Lake Geneva

CITY OF LAKE GENEVA, WISCONSIN
COMPREHENSIVE PLAN

Draft 2: October 14, 2019

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Adoption Record

This Plan was adopted on _____.

TABLE OF CONTENTS

Acknowledgements i
Adoption Record ii

Executive Summary 1

Introduction 3
A. Purpose of this Plan 3
B. Planning Process 4
C. General Regional Context 4
D. Selection of the Planning Area 5
E. Concurrent Planning Efforts 5
Map 1: Jurisdictional Boundaries 7

Chapter One: Issues and Opportunities 9
A. Population Trends and Forecasts 11
B. Demographic Trends 12
C. Issues Raised Through Public Participation 14
D. Goals, Objectives, Policies, Programs, and Recommendations 23

Chapter Two: Agricultural Resources 25
A. Character of Farming 27
B. Assessment of Farmland Viability 27
C. Farmland Preservation Efforts 27
D. Agricultural Resources Goals, Objectives, and Policies 29
E. Agricultural Resource Programs and Recommendations 29
Map 2: Agricultural Soils 31

Chapter Three: Natural Resources 33
A. Natural Resources Inventory 35
B. Natural Resource Plans 40
C. Natural Resource Goals, Objectives, and Policies 43
D. Natural Resource Programs and Recommendations 44
Map 3: Natural Features 49

Chapter Four: Cultural Resources 51
A. History of Lake Geneva 53
B. Historic Sites 53
C. Archeological Sites 55
D. Cultural Activities, Recreation, and the Arts 55
E. Cultural Resource Goals, Objectives, and Policies 57
F. Recommendations to Preserve Community Character 58

Chapter Five: Land Use 65
A. Existing Land Use Map Categories 67
B. Existing Land Use Pattern 68
Map 4: Existing Land Use 69
C. Land Development Trends 71
D. Land Supply 72
E. Existing and Potential Land Use Conflicts 73
F. Projected Land Use Demand 73
G. Future Land Use 74
H. Land Use Programs and Recommendations 76
Map 5a: Future Land Use 95
Map 5b: Future Land Use 97

Chapter Six: Transportation 99
A. Existing Transportation Network 101
B. Review of City, State, and Regional Transportation Plans 103
C. Transportation Goals, Objectives, and Policies 105
D. Transportation Programs and Recommendations 106
Map 6: Transportation 111

Chapter Seven: Community Facilities and Utilities 113
A. Municipal Services 115
B. Utilities 115
C. Parks and Recreation 117
D. Community Facilities 120
E. Utilities and Community Facilities Goals, Objectives, and Policies 123
F. Utilities and Community Facilities Programs and Recommendations 124
Map 7: Utilities and Community Facilities 129

Chapter Eight: Housing and Neighborhood Development 131
A. Existing Housing Framework 133
B. Housing Projections 136
C. Housing Programs 136
D. Housing and Neighborhood Development Goals, Objectives, and Policies 137
E. Housing and Neighborhood Development Programs and Recommendations 139

Chapter Nine: Economic Development 143
A. Labor Force 145
B. Educational Attainment 145
C. Income Data 146
D. Commuting Patterns 147
E. Economic Base Analysis 147
F. Employment Projections 148
G. Location of Economic Development Activity 148
H. Environmentally Contaminated Sites 148
I. Economic Development Organizations and Programs 148
J. Assessment of Desired Economic Development Focus 150
K. Economic Development Goals, Objectives, and Policies 150
L. Economic Development Programs and Recommendations 152

Chapter Ten: Intergovernmental Cooperation 157
A. Existing Local Government Framework 159
B. Regional and State Agency Jurisdictions 161
C. Intergovernmental Cooperation Goals, Objectives, and Policies 162
D. Intergovernmental Cooperation Programs and Recommendations 163

Chapter Eleven: Implementation 165
A. Plan Adoption 167
B. Plan Monitoring and Advancement 167
C. Consistency Among Plan Elements 168
D. Plan Administration 168
E. Plan Amendments 170
F. Plan Update 171
G. Implementation Programs and Recommendations 171

EXECUTIVE SUMMARY

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

Agricultural, Natural, and Cultural Resources Recommendations Summary

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

Land Use Recommendations Summary

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

Transportation Recommendations Summary

- Continue to participate in discussions on regional transportation facilities in coordination with WisDOT and Walworth County, including a STH 50 bypass and a new interchange on Bloomfield Road, to relieve congestion along STH 50 through the City.
- To encourage the continued economic vitality of the Downtown area, explore options to expand parking facilities, such as through the site review process or additional new municipal parking.

- Enhance Lake Geneva as a walkable, bikeable City through continued development of an interconnected sidewalk and trail network, carefully considering the needs of bicyclists and pedestrians in road design and requiring designs of new developments that have the pedestrian in mind.
- Explore transportation options such as a Community Car program and circulating shuttles.

Utilities and Community Facilities Recommendations Summary

- Supplement the recommendations of City's 2015 Park and Open Space Plan with the recommendations in this *Plan*, including establishment of a "Greenbelt Corridor," as part of the next park plan update.
- Prioritize development of bike and pedestrian trails to enhance non-vehicular connectivity and provide tourism and recreational opportunities.
- Consider developing a detailed Sustainability Plan to support and strengthen the City's current sustainability initiatives.

Housing and Neighborhood Development Recommendations Summary

- Support quality housing at all levels, including visitor housing, housing rehabilitation, senior housing, workforce housing, and upper story Downtown housing, to contribute to the diversity, character, and economic vitality of the City.
- Develop design standards for multi-family housing that require high-quality design and materials.
- Require detailed neighborhoods development plans for large areas in advance of subdivision plat approvals for smaller pieces of those areas.

Economic Development Recommendations Summary

- Prepare a Downtown Revitalization and Reinvestment Plan that establishes a vision for Downtown and lays out actionable steps for the City to accomplish this vision and attract residents and visitors while supporting small businesses.
- Continue to support tourism development based on the City's natural and recreational resources. Partner with local businesses, recreation providers, and economic development organizations to explore new initiatives that will strengthen the tourism industry and address changing market demands by leveraging the Lake Geneva brand name, including a regional farmers market and eco-tourism.
- Foster "green" business growth and increase the potential for new green jobs by providing support throughout the community for green practices.
- Encourage the redevelopment or rehabilitation of underutilized/deteriorated properties and corridors.

Intergovernmental Cooperation Recommendations Summary

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

Key Implementation Recommendations

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

- Consider to regularly review the Plan and amendment process.

INTRODUCTION

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

City of Lake Geneva – October 2008

A. Purpose of this Plan

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

B. Planning Process

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

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

At the outset of this planning process in February 2019, the City Council adopted by resolution its public participation plan to ensure that this Plan accurately reflects the vision, goals, and values of its residents. This public participation plan reflects the dedicated commitment of Lake Geneva's City Council, Plan Commission, and City staff to seek on-going input from local citizens, community and special interest groups, and representatives from neighboring jurisdictions. Due to this extensive public participation process, the recommendations of this *Plan* are generally consistent with other adopted local and regional plans, long-standing state and regional policies, and sound planning practices.

PLAN ADOPTION PROCESS

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

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

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

C. General Regional Context

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

D. Selection of the Planning Area

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

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

E. Concurrent Planning Efforts

The City of Lake Geneva recognizes the importance of identifying regional as well as local factors that have and will continue to play an important role in the City's future.

Downtown and Tourism Planning

In the fall of 2018, four Lake Geneva organizations, VISIT Lake Geneva, the Streets of Lake Geneva BID, Lake Geneva Economic Development Corporation, and Lake Geneva Tourism Commission, worked together to bring downtown and tourism expert Roger Brooks to Lake Geneva. Brooks and his team assessed the City of Lake Geneva and researched its downtown market to make a series of observations and recommendations.

Roger Brooks presented his recommendations in November of 2018. These recommendations included:

- Improve business and develop a comprehensive wayfinding system
- Create and update marketing and business promotion materials
- Make façade improvements and beautify sidewalks
- Activate the streets with gathering space, public art, sidewalk cafes, etc.
- Extend downtown shopping hours
- Create a programmed public plaza by closing Wrigley Drive
- Task force groups have been organized to address the recommendations presented by Roger Brooks and advance improvements to the City's downtown as a vibrant regional destination and local economic engine.

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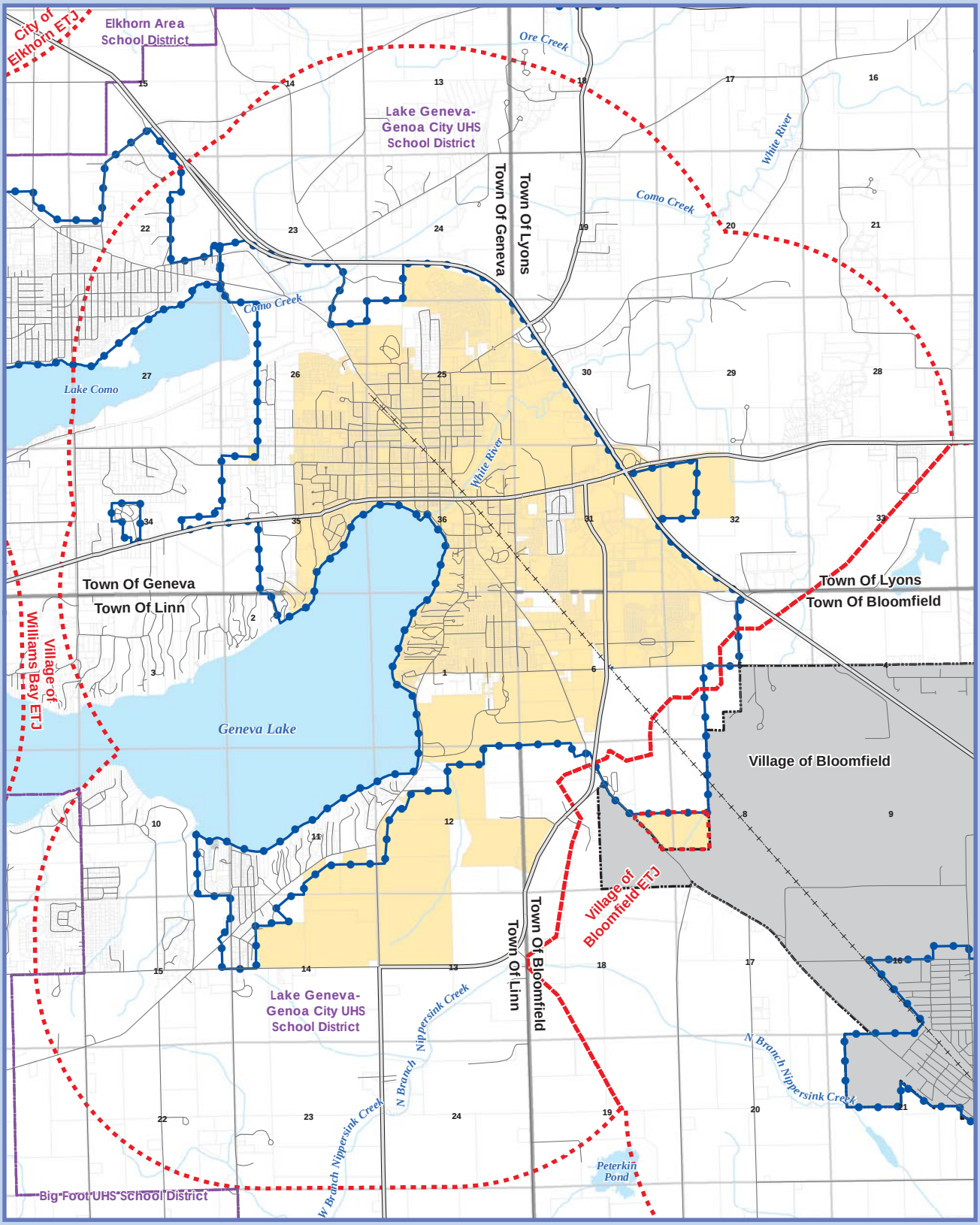

Map 1: Jurisdictional Boundaries - City of Lake Geneva Comprehensive Plan

- City of Lake Geneva
- Township Boundary
- School District Boundary
- ## Sections with Section Numbers
- Urban Service Area Boundary
- Extraterritorial Jurisdiction Boundary
- Highways
- Other Roads
- Abandoned Railroads
- Surface Water
- Surrounding Jurisdictions

N

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: September 6, 2019
Source: SEWRPC, Walworth County LIO, V&A

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1 ISSUES AND OPPORTUNITIES

Lake Geneva

CHAPTER ONE: ISSUES AND OPPORTUNITIES

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

KEY ISSUES AND OPPORTUNITIES

-

A. Population Trends and Forecasts

The City of Lake Geneva has experienced modest, but steady, population growth throughout its history. Figure 1.1 compares the City of Lake Geneva's population trends from 1970 to 2017, according to data from the U.S. Census Bureau Decennial Census and American Community Survey 5-year estimates. For context, these trends are compared with neighboring communities, county and state.

Between 2000 and 2017, the City experienced a nine percent increase in population. Note that the City of Lake Geneva is growing faster than the City of Delavan, Village of Williams Bay, and the state. The Village of Walworth and the Town of Geneva experienced faster growth during this period, while the Village of Fontana saw a nine percent decline in population. These trends demonstrate the pressure facing the City of Lake Geneva and its environs to accommodate future growth and to provide adequate land and infrastructure capacity to serve future populations.

Figure 1.1: Population Trends, 1970 - 2017

	1970	1980	1990	2000	2010	2017	% Population Change 2000-2017
City of Lake Geneva	4,890	5,612	5,979	7,148	7,651	7,766	9%
City of Delavan	5,526	5,684	6,073	7,956	8,463	8,383	5%
City of Whitewater	12,038	11,520	12,636	13,437	14,390	14,762	10%
Town of Geneva	3,490	3,933	3,472	4,099	4,993	5,018	22%
Village of Fontana	1,464	1,764	1,635	1,754	1,672	1,600	-9%
Village of Walworth	1,637	1,607	1,614	2,304	2,816	2,828	23%
Village of Williams Bay	1,554	1,763	2,108	2,415	2,564	2,596	7%
Walworth County	63,444	71,507	75,000	93,759	102,228	102,917	10%
State of Wisconsin	4,417,731	4,705,767	4,891,769	5,363,675	5,686,986	5,763,217	7%

Source: U.S. Census Bureau, Decennial Census 1970-2010; U.S. Census Bureau American Community Survey 2013 - 2017 5-year Estimates

Figure 1.2 shows three population projection scenarios for the City through the year 2040: the DOA's Population Projection; 27-Year, 17-Year, and 7-Year Compounded Projections that were calculated by determining the City's percent population change from 1990 to 2017, 2000 to 2017 or 2010 to 2017, respectively, and projecting that forward to year 2040; and 27-Year and 17-Year Linear Projections that were calculated by determining the average annual percentage change from 1990 to 2017 or 2000 to 2017 and projecting it forward to year 2040. Based upon these projection scenarios, the City's population is projected to be between 8,159 and 10,004 in the year 2040.

Figure 1.2: City of Lake Geneva Population Projections

	2017	2020	2025	2030	2035	2040
Compounded Growth, 1990-2017	7,766	8,027	8,481	8,961	9,468	10,004
Linear Growth, 1990-2017	7,766	7,965	8,295	8,626	8,957	9,288
WisDOA Population Projections	7,766	8,080	8,505	8,860	8,915	8,870
Compounded Growth, 2000-2017	7,766	7,885	8,088	8,295	8,509	8,727
Linear Growth, 2000-2017	7,766	7,875	8,057	8,239	8,420	8,602
Compounded Growth, 2010-2017	7,766	7,816	7,900	7,986	8,072	8,159

Historically, DOA population projections have under-predicted population growth for rapidly growing areas like Southeastern Wisconsin, owing to the fact that migration is the most difficult component of population to predict. However, the population outlook suggests slower growth for Lake Geneva than in the past and for the purposes of this *Plan*, the City will use the DOA's population projections (highlighted in Figure 1.2). This population scenario will be used for housing and land use demand projections later in this *Plan*.

B. Demographic Trends

Race and Ethnicity

Lake Geneva's population remains primarily white; however, Hispanic or Latino residents make up 16 percent of the population. U.S. Census data also indicates that 17 percent of Lake Geneva's population over the age of five years old speaks a language other than English at home, and specifically, 13 percent speak Spanish. To improve transparency, equity, and community engagement, the City should publish all notices and public materials in Spanish and other languages that will best serve residents, in addition to English. Community groups that serve non-English speaking populations can act as a partner in this effort.

Race	2000	2010	2017
White	91%	88%	93%
African American	1%	1%	0%
American Indian	0%	0%	1%
Asian	1%	1%	2%
Other	5%	9%	1%
Two or More	2%	2%	2%
Ethnicity			
Hispanic or Latino	15%	17%	16%

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates
Source: U.S. Census Bureau, 2000-2010 Census.

Age and Gender

The City of Lake Geneva age demographic data from the year 2017 is presented in Figure 1.3. These data suggest that the City of Lake Geneva's overall population is slightly younger than several of the surrounding communities but fairly representative of the County as a whole, with the exception of Whitewater, whose population is the youngest with 21.5 as the median age due to the University of Wisconsin—Whitewater. Furthermore, demographic trends indicate that the City's median age has increased from 36.5 in 2000 to 40.2 in 2017. However, the proportion of residents over the age of 65 has remained relatively consistent from 15 percent in 2000 to 16 percent in 2017, indicating that in 2017, the number of new working-age families with children was outpacing any increase in the number of retirement-aged individuals remaining in or moving to the City. The current proportion of school-age children residing in the City is generally representative of the surrounding communities and the County. Population changes, particularly regarding age, influence many aspects of the community including housing, employment, transportation, and services.

Figure 1.3: Age and Gender Distribution, 2017

	Median Age	% under 18	% over 65	% Female
City of Lake Geneva	40.2	23.6%	16.0%	48.9%
City of Delavan	36.7	25.6%	15.8%	52.0%
City of Whitewater	21.5	10.3%	8.1%	48.7%
Town of Geneva	47.8	20.9%	20.8%	49.7%
Village of Fontana	58.5	14.4%	31.1%	49.7%
Village of Walworth	34.6	28.0%	14.1%	50.1%
Village of Williams Bay	46.6	22.7%	26.2%	52.0%
Walworth County	39.4	21.7%	15.8%	50.1%
State of Wisconsin	39.2	22.5%	15.6%	50.3%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Household Trends and Forecasts

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

Figure 1.4 presents household characteristics for the City of Lake Geneva as compared with several surrounding communities, Walworth County and the state. In 2017, Lake Geneva's average household size was slightly less than most surrounding communities, the average amongst them being 2.4. The City's average household size has decreased slightly from 2.33 persons in 2000 to 2.30 in 2017. As household sizes continues to shrink, additional housing will be needed to accommodate the increased number of households.

Equalized value of each municipality represents the Wisconsin Department of Revenue's estimate of the total value of all taxable property in the municipality. The average equalized value of all residential property in Lake Geneva is substantially higher than that of comparably-sized cities, but lower than that of the Village of Fontana.

Figure 1.4: Household Characteristics Comparison, 2017

	Total Housing Units	Total Households	Average Household Size	Average Equalized Value of Residential Property 2018	Median Gross Rent
City of Lake Geneva	4,190	3,330	2.30	$991,021,600	$901
City of Delavan	3,546	3,285	2.61	$328,180,900	$788
City of Whitewater	5,145	4,609	2.31	$359,625,600	$722
Town of Geneva	3,399	2,046	2.53	$804,122,200	$865
Village of Fontana	2,411	739	2.23	$1,131,472,700	$870
Village of Walworth	1,195	1,091	2.60	$145,731,900	$819
Village of Williams Bay	2,142	1,107	2.28	$723,289,200	$883
Walworth County	51,993	40,246	2.50	$12,370,342,000	$833
State of Wisconsin	2,668,692	2,328,754	2.43	$388,614,618,400	$813

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates; Wisconsin Department of Revenue Equalized Values, 2018

Figure 1.5 compares various characteristics associated with housing. The percentage of single person households in Lake Geneva is the highest of area comparison communities. The vacancy rate is lower in Lake Geneva than the average of the comparison communities (27.4%). Like in Lake Geneva, the vacancy rate for many of the comparison communities, such as the Villages of Williams Bay and Fontana, is likely attributable to a significant supply of seasonal housing units, which the U.S. Census considers "vacant." In this respect, with a moderate level of seasonal housing in comparison to neighboring communities, the City of Lake Geneva reflects the countywide average, and is much lower than other jurisdictions around the lake, but substantially higher than the large cities in the County.

Figure 1.5: Housing Occupancy Characteristics Comparison, 2017

	Percentage of Single Person Households	Percentage of Vacant Housing	Percentage of Owner-Occupied Units
City of Lake Geneva	35.0%	20.5%	54.7%
City of Delavan	28.9%	7.4%	53.2%
City of Whitewater	32.3%	10.4%	33.5%
Town of Geneva	22.1%	39.8%	60.2%
Village of Fontana	25.6%	69.3%	88.4%
Village of Walworth	30.2%	8.7%	57.6%
Village of Williams Bay	30.6%	48.3%	72.4%
Walworth County	25.6%	22.6%	68.4%
State of Wisconsin	29.0%	12.8%	67.0%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Education and Employment Trends

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

C. Issues Raised Through Public Participation

The City's comprehensive planning process was guided by input that was collected from a variety of sources including a two communitywide workshops, two neighborhood workshops, a Spanish-language

community listening session, stakeholder group interviews, and a public open house. The following is a summary of the issues identified by this public participation process which inform the planning process.

Vision Workshop

Communitywide Vision Workshops were held on May 15th and August 7th, 2019. These interactive meetings allowed participants to identify Lake Geneva's key assets and opportunities, to spotlight areas of interest and concern, and evaluate potential future growth and density options for the City as a whole. These workshops allowed participants to express their concerns and ideas for the future of the community.

A brief summary of public input gathered at these workshops is provided below. Workshop summaries containing all comments received organized by date are located in the Appendix of this *Plan.*

These workshops were broken into three parts. Part one involved participants identifying what they value most about Lake Geneva, as well as the most important goals or directions for the future of the City.

Participants identified the following as Lake Geneva's top assets, opportunities, and challenges:

What Participants Value

- Geneva Lake
- Small town atmosphere, charm, and community spirit among neighbors
- Schools
- Scenic beauty
- Cultural and recreational activities
- Location and proximity to large metro-areas and rural areas
- Downtown and diversity of businesses
- Green space and lakefront, including Riviera and Hillmoor Property

Goals and Direction

- Promote off-season events to make Lake Geneva a year-round destination
- Keep small town charm
- Improve community facilities and events, like the Riviera
- Protect water quality in Geneva Lake
- Maintain the Hillmoor Property as publicly accessible open space
- Plan for controlled development
- Expand walkability citywide
- Reduce traffic and parking congestion
- Promote infill and redevelopment rather than greenfield development
- Advance affordable housing
- Limit big box development

Participants were also asked to share potential ideas and strategies for achieving the goals they identified in the previous exercise. Each person worked individually to share action the City can take to realize the future Lake Geneva they would like to see. Participants identified the following as potential ideas and strategies for achieving the City's goals:

Goal: Creative Parking Solutions in Downtown

- Find additional short-term parking locations
- Supply shuttle service to Downtown
- Build a parking garage, outside of Downtown
- Allow alternatives to personal cars, like Neighborhood Environmental Vehicles, and TUKs/Scooters
- Create an overhead tram for tourists

Goal: Keep Hillmoor Property as Open Space

- Create revenue source to purchase Hillmoor, including TIF and bonds
- Create a nature preserve with children's library, gym, restaurant, and outdoor recreation
- Maintain green space aspect with trails, paths and passive open space
- Provide education on nature conservation, preservation and cultural history
- Fundraise in the community, have a survey for public opinion and ideas, use direct mail to inform residents about Hillmoor
- Offer the YMCA a deal on Hillmoor
- Maintain current land use

Goal: Maintain Small Town Feel

- Promote small business development rather than chains and big box
- Preserve green space and natural beauty, including Hillmoor
- Improve communication between the City and residents with a community newsletter
- Promote City events in the off season
- Cap residential and commercial development

Goal: Protect Natural Resources, Particularly Geneva Lake

- Work with other communities to strengthen rules on fertilizer and water quality
- Preserve Hillmoor as green space
- Support legalizing marijuana
- Fund Geneva Lake Environmental Agency
- Identify areas for solar and wind farms
- Assert boating controls, including limiting buoys and docks
- Limit residential growth outside of City boundaries
- Address invasive species in Geneva Lake
- Improve transportation system

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

Areas of Infill Development and Redevelopment

- Broad and Wisconsin
- Rail corridors
- Wells Street corridor
- Carey and La Salle
- Maxwell and La Salle
- Clover and Pleasant
- Woodland Way and railroad tracks
- Bender property
- Geneva Pkwy N

Preservation Areas

- Hillmoor
- Lakefront
- Existing parks, including Big Foot Beach State Park
- Geneva Lake
- Historic downtown buildings
- Brick and Mortar
- Undeveloped land south of Big Foot Beach
- White River and surrounding environmental corridor
- Environmental corridor east of Center Street
- Undeveloped/agricultural areas outside City limits
- Undeveloped areas within the City limits

Transportation Issues

- Turkey Farm Road and Peller
- Turkey Farm Road and Edwards
- Highway 12 and Townline
- South St/Bloomfield R and: Highway 120/Edwards, Lake Geneva Blvd, S. Lake Shore Dr, area east of City limits
- Highway 50 near Hillmoor
- Williams and Grant
- Williams and George/Gardner
- Highway 50/Main and: Lockwood, Edwards, West St, Warren/Madison, Lake Shore Dr

Recommended Gathering Spaces

- Lakefront
- Big Foot Beach State Park
- Riviera Building

Locations for New Residential

- Hillmoor
- Wells Street
- Haskins and Crawford
- Edgewood Drive/La Salle St

Locations for New Commercial

- Along Highway 120 – east of City limits south of Bloomfield
- Highway 120 and Woodland Way
- Edwards and Townline
- Edwards and Bloomfield
- Main and Curtis
- Main and Elmwood

Locations for New Industrial

- Highway 120 – east of City limits south of Bloomfield
- Along railroad tracks near Cass St
- Geneva Pkwy N
- Highway 120/Westside Rd – southeast of City limits, where the road bends

New Bicycle/Pedestrian Facilities

- All downtown streets
- Connections to existing parks

Additional Comments

- Make Edwards two lanes with turn lane. Too tight.
- Annex town islands
- Accessibility at 50 and Edwards
- Solar farm on Hwy 120 south of Highway H (currently extraction land use)
- Extend Peller Road
- No carwash/drive-thru at Main and Curtis
- Save the Library in current location
- Preserve coastline at Big Foot Beach, improve beach
- Close alley to cars between Main and Geneva St
- Have commercial on both sides of Wrigley Drive near Main St

Neighborhood Vision Workshops

Neighborhood Vision Workshops were held on July 30th and 31st, 2019. These interactive meetings were similar in intent and structure to the Communitywide Vision Workshops, but encouraged participants to identify assets and opportunities, strategies, and concerns relevant to their neighborhood as well as the City as a whole. The two meetings were organized by aldermanic districts, however, all residents were invited to attend either workshop.

