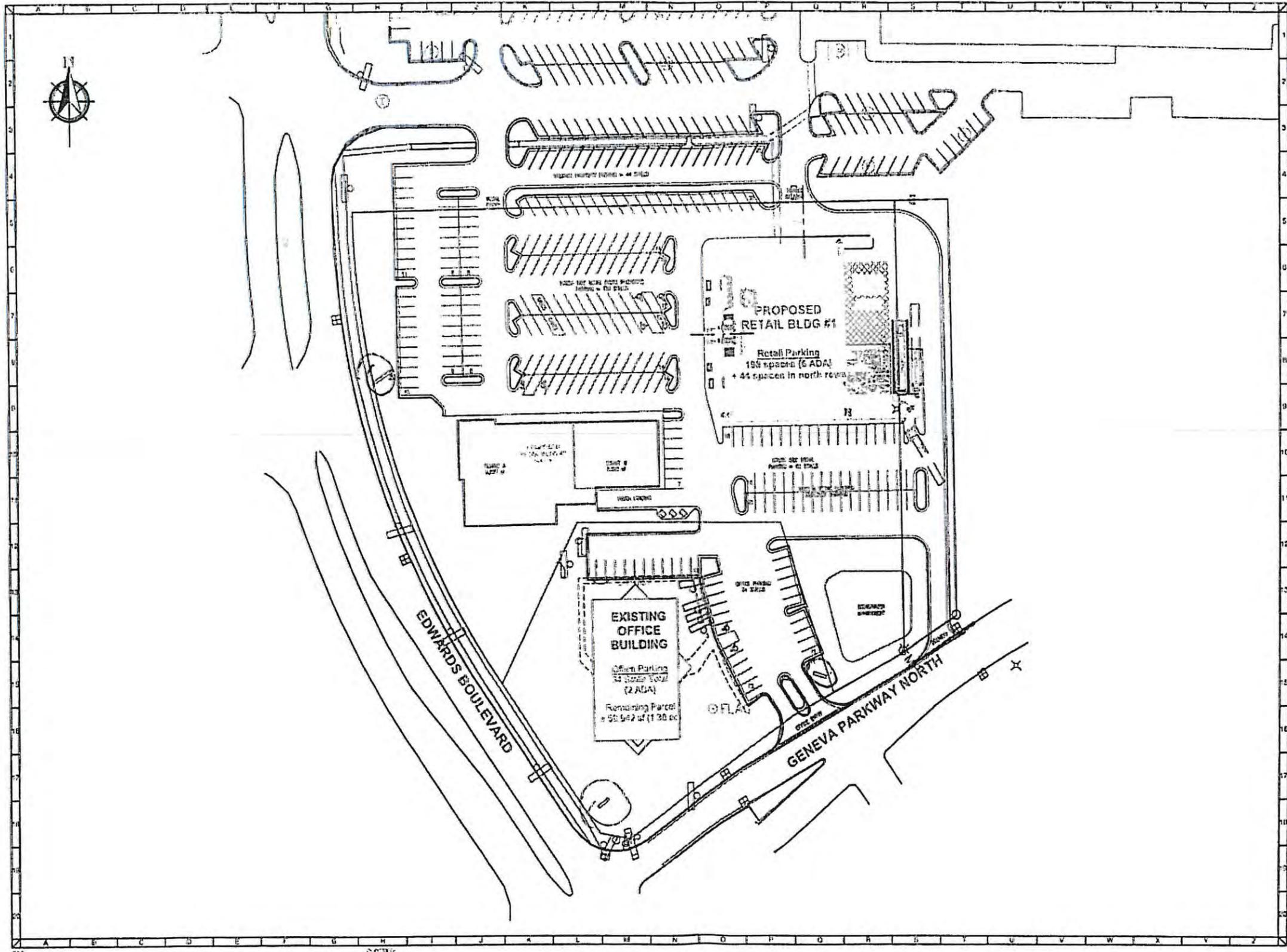
ROSS DRESS FOR LESS
RETAIL DEVELOPMENT
LAKE GENEVA, WISCONSIN

SITE PLAN
FULL COMMERCIAL SITE

06.20.2017
SCHEMATIC

A1.1

SPRING 2017



CLIENT

core
COMMERCIAL INC.