A brief summary of public input gathered at these workshops is provided below. Workshop summaries containing all comments received organized by date are located in the Appendix of this *Plan.*

These workshops were also broken into three parts. Part one involved participants identifying what they value most about neighborhood, as well as the most important goals or directions for the future of the community. Participants identified the following as Lake Geneva's top assets, opportunities, and challenges:

What Participants Value

- Geneva Lake
- Small town atmosphere
- Parks, beaches, open space
- Walkable and easy to get around
- Safety
- Cultural and recreational activities
- Location and proximity to large metro-areas and rural areas
- Variety of housing stock

Goals and Direction

- Focus on Downtown, businesses, activities and facilities like the Riviera
- Limit growth and preserve green space, including Hillmoor
- Keep City affordable for small businesses and address vacant storefronts
- Put residents first
- Maintain small town charm and history
- Protect water quality in Geneva Lake
- Reduce traffic and parking congestion in Downtown
- Be a more eco-friendly and sustainable community
- Maintain diversity in housing stock

Participants were then asked to share their thoughts on key topics, their answers are shared below:

Types of businesses missing in Lake Geneva:

- Restaurants at all price points (not chains)
- Larger employers (light industrial)
- Specialty and gourmet food stores and healthy grocery stores
- Recreational vendors. more dock space at Lake
- Coffee shops
- Downtown destinations, (pop-ups/artist spaces)
- DIY shops and workshops
- Better quality nightlife
- Entertainment venues for plays, concerts, events
- More professional services to serve locals
- Varied retail, beyond women's apparel

Is it difficult to get around Lake Geneva?

- Summer traffic is very congested
- Need more public parking options, including garage, subsidized outlots
- Improve walkability and bikeability Downtown, connect sidewalk network
- Time traffic lights for pedestrian
- Allow/bring Uber or Lyft to City
- Trolley or shuttle would help summer traffic
- Park-n-ride would help

What types of housing are missing in Lake Geneva?

- Affordable housing for all income levels, including low-income and middle class
- Smaller homes
- Entry level homes
- Mixed neighborhoods
- Active living senior housing
- Attractive options for young families
- High-quality, affordable condominiums

How can the City protect water quality in Geneva Lake?

- Strengthen Geneva Lake Environmental Agency
- End use of gas motors on Geneva Lake
- Use best cleaning and protection practices with invasive species
- Regulate the number of boat launches
- Report any suspicious plants or organisms
- Avoid use of chloride by City DPW
- Invest in water treatment
- Restrict use of lawn fertilizer and increase penalty for violations
- Require housing be on treated sewer rather than septic

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

Areas of Infill Development and Redevelopment

- Wrigley Street pedestrian plaza
- Wells Street corridor
- Sheridan and Interchange N

Preservation Areas

- Hillmoor
- Hillmoor environmental corridors
- Undeveloped/agricultural areas southwest of the City
- Riviera

Transportation Issues

- Dangerous at Highway 50 near Hillmoor entrance
- Need stoplight at Rotary at Townline Rd and Edwards Blvd
- Need stoplight at Bloomfield Rd and Edwards Blvd
- Need underground parking near Geneva/Cook/Madison Streets
- Board launch traffic issues at Riviera. Suggest new boat launch to the south at Big Food Beach State Park.

Recommended Gathering Spaces

- Main and Cook
- Riviera
- Wrigley Drive

Locations for New Residential

- East of Highway 120, south of Bloomfield Rd

Locations for New Commercial

- East side at Highway 120
- Edwards Blvd/south of Highway 50
- Extend DT commercial north on Broad St
- Keep existing big box commercial

New Bicycle/Pedestrian Facilities

- Around Geneva Lake
- Lake Shore Drive
- Edwards Blvd near Highway 120
- Along Highway 120
- Hillmoor
- Along railroad tracks to the northwest side of the City
- Along Bloomfield to the west
- North loop

Recommendations for the former Hillmoor Golf Course (all four workshops):

Many workshop participants advocated for designating the privately-owned former Hillmoor Golf Course property as open space or as a public park. Some individuals attended multiple workshops or all four workshops in part to advocate for this purpose, and so their comments are reflected multiple times. Since this topic is of importance to so many, below is a compilation of all participants' ideas for this site from the mapping exercises completed at all four workshops:

- Preservation (17 of out 23 maps included this recommendation)
- Gathering Spaces (12 of out 23 maps included this recommendation)
- Infill Development and Redevelopment (6 of out 23 maps included this recommendation)
- New Residential (4 of out 23 maps included this recommendation)
- Additional comments/suggestions:
    - Multigenerational housing with assisted living
    - Walk/bike paths
    - Bike and other rentals
    - Park/recreation
    - Parking
    - Relocate YMCA here
    - Amphitheater
    - Visitor center

Spanish Language Community Workshop

The City held a Listening Session for Latino Residents of Lake Geneva, on July 11, 2019 at St. Francis de Sales Church. The meeting was conducted primarily in Spanish, with some translation (both Spanish to English and English to Spanish) provided by Lake Geneva community members. The purpose of this meeting was to provide direct outreach to the estimated 13.3 percent of Lake Geneva's population that speaks Spanish, many whom have not participated in past planning processes or have not been able to participate due to language barriers. Many individuals commented that this was the first time they had been directly invited to participate in a City meeting.

Like the other workshops held as part of this planning process, the listening session focused on areas of interest and concern as well as ideas for the future of the community. The listening session began with an overview of the planning process. From there, participants worked in small groups to answer a series of five questions, which were then shared with the larger group. The questions and responses are provided below. Below is an overview of the responses received at the listening session. A summary document containing all responses submitted is located in the Appendix of this *Plan*.

Question 1: What types of businesses are missing or that you'd like to see more of in Lake Geneva?

- Mexican Bakery
- Tortilla Bakery/shop
- Pharmacy
- Ned more affordable rent for starting a small business
- Spanish-language resources, signs in Spanish
- Farmers Market with later hours (for people who work later)
- Local market at Madison and Broad Street
- Artisan products to show our diversity
- Office Depot, office supplies
- Community facilities: Skating for kids, Water park/splash pad; community pool; community center; bike lanes; agency to assist single mothers and seniors; free clinic
- Jobs for the handicapped
- Affordable daycare with convenient hours
- Activities for youth
- Dance hall
- English classes

Question 2: What do you think of the transportation in Lake Geneva and how could it be improved?

- Public transportation for seniors, handicapped people, and others who don't drive
- Traffic lights
- Bus between Lake Geneva and Lake Como
- Car-free connection between communities
- Bikes and bus
- Public buses
- City Council should talk to neighboring cities about fixed transit
- Don't allow parking on Main Street
- Widen Highway 50/Main Street
- Pedestrian bridge
- Structured parking with shuttle options
- Boat launch is too centrally located (crowded)
- Implement minibus route between hotels for people that usually drive; reduce car traffic with shuttles – provide information about existing shuttles in Spanish
- Bike rentals
- Motorbike taxis – new transportation; help Latinos be part of the business
- Tourists don't respect stop signs
- Signalized crosswalks
- Synchronized stop lights
- Connect biking and trails

Question 3: What housing types are missing, or would you like to see in Lake Geneva?

- More apartments
- More affordable housing (often repeated theme)
- Housing options (different types)
- More public housing
- Single-bedroom or studio apartments
- Taxes have to be more affordable
- More options to rent and buy
- Bank that facilitates loans for housing
- More accessible loans that take ITIN numbers
- Need a housing/renter ambassador in City government
- Land development permit
- Develop the golf course that's vacant into small lots
- Need better transportation /real transit

Question 4: How can the City celebrate Latino culture and heritage?

- Dedicate a day for celebrating the Latino community and its culture. For example, a parade in which we could reflect the cultural diversity of our countries, and a festival where we could share Latino food, artisan products, and music.
- Include our community into the parade bands/music
- Hispanics could have tables/vendor stands in the fairs
- Latino entertainment at public events – musical groups, mariachi, etc.
- Work with the Mexican ambassador
- Have a place where they can give classes that teach authentic cooking to expose Latino food to the community
- Artisan products and food
- Food, music, typical dress of each country
- More cross-cultural integration at the Venetian festival
- More tourism from other communities
- A September 16th celebration for Mexican Independence Day
- Don't appropriate the culture. (For example, the way Americans celebrate Cinco de Mayo doesn't reflect Latino culture and leaves out non-Mexicans. Mexican Independence Day is actually celebrated September 16, not May 5.)
- Fireworks
- Boat launches and an additional area for launching boats

- Celebrating the heritage of everyone
- Schools that teach various cultural dances
- Día de los Muertos (Day of the Dead) presence or exhibit in Oktoberfest
- Create a sawdust carpet for Oktoberfest (A sawdust carpet or alfombra de aserrín is a Mexican and Central American tradition in which colored sawdust and flowers are layered on the ground before a religious procession, often during Holy Week or Lent. See photo at right.)
- Community center space with multicultural activities
- Outdoor space to reserve for events
- Cultural museum

Sawdust carpet, Antigua, Mexico

Question 5: How you want Lake Geneva to look in the future/ in ten years?

- Want the city to be in peace
- No crime
- Wants to see families free from fear
- Opportunities for adult education
- That all of today's opinions will be considered/included in the next ten years
- That all of the ideas shared today are realized
- A marvelous city with diversity
- Hispanics working for and within the City of Lake Geneva; Hispanics become an integral part of City government; Hispanics, youth, and adults involved in City Hall and City Council
- More Hispanics have ties with Police Department and part of police force
- More local businesses and fewer chains; greater variety of restaurants
- No racism or discrimination
- Families united (stay together)
- Leadership from all of the southern WI counties work together to help to make this a success
- Progress is communicated with everyone
- Fire Department holds open houses for Latinos in order to teach them out to install things, other fire safety topics
- Don't destroy green space
- More Hispanic participation
- More community meetings for Latinos
- Want to be heard more. In ten years, Latino are still heard.
- Welcoming and safe community
- Continue showing up and participating.

Through the discussion of the above questions, several additional topics emerged that were of particular importance to the Latino community:

- This is the first time that I've been reached out to since I've lived here.
- How the City treats the Latino population reflects on the City as a whole; need to invest in the Latino community

- Access to driver's licenses is a big issue in the Latino community – since government IDs are often needed to access or use other services, some sort of official license or ID needs to be made available to all Lake Geneva residents
- There should be more rights/political power for those that don't have documentation
- The community would benefit from a representative/ambassador who can represent undocumented individuals

After the five questions had been discussed and shared, the Mayor led a Q&A (with translation) with participants. A variety of topics were covered ranged from what is the next step of the planning process, what does the mayor do, how the Latino community could continue to engage with the City, concerns about undocumented residents of Lake Geneva, how Walworth County and the City could work together to tackle issues of concern to Latino residents, access to soccer fields, and a local ID card for City residents.

Latino Listening Session – Q&A with Mayor

Draft Plan Open House – To be updated

Draft Plan Public Hearing – To be updated

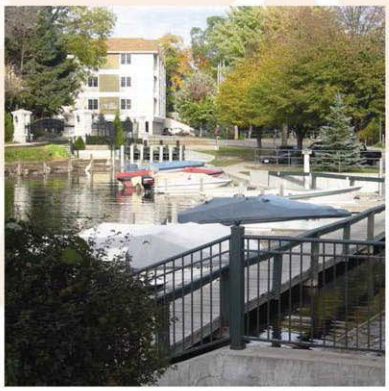
D. Goals, Objectives, Policies, Programs, and Recommendations

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

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

CITY OF LAKE GENEVA *Mission Statement*

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



2 AGRICULTURAL RESOURCES

Lake Geneva

CITY OF LAKE GENEVA . WISCONSIN

CHAPTER TWO: AGRICULTURAL RESOURCES

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

A. Character of Farming

Agriculture in surrounding areas remains an important component of the area's economy and the City's community character. According to the 2019 land use inventory, agricultural land accounts for approximately 24 percent of the City's total land area, and a much greater percentage of the land in surrounding towns is in agricultural use.

AGRICULTURAL RESOURCE RECOMMENDATIONS SUMMARY

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

B. Assessment of Farmland Viability

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

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

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

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

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

C. Farmland Preservation Efforts

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

Local farmers can participate in several federal and State programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill established or renewed the following programs:

- The **Conservation Reserve Program** (CRP), which provides technical and financial assistance to eligible farmers and ranchers to address soil, water, and related natural resource concerns on their lands in an environmentally beneficial and cost-effective manner.
- The **Agricultural Conservation Easement Program** (ACEP), has replaced or consolidated the Wetland Reserve Program, the Farmland and Ranchland Protection Program, and Grassland Reserve Program, and provides technical and financial support to help conserve agricultural lands and wetlands.
- The **Conservation Stewardship Program** (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The **Environmental Quality Incentives Program** (EQIP), which provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial and technical help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- The **Grassroots Source Water Protection Program** is a joint project by the USDA's Farm Service Agency (FSA) and National Rural Water Association (NRWA). The program is designed to help prevent source water pollution at the grassroots level. Local teams will be established to collaborate in the development of Rural Source Water Protection plans that promote clean ground water. Rural Source Water Protection plans will outline voluntary measures that farmers, ranchers, and other producers can install on their lands to prevent source water pollution. Teams will inform and educate producers about source water protection measures that benefit their neighbors and communities.
- The **Voluntary Public Access and Habitat Incentive Program** allows States and Tribal governments to apply for grants to encourage owners and operators of privately held farm, ranch, and forest land to voluntarily make that land available for access by the public for wildlife dependent recreation, including hunting or fishing under programs administered by the State and Tribal governments.

In addition, the Wisconsin Department of Revenue offers the Farmland Preservation Credit Program.

The Farmland Preservation Credit Program strives to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and provides property tax relief to farmland owners. To qualify for the credit, farmland must be 35 acres or more and zoned for exclusive agricultural use or be subject to a preservation agreement between the farmland owner and the State. In addition, in order to be eligible for this credit, all program participants must comply with soil and water conservation standards set by the State Land Conservation Board. The City of Lake Geneva does not have exclusive agriculture zoning. It should be noted that claims for the Farmland Preservation Credit are documented for the municipality in which the claimant lives, which may not be where the farm is actually located.

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

D. Agricultural Resources Goals, Objectives, and Policies

Goal:

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

Objectives:

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

Policies:

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

E. Agricultural Resource Programs and Recommendations

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

Promote Efficient and Well-Planned City Development to Preserve Farmland

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

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

- Stimulating infill and redevelopment.
- Encouraging higher densities of five dwelling units per acre in Planned Neighborhood areas. (Planned Neighborhoods are described in greater detail in Chapter Five: Land Use.
- Reserving large areas of undeveloped peripheral lands for very long-term city expansion.

- Working with Walworth County and other municipalities to capture as large a share of County population growth as possible into cities and villages at urban densities.
- Discouraging rural residential development (development served by private on-site wastewater treatment systems and wells) in the extraterritorial jurisdiction of the City.

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

Promote the Use of Local Foods

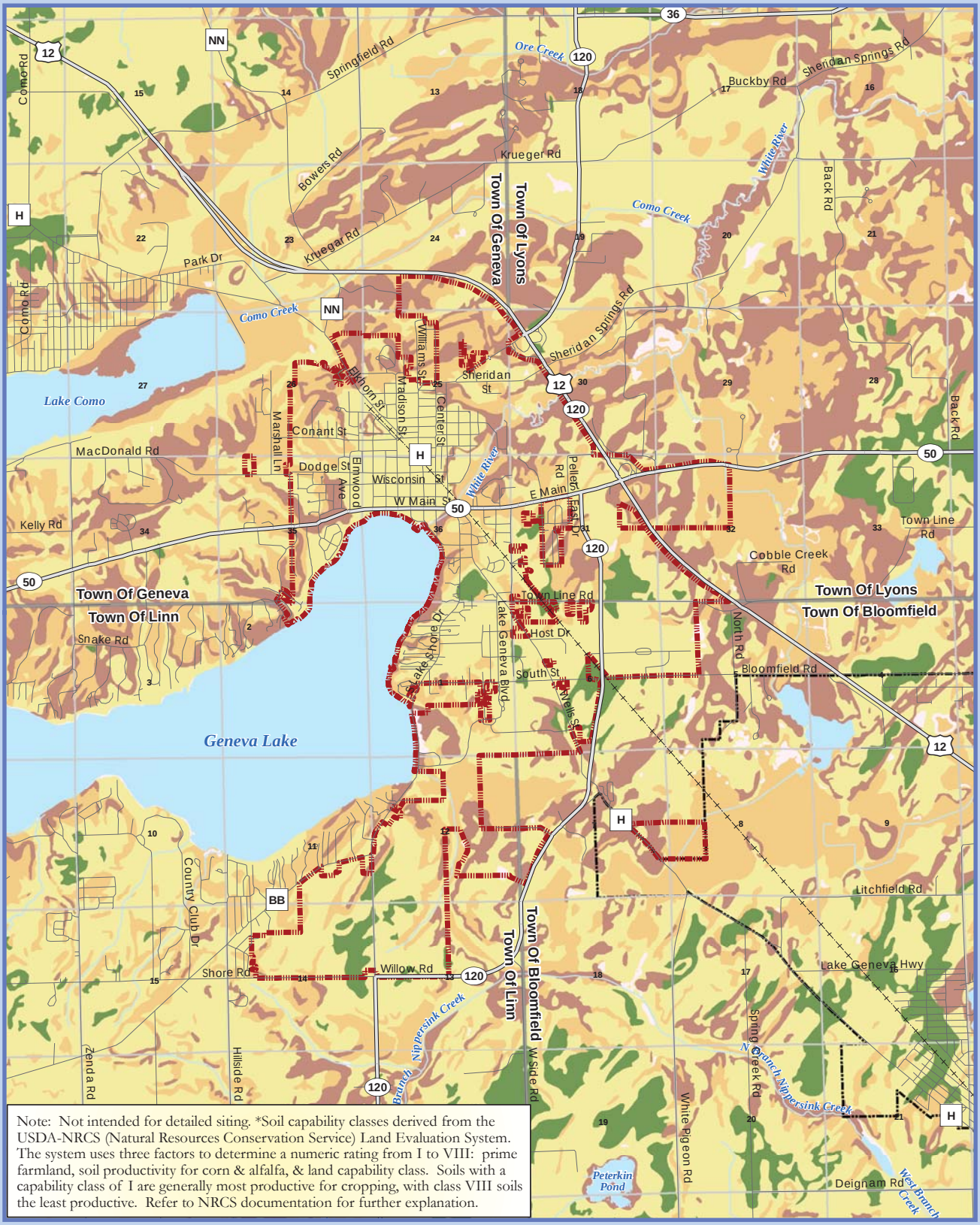
Promoting the use of locally produced agricultural products is a viable strategy for farmers in the Lake Geneva area given proximity to raw products and growing local and regional populations. Lake Geneva is well-positioned to take advantage of the local food movement as an economic, farmland preservation,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

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

Community garden

- Backyard and Community Gardens: Community gardening and other forms of urban agriculture have been shown to provide a variety of benefits, including economic benefits, environmental benefits, public health benefits, and reductions in crime. Backyard gardens can be plots around homes or containers and raised beds on balconies, decks, and rooftops. Backyard gardens can supplement diets with seasonal harvests and stretch food budgets. Community gardens provide opportunities for recreation and can improve both the mental and physical health of residents, creating a place for social gatherings.[1]
- Restaurants: Lake Geneva would benefit from more restaurants located in the City to serve residents and employees of City businesses. This provides an opportunity for the establishment of restaurants, bakeries and cafes that purchase, serve, and generally promote locally grown foods. The type of restaurant that offers food from locally grown products would be an asset to a tourism-oriented, resort community like Lake Geneva.
- Schools: Since it is necessary for schools to consistently purchase large quantities of food, local food producers would offer fresh, in-season, healthful products that would promote the health of students. Lake Geneva area schools could become involved in Farm to School programs through University of Wisconsin's Center for Integrated Agricultural Systems (CIAS). CIAS works to connect schools to healthy, local food through school nutrition programs, toolkits for producers, a farm to school network, as well as outreach, training, and technical assistance.

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



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

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

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

Soil Capability Class

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

CITY OF LAKE GENEVA WISCONSIN 1856

N

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: March 8, 2019
Source: SEWRPC, WisDNR, Walworth County, V&A

0 0.25 0.5 1 Miles

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3 NATURAL RESOURCES

CHAPTER THREE: NATURAL RESOURCES

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

NATURAL RESOURCE RECOMMENDATIONS SUMMARY

- Improve water quality by protecting Geneva Lake and its watershed
- Advance stormwater best management practices
- Consider establishing a greenbelt corridor through a public-private partnership
- Encourage the construction of "green" buildings and promote energy efficiency
- Prioritize Sustainability and Climate Adaption and Resiliency Planning

A. Natural Resources Inventory

Ecological Landscapes

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

Topography

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

Steep Slopes

The southern and central portions of the City are gently rolling slopes less than six percent. Portions of the City have slopes that range from six to 12 percent, with isolated areas of slopes greater than 12 percent, mostly outside of the City to the northeast near the Marcus Grand Geneva Resort.

Environmental Corridors

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

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) developed a management plan for environmental corridors. Its document, titled A Regional Natural Areas and Critical Species Habitat

Protection and Management Plan for Southeastern Wisconsin, identifies the location of environmental corridors in and near the City. These corridors are shown on Map 5a and 5b. Environmental Corridors are continuous systems of open space that include floodplains, wetlands, public lands, and contiguous woodlands. Environmental corridors are primarily located south of Big Foot Beach State Park, within the Four Seasons Nature Preserve, along the White River, and just east of the City limits.

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

Woodlands and Natural Vegetation

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

Metallic and Non-Metallic Resources

There are 22 non-metallic extraction sites within Walworth County, eight of which are within the vicinity of City of Lake Geneva. None are located within the City's municipal boundaries.

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

Groundwater

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

The quality and availability of groundwater in the City is good. However, groundwater availability and quality will continue to be an important issue for Walworth County. Combined, the seven counties of southeastern Wisconsin cover only five percent of the State's total land area but, these counties are home to more than one third of the State's residents. IAs population continues to grow, both water demand and high-capacity wells are expected to continue to increase in coming decades. Over-tapping of the deep wells not only threaten to deplete the aquifer, but also disturb areas of the aquifer in which natural contaminants are found in higher concentrations, such as radium, arsenic, lead, fluoride, and iron. Depletion of deep ground water aquifers is a growing concern for the seven-county region, particularly in eastern Waukesha County where deep aquifer levels have declined by 500 feet. Severe water depletion

can allow air into the aquifer, which can trigger reactions in the ancient, mineral-rich water. When this occurs, compounds such as arsenic are released into the water supply.

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

Watersheds

The City and its planning area are located within the Southeast Fox River Basin. The Southeast Fox River Basin covers approximately 1,067 square miles in all or part of seven counties in southeastern Wisconsin. The basin is divided into seven watersheds. The City of Lake Geneva falls entirely within the White River and Nippersink Creek Watershed. The watershed drains 168 square miles in 128 miles of streams and nine named lakes.

Geneva Lake

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

Geneva Lake – View from the City looking west – October 2008

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

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

- Maintenance of the historic low- and medium-density residential character of the already-developed portions of shoreline of Geneva Lake; implementation of structural stormwater management measures and vegetative shoreline protection measures where there is higher density development.
- Limit large-lot residential development in the Lake tributary area; consider modifying development codes to include maximum lot sizes and clustering requirements to reduce the amount of land consumed and preserve open space.
- Careful review of lakefront developments by Geneva Lake communities to ensure compliance with shoreland zoning requirements and encourage the use of shoreland buffers, environmentally friendly landscaping practices, and stormwater management practices.

- Promotion of urban nonpoint pollution abatement through the use of stormwater management planning programs and consideration of nonpoint source control measures.
- Public acquisition of some wetlands and woodlands in the area tributary to Geneva Lake.
- Continued enforcement of boating regulations and maintenance of public access sites.

Public input gathered as part of the development of this *Plan* indicated strong of support for protection of water quality of Geneva Lake and concern about the threat of invasive species such as Starry Stonewort, Banded Mystery Snail, and Yellow Iris.

White River

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

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These are areas predicted to be inundated with flood waters in the 100-year storm event (e.g., a storm that has a one percent chance of happening in any given year). The State requires local regulation of development in floodplains. Development is strongly discouraged in floodplains to avoid both on-site and up- and downstream property damage. In the City of Lake Geneva, floodplains are located along the shores of Geneva Lake and the White River.

Wetlands

Wetland ecosystems play significant roles in maintaining the quality of groundwater and surface water and provide valuable habitats for fish, birds, and other wildlife. Wetland areas are shown on Map 3. Occurrences of wetland areas generally coincide with occurrences of environmental corridors.

The City has a Shoreland or Wetland Ordinance that reflects the latest WisDNR model ordinance. The Shoreland Zoning Ordinance regulates the use all structures, lands, and waters. According to the ordinance, a shoreland is defined as those lands lying within the following distances: 1,000 feet from the ordinary high-water mark of navigable lakes, ponds, and flowages; 300 feet from the ordinary high-water mark of a navigable stream or channel; or the landward side of floodplain, whichever is greater.

Wildlife Habitat

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

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

Rare Species Occurrences

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

Big Foot Beach State Park

State Natural/Wildlife Areas

- Big Foot Beach State Park is a 271-acre park located along the shores of Geneva Lake just two miles south of downtown Lake Geneva. The park is known for access to Geneva Lake's clean, clear water and features 5.5 miles of hiking trails through forest and open meadow. Visitors to Big Foot Beach enjoy picnicking, camping, hiking, fishing, swimming, and boating.
- The Four Seasons Nature Preserve is a 66-acre preserve consisting of 40 acres of which are wetlands (sedge meadow, pond, calcareous fern and tamaracks) and 20 acres are upland prairies. The preserve is surrounded by a primary environmental corridor. A trail system runs through the preserve featuring educational plaques identifying various plant and animal species.
- The Bloomfield Wildlife Area is located off STH 12 in the Village of Bloomfield. This 1,203-acre property consists of wetlands, grasslands, and scattered woodlots. The numerous wetlands and grassy areas present a favorable opportunity for pheasant and deer hunting. Other activities include hiking, wildlife watching, and berry picking.
- Lyons Wildlife Area is located two miles north of Lake Geneva. This 135-acre property consists of grasslands, lowland brush, and wetlands. Recreational opportunities include hunting, trapping, fishing, hiking, canoeing, and berry-picking. The White River runs along the southern edge of the Lyons Wildlife Area.
- Fontana Fen and Prairie is one of Wisconsin's rare wetland communities, consisting of calcareous fen. The conservation area is 10 acres located between Villages of Fontana and Walworth along STH 67. This area was slated for a mall development in the 1970s; however, it was recognized by environmentalists as a rare wetland community. The land was eventually purchased and donated to the Lake Geneva Land Conservancy.
- The White River Trail is a 19-mile multi-use trail of crushed limestone, which connects the Cities of Elkhorn and Burlington and the Town of Dover in Racine County. The trail follows a former railroad bed and passes through the historic Villages of Lyons and Springfield. The trail is part of a potential 45-mile trail to be constructed between the Village of Darien and the City of Racine.
- The Geneva Lake Shore Path around Geneva Lake is a 22-mile shoreline trail that is fully accessible to the public. An Indian treaty signed in 1833 guarantees this access in perpetuity.
- The Kishwauketoe Conservancy natural area was established in 1989. The name "Kishwauketoe" is a Potawatomi Indian word for "sparkling water." The Kishwauketoe Conservancy is a 231-acre wetland area with more than four miles of trails. Kishwauketoe is located in Williams Bay along Hwy 67 just north of Geneva Street. Kishwauketoe is the most intact, undisturbed wetland area of Geneva Lake.

- Other natural areas in Walworth County that are easily accessible from Lake Geneva include Beulah Bog, Lulu Lake, Young Prairie, Pickerel Lake Fen, Clover Valley Fen, Turtle Valley Wildlife Area, and Bluff Creek.

B. Natural Resource Plans

City of Lake Geneva Park and Open Space Plan (2015-2020)

The two overarching goals of the City's Park and Open Space Plan are to:

- Ensure the provision of a sufficient number of parks, recreational facilities, and open space areas to enhance the health and welfare of City residents and visitors. Such facilities should accommodate special groups such as the elderly, the handicapped, and young children.
- Preserve the City's natural resources and amenities for the benefit of current and future residents.

Additionally, the plan recommended that a minimum of 10.8 new acres of parkland will be needed in 2025 to accommodate future population totals. It was also recommended that the City:

- Fully develop Stoneridge Park and Undeveloped Park (North) with Neighborhood Park amenities.
- Add new Neighborhood Parks as the City grows to the south (see Map 3 for suggested locations).
- Consider developing Price-Freemont Park and Dodge Water Tower Park as Neighborhood Parks by adding facilities, where appropriate.
- Add a Neighborhood Park on the east side of the City between Townline Road and Bloomfield Road as development occurs in the Southland Farms subdivision.
- Locate a Community Park in the City's southwest growth area as development occurs.
- Reserve space in Veterans Park for additional playing fields rather than space-consuming Special Use facilities.
- Use grant funds to acquire additional natural and open space land north of the White River City Lands.
- Consider making available City-owned land into accessible natural or open space areas for hiking or biking and nature viewing.
- Consider establishing a "Greenbelt Corridor" around the long range growth area.
- Consider establishing a walking path and nature viewing opportunities in Hillmoor Heights.
- Encourage donations of quality lands for Natural and Open Space uses, such as the Oak Hill Cemetery woods.
- Consider putting an archery range or other appropriate recreational facilities at Four Seasons Conservation Park.
- Develop a splash pad, urban gym, river launch sites, band shell or music pavilion, and outdoor ice rink.

There are also a number of additional recommendations related to bike trails and routes, pedestrian facilities, and within the City's existing parks. Additional discussion of the Park and Open Space Plan is found in Chapter Seven Community Facilities and Utilities.

Lake Management Plan for Geneva Lake, 2008

There is a long history of efforts to protect and improve the quality of Geneva Lake. The very first lake organization in the State was formed in 1891. Since then, other organizations have been founded to manage lake levels and water quality, most recently the Geneva Lake Environmental Agency in 1971, and the Geneva Lake Conservancy in 1981. More recently, SEWRPC prepared a Lake Management Plan for Geneva Lake in May 2008. Key recommendations of that plan include:

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

Walworth County Land and Water Resource Management Plan: 5-Year Work Plan (2016-2020)

This plan is a strategic update to the 2010 Walworth County Land and Water Resource Management Plan. Specifically, it laid out a 5-Year Work Plan (2016-2020) for implementing the goals of the plan. Several of the goals directly relate to preservation, protection, and mitigating negative impacts on natural resources. Each goal has individual related objectives, action items, responsible parties, targets, costs, and funding. The seven goals of the Work Plan are:

- Protect Walworth County Lakes, Streams, Wetlands and Groundwater from Agricultural Runoff Pollution.
- Protect Walworth County Streams, Lakes, Wetlands, Groundwater and other Environmental Resources from the Adverse Impact of Urban Development & Nonmetallic Mining.
- Prevent the Introduction and Dispersal of Aquatic Invasive Species (AIS) in Walworth County Lakes, Streams and Wetlands.
- Preserve Walworth County's Productive Agricultural Lands.
- Preserve and Restore Walworth County's Environmental Corridors, Natural Areas, Critical Species Habitat Sites, Wetlands, Springs, Floodplains and Groundwater
- Protect Walworth County Watersheds by Seeking Collaboration and Supporting Partnerships.
- Initiate Solution-based Information and Education Outreach Programs to Land Users, Youth, Residents, Businesses, and Elected Officials to Encourage the Use of Sustainable Conservation Practices.

Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035

As of the writing of this plan, SEWRPC was in the midst of a full update of the document. It was originally written by SEWRPC and adopted in 2009 as a county-wide plan with specific land use plans for each Township and municipality. The plan provides county data and projections, an existing conditions report, inventory of regional plans, a county-wide land use plan, and future implementation plan. Many of the goals, objectives, and strategies in the County's Comprehensive Plan are reflected in this Plan.

Walworth County Park and Open Space Plan 2014

This plan was written by SEWRPC and adopted by the County Board of Supervisors in 2014. As of the writing of this plan, it too was being updated. It documents a full inventory of the parks system, objectives, principals, and standards for the future, in addition to establishing future standards and park-specific plans. It mirrors the recommendations of the Walworth County Comprehensive Plan and identifies the same key sites for acquisition.

Walworth County Natural Hazard Mitigation Plan 2014-2018

To qualify for federal funding for hazard mitigation projection, a community must have an approved hazard mitigation plan. The goal of the plan is to not only be eligible for federal funds, but also minimize damage from natural disasters, save money on post-disaster recovery, and help communities respond and recover more quickly have disasters strike. The first plan for Walworth County was completed in 2009 and an update was completed in 2014. Both were Federal Emergency Management Agency (FEMA) approved. Some of the key implementation strategies directly related to Geneva include:

- Implement hazard mitigation education programs
- Create educational displays to use at public events
- Work with area business representatives and citizens through Public/Private Partnership to promote hazard mitigation awareness
- Identify and analyze feasible mitigation options for those properties which may be designated as a repetitive flood property
- Apply for funding to help flood proof repetitive loss sites or remove them through acquisition followed by demolition or relocation.
- Identify those culverts and bridges that are undersized or are otherwise unable to handle expected flood flows
- Continue to promote and sponsor severe weather spotter courses
- Prepare a strategy to prioritize road improvements for public roadways that are susceptible to flooding.
- Identify undeveloped areas of the county, if any, that have flood mitigation value and develop appropriate strategies to protect them.
- Distribute National Flood Insurance Program information.
- Evaluate the support for and the feasibility of becoming part of the Community Rating System (CRS) to lower flood insurance premiums for property owners.
- So as to continue compliance with state and federal requirements, revise existing floodplain regulations to ensure they comply with the most recent model floodplain regulations developed by the Wisconsin Department of Natural Resources.
- Amend land development regulations to require a storm shelter in mobile home parks when the number of mobile homes exceeds a threshold as established by the jurisdiction.
- Publicize available programs that help low-income residents pay for their utility expenses.
- Develop a set of procedures for water distribution during drought to those in need.
- Provide education to county and municipality personnel about federal cost-share and grant programs, fire protection agreements, and other related federal programs so the full array of assistance available to local agencies is understood.

C. Natural Resource Goals, Objectives, and Policies

Goals:

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

Objectives:

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

Policies:

a. Preserve environmental corridors by prohibiting new buildings in wetlands, stream banks, floodplains, drainageways, and on slopes greater than 20 percent. Strongly discourage placement of new buildings on hydric soils outside of wetlands and on slopes between 12 percent and 20 percent where other more appropriate sites are available.
b. Permanently protect habitat and significant natural areas through land dedication, conservation easements, or fee simple acquisition.
c. Protect the water quality of Geneva Lake by:
    - Retaining stormwater through requiring Best Management Practices.
    - Encouraging low impact development strategies for stormwater management that include water conservation, rain gardens, and maximizing pervious surfaces.
    - Maintaining or providing vegetative buffers where development abuts waterways.
    - Partnering with agencies like the Geneva Lake Conservancy and the Geneva Lake Environmental Agency on watershed protection initiatives.
    - Use mitigation strategies to reduce existing invasive species impact within the region and prevent new invasive species from entering the region.
d. Continue to enforce erosion control and stormwater management standards through overlay zoning districts. Emphasize the use of natural drainage systems, construction site erosion control, and permanent, ongoing stormwater management and erosion control measures that control the quality, quantity, and temperature of water leaving any site.
e. Protect groundwater resources by maximizing infiltration of clean water in known groundwater recharge areas, supporting the clean-up of environmentally contaminated sites, and minimizing potential future sources of contamination, particularly in wellhead protection areas.
f. Preserve woodlots and other environmental areas that serve to protect wildlife and vegetative resources.
g. Pursue the applicable strategies in the existing Walworth County Land and Water Resource Management Plan, Walworth County Natural Hazard Mitigation Plan, and Walworth County Park and Open Space Plan. Participate in the next update of each plan.

h. Prohibit any new private well and septic systems within City boundaries.

i. Promote and support environmental stewardship efforts of local organizations and residents.

D. Natural Resource Programs and Recommendations

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

Advance Stormwater Best Management Practices

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

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

- Incorporate progressive construction site erosion control practices. Construction sites generate a significant amount of sediment run-off if not managed properly. Under current State laws, erosion control plans are required for all construction sites that are larger than one acre. The City will continue to enforce erosion control ordinances and techniques for the protection and continued improvement of water quality. In particular, progressive erosion control systems should be components of new development/redevelopment sites. These techniques include providing silt fencing surrounding the construction project, minimizing the amount of land area that is disturbed throughout the construction process, and quickly reestablishing any displaced vegetation.
- Utilize infiltration and retention areas. Where stormwater basins are necessary to effectively manage run-off, such basins and associated conveyance routes should be carefully integrated into the surrounding development pattern and should incorporate native edge vegetation whenever feasible to ensure the aesthetic and functional integrity of the site.
- Maximize permeable surface areas. This technique focuses on reducing the impervious footprint of development sites and breaking up large paved areas with permeable surfaces and/or natural ground cover and vegetation. Since the impacts of stormwater runoff are far more effectively managed by natural systems, such as wetlands and forest ecosystems, than by pervious ground cover that has been altered by construction or other human impacts (e.g. front lawns), the preservation of environmental corridors will go a long way in mitigating stormwater impacts. Where paved surfaces are necessary, these areas should be graded so they drain to infiltration areas. This approach also includes the incorporation of narrower street widths into neighborhoods, where possible, and the development of smaller lots, which are typically associated with less impervious surface per lot (e.g. less street frontage needed per lot).

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

- Rain gardens: A rain garden is a landscaping feature that is designed, located, and installed for the purposes of capturing stormwater runoff and allowing it to infiltrate back into the ground. The City may consider codifying rain garden design standards as part of its landscaping ordinance, allowing the construction of rain gardens that meet these standards to apply towards the City's landscaping requirements.
- Rain Barrels: A rain barrel collects and stores the water that drains from rooftops to prevent it from running off-site. A hose can be connected to the barrel and the collected rain can be used to water the lawn or garden, or to wash the car. Barrels can also be set to slowly empty themselves, allowing the water to filter back into the ground.

Example of a rain garden

- Green (vegetated) roofs: Green roofs effectively act like sponges, absorbing water from rain storms that would otherwise run off the roof. Green roofs also function as filters, removing pollutants from rainwater. Other benefits to green roofs include reducing the amount of stormwater entering the sewage system, absorbing air pollution, protecting the building's underlying roof material by eliminating exposure to UV radiation and temperature fluctuations, providing habitats for birds and other small animals, functioning as a more attractive alternative to traditional rooftops, reducing the amount of outdoor noise entering the building, reducing energy costs by insulating the building from extreme temperatures, and reducing urban heat island effects. This is an area where the City could take a leadership role by installing green roofs on future municipal buildings or retrofitting existing buildings, such as City Hall, when roof replacements are necessary.
- Phosphorus bans: Phosphorus is a chemical commonly found in household and commercial fertilizers. When applied to lawns and landscaping, the chemical can easily be washed into nearby waterways during rainstorms or can travel to these waterways via groundwater. Once higher levels of phosphorus build up in rivers and lakes, these nutrients lead to excessive plant growth. As plant material decays it leads to the overabundant growth of bacteria, which help to break down the plant material. These bacteria consume oxygen, eventually decreasing the level of oxygen in the water enough to suffocate other aquatic life. Excessive algae growth also blocks sunlight from reaching plants and other forms of life that live on the floor of the waterbody, thus further disrupting the aquatic ecosystem. To combat this issue, other communities throughout the Midwest have banned the use of fertilizers that contain phosphorus. For example, Dane County, Wisconsin prohibits the application of lawn fertilizer containing phosphorus to established lawns, golf courses, parks, and cemeteries when soil tests indicate that an excessive amount of phosphorus is already present. To help reduce the amount of phosphorus entering Geneva Lake, the City will consider putting in place bans similar to those in effect in Dane County and other areas of the Midwest.
- Vegetated buffer strips and berms (Figure 3.1). Locating areas of vegetation either alone or in combination with landscaping berms around properties helps restrict the off-site flow of water. Also, the addition of organic material to soil aids in the decomposition and filtration of pollutants. The City should seek funds from programs that are designed to assist in efforts to protect and enhance surface

water quality in key areas. Programs may include the DNR Target Runoff Management Program and the DNR River Protection Grant Program.

- **Permeable pavers.** Pavement and/or concrete is typically impervious, forcing water away from it. Permeable pavers aim to change that by allowing water to seep through the pavement itself or providing gaps for the water to seep into. Both methods allow stormwater to be controlled at the source, while helping to reduce runoff and increase the filtering of the water. Permeable pavement is a rapidly evolving and improving technology that offers a new form of on-site stormwater management.
- **Retention ponds.** Retention ponds aim to filter out sediment and other solids from stormwater, while also retaining runoff on-site. These ponds usually have some water in them most of the time to allow materials in the water to separate out and sink to the bottom. These are typically used in larger-scale developments or subdivisions.
- **Bioswales.** A bioswale is a small-scale combination of a detention pond and vegetate buffer stip. It is typically designed to be sloped, so that it both filters the water with through organic materials that make up the buffer, while also containing the water during rain events. Bioswales are typically dry most of the time, other than directly after rain events or snow melts. Overall, they remove pollutants, silt, and other debris that might be in the water, while also mitigating peak stormwater flow.

Protect Geneva Lake and its Watershed

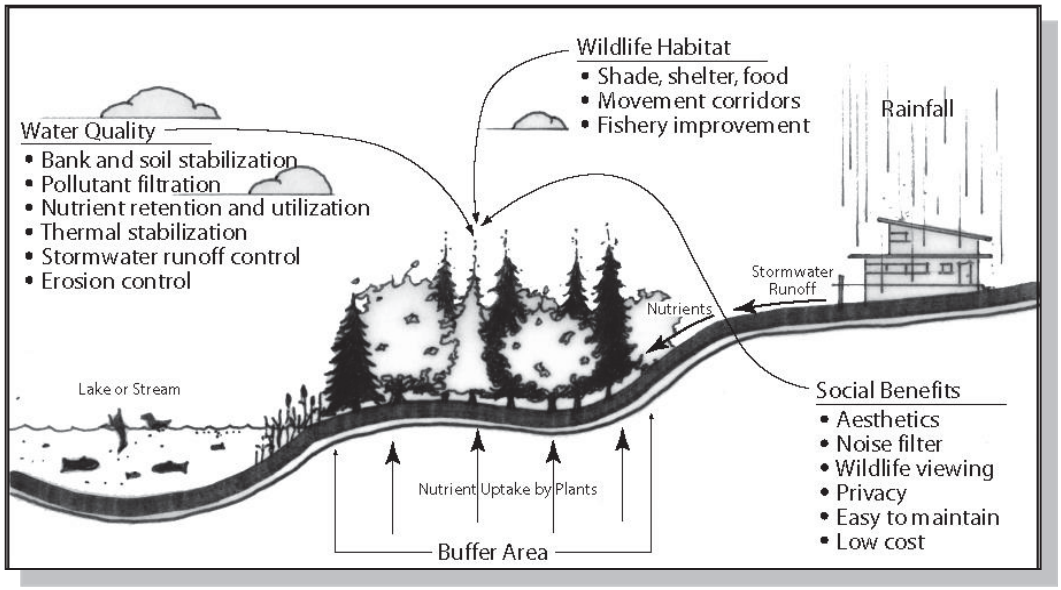
Geneva Lake is the defining natural feature of the City and the region. Several sections of this Plan address the Lake, and the importance of protecting the Lake as a significant asset to the community and region. Central to all of these efforts is ensuring that the water quality of the Lake and watershed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

- Encourage measures to minimize both point source and non-point source pollution. Raise awareness of point source dischargers. Work with the Geneva Lake Conservancy, the Geneva Lake Environmental Agency, WisDNR, Walworth County, and neighboring towns on minimizing non-point source pollution, particularly from agricultural sources, through encouraging best management practices.
- Support continued studies and data gathering for Geneva Lake. Cooperate with the Geneva Lake Conservancy, the Geneva Lake Environmental Agency, WisDNR, Walworth County, and neighboring towns on efforts to understand Lake conditions, be aware of future threats to Lake quality, address threats to water quality, including invasive species like the Starry Stonewort, and ensure that the Lake continues to be a treasured and protected natural resource.
- Coordinate with the Lake Geneva School District and private schools in the areas on educational programs focused on water and natural resources-based education – focused on raising awareness of students as citizens of the White River and Nippersink Creek Watershed.
- Consider techniques to manage overuse. The demand to live and recreate on water has never been higher. The number of U.S. boats registered increases each year, as does the average size of boat engines. While aquatic recreational demands increase, the amount of the resource stays the same. As a result, crowding and conflicts over lake uses are now common. An important step in the lake management process is to identify the primary use of a particular lake and then manage for that use. Many lakes simply cannot support all the uses people wish for them. For example, because meso-eutrophic lakes (those between a mesotrophic and eutrophic condition) generally support the highest sport fish populations, a good fishing lake will have slightly green water with abundant rooted plants. Lake residents who demand clear water and abundant fish cannot have it both ways. Likewise, motorboats should not be permitted in lakes, or in lake areas, where the primary use is swimming or

aesthetic enjoyment. Useful techniques to manage recreational overuse include time zoning and space zoning. In time zoning, some uses are restricted to certain times of the day. For example, to allow residents or anglers peace and quiet at dawn and dusk, water skiing might be limited to the hours between 10:00 a.m. to 5:00 p.m. With space zoning, different areas of the lake are designated for particular uses, such as swimming, idle speed zones for motorboats, or protected fish and wildlife refuges. A complete list of recommended strategies and techniques for Geneva Lake can be found in the 2008 Lake Management Plan for Geneva Lake.

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

Figure 3.1: Example of Vegetative Buffer



Consider Establishing a Greenbelt Corridor

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

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

Many cities around the country have encouraged more sustainable building practices either by requiring that all new municipal or municipally-funded buildings achieve LEED (Leadership in Energy and Environmental Design) certification, or by providing incentives for private developers who construct LEED-certified buildings (see call-out box). LEED certification is now available for a diversity of project types, including new construction, existing buildings, schools, retail, healthcare facilities, and homes. Instead of requiring official "LEED" certification, some developers and builders choose to be LEED "compliant," in other

words, the development would meet LEED standards but would not go through the costly officially certification process. As an alternative, some communities have also codified their own set of "green building" requirements. The City will explore opportunities to promote and encourage the construction of green buildings.

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

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

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

What is Sustainability?

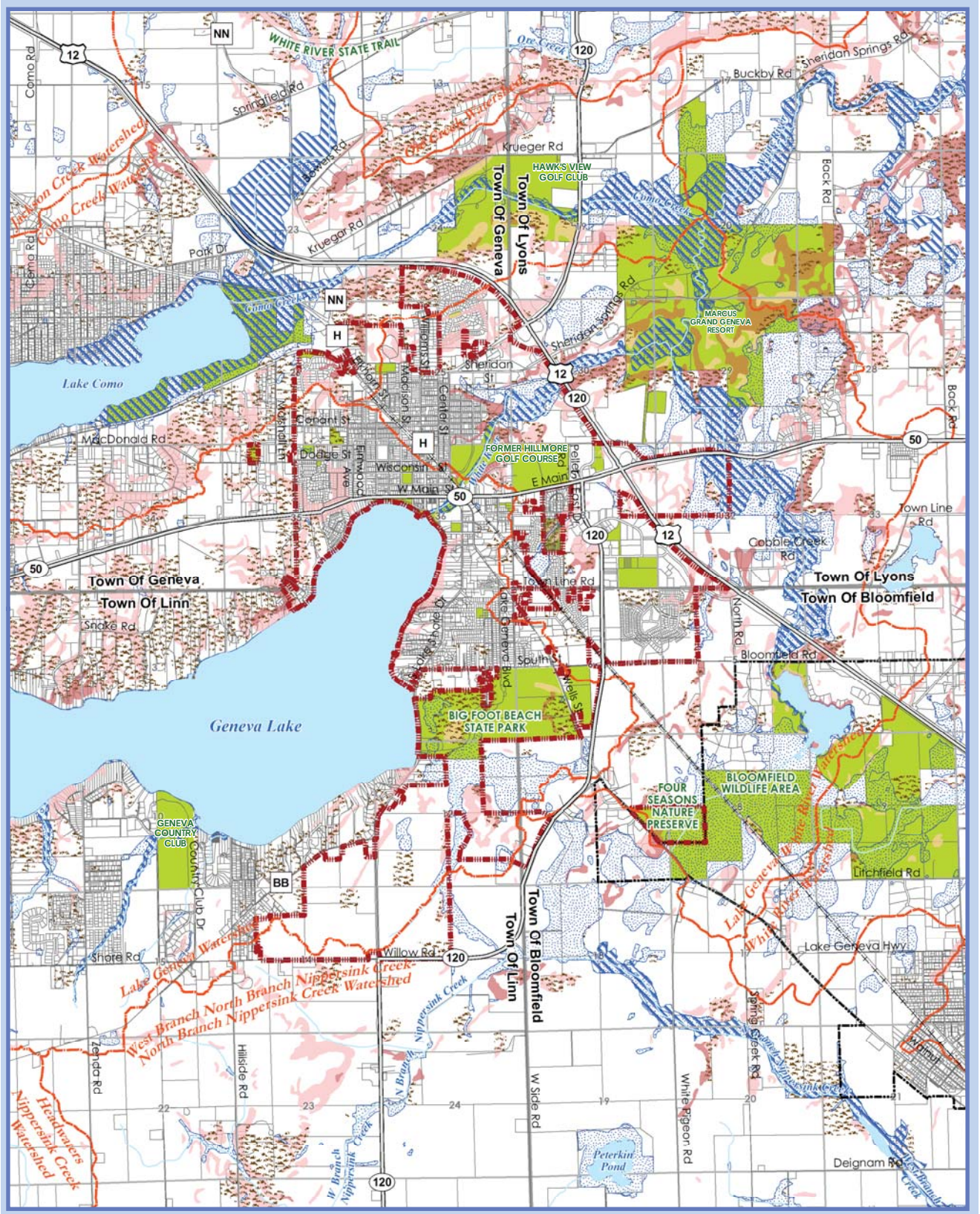
A community can advance sustainability through a variety of strategies such as promoting comprehensive transportation networks and services; ensuring a variety of housing options throughout the community; investing in a strong economy that provides a diversity of local jobs, goods, and services; supporting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

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

What Is Climate Resiliency?

Lake Geneva is not immune to the extreme weather events and natural disasters that are intensifying worldwide. Over the past few decades, the community has been impacted by flooding that ended up causing millions of dollars in damages. Because of events like this, it has become a necessity for governments, emergency management operations, and the population at-large to proactively prepare for these situations. Climate resiliency is essentially just that, it's the capacity for a system to maintain functions in the face of these types of situations and to adapt, reorganize, learn, and evolve from them to be better prepared in the future.

This can be done through creating inventories, assessing vulnerabilities and risks, evaluating options, prioritizing strategies, long-term planning, and implementation. All over the world, cities have invested in climate resiliency plans, simulations, tools, technical expertise, and infrastructure. Future coordination with Walworth County and other jurisdictions on the continued implementation and eventual update to the Hazard Mitigation Plan, in addition to continuing to conduct city-level climate resiliency planning and providing climate adaptation and resiliency training for staff is recommended. There are several Wisconsin and Midwest climate resiliency-based case studies that provide prime examples of the need to be as proactive as possible in the face of potential natural disasters.



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

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

Steep Slopes

- 12 to 20 Percent
- Greater than 20 Percent

CITY OF LAKE GENEVA 1886 WISCONSIN

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VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: March 8, 2019
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

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4 CULTURAL RESOURCES

CHAPTER FOUR: CULTURAL RESOURCES

CULTURAL RESOURCE RECOMMENDATIONS SUMMARY

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

A. History of Lake Geneva

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

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

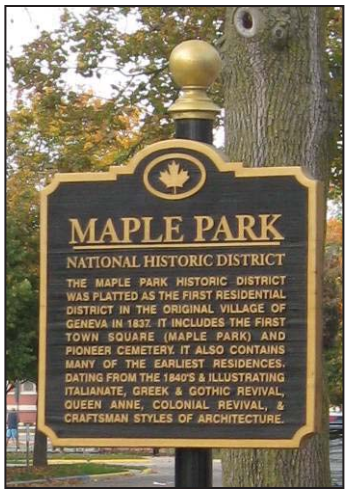
Lake Geneva became a prestigious area for resorts and summer homes after the Chicago fire of 1871 and was later incorporated on April 15, 1886. Since then, the City has consistently been one of the most popular hospitality, tourism, and recreation areas in the State. Local resorts and attractions continue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

B. Historic Sites

The Wisconsin Historical Society's Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state. The AHI identifies 797 documented structures in the City of Lake Geneva. This list includes Raupp House, Rosewell Burt House, and the Dr. Phillip Maxwell House. Additional information about these and other properties at the Wisconsin Historical Society website. The comprehensive planning process provides an opportunity for identifying other structures and areas that are worth preserving or rehabilitating and recommending strategies for doing so.