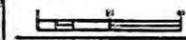


PROJECT

SHARED ACCESS
SITE PLAN

CITY OF LAKE GENEVA
WALWORTH COUNTY
WISCONSIN

CARDINAL ENGINEERING LLC
DESIGNING IN TRUE DIRECTIONS
N6786 AVATAMA TRAIL
ELKHORN, WI 53121
262-757-8776
CARDINALENGINEERINGWI.COM



PROJECT NUMBER	1801318	
DATE	11/8/16	
DESIGNED BY	RMC	
3	GEOMETRY	1/4/17
2	GEOMETRY	11/18/16
1	BLD & PAVT LNE	11-2-16
NO.	REVISION DESC.	DATE

RELEASE

REVIEW PLANS

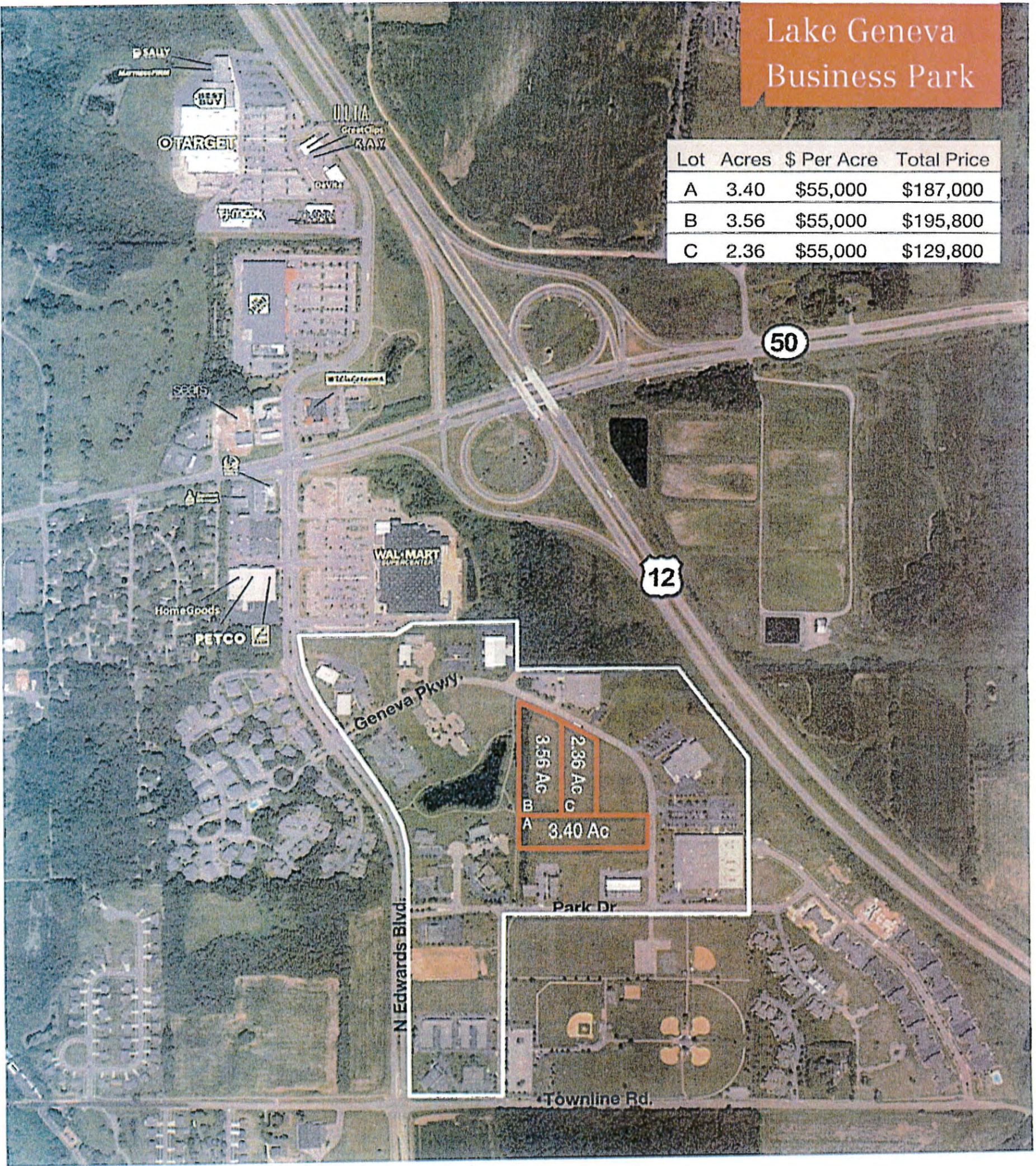
DRAWING TITLE
OVERALL SITE PLAN

DRAWING
C-7

SHEET NUMBER
7 OF 7

Lake Geneva Business Park

Lot	Acres	\$ Per Acre	Total Price
A	3.40	\$55,000	\$187,000
B	3.56	\$55,000	\$195,800
C	2.36	\$55,000	\$129,800



NAI MLG Commercial
 COMMERCIAL REAL ESTATE SERVICES WORLDWIDE

Information shown herein was provided by the Seller/Lease and/or other third parties and is not guaranteed by the Broker or Lake Geneva and Co.

757 North Broadway Street, Suite 700
 Milwaukee, WI 53202
 414 347 9400
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 Offices in Milwaukee and Madison, WI