There are 11 properties in the City listed on the State and National Historic Registers These include Davidson Hall, Horticulture Hall, Metropolitan Block, Meyerhofer Cobblestone House, Redwood Cottage, The Riviera, Younglands, and the T.C. Smith House. The City also has two historic districts listed on the State and National Registers.

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



Maple Park Historic District

In 1996, the City of Lake Geneva adopted the Historic Preservation Ordinance which established the Lake Geneva Historic Preservation Commission. The commission's goal is to educate citizens and promote historic preservation in the area. They also worked to get Lake Geneva nationally recognized in 2009, when the City was placed on the list of a Dozen Distinctive Destinations as determined by the National Trust for Historic Preservation. Additionally, the group helps educate property owners on the availability of tax credits and programs at the state and federal level that can be used to preserve historic buildings. A few of these programs include:

- Property owners can qualify for a 20% federal Investment Tax Credit (ITC) to rehabilitate their historic commercial, industrial, and rental residential properties. Preservation tax incentives are available for buildings that the Secretary of the Interior has listed on the National Register of Historic Places.
- At the state level, the Wisconsin Economic Development Corporation administers an annual Historic Tax Credit Program. It allows for a state tax credit of 20% of qualified rehabilitation expenditures for income producing properties that either contribute to a National Register-listed historic district or that are individually listed—or eligible for listing—with the National or State Register. However, this program can only be applied to projects exceeding $50,000 in rehabilitation. All work must comply with federal guidelines established in the Secretary of the Interior's Standards for Historic Building Rehabilitation.
- Another state-level tax relief program provides a 25% Wisconsin ITC for the rehabilitation of owner-occupied structures that are certified historic or contribute to a historic district. To qualify, rehabilitation expenditures must exceed $10,000 and the State Historical Society must certify that the work is compatible with the historic character of the building. Applications for both Wisconsin programs must be made to the State's Division of Historic Preservation, where required forms and additional information can be obtained.
- Historic property owners can apply for grant funding from the Wisconsin Humanities Council's Historic Preservation grant program. The program provides mini (under $2,000) and major (under $10,000) grants for projects that enhance the appreciation of important historic buildings or decorative art works. All applications must be made to the Wisconsin Humanities Council, where additional information can be obtained.

C. Archeological Sites

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

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

D. Cultural Activities, Recreation, and the Arts

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

The Lake Geneva Chamber of Commerce was formed in 1944 and has been serving the City ever since. The organization currently includes 430 members. Over time, the organization has grown to include the Hotel/Motel Association and the Lake Geneva Area Convention and Visitors Bureau, serving many of the surrounding communities on the three different lakes within the region. In 2016, the Lake Geneva Chamber of Commerce and Lake Geneva Area Convention and Visitors Bureau merged to form VISIT Lake Geneva. With this move, VISIT Lake Geneva now focuses on the entire region's future growth through marketing, investing, and helping local businesses with operational and facility concerns. For information related to the area's assets, activities, events, and entertainment opportunities see the Visit Lake Geneva website.

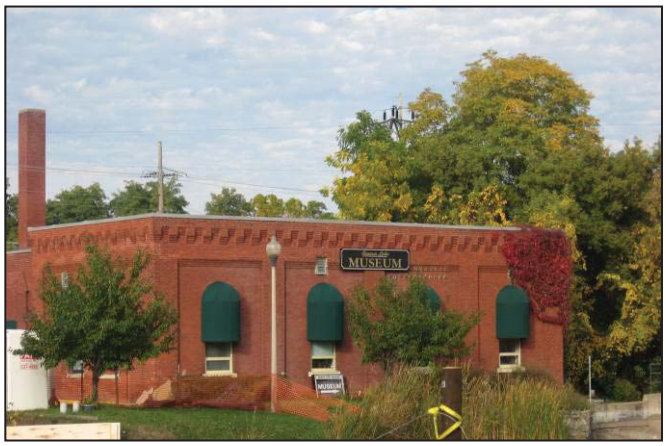
Cultural Activities

- The Lake Geneva Wine Festival is a new annual festival. The festival celebrates the region's fine wines, provides quality entertainment and educational experience to visitors, and supports local non-profit agencies.
- The annual Venetian Festival is sponsored by the Lake Geneva Jaycees. The festival is held annually at Flat Iron, Seminary, and Library Parks. The event features a craft fair, carnival, food vendors featuring local cuisine, musical entertainment, a water ski show, and the traditional lighted boat parade. The five-day event draws approximately 30,000 people from throughout the region.
- The Lake Geneva Symphony Orchestra is a full symphony orchestra comprised of 50 volunteer members. Members include professional musicians, music teachers, adult beginners, and high school students from southern Wisconsin and northern Illinois. The orchestra performs three classical concerts annually as well as summer "pops" concerts at venues throughout Lake Geneva. The orchestra is a non-profit organization whose mission is to further the musical education of local schoolchildren.
- Winterfest is an annual festival held in February. It hosts the U.S. National Snow Sculpting Championship. The competition matches 15 teams from as far away as Alaska as they create intricate pieces of art from three-ton, 10-foot-high cylinders of snow. Winterfest festivities include snow sculpting, children's activities, music, helicopter rides and horse drawn carriage rides.

- Lake Geneva Concerts in the Park. Throughout the summer, in Flat Iron Park, a wide-variety of musical acts perform weekly concerts. The events are free and open to the public and offers street food and beverages. It is all made possible through sponsorships provided by local businesses and groups.
- Lake Geneva Farmers Market. The Lake Geneva Farmer's Market is held at Horticultural Hall once a week May through October. The market features produce and floral vendors, artisans, and prepared food sellers. The market is a regional attraction bringing visitors to downtown Lake Geneva.

Museums and Art

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



Geneva Lake Museum

Theater & Performing Arts

- The Dancing Horses Theater offers spectacular performances featuring of an array of horse breeds alongside their trainers. This 300-seat theater is located on Highway 50.
- The Lake Geneva Theater Company is a non-profit theater company dedicated to celebrating and uplifting the human experience. The theater is located in the historic Horticulture Hall on Broad Street and provides live music from Midwestern acts.

Resorts

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

Parks and Recreation

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

E. Cultural Resource Goals, Objectives, and Policies

Goals:

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

Objectives:

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

Policies and Programs:

a. Maintain and enhance the cultural integrity of the City through the preservation and enhancement of historic, cultural, and archeological resources.
b. Help preserve historic homes, structures, and districts that contribute to the cultural heritage of the Lake Geneva area, focusing on existing historic districts and buildings.
c. Continue to work with the Lake Geneva Historic Preservation Commission, VISIT Lake Geneva , Walworth County Historical Society, the School District, and other community organizations to promote cultural facilities and events for local residents and tourism development.
d. Expand the City's wayfinding signage system as needed.
e. Continue to recognize the value of natural features in helping to contribute to and sustain the City's character, especially Geneva Lake.
f. Maintain support of tourism development based on the City's natural and recreational resources (see also Chapter Nine: Economic Development).
g. Encourage a range of businesses in the City that will cater to a variety of sub-populations, including children and teenagers, families, senior citizens, young adults, and tourists.
h. Preserve and enhance the pedestrian-friendly, mixed use character of the downtown area. Make pedestrian safety improvements, including the installation of a Rectangular Rapid Flashing Beacon (RRFB) pedestrian crossing signal to the area around Horticultural Hall and the Lake Geneva Farmer's Market.
i. Promote a diversity of land uses and housing types to sustain a diverse population (also see Chapter Eight: Housing and Neighborhood Development and Chapter Five: Land Use).
j. Enforce high-quality design standards for new non-residential and multi-family development throughout the City to maintain the character and aesthetic appearance of the City. Such regulations should be applied in all areas of the City but should be flexible enough to allow for creativity and variety in development design and character (also see Chapter Five: Land Use and Chapter Nine: Economic Development).
k. Rewrite and update the City Sign Ordinance to modernize it, incorporate the components detailed in this Chapter, and to reflect federal and state legislative changes.
l. Promote cultural diversity through community events and celebrations, including highlighting Latino culture.

F. Recommendations to Preserve Community Character

"Community Character" is a term often used to describe the way a community looks, feels, and functions. A community's character is related to much more than where land uses are located. Rather, it is a function of the relationships between the built environment, the natural environment, and the people who live in, work in, or visit the community. Communities are usually comprised of different, but ideally compatible, components (historic downtown, residential neighborhoods, employment or shopping districts, etc.) that make up their overall character.

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

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

Community Character Components

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

1. Geographic Context

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

2. Connectedness of the Transportation Network, Accessibility, and Walkability

One of the most distinct features of the urban core verses the periphery is the transportation network hierarchy. In and around downtown, there is an increased level of pedestrian and bicycle orientation, accessibility, infrastructure, and interconnectedness because of the urban form, density, natural features, and more traditional development patterns in comparison to the edges of the community. However, through the use of interconnected paths, trails,

A building scale concern in Downtown Lake Geneva

sidewalks, crossings, on-street facilities, and modernized traffic patterns, the overall transportation network can be greatly enhanced. All future transportation infrastructure and development should keep in mind the larger network and how to continue to increase its interconnectedness.

3. Density and Intensity

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

4. Building Scale

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

5. Building Location

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

6. Architecture

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

7. Signage

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

High quality, human-scale signage such as blade signs oriented to pedestrians rather than cars should be encouraged in the Downtown.

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

Example of a monument-style sign

Other signs are a visual distraction and a potential nuisance or safety hazard. These signs, which should also be prohibited, include: electronic message and video screen signs, flashing signs, inflatable signs, rippling or sparkling ("sequin- type") signs, and a wide variety of strings of lights, "tinsel", "pom-poms", "pinwheels", pennants, banners, streamers, and related attention-getters which have no structural or utility function. Trademark type buildings or color schemes may also be considered as a form of signage, which should be prohibited if considered visually disruptive. Finally, other types of signage—such as changeable letter reader boards, electronic message signs, and signs, which are permanently embedded into the structure, should be carefully considered on a case-by-case basis. The City should consider rewriting and updating its sign ordinance to incorporate the components detailed in this Chapter and to reflect federal and state legislative changes.

Wayfinding signage is also an important component of distinguishing distinct areas of the community from one another and helping guide visitors to common destinations. The use of strategically placed, corridor or neighborhood themed wayfinding signage is an important component of enhancing community character and a continued integration of this type of signage is recommended, especially in and around downtown, historic neighborhoods, and the lakeshore.

8. Lighting

Lighting has a dramatic impact on a community's character. Aesthetic consideration of lighting impacts is not only important to uphold the City's beauty and attractiveness, but also to enhance the economic value of the City. Because of this, strong control over the intensity and spread of lighting for streets, buildings, parking lots, signage, and pedestrian areas are critical. Controls may be in the form of limiting the variation in lighting levels on a site or the visibility of light bulbs. The City has a comprehensive "dark skies" lighting ordinance that utilizes exterior lighting requirements to protect the natural beauty of the City.

9. Public Art, Public Furnishings, and Spaces

The obvious use of public furnishings and public art conveys a sense of public investment and pride in a community that cannot be replicated through other means. Particularly in areas that experience many visitors, such investments create a festive or civilized character, which encourages repeat visits, as the public spectacle is constantly changing and is a strong complement to the variety of goods and services offered. The use of public furnishings, particularly in public spaces relating to waterfronts, plazas, busy pedestrian streets, and institutional uses, should be encouraged. In all instances, these furnishings should be of high aesthetic quality and proven durability.

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

10. Urban Form

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

The Riviera on Geneva Lake

11. Land Use Transitions

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

12. Landscaping

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

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

13. Views

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

Community Edges

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

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

Community Entryways

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

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

Primary Entryway

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

Secondary Entryways

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

Future Entryways

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

Expand and Celebrate Cultural Diversity in Lake Geneva

Lake Geneva is a diverse community that has a unique opportunity to celebrate its culture through community events. In addition to the City's existing annual celebrations such as the Venetian Festival and Oktoberfest, the City should pursue opportunities to further highlight the many cultures present in Lake Geneva. Opportunities to expand cultural diversity include:

- Work proactively with event organizers to expand events to bring in cultural elements.
- Incorporate Latino cultural elements into existing events, including Latino food, music, art, and crafts.
- Encourage and support communitywide a celebration of Latino culture, potentially to celebrate Day of the Dead of Mexican Independence Day (September 16th).
- Showcase cultural practices and art in public spaces, including Latino Day of the Dead alters or sawdust carpets.

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5 LAND USE

Lake Geneva

CITY OF LAKE GENEVA . WISCONSIN

CHAPTER FIVE: LAND USE

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

LAND USE RECOMMENDATIONS SUMMARY

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

A. Existing Land Use Map Categories

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

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

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

B. Existing Land Use Pattern

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

Figure 5.1: Existing Land Use Totals

Land Use	Acres	Percentage of Total
Agriculture	984	24%
Single Family	679	17%
Vacant	582	14%
Right-of-Way	487	12%
Public Recreation	361	9%
Commercial	304	7%
Institutional	258	6%
Multi-Family	186	5%
Industrial	93	2%
Open Space	90	2%
Private Recreational	53	1%
Two-Family/Duplex	28	1%
TOTAL	**4,105**	

Source: GIS Inventory, Vandewalle & Associates, 2019
* Values have been rounded to the nearest whole number

Residential Development

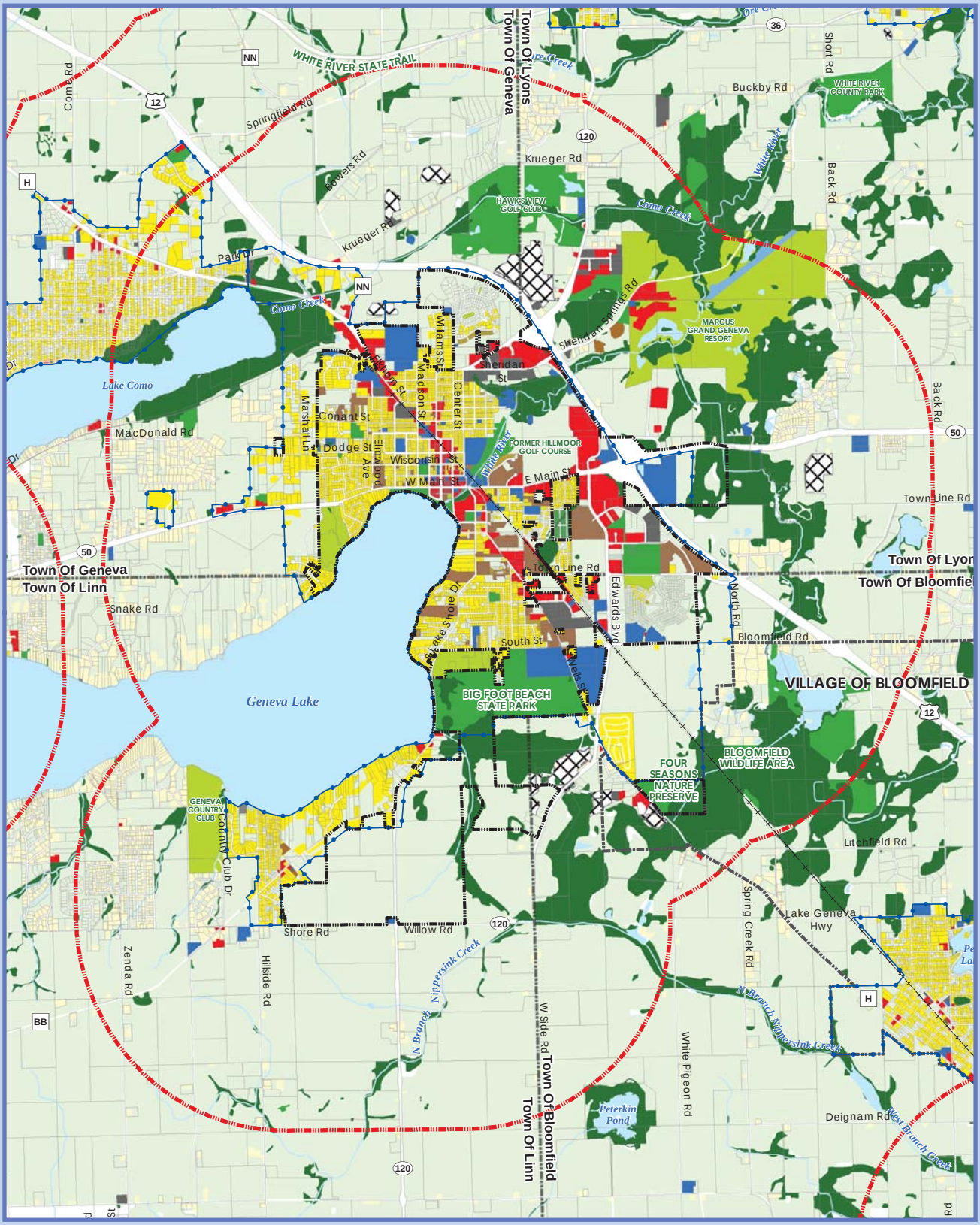
Residential development comprises 23 percent of the City's total land area. Single family residential development comprises 17 percent of the City's land area, at an average density of 4.8 units per acre. Within the corporate boundaries of the City, single family residential development is the predominant form of residential development and occurs throughout the community. Multi-family development is well-distributed around the community. There are few areas of two-family development scattered throughout the City.

Industrial Development

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

Commercial Development

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



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

- City of Lake Geneva
- Other Municipal Boundaries
- Urban Service Area Boundary
- Extraterritorial Jurisdiction Boundary
- Parcels
- Surface Water
- Abandoned Railroads

Land Use Categories

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

N

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: September 6, 2019
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

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C. Land Development Trends

Figure 5.2 shows the number and type of new residential units constructed in the City from 2009 to 2019. According to the City Building Inspector, the City issued a total of 448 building permits thus far in the ten-year period.

Figure 5.2: New Dwelling Units Constructed, 2009 – 2019

Year	Single Family	Duplex	Multifamily	Total
2009	12	0	12	24
2010	10	0	0	10
2011	6	2	0	8
2012	17	2	0	19
2013	18	4	0	22
2014	22	2	17	41
2015	26	2	12	40
2016	27	0	30	57
2017	27	0	40	67
2018	40	2	68	110
2019 (Jan. to Aug.)	30	2	18	50
Total	**235**	**16**	**197**	**448**

Source: Lake Geneva Building Department

Land development trends can also be measured by the increases in property values. Between 2000 and 2010, the State Department of Revenue reported a 105.5 percent increase in the total equalized value of all property in the City of Lake Geneva (see Figure 5.4). The data indicates that the value of development has increased significantly across Walworth County in that period. While the value of development has continued to grow in Lake Geneva, the pace of that growth has slowed in the last eight years, likely reflecting the area's recovery from the 2008 Recession.

Looking at the change in total equalized value by specific land use in Figure 5.5 shows that residential development in Lake Geneva has seen strong growth with a 19 percent increase, while commercial saw a decline from 2010 to 2018.

Figure 5.3: Approved Non-Residential Development, 2009-2019

Development Name	Location	Development Name	Location
Fairfield Inn	1111 N Edwards Blvd	Emmanuel Lutheran Church	700 N. Bloomfield Rd.
2 Multi-Tenant buildings	281 N Edwards	Kwik Trip	700 Williams St.
Tristan Crist Magic Theatre	100 N Edwards	Associated Bank	728 Williams St.
Indoor Tennis Facility	800 S. Edwards	Golden Years Assisted Living	611 Harmony Dr.
Brunk Manufacturing	412 Sheridan Springs Dr.	Geneva Lakes Christian Church	610 Harmony Dr.
2 Multi-Tenant retail buildings	650 – 656 N Edwards	Qdoba Multi-Tenant retail building	351 Pellar Rd.
Community State Bank	200 Interchange North	Advance Auto Parts	290 Interchange North
TJ Maxx/ Jo-Ann Fabric retail building	7240 Pellar Rd.		

Source: Lake Geneva Building Department, October 2019

Figure 5.4: Total Equalized Values

	1990	2000	2010	2018	Percent Change 2000-2010	Percent Change 2010-2018
City of Lake Geneva	$341,047,900	$626,868,800	$1,287,968,100	$1,339,707,300	105.5%	4%
City of Delavan	$188,197,300	$393,362,400	$717,626,200	$605,174,600	82.4%	-16%
City of Whitewater	$159,831,800	$374,811,500	$559,484,000	$666,391,100	49.3%	19%
Town of Geneva	$158,919,700	$417,953,800	$987,944,400	$895,530,000	136.4%	-9%
Village of Fontana	$276,301,900	$547,775,600	$1,251,245,100	$1,176,212,800	128.4%	-6%
Village of Walworth	$63,011,600	$129,264,200	$211,970,700	$228,313,700	64.0%	8%
Village of Williams Bay	$156,523,800	$333,682,300	$761,502,600	$759,500,300	128.2%	0%
Walworth County	$3,478,082,900	$7,293,679,000	$15,004,870,300	$14,834,270,000	105.7%	-1%
State of Wisconsin	$141,370,307,160	$286,321,491,800	$495,904,192,300	$549,532,691,500	73.2%	11%

Source: Wisconsin Department of Revenue Equalized Value 1990 - 2018

Figure 5.5: Lake Geneva Total Equalized Values by Land Use

	2010	2018	Percent Change
(All)	$1,287,968,100	**$1,339,707,300**	4%
Agricultural	$160,400	**$159,300**	-1%
Agricultural Forest	$194,400	**$244,800**	26%
Commercial	$405,286,700	**$300,814,300**	-26%
Manufacturing	$22,389,600	**$27,957,300**	25%
Other	$137,800	**$128,000**	-7%
Personal	$26,735,700	**$18,501,700**	-31%
Residential	$833,008,300	**$991,021,600**	19%
Undeveloped	$55,200	**$606,700**	999%

Source: Wisconsin Department of Revenue Equalized Value 2010 - 2018

D. Land Supply

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

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

E. Existing and Potential Land Use Conflicts

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

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

F. Projected Land Use Demand

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

With respect to demand for residential development, it is important to consider that Lake Geneva's established density of almost five dwelling units per acre is very efficient compared to development in the adjacent townships. Two-acre density development, common in rural areas, consumes farmland and open space 10 times faster than development in the City. Five-acre density development consumes farmland and open space 25 times faster than development in the City. In the planning area, as in much of southeastern Wisconsin, the urban sprawl problem is not nearly as problematic as the rural sprawl problem.

The following land use demand projections, in five-year increments, are based on the WisDOA's Household Projections, which inform the number of new permanent housing units needed (Row A in Figure 5.6, below). The projections for 2035 and 2040 are an abrupt reduction in development that runs counter to development trends in 2010 and 2019.The total projected number of new housing units was increased by 11 percent to account for new seasonal housing units (Row B). This figure was developed based on municipal utility usage trends. Residential acreage demand was calculated based on a density of five dwelling units per acre (Row D), and non-residential acreage demand was determined based on the current ratio of residential-to-non-residential acreage in the City (Row E). Total preliminary acreage demand comprises projected residential acreage demand, non-residential acreage demand, plus an additional 30 percent to account for roads, rights-of-way, sidewalks, parks, etc. A 100 percent flexibility factor was applied to account for the fact that land development decisions are typically driven by private property owners, and the next parcel(s) to be developed is not usually possible to predict. Typically, communities plan for more acreage than the minimum needed to account for this uncertainty. (How land development decisions are made is discussed further in the next section.) In total, the projections suggest an additional total land demand of 722 acres between 2017 and 2040. *Note: As of October 2019, 125 housing units were in the development pipeline but not yet constructed.*

The *Plan's* update to the Future Land Use Map does not show significant amount new growth outside the City boundary and instead recommends meeting future land and development demands through infill and redevelopment of currently underutilized properties within the City. The Future Land Use Map recommends approximately 1,300 acres for Planned Neighborhood development, which more than accommodates the projected residential demand.

Figure 5.6: City of Lake Geneva Land Use Demand in 5-Year Increments, 2017-2040

		2017-2020 (3-year)	2020-2025	2025-2030	2030-2035	2035-2040	Total 2017-2040
A	Projected Number of New Permanent Housing Units (per DOA Household Projections)	106	254	215	88	25	688
B	Projected New Seasonal Housing Units (Additional 11% of Permanent) (Row A*11%)	12	28	24	10	3	76
C	Total Projected New Housing Units (Row A + Row B)	118	282	239	98	28	764
D	Total Residential Acreage Demand (Row C/5 acres)	24	56	48	20	6	153
E	Total Non-Residential Acreage Demand	19	46	39	16	5	125
F	Total Preliminary Acreage Demand (Row D + Row E) + 30%*	56	133	113	46	13	361
G	**Total Acreage Demand Including Flexibility Factor**	**111**	**267**	**226**	**92**	**26**	**722**

**Sum of residential and non-residential acreage plus an additional 30 percent to account for roads, sidewalks, parks, and other spaces not already accounted for.*

G. Future Land Use

Figure 5.7 provides the total acreage per land use category within the City boundary and Planned Neighborhood categories shown on the Future Land Use Maps. This information is useful in determining that the Plan and the Future Land Use Map is showing enough planned growth to accommodate the land demanded by projected population and household growth. Over 1,300 acres are planned for Planned Neighborhood use and 707 acres are planned for Planned Mixed Use, which will adequately meet the demand highlighted in Figure 5.6.

Figure 5.7: Lake Geneva Future Land Use Totals

Planned Land Use	Acres	Percent
Ag/Vacant	127	2%
Single-Family Urban	1,015	17%
Two-Family/Townhouse Residential	60	1%
Multi-Family Residential	179	3%
Planned Neighborhood	1,341	23%
Neighborhood Mixed Use	138	2%
Planned Office	185	3%
Planned Business	197	3%
Central Business District	24	0%
Planned Mixed Use	707	12%
Planned Industrial	132	2%
General Industrial	0	0%
Institutional & Community Services	296	5%
Private Recreation Facilities	381	6%
Public Park & Recreation	394	7%
ROW	725	12%
Surface Water	21	0%
Total Acres	**5,902**	

Source: Vandewalle & Associates, 2019

Land Use Goals, Objectives, and Policies

Goal:

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

Objectives:

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

Policies:

a. Prioritize development of lands currently planned and approved for development before additional future areas.

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

H. Land Use Programs and Recommendations

This section of the *Plan* has the intent of guiding land use and development in the City through the year 2040. The Future Land Use Map (Maps 5a and 5b) is the centerpiece of this Chapter and the *Plan*'s land use direction. The Map was prepared based on an analysis of a variety of factors, including overall development trends, the inventory of approved development, location and availability of vacant land in the City, location of areas logical for future development based on existing development, environmental constraints, public and property owner input, and this *Plan*'s overall vision (see Chapter One: Issues and Opportunities).

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

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

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

Former Hillmoor Golf Course

This page reserved for a recommended concept for the privately-owned, former Hillmoor Golf Course yet to be developed.

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

URBAN RESIDENTIAL LAND USE CATEGORIES

Single Family Residential - Urban

Description

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

Recommended Zoning

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

Policies and Programs

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

Two-Family/Townhouse Residential

Description

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

Example of Residential – Two Family/Townhouse

Recommended Zoning

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

Policies and Programs

1. Minimize the potential for incompatible land uses (e.g. high traffic generators, noisy users, etc.) within or next to Two-Family/Townhouse areas. Where such uses do occur in close proximity, the City should encourage the use of landscape buffers to mitigate the impacts such land uses could have on residential neighborhoods.
2. Continue to enforce property maintenance codes to maintain the quality of the City's existing residential neighborhoods.
3. Continue to thoughtfully locate community facilities such as roads, paths, parks, sidewalks, schools, and churches in order to provide convenient access to residential areas.
4. Plan for interconnected road and open space networks in new residential areas and between individual subdivisions.
5. Refer to Chapter Eight: Housing and Neighborhood Development for detailed housing recommendations.

Mixed Residential

Description

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

Recommended Zoning

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

Policies and Programs

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

Planned Neighborhood

Description

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

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

Recommended Zoning

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

Policies and Programs

1. Maintain overall residential development densities within Planned Neighborhoods of between 4 and 8 dwelling units per residential acre.
2. Accommodate a mixture of housing types, costs, and densities, while maintaining the predominance of single family housing in the community. A minimum of 50 percent of all new dwelling units in each Planned Neighborhood should be single family detached residential dwellings, while 20 percent should be two-family dwellings and 30 percent should be multi-family dwellings.

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

Example of Planned Neighborhood development

URBAN NON-RESIDENTIAL LAND USE CATEGORIES

Planned Office

Description

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

Planned Office development in Lake Geneva

Recommended Zoning

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

Policies and Programs

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

Planned Business

Description

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

Recommended Zoning

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

Policies and Programs

1. Adhere to site, building, signage, landscaping, and lighting design guidelines for commercial, large scale retail, and mixed-use development projects. Additional detail is provided in Chapter Nine: Economic Development.

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

Neighborhood Mixed Use

Description

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

Neighborhood Mixed Use in Lake Geneva

Recommended Zoning

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

Policies and Programs

1. Support redevelopment and revitalization of Neighborhood Mixed Use areas over the planning period through public-private initiatives. Chapter Nine: Economic Development includes a description of the desired implementation process.
2. Develop conceptual plans for Neighborhood Mixed Use areas as a starting point for individual redevelopment plans and actual redevelopment for each these areas.

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

Planned Mixed Use

Description

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

Recommended Zoning

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

Policies and Programs

1. Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
2. Delay rezoning any area designated for Planned Mixed Use development until the provision of public sanitary sewer and water service is ensured and the City has approved an overall conceptual development plan and covenants.
3. Encourage environmentally sustainable site and building design, including stormwater best management practices, the use of passive solar energy, and the integration of alternative transportation networks and green spaces.
4. Develop conceptual plans for Planned Mixed Use areas as a starting point for individual redevelopment plans and actual redevelopment for each these areas.
5. Generally, adhere to the design guidelines listed below when reviewing proposals for Planned Mixed Use developments.
   - Walking relationship between uses
   - Street activity from morning through evening
   - Multi-story buildings, generally with more active uses on first floor
   - Minimal front setbacks
   - Buildings and sites designed for pedestrians not automobiles
   - Parking located on streets, to rear of buildings, and/or in structures
   - Transit service potential
   - Building entrances oriented to street

Central Business District

Description

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

Downtown Lake Geneva

Recommended Zoning

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

Policies and Programs

1. Consider preparing a detailed downtown redevelopment and revitalization plan to ensure the continued success of Downtown in collaboration with area property owners, City residents, the Chamber of Commerce, and other stakeholders.

2. Preserve the architectural and historic character of the core downtown historic buildings. Require that new development, expansions, and exterior renovations comply with general design standards in Chapter Nine: Economic Development and more detailed design guidelines adopted by the City.
3. Encourage commercial developments that are most appropriate for the historic downtown to locate or remain there, rather than in other commercial districts in the City.
4. Promote the expansion, retention, and upgrading of specialty retail, restaurants, financial services, offices, professional services, and community uses through marketing, investment and incentive strategies.

Planned Industrial

Description

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

Recommended Zoning

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

Planned Industrial development in Lake Geneva

Policies and Programs

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

General Industrial

Description

This future land use category is intended to reflect the resource of older manufacturing, warehousing, and distribution land uses with controlled outdoor storage areas, with moderate landscaping and signage,

served by public sewer, public water, and other urban services and infrastructure. General Industrial areas are not present on the Future Land Use Map because it is the City's intent to have existing General Industrial areas redevelop or otherwise upgrade to come up to Planned Industrial or Planned Mixed Use development standards and character.

Recommended Zoning

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

Policies and Programs

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

Institutional and Community Services

Description

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

Recommended Zoning

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

Institutional and Community Services near Lake Geneva

Policies and Programs

1. Require and review a detailed site and operations plan before new or expanded institutional uses are approved.
2. Consider the impact on neighboring properties before approving any new or expanded institutional use.
3. Continue to work with the Lake Geneva School District to coordinate uses and activities on district-owned land.

4. Encourage collaboration among the Public Works, Fire, and Police Department, and other providers of City services, on accommodating future service needs, as described in greater detail in Chapter Seven: Utilities and Community Facilities.

RURAL/ENVIRONMENTAL LAND USE CATEGORIES

Environmental Corridor

Description

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

Recommended Zoning

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

Policies and Programs

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

Private Recreation

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

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

Private Recreation near Lake Geneva

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

Public Parks and Open Spaces

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

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

Policies and Programs
1. Provide parks within safe walking distance of all residential neighborhoods.
2. Follow the recommendations of the City's Parks and Open Space Plan when acquiring new parkland or making changes to current parks.
3. Support expansion of Big Foot Beach State Park to the south of the existing park.
4. See Chapter Seven: Utilities and Community Facilities for more recommendations regarding Parks and Open Spaces, including establishing a "Greenbelt Corridor" around the City to preserve community identity, provide recreational opportunities, and protect sensitive natural areas.

Single Family Residential - Exurban

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

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

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

Example Single Family Residential - Exurban

Agriculture

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

Agricultural land near Lake Geneva

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

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

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

Long Range Exurban Growth Area

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

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

Policies and Programs:
1. Within the Long Range Exurban Growth Area, new development should be limited in accordance with all policies applicable to the Agriculture designation, until such time when the City identifies that particular mapped area as appropriate for more intensive development through an amendment to this *Plan*.
2. All non-farm development projects approved within the Long Range Exurban Growth Area shall be designed and laid out in such a manner to not impede the orderly future development of the surrounding areas, as such time when the City identifies that area as appropriate for more intensive development.
3. The City may, following initial adoption of this *Comprehensive Plan*, identify lands within the Long Range Exurban Growth Area as appropriate for more intensive development through an amendment to this *Plan* if the following standards are met:
   - The proposed development is justified by growth forecasts.
   - The proposed development would serve an identified short-term (0-10 years) need for additional development in the City, and that need is not being met by other existing developments in the City.

- The City has conducted a meeting to obtain public input and the required Comprehensive Plan amendment process is followed.
- The proposed development is in accordance with applicable intergovernmental agreements.

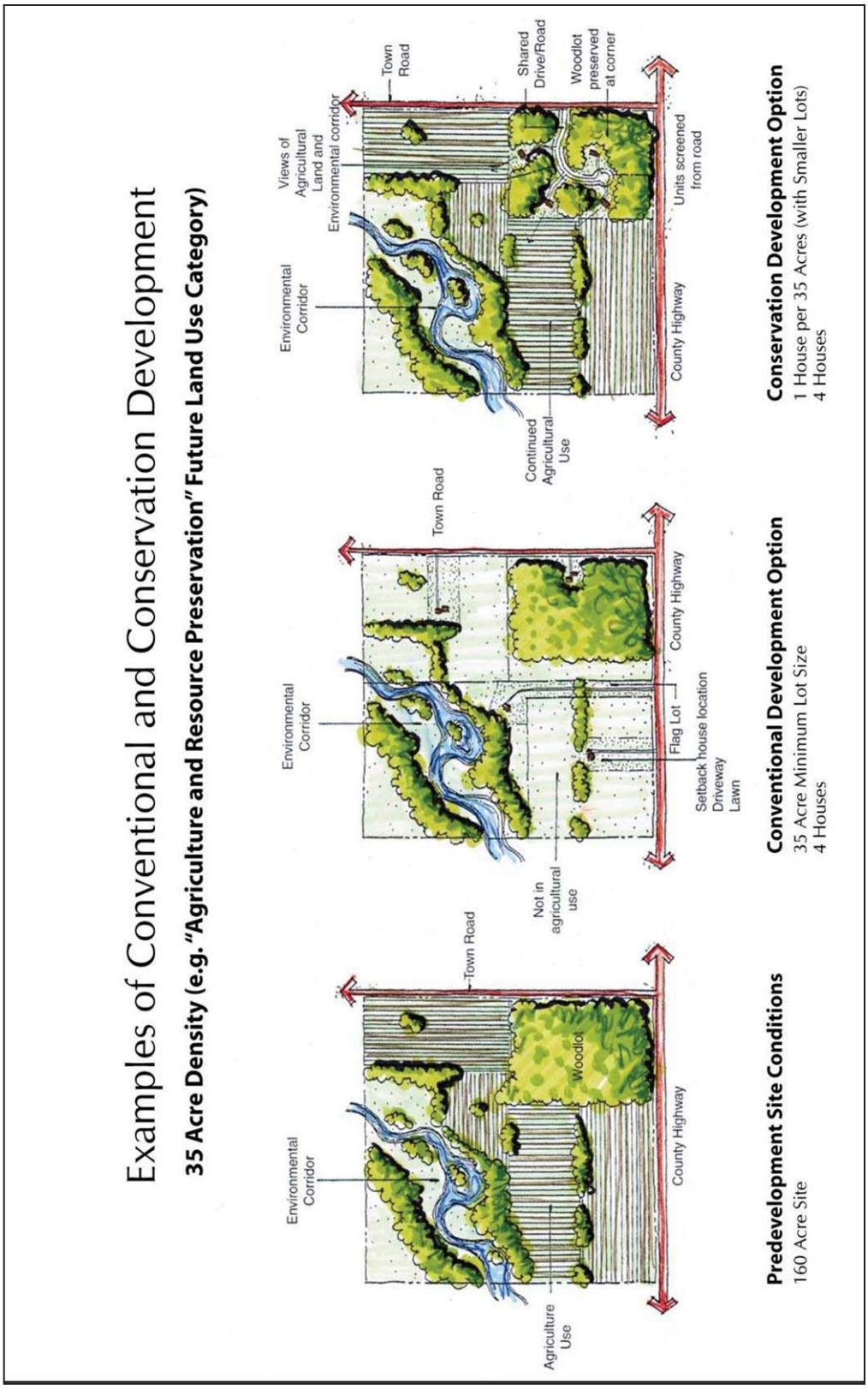
Smart Growth Areas

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

- Continued revitalization, redevelopment and infill in the Downtown area – see the Neighborhood Planned Mixed Use future land use category in this Chapter and Chapter Nine: Economic Development for detailed recommendations.
- Planned Mixed Use development areas described in this Chapter and depicted on Map 5a.
- Residential, commercial, office and industrial "infill" areas in portions of the City already served by utilities and services, including existing approved but unbuilt residential developments.
- The City should focus redevelopment and infill efforts, through creation of targeted reuse and revitalization plans for aging commercial corridors where land uses are likely to change, including:
    - East Main Street
    - Interchange North
    - Broad Street
    - Elkhorn Road
    - Wells Street
    - George Street

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

Figure 5.8: Examples of Conventional and Conservation Development



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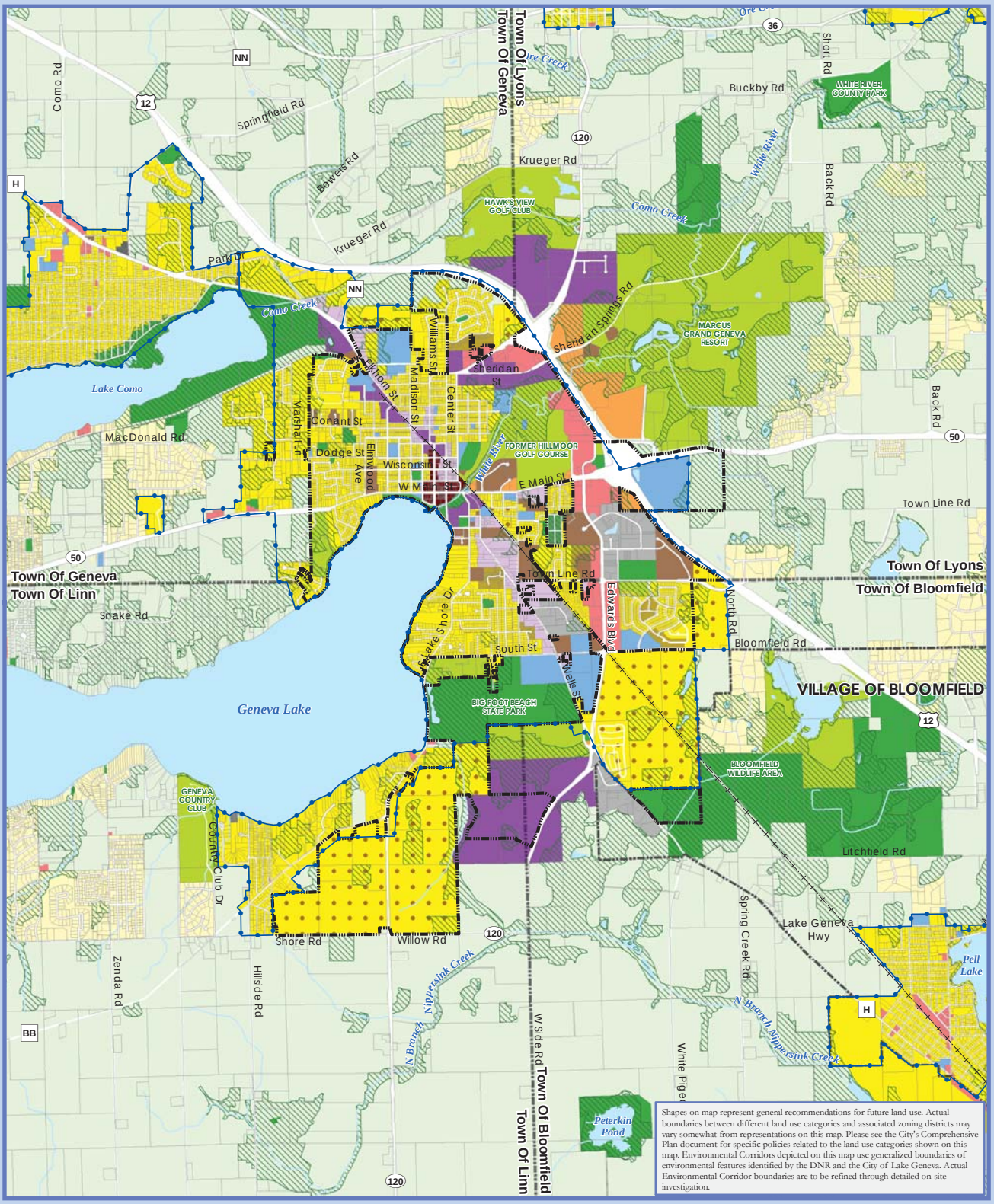

Map 5a: Future Land Use - City of Lake Geneva Comprehensive Plan

Land Use Categories

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

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

- Neighborhood Mixed Use
- Planned Office
- Planned Business
- Central Business District
- Planned Mixed Use

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

- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- Other Municipal Boundaries
- City of Lake Geneva
- Urban Service Area Boundary
- Parcels
- Surface Water
- Abandoned Railroad

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VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: September 6, 2019
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

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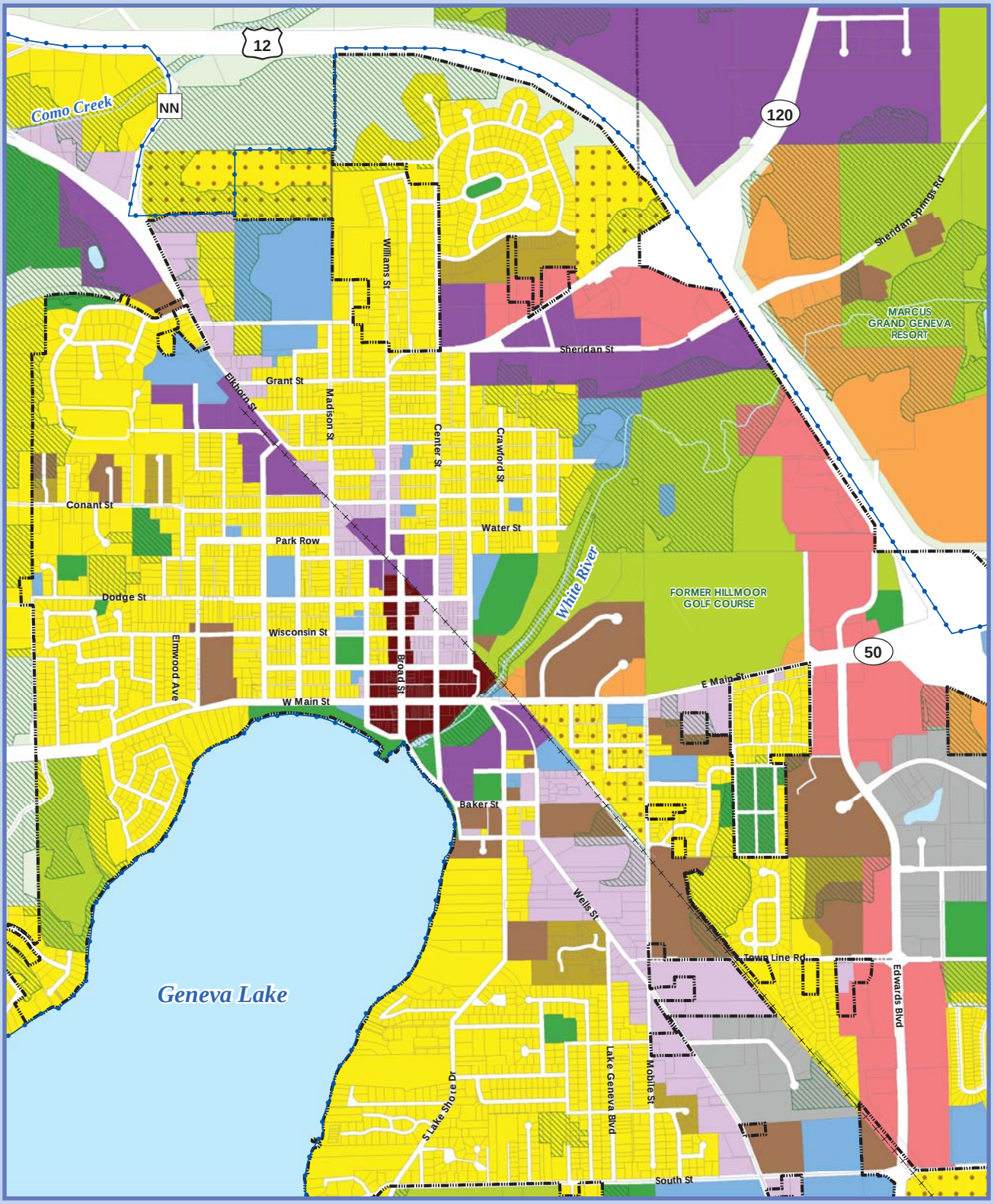

Map 5b: Future Land Use - City of Lake Geneva Comprehensive Plan

Land Use Categories

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

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

- Neighborhood Mixed Use
- Planned Office
- Planned Business
- Central Business District
- Planned Mixed Use

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

- Planned Industrial
- General Industrial
- Institutional & Community Services
- Private Recreation Facilities
- Public Park & Recreation
- Environmental Corridor
- City of Lake Geneva
- Other Municipal Boundaries
- Urban Service Area Boundary
- Parcels
- Surface Water
- Abandoned Railroad

CITY OF LAKE GENEVA 1886 WISCONSIN

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VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: September 6, 2019
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

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6 TRANSPORTATION

Lake Geneva

CHAPTER SIX: TRANSPORTATION

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

TRANSPORTATION RECOMMENDATIONS SUMMARY

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

A. Existing Transportation Network

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

Major Roads

State Trunk Highway 50 runs east-west through the center of the City and intersects with US Hwy 12 at the eastern edge of the City. STH 50 serves as an arterial road that connects to the City of Delavan to the west and the City of Kenosha to the east. In 2018, traffic volumes along STH 50 were between 11,200 and 17,000 vehicles trips per day.

State Trunk Highway 120 runs north-south through the center of the city and intersections with STH 50. STH 120 serves as an arterial road that connects the City to I-43 to the north and the Hamlet of Hebron to the south. In 2018, traffic volumes along STH 120 were between 4,500 and 14,000 vehicle trips per day.

United States Highway 12 extends along the north eastern periphery of the City. US Hwy 12 connects to Interstate Hwy 43 to the northwest of Lake Geneva and to Genoa City at the Illinois State border. In 2018, the average daily traffic count on the US Hwy 12 corridor near the STH 50 interchange was 21,700.

ROADWAY FUNCTION CLASSIFICATION SYSTEM

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

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

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

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

multi-lane capacity needs, truck volume, and service trade centers, manufacturing centers, and recreation centers.

Bridges

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

Airports

Milwaukee's Mitchell International Airport, known as "Chicago's 3rd Airport," is located about 40 miles from Lake Geneva. This airport is owned and operated by Milwaukee County. Mitchell's 10 airlines offer roughly 135 daily departures and arrivals. Approximately 40 cities are served directly from Mitchell International. It is the largest airport in Wisconsin with 48 gates. The Airport has five hard-surfaced runways and encompasses over 2,100 acres. The Airport has an Amtrak passenger rail station, which is one of only four Amtrak stations serving airports in the U.S.

The Chicago O'Hare airport is about 50 miles southeast of Lake Geneva and offers over 37 different airlines, 60 international and 150 domestic destinations, and 180 gates. In 2018, more than 83.4 million passengers flew out of O'Hare.

The Dane County Regional Airport is located about 85 miles northwest of Lake Geneva and provides regular passenger service to various regional and national locations.

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

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

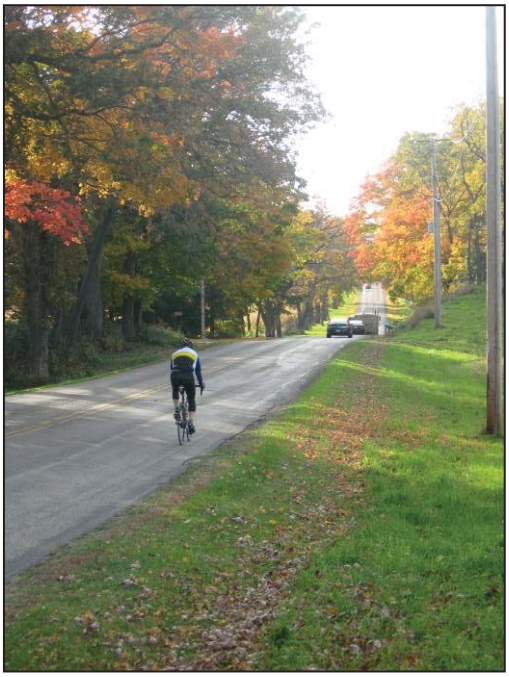
Rail

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

Commercial passenger rail service via the Metra Rail Service is offered in several nearby communities including Fox Lake, IL (23 miles), McHenry, IL (23 miles), Harvard, IL (21 miles), Woodstock, IL (21 miles), and Kenosha, WI (34 miles).

Bicycles and Walking

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



Shared transportation facilities

Public Transportation and Para-Transit

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

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

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

Truck and Water Transportation

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

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

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

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

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

Six-Year Highway Improvement Program for Southeast Wisconsin, 2018-2023

WisDOT maintains a six-year improvement program for State and Federal highways within the Southeastern Wisconsin Region. The State of Wisconsin has over 115,00-miles of public roads, from Interstate freeways to city and village streets. The highway improvement program covers only the 11,745 -mile State highway system that is administered and maintained by WisDOT. The other nearly 104,000 miles are improved and maintained by the cities, towns, counties, and villages in which the roadways are located. The State highway system consists of over 800 miles of interstate freeways and nearly 11,000 miles of State and U.S. marked highways. At this time, resurfacing on USH 12, pavement replacement on STH 120 on the north side of the City, and bridge rehabilitation is planned for CTH H are planned over the next four years.

Wisconsin State Highway Plan 2020

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

Regional Transportation Improvement Program for Southeastern Wisconsin, 2017-2020

SEWRPC maintains a Regional Transportation Improvement Program (TIP) which provides a comprehensive listing of all arterial highway and public transit improvement projects proposed to be carried out by State and local governments over a four-year period (2017-2020). The TIP covers projects in the seven-county Southeastern Wisconsin Region, which includes Walworth County. At this time, there are no projects planned for the City of Lake Geneva in the regional TIP program.

Vision 2050: A Regional Land Use and Transportation Plan

Adopted by the Southeastern Wisconsin Regional Plan Commission (SEWRPC) in 2016, this plan recommends a long-range vision for land use and transportation in the seven-county Southeastern Wisconsin Region. It makes recommendations to local and State government to shape and guide land use development and transportation improvement, including public transit, arterial streets and highways, freight, and bicycle and pedestrian facilities, to the year 2050. Recommendations specific to Lake Geneva include off-street bicycle paths arterial and non-arterial connections to bike paths. While recommendations for Walworth County include widening STH 50 between Delavan and Williams Bay and creating a new arterial roadway that connected Whitewater and Elkhorn.

Connections 2030: Wisconsin's Long-Range Transportation Plan

Connections 2030 is the state's long-range transportation plan adopted in 2009. This plan focuses on strategies to maintain and enhance the State's transportation system to support future mobility and economic growth. The policies in this plan will aid transportation decision-makers when evaluating transportation programs and projects. Through implementation of this plan, WisDOT aims to:

- Ensure transportation system safety and security;
- Preserve the existing and future transportation system;
- Optimize investment in the system for continued safety, enhance mobility and efficiency;
- Respond to local, regional, national, and international economic trends to maintain State economic competitiveness;
- Consider environmental issues to maintain Wisconsin's quality of life; and
- Provide users with transportation choices.

Wisconsin Bicycle Transportation Plan 2020

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

Wisconsin Pedestrian Plan Policy 2020

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

C. Transportation Goals, Objectives, and Policies

Goal:

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

Objectives:

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

Policies:

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

k. Emphasize a complete sidewalk network that connects residents of all abilities to key destinations within the City and ensures safe pedestrian access to the disabled, elderly, children, and those without personal vehicles.
l. Work with Walworth County and private providers to expand transportation and mobility options to all users, such as the elderly, disabled, and children.
m. Encourage car-pooling and van-pooling through existing park and ride facilities located along I-43 near Elkhorn.

D. Transportation Programs and Recommendations

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

Support a Future STH 50 Bypass

A key transportation planning issue for Lake Geneva is the ongoing problem of traffic congestion on STH 50 within the corporate limits of the City. The issue was studied by SEWRPC as part of the Amendment to the Walworth County Jurisdictional Highway System Plan in 2000 and again in 2011 as part of the 2035 Regional Transportation System Plan update. According to SEWRPC, the current route of STH 50 between the USH 12 interchange and Pearson Drive is a two-lane urban roadway with parking lanes, with the exception of a 0.3-mile-long section, which is a four-lane divided roadway. The two-lane segment of STH 50 has a design capacity of 14,000 vehicles per average weekday, while the four-lane segment has a design capacity of 25,000 vehicles per average weekend. According to WisDOT, annual average daily traffic counts in this corridor range from 10,600 near Pearson Drive to 14,600 near the interchange. These average counts are in places exceeding the carrying capacity of the roadway, without considering peak usage in the summer months.

In response to this issue, SEWRPC's 2050 Regional Transportation System Plan identifies this segment of STH 50 for "widening and/or other improvement to provide significant additional capacity." However, the City feels it will be difficult to widen the existing roadway in some areas of the City, particularly on the west side of the community where existing development is located close to the existing right-of-way. Further, such widening, and loss and historic homes and mature trees would have a negative impact on the visual quality and character on this important community entryway.

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

Support New USH 12 Interchanges

In addition to the new interchange associated with the STH 50 bypass, the City also supports a new interchange on USH 12 at Bloomfield Road. This interchange will be needed to facilitate the community's economic development and minimize traffic congestion. SEWRPC's 2050 Regional Transportation System Plan identifies this as a potential new interchange and recommends that local governments preserve the potential necessary right-of-way to assure that the future development of these interchanges is feasible.

The City supports taking the next step of participating with WisDOT to conduct a preliminary engineering study of the interchange.

Explore Options to Increase Parking Downtown

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

Figure 6.1: Existing Parking Areas in Downtown

The City will explore a range of solutions to address this issue. Possibilities include new municipal/private surface parking lots, a municipal/private parking ramp, and municipal/private transit between a park-and-ride lot at the edge of the City and downtown. The City will consider pursuing a comprehensive downtown parking study to evaluate current supply, determine current and future demand, evaluate potential parking alternatives and suggest potential locations for future facilities, including a municipal parking ramp close to downtown.

Extension and Improvements to Existing Roads

Over the next 10 to 20 years, the City anticipates the following improvements or expansions of existing roads:

- Study rerouting Lake Shore Drive east of the Big Foot State Park Lagoon, moving traffic away from the lake front to improve safety and expanding lake and beach access.
- Improve capacity of Bloomfield Road to accommodate vehicular traffic, bicycles, pedestrians and school buses, including intersection improvements at Edwards Boulevard, traffic lights and a USH 12 interchange

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

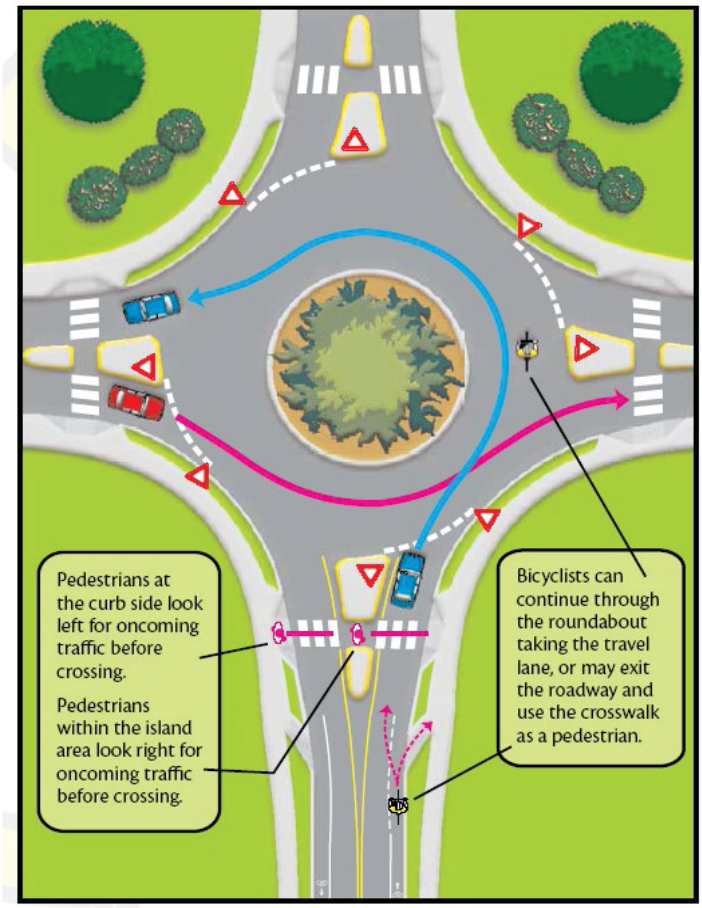
Intersection Improvements

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

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

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

Figure 6.2: Conceptual Roundabout Design



Source: Wisconsin Department of Transportation

Pedestrian and Bicycle Improvements

Overall, the City's network of streets, sidewalks, and multi-use paths provides good pedestrian and bicycle movement through the City. However, there are portions of the City that are not well served with pedestrian facilities. Map 6 shows the major existing and planned bike and pedestrian facilities throughout the City. The City adopted the *Lake Geneva Bicycle and Pedestrian Plan* in 2017. The plan identifies several strategies to achieve the City's objectives. The *Plan* recommends that the City

implement the 2017 *Bicycle and Pedestrian Plan*. The 2017 plan makes the following local and regional recommendations:

- Construct a Geneva Lake Loop route of safe on-street bike facilities on Lake Shore Drive and McDonald Road.
- Connect neighborhoods and new development to the existing trail network, including along Edwards Boulevard, East Springfield Road, STH 120, and STH 50.
- Make Downtown more bikeable with bike parking and intersection improvements, and create a more pedestrian friendly environment with sidewalk cafes and crosswalk improvements.
- Require all new and infill development projects to provide sidewalks, and complete the City's pedestrian (sidewalk) network.
- Develop the following new bicycle and pedestrian facilities within the City:
  - A new on-street route on Madison Street beginning at Wisconsin Street and heading north, curving to the west on Cemetery Road and ending at Elkhorn Road
  - A new on-street route on Edgewood Drive and Promontory Drive to connect to the Duck Lake Nature Trail
  - A new off-street path on Elkhorn Road to connect on-street routes on Cemetery Road and Promontory Drive
  - A new on-street route on Sage Street from East Sheridan Springs Road to North Street
  - New on-street bicycle lanes on Sage Street from North Street to Geneva Street
  - A new on-street route on Center Street north of East Sheridan Springs Road
  - A new off-street path along West South Street from Lake Geneva Boulevard to Big Foot Beach State Park
  - A new off-street path along Wells Street from Lake Geneva Boulevard to East Townline Road, with pedestrian and bicycle-activated crossings at these two intersections
  - An off-street path connection from Joshua Lane to the existing Yellow Route
  - An off-street path along an easement at the End-of-the-Line Caboose Motel that will provide a direct, off-street connection in the existing off-street path in the former railroad right-of-way

Additionally, the City should study the feasibility and potential traffic impacts of closing Wrigley Drive to non-essential vehicular traffic to create a public pedestrian plaza and gathering space. As recommended by downtown and tourism consultant Roger Brooks, closing Wrigley Drive to cars could create a central gathering space for community programming, providing pedestrian access to the Riviera, lakefront and increasing foot traffic for downtown businesses.

Develop and Adopt an Official Map

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

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

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

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

Explore Alternative Transportation Options

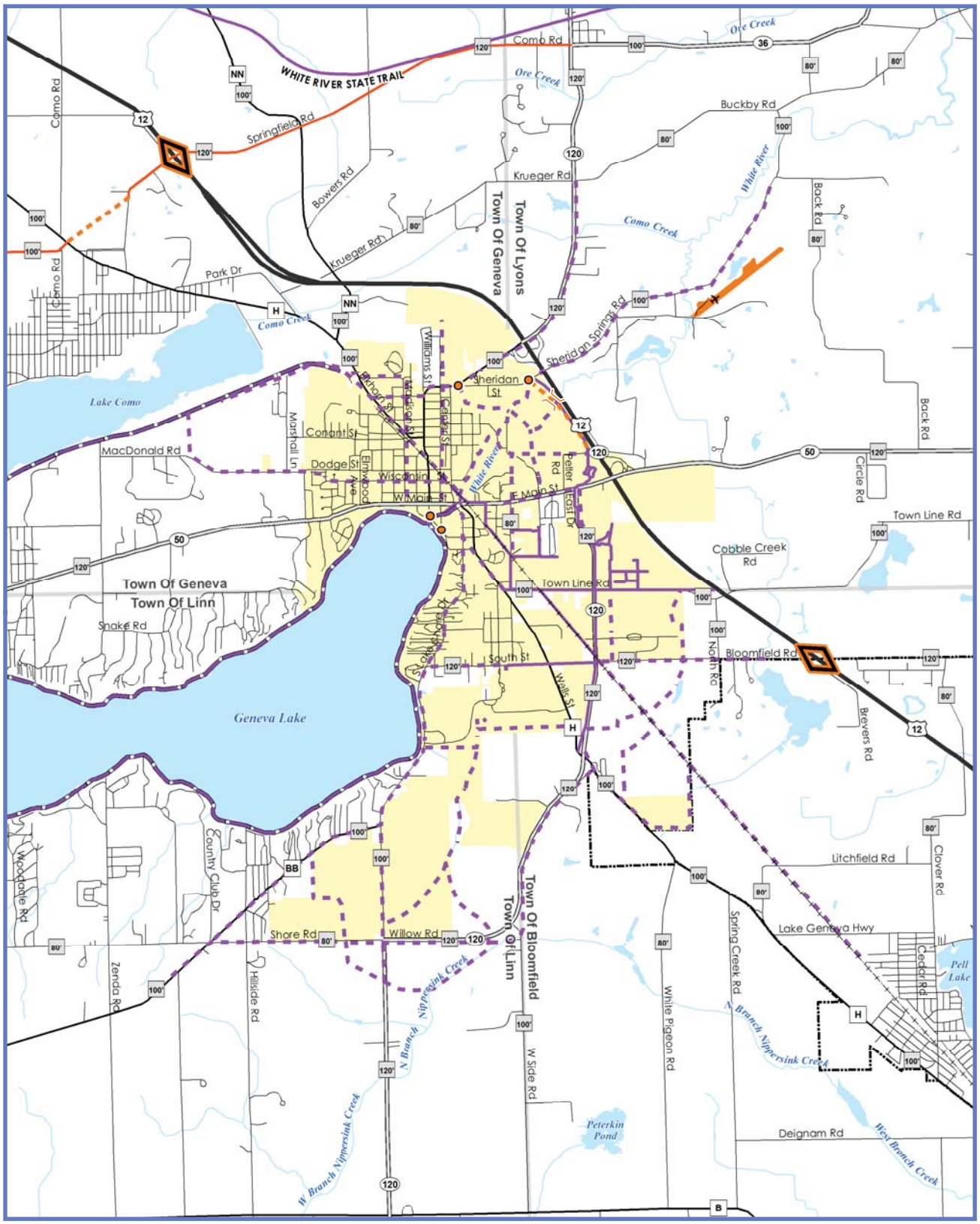
The City will work with the County and other transportation providers to explore alternative transportation options to reduce the number of cars in the City and support a practical shift towards sustainable mobility and away from automobile dependency including:

- Circulator Shuttle: To address parking constraints and congestion in Downtown, as well as accessibility to popular destinations outside of Downtown, the City should support establishment of a publicly or privately-operated shuttle that circulates between the parking areas and hotels in Lake Geneva and popular destinations like shops, restaurants, and the Lake. This service could be utilized by local residents, employees at local businesses, and tourists alike.
- Community car: Community Car is a member-based carsharing service that provides cars by the hour for individuals and organizations. Members share access to a fleet of high gas-mileage and hybrid-electric vehicles located in reserved parking spots throughout the community. The City supports establishment of a private community car organization in Lake Geneva.
- Ride share: Ride chair options and Transportation Network Companies (TNC), such as Uber and Lyft, have grown in popularity across the country in cities of all sizes. Allowing ride share could alleviate traffic and parking congestion in the downtown, particularly during the high tourism season.

Support Other Transit Options

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

- Specialized Transportation Assistance Program for Counties. This program provides funding for transportation services, purchasing services from any public or private organization, subsidizing elderly and disabled passengers for their use of services or use of their own personal vehicles, performing or funding management studies on transportation, training and the purchase of equipment. This program requires a 20% local match in funding.
- Elderly and Disabled Transportation Capital Assistance Program. Eligible applicants include private and non-profit organizations, local public bodies that do not have access to private or public transportation, and local public bodies that are approved providers of transportation services for the elderly and disabled. The program covers 80 percent of the cost of eligible equipment.
- Wisconsin Employment Transportation Assistance Program (WETAP). This program supports transportation services to link low-income workers with jobs, training centers and childcare facilities. Applicants must prepare a Regional Job Access Plan that identifies the needs for assistance. Eligible applicants include local governments and non-profit agencies.
- SEWRPC Workforce Mobility Team. This initiative is available to assist business and employers in connecting workers to their jobs throughout SEWRPC's seven-county region. The Workforce Mobility Team coordinates workforce transportation efforts to implement innovation solutions including employee shuttles, subsidized ridesharing with Transportation Network Companies like Uber or Lyft, point-to-point ridesharing, carpooling, and vanpools.



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

City of Lake Geneva
Surface Water

Bike & Pedestrian Facilities
Existing Bicycle Trails and Routes
Existing Walking Path
Future Bicycle and Pedestrian Facilities

Rail and Air
Abandoned Railroad
Airport

Roads
Planned Road
Recommended Intersection Improvements
Recommended Bridge
Recommended New Interchange
XX' Recommended Right-of-Way Width

US Highway
State Highway
County Highway
Local Road

CITY OF LAKE GENEVA 1886 WISCONSIN

N

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: March 8, 2019
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

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7 COMMUNITY FACILITIES AND UTILITIES

Lake Geneva

CITY OF LAKE GENEVA . WISCONSIN

CHAPTER SEVEN: COMMUNITY FACILITIES AND UTILITIES

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

COMMUNITY FACILITIES AND UTILITIES RECOMMENDATIONS SUMMARY

-

A. Municipal Services

City Administration

The City of Lake Geneva municipal offices, council chambers, and municipal court are located at 626 Geneva Street. This facility underwent substantial expansion in 1999. No further renovations are planned at this time. Lake Geneva's elected government officials include a mayor, eight council members, an attorney, and a municipal judge. City commissions and boards include a Park Board, Piers, Harbors, and Lakefront Committee, Public Works Committee, Avian Committee, Police and Fire Commission, Utility Commission, Plan Commission, Cemetery Commission, Historic Preservation Commission, Library Board, Tree Board, and Zoning Board of Appeals. The City Administrator, Treasurer, and Department of Public Works Director are appointed by the City Council.

City of Lake Geneva Municipal Offices

Fire and Emergency Medical Services

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

Law Enforcement

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

B. Utilities

Communication Services and Power

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

Dams

The City owns one dam within the city limits, Lake Geneva Dam, which is located along the White River. The structure is 14 feet tall with a hydraulic allowance of 8 feet and an impoundment surface area of 5,262 acres. Water levels are managed in accordance with DNR guidelines. The Dam is inspected monthly and a comprehensive inspection every 10 years with the most recent being August 2019. The Dam is owned by Geneva Lake Level Corporation.

Lake Geneva Dam

Solid Waste Disposal and Recycling

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

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

Water Supply and Wastewater Treatment

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

Average daily water consumption is 1.3 to 1.4 million gallons per day. This ranges from a low of one million gallons per day in the winter to 2.3 million gallons in the summer. Unaccounted for water runs less than 25%. Water is treated with sodium hypochlorite at the City's wells, aeration, iron filtration, chlorine gas, HFS, and ortho/polyphosphate addition. Treatment levels are within optimal ranges as determined by the Department of Natural Resources.

The City's wastewater is treated by the Lake Geneva Utility Commission, located at 201 Haskins Street. The facility was built in 1985. The average annual hydraulic loading of this facility is 1.3 to 1.4 million gallons per day. The system was designed to handle 2.5 million gallons per day. The Lake Geneva's wastewater utility returns treated wastewater to the aquifer instead of discharging into surface waters. The process of recycling water augments natural groundwater replenishment. This process not only increases the groundwater supply in Lake Geneva, but also the surrounding area as groundwater supplies stretch beyond regional boundaries.

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

C. Parks and Recreation

Parks and open green space are a defining characteristic of the City of Lake Geneva. As of 2015, the City owns or maintains approximately 236.8 acres of park and open space and maintains 26 parks and one lake access area. However, the City does not have a designated Parks and Recreation Department nor a Parks Director on staff. Park maintenance is overseen by the City Department of Public Works while recreation programming is provided in partnership with the Geneva Lakes Family YMCA.

Neighborhood Parks

- Cobb Park: This 5-acre park is located just west of the City. The mostly wooded site features a nature trail, playground equipment, group picnicking area, and restrooms.
- Flat Iron Park: This 3-acre site sits adjacent to the convergence of Geneva Lake and the White River. The park is the site of the Chamber of Commerce Tourist Information Center. Facilities include boat slips, a gazebo, and restrooms. Recently, the Committee for the Beautification of Lake Geneva led an effort to create an updated design plan for this highly visible waterfront park. It is intended to resolve several lakefront use issues, and to guide future park and waterfront improvements.
- Maple Park: This 3-acre park is located in the heart of the City. Although owned by the City, the site is managed by the Lake Geneva School District. Facilities include two basketball courts, a playfield, a playground, on sandlot softball diamond and two tennis courts.
- Oak Hill Tot Lot: This less than one-acre playlot on the City's north side offers a variety of playground equipment.
- Rush Park: The facilities for this 3-acre park on the City's south side include a sandlot softball diamond, playground equipment, picnicking and a sledding hill.
- Seminary Park: This 3-acre site has a downtown location. The site provides picnicking, playground equipment, restrooms, and parking for vehicles with boat trailers.
- Stoneridge Park: This undeveloped 2-acre park is located in the northern portion of the City in the Stoneridge subdivision.
- Undeveloped Park (North): This undeveloped 3-acre site on the City's north side contains wetlands and an environmental corridor and is near the Town-owned Duck Lake Nature Trail.
- Westgate Tot Lot: This less than one-acre playlot on the City's west side offers a variety of playground equipment.

Community Parks

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

Natural and Open Space Areas

- Baker Park: This small open space park occupies approximately 1-acre on the northeastern shore of Lake Geneva. The site contains steep slopes with shrubs and trees.
- Business Park Pond: This 6.5-acre site is located in the City's Business Park and includes a pond with path.
- Donian Park: This wooded 4-acre wooded open space area encompasses a mill race, wetland overlook, and the 100-year recurrence interval floodplain along the White River in downtown Lake Geneva.
- Four Seasons Nature Preserve: This 64-acre open space site is located southeast of the City. Facilities include a shelter building, nature trail, and boardwalk amid a wetland, prairie, and oak opening. The preserve is bordered by 250 acres, which are part of a primary environmental corridor, and is open to the public.
- Hillmoor Heights: This wooded 20-acre site is located in the Town of Lyons. The property is owned by the City and is currently undeveloped.
- Home Depot Park: This 7-acre site is located northwest of the intersection of US Highway 12 and State Highway 50. It includes a detention pond and is the terminus of the City's "Red" bike route. Lands immediately to the north are held by the Geneva Lake Conservancy.
- Mill Park: This less than a half-acre site is located on the City's near east side. It is currently undeveloped.
- Moss Park: This less than a half-acre site is located on the City's north side. It is currently undeveloped.
- Olive Longland Park: This 1-acre open space site is located on the north side of Lake Geneva. It is currently undeveloped.
- Price-Freemont Park: This wooded 5-acre site is located in the northwest area of the City.
- Water Tower Open Space: This 3-acre site is located on the western side of the City east of the water tower and includes a detention pond.

Donian Park

Lake Access Points

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

Public School Parks

The following is a list of existing school parklands:

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

Private Recreational Facilities

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

- Covenant Harbor Bible Camp: Located at 1724 Main Street in Lake Geneva, this lakeside site contains 56-acres of woodland that includes picnic areas, two tennis courts, a ropes course, and archery facilities.
- First Evangelical Lutheran School: Located at 1101 Logan Street in Lake Geneva, the facilities at this 4-acre church and school site include two basketball courts and playground equipment.
- Grand Geneva Resort and Spa: Located at northeast of Lake Geneva, this resort offers golf, a health spa, tennis, hiking, horseback riding, skiing, and other activities.
- Lake Geneva Youth Camp: This 22-acre summer camp site is located at W 2655 South Street in the Town of Linn. Facilities include two basketball courts, soccer facilities, various playfields, playground equipment, four sandlot softball diamonds, and two tennis courts.
- Par T Miniature Golf: An 18-hole miniature golf park located near downtown Lake Geneva.
- Paradise Golf Park: An 18-hole miniature golf park located near downtown Lake Geneva.
- St. Francis School de Sales Catholic Church and School: Located at 148 West Main Street in Lake Geneva, this 4-acre site includes a basketball court and playground equipment.
- YMCA: Currently, located at 203 Wells Street, the YMCA includes a full Wellness Center, two gymnasiums, a 25-yard swimming pool, a large therapy pool, saunas, steam rooms, racquetball courts, and spin cycling equipment. As of the writing of this plan, the YMCA is planning to relocate to a site southeast of Bigfoot Beach State Park with access from South Wells Street, just north of STH 120/Edwards Boulevard. The 203 Wells Street location will present a redevelopment opportunity for the City. The City contracts with the YMCA to provide recreational programming.

Trails and Bicycle Routes

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

D. Community Facilities

Event Facilities

The Riviera, operated by the City of Lake Geneva, is a full-service event facility located along the shores of Geneva Lake. The facility includes meeting rooms, beach access, and a historic ballroom and exhibition hall for events of up to 400 participants. The ballroom is a 7,200 square foot area with a spectacular view of the lake. The Rivera has been host to weddings, conferences, and exhibitions. The City is studying and reviewing opportunities to renovate the historic building and expand programs and activities to reinforce the Riviera as a premiere community gathering space and destination.

The Historic Riviera

Health and Child Care Facilities

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

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

Lake Geneva Public Library

Library

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

The Lake Geneva Public Library is a member Lakeshores Library System which combined with Arrowhead Library System and Kenosha County Library System to create the SHARE Consortium. The SHARE consortium serves residents of Kenosha, Rock, Racine, Walworth Counties at all 28 public libraries in these counties.. The combined collection is over 1.4 million items. The Lake Geneva Public Library's collection available for checkout to residents and cardholders includes books, DVDs, Blu-Rays, CD, audiobooks on CD and Playaway, magazines, newspapers, and special items including Wi-Fi hotspots, iPads, STEM (science, technology, engineering, and math) kits for children, portable electronic devices, specialty cake pans, cassette converters, metal detectors, games, and more. Library cardholders can also access the online resources available from the library, which include downloadable eBooks for Kindles

and other devices, downloadable audiobooks, streaming movies, directories, online instructor-led classes, digital magazines, and online newspapers.

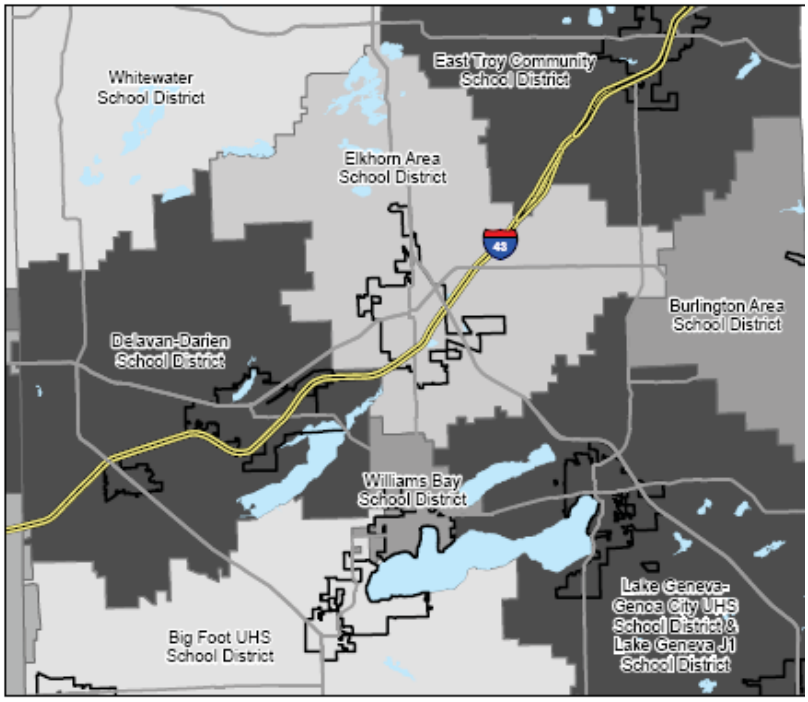
Cemeteries

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

Schools

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

Figure 7.1: Lake Geneva-Genoa City UHS School District



Enrollment for the Lake Geneva School District and Lake Geneva-Genoa City UHS School District public schools is shown in Figure 7.2. Enrollment in all public schools has been declining over the past four years, particularly at Central-Denison Elementary School.

Figure 7.2: Lake Geneva Area School District Enrollment, 2014-2018

Name	Location	2014	2015	2016	2017	2018
Central-Denison Elementary School	900 Wisconsin Street	713	683	652	614	580
Eastview Elementary School	535 Sage Street	281	274	307	292	267
Lake Geneva Middle School	600 Bloomfield Road	724	691	671	662	683
Star Center Elementary School	W1380 Lake Geneva Hwy	408	431	409	380	388
Badger High School	220 South Street	1,440	1,435	1,457	1,440	1,395
Total		3,566	3,514	3,496	3,388	3,313

Source: Wisconsin Department of Public Instruction, WISEdash Enrollment Trends, 2014-2018

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

- First Evangelical Lutheran School, 1101 Logan St, Lake Geneva, WI
  (Grades: Preschool – 12th Grade), (2018 enrollment: 31)
- Mount Zion Christian School, 2330 State Road, Lake Geneva, WI
  (Grades: Kindergarten – 8th Grade), (2018 enrollment: 77)
- Saint Francis de Sales Parish School, 130 W Main Street, Lake Geneva, WI
  (Grades: Kindergarten – 8th Grade), (2018 enrollment: 171)

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

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

Other Community Services and Organizations

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

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

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

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

Goals:

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

Objectives:

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

Policies:

a. Maximize the use of existing utilities (such as public water, sanitary sewer, solid waste disposal, and power lines) and facilities within the City, and plan for an orderly extension of municipal utilities and facilities within the areas identified for future growth on Map 5a: Future Land Use.
b. Ensure that the City's utility system has adequate capacity to accommodate projected future growth; avoid overbuilding that would require present residents to carry the costs of unutilized capacity.
c. Ensure the ongoing maintenance of existing on-site wastewater treatment systems in the City and continue to work with property owners to connect to sanitary sewer when appropriate.
d. Ensure that the City's services, including fire/EMS, police, library, and parks, have adequate staffing, facility, and equipment capacity to accommodate projected future growth, and that the City has the ability to capture the value associated with such growth to pay for required City service increases.
e. Emphasize sustainability, energy-efficiency, and cost effectiveness in the delivery of public facilities and services.
f. Expand the use of technology in municipal operations, through tools like Geographic Information Systems and the internet, as a way to implement the recommendations of this *Plan* and increase the City's presence in the digital age.
g. Improve communication with residents through an enhanced website, a quarterly community newsletter, and municipal outreach efforts.
h. Work with educational institutions to ensure adequate school facilities and educational services for the Lake Geneva. Work with educational institutions on joint programming and to engage youth in municipal processes and community activities.
i. Adopt an Official Map, as recommended in Chapter Six: Transportation, to reflect the recommendations of this *Plan*, including locations for new public facilities, such as roads, sanitary sewer lines, lift stations, water lines, water towers, stormwater management areas, storm sewer lines, trails, and parks. This will be particularly important for the growth areas identified on Map 5a: Future Land Use.

j. Review feasibility of adding a Lake Geneva Park Director to oversee, manage, and expand public parkland and programming in the City.
k. Follow the City's Park and Open Space Plan when making decisions related to the park system, and update that plan every five years.
l. Site new parks in areas to enhance neighborhood cohesion and provide common neighborhood gathering places. All new residential development should be within walking distance of an accessible park.
m. When possible, acquire park and open space lands in advance of or in coordination with development to provide for reasonable acquisition costs and facilitate site planning. Parklands in undeveloped areas should be acquired through land developer dedications, where feasible.
n. Improve public pier and lake access that expands the current facilities to address congestion and over use.
o. Expand boating control procedures to protect water quality in Geneva Lake and ensure a clean, healthy, and pleasant recreation experience for all users.
p. Maximize investment in the Riviera and YMCA project, providing public lake access, pedestrian connectivity, signage, and community-centered programming.
q. Make revisions to other ordinances and codes as necessary to implement the recommendations in this *Plan*, including City building codes, mechanical codes, housing codes, and sanitary codes.

F. Utilities and Community Facilities Programs and Recommendations

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

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

The City's 2015 Park and Open Space Plan provides a comprehensive evaluation and recommendations to address the interest in park space and should be referred to as the guide for future park system recommendations. The Park and Open Space Plan is updated every five years and ensures the City's eligibility for WisDNR grants and other funding sources.

General proposed locations for future parks to serve longer-term growth are depicted on Map 7: Utilities and Community Facilities. With the next update of the Parks and Open Space Plan in 2025, ideas regarding the changing park and recreational needs of future growth areas—as presented in Maps 5 (Future Land Use) and 7 (Utilities and Community Facilities)—should be considered.

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

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

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

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

POTENTIAL COMPONENTS OF COMMUNITY SUSTAINABILITY PLAN

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

Develop a Municipal Sustainability Plan

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

Coordinate Future Land Development with Public Utilities

This *City of Lake Geneva Comprehensive Plan* includes a basic policy that no urban development shall occur within the City of Lake Geneva's planning area unless it is within the City's corporate limits and is served by the City's utility systems (i.e. sanitary sewer, municipal water). The Potential Future Urban Service Area Boundary depicted on Map 7: Utilities and Community Facilities delineates the outer boundary of the area that may be served by the City of Lake Geneva in the future. The existing Urban Service Area Boundary would need to be expanded east of USH 12 and east of CTH BB to serve future development.

While the City establishes an area within which to deliver urban services, requests for annexation and extension of utilities are generally initiated by individual landowners or groups of landowners. Under current State law, annexation is generally driven by the requests of property owners. The City is not able to initiate annexations, except under a few specific circumstances. The City should work with surrounding communities to coordinate future land development with planned extensions to the public sanitary sewer

and water systems, guiding urban development into areas in and close to the City. This approach will maximize the considerable investment that has already been made into public utilities and result in more compact, higher value commercial, industrial, and residential uses.

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

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

Support Quality, Affordable Childcare Facilities

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

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

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

Utility or Facility	Timeframe for Improvements	Description
Water Supply	Ongoing	Improve water storage capacity and the distribution system as necessary to serve development.
Sanitary Sewer	Ongoing	Extend infrastructure as necessary and cost feasible to serve development.
On-site Wastewater Treatment Systems	Ongoing	Continue to work with property owners to connect to sanitary sewer when appropriate.
Solid Waste Disposal & Recycling	Ongoing	Continue to contract with private waste haulers for collection service.
Stormwater Management	Ongoing	Continue to require compliance with quantity and quality components for all developments.
	Ongoing	Update stormwater management plan, ordinance, and/or utility as needed to comply with State regulations.

Utility or Facility	Timeframe for Improvements	Description
Police Protection	Ongoing	Expand facilities, equipment, and personnel to meet future needs.
	2019-2024	Explore developing an off-site Emergency Operations Center.
Fire Protection and EMS Services	Ongoing	Expand facilities, equipment, and personnel to meet future needs.
	2019-2024	Consider conducting a facility needs study to evaluate a future site.
Library	2019-2024	Consider conducting a facility needs study to evaluate future expansion.
Municipal Building and Operations	Ongoing	Facilities are adequate to meet future needs.
	2019-2024	Explore developing a municipal sustainability plan.
	Ongoing	Improve communication with residents through an enhanced website and a quarterly community newsletter.
Medical Facilities	Ongoing	Encourage improvements to existing facilities and establishment of new facilities.
Schools	Ongoing	Continue to coordinate and communicate with educational institutions on issues of mutual concern.
Parks & Recreation	2019-2024	Implement recommendations of Park and Open Space Plan.
	2025, 2030	Update Park and Open Space Plan, considering the recommendations in this *Plan*, including establishing a "Greenbelt Corridor."
Telecommunication Facilities	Ongoing	Area telecommunication facilities are projected to expand to meet needs.
Power Plants /Transmission Lines	Ongoing	Continue to work with ATC on issues related to the location or upgrade of transmission lines or power substations in the City.
Cemeteries	Ongoing	Facilities are adequate to meet future needs.
Child Care	Ongoing	Area childcare facilities are projected to expand to meet needs. Recommend expanded opportunities in and near employment centers.

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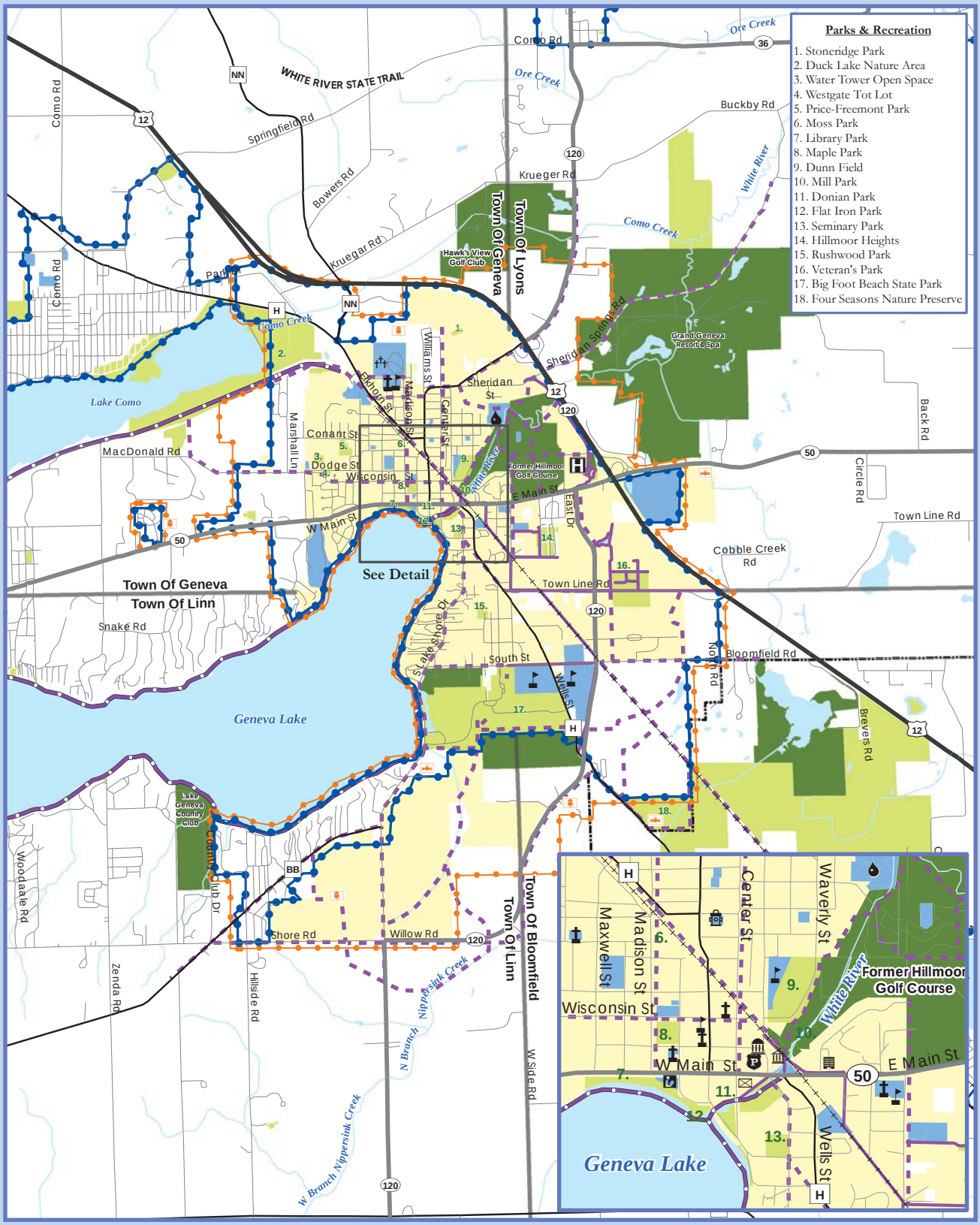

Map 7: Community Facilities & Utilities - City of Lake Geneva Comprehensive Plan

City of Lake Geneva
Surface Water
US Highway
State Highway
County Highway
Local Road
Abandoned Railroad

Bike & Pedestrian Facilities

Proposed Trails
Existing Pedestrain Trails
Existing Trails

Community Facilities

Community Facility Land Area
Public Open Space Land Area
Private Recreation Land Area
City Hall
Police Department
Fire Department
Public Works Garage
Existing Urban Service Area
Potential Future Urban Service Area
Mercy Health Clinic
Waste Water Treatment Plant
Potential Future Water Tower
Potential Future Lift Station
Post Office
School
Library
Place of Worship
Cemetery

N

0 0.25 0.5 1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: March 8, 2019
Source: SEWRPC, Walworth County LIO, WisDNR, V&A

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8 HOUSING & NEIGHBORHOOD DEVELOPMENT

Lake Geneva

CITY OF LAKE GENEVA . WISCONSIN

CHAPTER EIGHT: HOUSING AND NEIGHBORHOOD DEVELOPMENT

A community's housing stock is its largest long-term capital asset and typically represents the largest single land use in terms of area (22 percent of Lake Geneva's total land area). Housing not only fulfills the basic need for shelter, but also helps shape the identity of individuals, neighborhoods, and the community's sense of place. This Chapter contains a compilation of background information, goals, objectives, policies and recommended programs aimed at providing an adequate housing supply that meets existing and forecasted housing demand in the City. The Chapter covers all of the data and analysis as required under §66.1001, Wisconsin Statutes.

HOUSING AND NEIGHBORHOOD DEVELOPMENT RECOMMENDATIONS SUMMARY

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

A. Existing Housing Framework

Over the past 27 years, the City's total housing stock increased by approximately 830 total units. On average, the City added 30 new housing units per year over the 27-year period, however since 2010, there has been a decline in total units, particularly in multi-family units. Overall, most housing units in Lake Geneva are single family homes (55 percent), but the number of multi-family units (32 percent) in the City has become a larger portion of the overall total since 1990.

Figure 8.1: Housing Types, 1990-2017

Units per Structure	1990 Units	1990 Percent	2000 Units	2000 Percent	2010 Units	2010 Percent	2017 Units	2017 Percent
Single Family	1,814	57%	1,952	53%	2,127	49%	2,284	55%
Two Family (Duplex)	349	11%	363	10%	238	6%	329	8%
Multi-Family	861	27%	1,367	37%	1,650	38%	1,343	32%
Mobile Home	90	3%	21	1%	39	1%	59	1%
Boat, RV, Van, etc.	70	2 %	0	0%	0	0%	0	0%
Total	**3,184**	**100%**	**3,703**	**100%**	**4,054**	**100%**	**4,015**	**100%**

Source: U.S. Census of Population and Housing, 1990 & 2000; U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Lake Geneva is unusual because it has a large number of seasonal residents, like many of the other lakefront communities, but also a significant year-round population, like Whitewater or Delavan. One of the values that points to that unique characteristic is the percent of vacant homes. In Lake Geneva, over 20 percent of units are vacant. However, that is just a fraction of the total number that are vacant year-round because nearly 75 percent of those units are seasonal residents. Similar trends exist for the other lakefront communities listed below. Conversely, cities like Delavan and Whitewater have similar numbers of total housing units to Lake Geneva, but significantly lower vacancy rates because there are significantly fewer seasonal residents living in those units. Overall, the City's median owner-occupied home value, percentage owner-occupied, and gross rent are almost all the average of the surrounding communities.

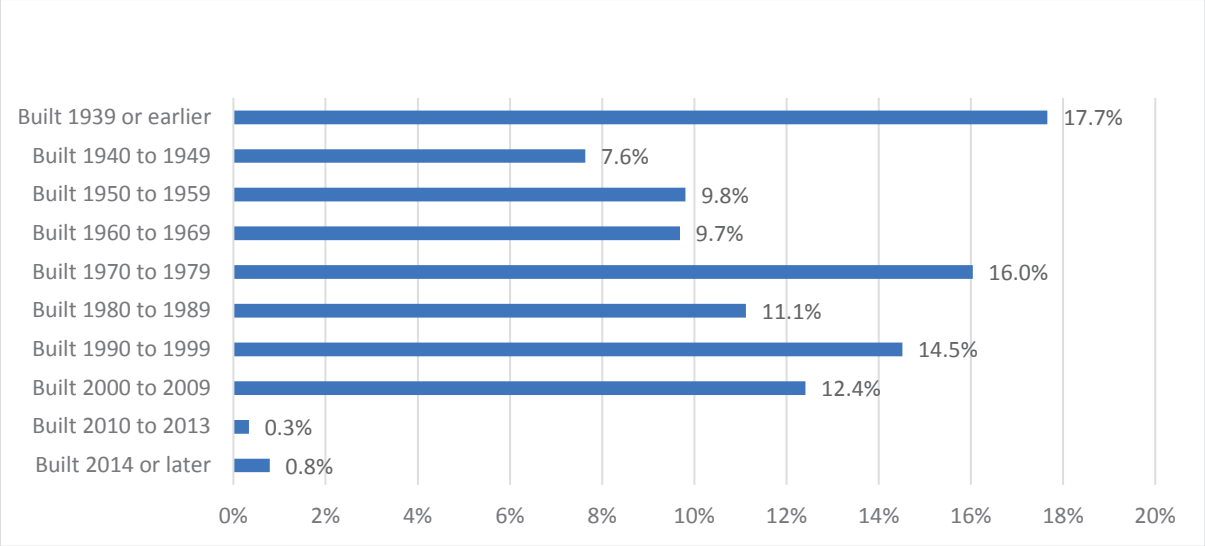
Figure 8.2: Household Characteristics Comparison

	Total Housing Units	Percent Vacant	Percent Owner-Occupied	Median Gross Rent
City of Lake Geneva	4,190	21%	55%	$901
City of Delavan	3,546	7%	53%	$788
City of Whitewater	5,145	10%	34%	$722
Town of Geneva	3,399	22%	60%	$865
Town of Linn	2,189	49%	51%	$947
Town of Lyons	1,587	13%	87%	$1,009
Village of Bloomfield	2,083	22%	78%	$969
Village of Fontana	2,411	69%	88%	$870
Village of Walworth	1,195	9%	58%	$819
Village of Williams Bay	2,142	48%	72%	$883
Walworth County	51,993	23%	68%	$833
State of Wisconsin	2,668,692	13%	67%	$813

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates
**2007-2008 Department of Revenue*

Another component of the City's overall housing inventory is the age of the housing stock. Figure 8.3 illustrates the age of the City's housing stock in 2017. The age of a community's housing stock is sometimes used as a measure of the general condition of the local housing supply. Almost 18 percent of Lake Geneva's housing supply was built before 1940, while about 17 percent was constructed from 1990 to 2010. However, since the Great Recession and subsequent housing crisis in 2008, nearly no new housing has been built in the City. This is very typical for many small-to-mid-sized communities throughout the Midwest.

Figure 8.3: Percent of Lake Geneva Housing Stock by Age, 2017



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 8.4: Lake Geneva Housing as Percent of Household Income, 2015

Housing Costs	Lake Geneva	Walworth County	Wisconsin
Less than 30% of Household Income	56%	66%	70%
Between 30% and 50% of Household Income	25%	18%	17%
More than 50% of Household Income	18%	15%	13%

Source: U.S. HUD 2018 CHAS data calculated using ACS 2011-15
**Cost Burdened is defined by HUD as households where 30% or more of income is spent on housing costs*

Figure 8.5: Living Wage by County, 2017

Living wage	One Working Adult with One Child	Two Working Adults with Two Children
Walworth County	$24.71	$16.06
Kenosha County	$25.04	$16.23
Racine County	$24.58	$15.99
Rock County	$24.35	$15.88
Waukesha County	$25.12	$16.27
Jefferson County	$24.54	$15.98
McHenry County, IL	$27.14	$17.21
Lake County, IL	$27.14	$17.21
Wisconsin	$24.67	$16.04

Source: Living Wage Calculator, MIT, 2017. The living wage shown is the hourly rate that an individual must earn to support their family, if they are the sole provider and are working full-time (2080 hours per year). All values are per adult in a family unless otherwise noted.

Affordability has become one of the largest issues in the US since the Recession in 2008. Lake Geneva, like so many other small-to-medium-sized communities throughout the state, is also experiencing the effects. The problem is a confluence of many different economic and market changes, in addition to people living longer and housing preference changes. One way to measure affordability is determining housing cost burden. The Federal Department of Housing and Urban Development (HUD) measures housing cost burden as any household that spends over 30 percent of its total income on housing. When a household spends greater than 30 percent, they are then forced to make other tradeoffs that can make it much more difficult to be finically stable. Out of approximately 3,200 households in Lake Geneva in 2015, 56 percent are below the 30 percent threshold, meaning that they are not housing cost burdened. This is lower than both the county and the state. Additionally, 18 percent of households spend greater than 50 percent of their total income on housing, which is an even more difficult financial situation. These households may have trouble paying for several basic necessities because of the significant cost of housing.

Another component of affordability is the cost of living. Overall, Walworth County in comparison to other nearby counties and the state has a very comparable cost of living. According to MIT's Living Wage Calculator, one working adult with one child would need to make $24.71 an hour in order to be able to financially support the household. Additionally, with two working adults and two children, the living wage in the county is $16.06 per hour. For perspective, the minimum wage in Wisconsin is $7.25. In combination, these figures present a portion of the affordability situation in Lake Geneva. It will be important for the community to prioritize and work to address this issue over the next decade, in order to avoid exasperating the situation.

B. Housing Projections

Household projections for the City through the year 2040, were calculated using the Wisconsin DOA Population Projection Scenario. For the purposes of planning, household projections are translated into an estimated demand for additional housing units. It should be noted that the demand for future housing units will be based not only on increases in population, but also on fluctuations in the City's average household size and the strength of the market. For example, as household sizes decreases more housing units will be needed to meet housing demands. For the purposes of this analysis, it is assumed that the 2017 household size (2.30) will decrease to 2.06 through the planning period, reflecting state and national trends.

Figure 8.6: Household Projections, 2010 - 2040

	2010	2017	2020	2025	2030	2035	2040
WisDOA Population Projection	3,356	3,377	3,706	3,974	4,179	4,286	4,306
WisDOA Household Size	2.28	2.30	2.18	2.14	2.12	2.08	2.06

Source: Wisconsin Department of Administration Household Projections, 2019
**2010 and 2017 population and 2017 Household Size: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates*

C. Housing Programs

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

Wisconsin Housing and Economic Development Authority (WHEDA)

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers in promoting new affordable housing units throughout the state using low income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit.

Community Development Block Grant (CDBG) Small Cities Housing Program

Local governments and counties can apply for CDBG funds for a variety of projects to principally benefit low- and moderate-income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low- or moderate-income dwelling units, acquisition of property for the construction of low- to moderate-income dwelling units, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Wisconsin Department of Administration, Division of Energy, Housing, and Community Resources (DEHCR).

HOME Investment Partnerships Program

Federal grants that provides money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. Wisconsin prioritized homeownership and the conservation of quality owner-occupied housing for these federal funds. Homebuyer assistance and owner-occupied rehabilitation are some of the eligible activities the DEHCR offers.

Housing Cost Reduction Initiative (HCRI)

This is another DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent of foreclosure. Eligible grant applicants include: counties, cities, village, or towns, among other non-profit and other organizations.

Leveraging Tax Increment Districts

In 2009, the state amended the TIF law to allow municipalities to keep a district open for an additional year and allocate that increment to affordable housing. In the future, Lake Geneva should use this strategy in successful and expiring TID's to provide additional funds for affordable housing units in the city.

Community Action, Incorporated

Community Action Inc. of Rock and Walworth Counties, with an office in Delavan, offers a variety of options for low-income households including:

Permanent Supportive Housing provides housing and services for chronically homeless and for people with physical or mental health disabilities.

Weatherization Program installs energy-saving improvements in homes throughout the two counties. The program is open to homeowners, renters, and landlord who rent to income-eligible tenants.

Twin Oaks Shelter for the Homeless is located in Darien. It offers 12 residential units where individuals can stay up to 60 days.

Rapid Rehousing is a program aimed at providing housing assistance and services to individuals and families who are homeless through re-housing the family and offering skills and resources to keep them in stable housing situations.

Walworth County Habitat for Humanity

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

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

Goals:

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

Objectives:

a. Support a range of housing options throughout the City and within individual neighborhoods to accommodate various household types, income levels, and age groups.
b. Promote high quality housing and safe living environments that enhance existing neighborhoods, maintaining reasonable densities and promoting a sustainable owner-renter ratio.
c. Require City neighborhoods to be served by a full range of urban services close to key destinations for residents.
d. Promote residential infill in currently developed areas of the City.

e. Encourage well-designed neighborhoods, with a mix of housing types oriented towards pedestrians and well served by sidewalks and bicycle routes.
f. Encourage "green" technologies in new housing developments such as energy efficiency and solar energy.
g. Promote traditional residential development principles including compactness, a range of housing types, and mixed land uses.

Policies:

a. Prioritize development of planned/approved dwelling units before additional future residential areas and pursue residential infill opportunities where feasible.
b. Guide new housing and neighborhoods to areas with convenient access to commercial and recreational facilities, transportation systems, schools, shopping, services, and jobs.
c. Encourage a housing tenure mix in all neighborhoods that focuses on owner-occupied housing yet provides opportunities for rental housing.
d. Require that the development of new neighborhoods comply with the City's historic housing mix, in order to maintain the character of the community while allowing for housing choice. Within each continuous area designated as a "Planned Neighborhood" on Map 5a: Future Land Use, seek a housing mix where not less than 50 percent of all housing units are in single family detached residences, with desired a maximum of 20 percent of units in two-family dwellings and 30 percent of units in multiple family dwellings (3+ units per building, regardless of occupancy). For two-family and multi-family units, seek to maximize the percentage of such units that will be available for owner-occupancy. For single family units, seek a mix of lot sizes.
e. Limit housing development in rural areas at and beyond the City's boundary. Do not approve development of unsewered residential subdivisions, with the exception of areas designated on the Future Land Use map as "Single Family (Unsewered)."
f. Promote urban living and workforce housing infill opportunities throughout the community..
g. Plan for multi-family developments in parts of the City where streets and sidewalks can handle increased volumes of traffic; there are adequate parks, open space, and shopping facilities existing or planned; and utility systems and schools in the area have sufficient capacity. Disperse such developments throughout the City, rather than planning for large multiple family housing developments in isolated areas.
h. Require new multi-family development to incorporate high-quality design features, materials, and styles.
i. Support ongoing maintenance and reinvestment in existing residential areas, particularly historic neighborhoods surrounding Downtown.
j. Design neighborhoods to protect environmental resources, encourage resident interaction, promote "walkability", and create a sense of place, following the "Planned Neighborhood" design guidelines presented in Chapter Five: Land Use.
k. Continue to direct tourist rooming houses (i.e., short-term vacation rentals such as Airbnb and VRBO) to commercial areas and prevent such rentals in neighborhoods by enforcing the City's zoning ordinance.
l. Require residential developers and builders to complete any approved development and to provide infrastructure improvements, including parks and streets, in partially developed existing subdivisions prior to platting new development areas or additions.

m. Require developers to help fund safe and efficient pedestrian and bicycle access between residential neighborhoods and nearby community and commercial facilities (e.g. bus routes, parks, retail, and schools).

n. Require sensitive design of infill residential development in existing neighborhoods to complement the surrounding neighborhood, with particular attention to setbacks, height and massing, patterns, and materials.

o. Establish multi-family design standards to promote quality design for market rate and affordable housing projects.

p. Establish a City target of 200 new workforce housing units by 2030.

E. Housing and Neighborhood Development Programs and Recommendations

Support High-Quality New Housing at all Income Levels

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

- **Encourage smaller lot sizes.** Smaller lot sizes result in lower "per unit" development costs, generally lower lot prices, and a more compact and efficiently served land use pattern. The City intends to consider residential zoning districts that allow lots smaller than 8,000 square feet (9,000 square feet is currently the smallest lot permitted by right), provided that house plans or design standards are suited for those sized lots and promote high-quality design. Lots as small as 5,000 square feet and as narrow as 50 feet are becoming increasingly common in southern Wisconsin and have proven to successfully lower the cost of development, attract a range of demographics, and create a strong neighborhood feel.

- **Support upper-story housing downtown.** As part of ongoing Downtown revitalization efforts, the City should emphasize the retention and conversion of upper-story spaces into housing. This may require financial incentives for necessary building upgrades.

- **Diversify new housing.** One of the most successful approaches to increasing the diversity in housing within a community is through the inclusion of multiple housing types in any new subdivision. Offering large, medium, and small lot single-family options, next to duplexes and townhomes, with some larger multi-family units mixed in provides a housing option to all areas of the market. It also moves larger projects through each development phase more quickly, which is beneficial to both the City and the developer. The City should encourage developers to plan and design distinctive neighborhoods that embrace diverse styles and are in keeping with the unique character of Lake Geneva. The Plan Commission will be the authority to enforce these guidelines and will work with developers to create acceptable neighborhood plans.

- **Support Housing Affordability.** In addition to diverse housing styles, having housing that is affordable to all residents is vital to the success of Lake Geneva. From season residents to year-round resident homeowners to the employees in Lake Geneva's crucial service and hospitality jobs, the City must include housing each group can afford. As previously stated, 43 percent of Lake Geneva residents pay 30% or more of the income for housing, suggesting a substantial proportion of the population is cost

burdened. The City should encourage diversity in development projects that provides housing options at a variety of price points.

- **Accommodate visitor lodging.** Lodging for visitors is a significant component of the City's housing stock and a critical economic development strategy. One of the unique characteristics of Lake Geneva is that lodging facilities are located throughout the community, with a concentration in the Downtown area and along the historic CTH H corridor. The City should continue to support this type of housing dispersed throughout the City as well as Neighborhood Mixed Use Areas identified on Map 5a: Future Land Use. However, single-family neighborhoods should remain primarily for year-long residents.
- **Support housing rehabilitation efforts.** The City has a substantial concentration of older housing stock. Much of this older housing, particularly located in central city neighborhoods, offers affordable options to first-time home buyers, is within close proximity to many different amenities, and full of potential for sweat-equity. The City should continue to support housing rehabilitation efforts through existing housing funding sources described in the Housing Programs section of this Chapter.

Allow Alternative Affordable Housing Options

Another affordable housing option that can be incorporated into the zoning ordinance is to allow mother-in-law suites and accessory dwelling units on single-family lots. Both utilize existing development, require no new land to be developed, and offer a cost-effective approach to maximizing single-family housing. A mother-in-law suite or accessory dwelling unit allows the City to react to many of the demographic trends previously described by allowing aging adults and young people an alternative living situation. In appropriate locations within the city, allowing these additional uses in single-family neighborhoods can be a simple zoning ordinance change that provides another affordable housing option within the City.

Enact Design Standards for Multi-Family Housing

Multi-family housing provides options for people in all stages of life. However, such projects sometimes cause community opposition. In some cases, this is because such projects have been poorly and cheaply designed or have been overly concentrated in certain locations. To contour these issues, the City should strategically plan for new multi-family development and create new detailed design guidelines for all new or expanded multi-family residential developments in the zoning ordinance. These guidelines should be enforced throughout the development review process. The following guidelines provide a foundation:

1. Incorporate architectural design that fits the context of the surrounding neighborhood, and Lake Geneva's overall character.
2. Encourage layouts where buildings appear as a grouping of smaller residences.
3. Throughout the community promote high-quality building materials, designs, scale, and setbacks that are compatible with the surrounding neighborhood character.
4. Use brick and other natural materials on building facades. Avoid monotonous facades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.

Example of high quality multi-family development

5. Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to public sidewalks to increase pedestrian activity. Include private sidewalk connections.
6. Locate approximately one-half of required multi-family parking within attached garages or in under-building parking areas. Surface parking should be located in front of garages or small, well-landscaped lots.
7. For parking lots and garages, (a) locate garage doors and parking lots so they are not the dominant visual element; (b) screen parking areas from public view; (c) break up large parking lots with landscaped islands and similar features; (d) provide direct links to building entrances via pedestrian walkways physically separated from vehicular movement areas; and (e) large parking garages are undesirable, but where necessary, break up facades with foundation landscaping, varied facade setbacks, and recessed garage doors.
8. Provide generous landscaping of sufficient size at the time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses which differ in intensity, density, or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); and (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.
9. Provide on-site recreational and open space areas to serve the needs of residents or establish pedestrian and bicycle connections to nearby community facilities. Whenever possible, develop contiguous rear yards as a unit to encourage use by building residents and guests.

Continue to Require Neighborhood Development Plans in Advance of Development

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

All future “Planned Neighborhoods” should incorporate the principals of Traditional Neighborhood Design, which include:

- Integrate a diversity of housing unit types and community facilities.
- Provide connections within and between the neighborhood and nearby amenities.
- Preserve, connect, integrate, and feature environmental resources.
- Encourage convenient and safe travel via all forms of transportation.
- Preserve the community feel of Lake Geneva.

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

PREPARING NEIGHBORHOOD DEVELOPMENT PLANS – A RECOMMENDED PROCESS

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

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

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

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

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

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

9 ECONOMIC DEVELOPMENT

Lake Geneva

CHAPTER NINE: ECONOMIC DEVELOPMENT

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

ECONOMIC DEVELOPMENT RECOMMENDATIONS SUMMARY

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

A. Labor Force

The City's labor force is the portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to 2017 Census data, 51 percent of City residents aged 16 and older was included in the labor force. The percentage of the City's labor force employed by sector in 2017 is shown in Figure 9.1. Twenty-four percent of the labor force is employed in educational, health, and social services occupations; 17 percent of the labor force is employed in the manufacturing sector; and another 13 percent in the arts, entertainment, recreation, accommodation, and food services sector.

Figure 9.1: Occupational Groups, 2017

Occupational Group	Percent of Labor Force
Manufacturing	17%
Educational, health, and social services	24%
Retail trade	11%
Arts, entertainment, recreation, accommodation, and food services	13%
Professional, scientific, management, administrative, and waste management services	8%
Finance, insurance, real estate, rental, and leasing	4%
Construction	4%
Other services (except public administration)	4%
Transportation, warehousing, and utilities	3%
Wholesale trade	4%
Information	5%
Public Administration	1%
Agriculture, forestry, fishing and hunting, and mining	1%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

B. Educational Attainment

Educational attainment is one variable that is used to assess a community's labor force potential. According to 2017 Census data, 65 percent of the City's population ages 25 and older have attained a high school degree or higher. This is the lower than the averages of Village of Fontana, Village of Walworth, but higher than the state and county rate.

Figure 9.2: Educational Attainment, 2017

	Percent High School Graduates Only	Percent Bachelor's Degree or Higher
City of Lake Geneva	29%	36%
City of Delavan	35%	14%
City of Whitewater	23%	35%
Town of Geneva	30%	34%
Town of Linn	43%	15%
Town of Lyons	54%	4%
Village of Bloomfield	47%	3%
Village of Fontana	15%	59%
Village of Walworth	24%	44%
Village of Williams Bay	34%	29%
Walworth County	32%	29%
State of Wisconsin	31%	29%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

C. Income Data

Figure 9.3 presents income and labor characteristics for the City of Lake Geneva and the surrounding communities. According to 2017 U.S. Census data, the City's median household income was $49,688. This is lower than the median household income reported for the county, but higher than the Cities of Delavan and Whitewater, which has a large student population. The City's per capita income was $28,589, which is average compared to surrounding communities. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and indicates that Lake Geneva's residents are facing a similar economic situations as neighboring communities.

Figure 9.3 also show the percentage of individuals below the poverty level in Lake Geneva and surrounding communities. The unemployment rate in Lake Geneva is higher than that of other communities in the region as well as the county and state rates.

Figure 9.3: Income Comparison, 2017

	Median Household Income	Per Capita Income	Unemployment Rate
City of Lake Geneva	$49,688	$28,589	7%
City of Delavan	$44,931	$21,520	6%
City of Whitewater	$31,827	$15,183	9%
Town of Geneva	$69,409	$38,726	5%
Town of Linn	$69,896	$46,983	7%
Town of Lyons	$75,109	$36,287	2%
Village of Bloomfield	$55,505	$21,587	13%
Village of Fontana	$81,042	$56,132	3%
Village of Walworth	$48,519	$21,891	8%
Village of Williams Bay	$63,032	$34,496	6%
Walworth County	$58,401	$29,192	6%
State of Wisconsin	$56,759	$30,557	5%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 9.4: Lake Geneva Poverty and Unemployment Rates, 2000-2017

	2000	2017
Population over 16 Unemployment Rate	2%	7%
Families in Poverty	5%	13%
Individuals in Poverty	7%	14%

**Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates*
Source: U.S. Census Bureau, 2000-2010 Census.

The rate of both families and individuals in poverty have doubled in Lake Geneva since 2000. Additionally, 43 percent of students in the Lake Geneva and Lake Geneva-Genoa UHS Districts were approved for the Free and Reduced Lunch Programs.

D. Commuting Patterns

According to 2017 U.S. Census data, Lake Geneva residents spent an average 24 minutes commuting to work, indicating that a significant number of workers traveled outside the City for employment. A total of 17 percent of Lake Geneva workers traveled outside of the County for employment. Roughly 11 percent of workers traveled over an hour to their jobs, while 26 percent traveled less than ten minutes. About 83 percent of workers traveled to work alone, while approximately 7 percent carpooled.

13 percent (717) of Lake Geneva residents were employed within Lake Geneva in 2015. A total of 2,278 Lake Geneva residents (13 percent) worked outside of the City of Lake Geneva, and 4,627 (87 percent) employees in Lake Geneva like outside of the City, indicating that Lake Geneva is a net importer of jobs.

E. Economic Base Analysis

Figure 9.5 lists the City's largest employers. The City of Lake Geneva has a fairly diverse economic base that includes manufacturing, dining, recreation, and a broad range of local, regional, and national retailers. In addition to these private sector employers, the Lake Geneva Public School District and the City of Lake Geneva are key public-sector employers within the community.

Figure 9.5: Major Private Sector Employers, 2017

Employer	Product or Service	Number of Employees
Mercy Health System	Education and Health Services	500-499
Geneva National Resort & Club	Leisure and Hospitality	250-499
Trostel Limited	Manufacturing	100-249
Timber Ridge Lodge & Waterpark	Leisure and Hospitality	100-249
Primex Wireless	Manufacturing	100-249
Popeyes on Lake Geneva	Leisure and Hospitality	100-249
Lake Geneva Camps-Conferences	Leisure and Hospitality	100-249
Klockit	Manufacturing	100-249
Keefe Real Estate	Real Estate	100-249
Home Depot	Retail Trade	100-249
Grand Geneva Resort	Leisure and Hospitality	100-249
Chaney Instrument Co.	Manufacturing	100-249

Source: ReferenceUSA, 2019

F. Employment Projections

Through the Vision 2050 Plan, SEWRPC calculated employment projections for Walworth County through 2050. While these projections do not breakdown the jobs by industry, they do provide some insight into how many jobs Lake Geneva may have in the future.

G. Location of Economic Development Activity

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

H. Environmentally Contaminated Sites

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

The City has substantially reduced the number of contaminated sites in the last ten years. There are now four contaminated sites in the City of Lake Geneva in need of clean up or where cleanup is underway according to the Bureau for Remediation and Redevelopment Trading System (BRRTS). This down from 14 sites in 2009. All four of the open sites in the Lake Geneva area are classified as environmental repair, or ERP. These sites are often times older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. The ERP locations are typical brownfield sites. Specific locations, property ownership information, and status of remediation efforts for these sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

Figure 9.6: City of Lake Geneva Area Environmentally Contaminates Sites, 2019

Site/Location	Brownfield Classification	Start Date
Wetlands adjacent to Como Auto Salvage – N3364 CTH H	ERP	2001
Como Auto Salvage - N3364 CTH H	ERP	2007
Southern Lakes Trap & Skeet Club – Hwy 50	ERP	1993
Lake Geneva Utility Commission – 499 W. Main Street	ERP	2009

Source: Wisconsin DNR Environmental Remediation and Redevelopment Program, 2019

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

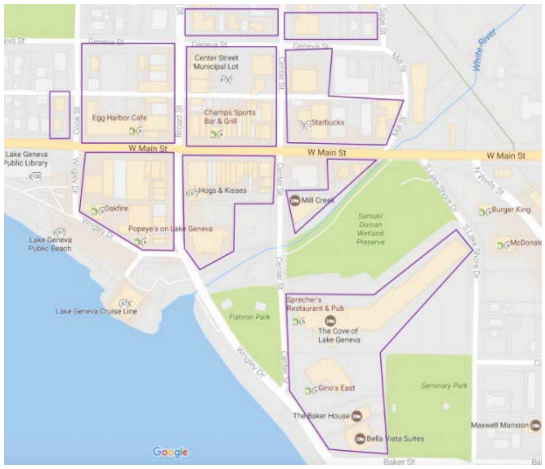
I. Economic Development Organizations and Programs

VISIT Lake Geneva

The Lake Geneva Area Chamber of Commerce became VISIT Lake Geneva in 2016 and serves as both the chamber and convention and visitors bureau. VISIT Lake Geneva is focused on positioning itself and the entire region for future growth and is investing in new marketing tools as well as operational concerns and new or upgraded facilities.

The Streets of Lake Geneva Business Improvement District

The Business Improvement District (BID) is a private-public sector initiative for maintaining and enhancing the appeal of the downtown area. The Business Improvement District undertakes projects on a collective basis in areas traditionally not addressed by municipal government, in particular Downtown activation, street beautification, and organizing signature Downtown events.



Lake Geneva BID Boundaries

Lake Geneva Economic Development Corporation

The Lake Geneva Economic Development Corporation (LGEDC) works as liaison between the public and private sectors to coordinate activities to constructively use the resources of each in the achievement of community-wide economic development and local neighborhood improvement. The corporation is intended to help stabilize the local economy, provide incentives for local investment, help establish and attract environmentally desirable businesses, increase and diversify local tax base, provide jobs for the unemployed and establish the principle that development programs can be operated with public participation. LGEDC's primary venture is the Lake Geneva Business Park which is 124 acres and currently hosts 46 businesses and professional offices. LGEDC also purchased a 105-acre site south of the City on STH 120 for the Lake Geneva Business Commons – a potential corporate campus site that is currently undeveloped. Other LGEDC projects include improvements to the Wrigley Drive lakefront, Flat Iron Park, downtown streetscape improvements, the purchase and razing of the former Traver Hotel site, and creation of a Hospitality Management Program in partnership with local high schools, GTC, UW-Stout, and the local hospitality industry.

Tax Increment Finance Districts

The City of Lake Geneva has created and retired four Tax Increment Districts. The principal aim of TIDs #1 thru #4 were to promote industrial and commercial uses in the City and finance critical infrastructure improvements. The City returned all unspent revenue from TIDs #3 and #4 to the taxing units when they were closed in 2016. The City has no open TIDs.

Walworth County Economic Development Alliance, Inc. (WCEDA)

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

Milwaukee 7

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

J. Assessment of Desired Economic Development Focus

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

Figure 9.7: Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
• Resort community/tourism industry base • Well connected to major metro markets through transportation network • High quality name recognition • Excellent quality of life • Good utility capacity • Relatively affordable existing housing stock • Location on USH 12 Expressway, with proximity to Interstate Highways 39, 41, 43, 90, and 94	• Limited economic base • High cost of new housing • Aging workforce

K. Economic Development Goals, Objectives, and Policies

Goals:

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

Objectives:

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

Policies:

a. Provide sufficient business and industrial sites for the community to be competitive in attracting high quality enterprises, and in helping existing businesses grow if relocation is necessary.
b. Encourage neighborhood-serving commercial opportunities in the existing developed areas of the City, particularly aging commercial corridors and neighborhood retail centers.
c. Capitalize on Lake Geneva's unique location on Geneva Lake by continuing to focus community facilities and redevelopment efforts near the lake front.

d. Continue to enhance and beautify the streetscapes along major corridors and community gateways, particularly along USH 12 and STH 50.
e. Encourage the redevelopment or rehabilitation of underutilized and deteriorated properties and districts.
f. Ensure City rules, ordinances and guidelines do not over-burden small businesses and work with business owners and economic development organizations to reduce barriers of entry for local businesses. This should include a review of liquor licensing.
g. Allow neighborhood-scale retail businesses and services in predominantly residential neighborhoods; provided such uses and structures are compatible with adjoining residential properties and primarily serve the needs of the surrounding neighborhood.
h. Require new business or industrial development to provide adequate separation and buffering between facilities and nearby existing or planned residential neighborhoods, while still encouraging the concept of live-work neighborhoods where neighborhood and site planning is high.
i. Continue the marketing, development, and expansion of the Lake Geneva Business Park as the premier industrial, research, and technology area of the City.
j. Support the creation of small-business incubators in both formal and more ad hoc locations, and for a variety of business types, including arts, industrial, retail, and service.
k. Amend City codes and ordinances to allow creative land use in the Downtown for the purpose of supporting small businesses, reducing the barriers to entry into the Downtown market, reducing vacant storefronts, and support the Business Improvement District's efforts to promote shopping and dining Downtown. Opportunities may include allowing pop-up shops or seasonal uses in vacant storefronts, activating Downtown rights-of-way to encourage pedestrian use like parklets, allow public art, regulated sidewalk uses and store beautification.
l. Preserve long term economic opportunities beyond the City limits through intergovernmental cooperation to prevent premature development there.
m. Create and communicate clear expectations and standards for areas planned for industrial, office, and commercial development, and review projects against these standards, to eliminate uncertainty in the development review process.
n. Continue the appropriate use of Tax Increment Financing and other financial incentives and implementation tools to promote desirable new and expansion business development and redevelopment.
o. Limit approval of additional big-box commercial development and encourage small businesses. Large-scale commercial development should remain on the eastern edge of the City, near STH 50 and STH 12 and should nor extend further toward Downtown.
p. Work with the VISIT Lake Geneva, Streets of Lake Geneva BID, Lake Geneva Economic Development Corporation, Walworth County Economic Development Alliance, and other organizations to address the concerns and issues of area businesses to promote a healthy and vibrant business community.
q. Encourage coordination and information sharing between public and private organizations, like VISIT Lake Geneva, Streets of Lake Geneva BID, and other economic development and tourism groups, whose missions are closely aligned to avoid duplicating efforts, increase cooperation, and encourage cross-promotion.
r. Work with education providers to help grow and support local entrepreneurs and to better match local workforce skills with industry needs.

s. Support a variety of housing options to meet the needs of the Lake Geneva business community, from workforce housing to executive housing.

L. Economic Development Programs and Recommendations

Prepare Downtown Revitalization and Reinvestment Plan

Downtown Lake Geneva is the heart of the community and, along with Geneva Lake, is a major draw for visitors and residents alike. While a number of successful small businesses thrive in Downtown, high commercial rents and other constraints jeopardize economic vitality and contribute vacant storefronts. The City needs investment in the Downtown that will make it convenient for residents and tourists while also creating a world-class shopping, dining, and community experience and reducing barriers to successful businesses.

To spur this investment, the City should prepare a Downtown Revitalization and Reinvestment Plan to establish a vision for Downtown and layout actionable steps for the City to accomplish that vision. This plan will build on the existing work the City and Downtown stakeholders have done and advance the City's ideas toward targeted implementation. The plan would focus on catalytic projects and beautification that will generate energy and enthusiasm for Downtown as a destination.

Additional recommendations to enhance the economic vitality of Downtown include:

- Prioritize the implementation of the Downtown recommendations presented by Roger Brooks and further establish and support a leadership group to take ownership of this implementation and advance its initiatives.
- Supporting the BID's efforts to activate Downtown spaces through placemaking and creatively engage with residents, visitors and businesses to expand programming and increase foot traffic.
- Exploring parking and transit options, including a parking ramp and shuttle service, that allows visitors to easily access Downtown without contributing to parking shortages and traffic congestion.
- Enhancing and expanding the Downtown wayfinding system to better identify and connect City assets and destinations.
- Working with business owners and property owners to address real estate challenges to increase tenant stability and reduce turnover in Downtown storefronts.
- Repair and revitalize the Riviera to increase its presence as a community gathering space and expand opportunities for revenue-generating uses that can support is maintenance and operation.
- Study the public plaza/Wrigley Drive concept to determine feasibility as well as potential impacts on local business and traffic.
- Explore relocation of the public pier while prioritizing public access to the Lake for residents.
- Implementing the *2017 Bicycle and Pedestrian Plan* to improve walkability and bikeability across the City, and particularly in Downtown, increase access to bike parking, street furniture (benches, trash receptacles, etc.), and make Americans with Disabilities Act accessible infrastructure improvements to intersections and sidewalks.
- Updating the Downtown Design and Zoning Standards to support Downtown vitality. General recommendations could include:
    - Edit the sign code to encourage blade signs along with other changes that create a consistent and appealing commercial aesthetic in Downtown
    - Update to a form-based code and engage in a public development process
    - Create a user-friendly guide for property owners and tenants on the requirements

Retain and Expand Existing Local Businesses

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

Local business retention and development is emphasized as an important component of the City's economic development strategy. It is far easier to retain the City's existing businesses and industries than recruit new businesses (which accounts for about one percent of local jobs), and most employment growth in any community occurs through existing business expansion. Support through development approval assistance, business mentoring, development incentives, and small business loans are important ways that the City can continue to promote locally grown businesses. The City should also explore opportunities to support local businesses in the Downtown who face high rent and real estate costs since these costs jeopardize the success of the business and contribute to vacant storefronts.

Continue to Grow the Tourism Industry

The tourism industry will continue to be the core of the City's economic development strategy and it is critical that the City keep pace with market changes in order to remain an attractive place for visitors. The City will partner with local businesses, recreation providers, and economic development organizations to explore new initiatives that will strengthen the tourism industry and address changing market demands including the following:

- Encouraging longer stays through regional marketing.
- Expanding and enhancing tourism opportunities such as a regional farmers market specializing in organic locally-grown food that is tied to area and Chicago restaurants.
- Marketing the area as an eco-tourism destination, perhaps focused on the Big Foot Beach State Park, in coordination with the Geneva Lake Conservancy and WisDNR.
- Expanding the bicycle and pedestrian trail network and trailhead facilities. As the regional trail system grows and connects, marketing the area as a recreation trail hub, with a variety of lodging, dining, and activity options.
- As the tourism economy grows, the City should discuss implementing the Wisconsin Premier Resort Area Tax, which is a local retail tax and allows municipalities to use the proceeds of the tax for infrastructure expenses within the jurisdiction. It should be noted that to qualify, 40-50% of businesses in the City need to be tourism related.

Foster "Green" Business Growth

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

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

Pursue Redevelopment and Infill of Underutilized Lands

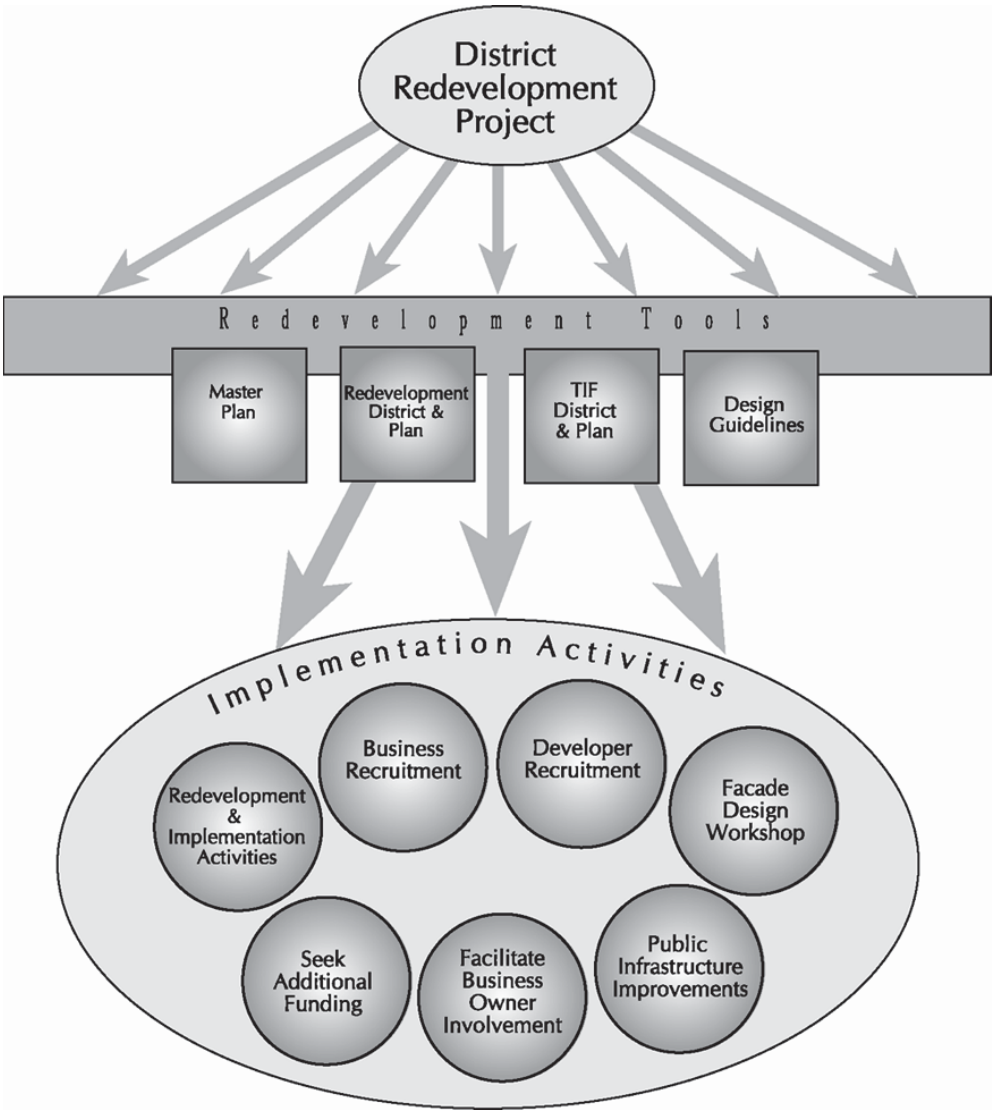
Throughout the planning process, there was strong support for redevelopment of older areas before approving new "greenfield" development. The Neighborhood Mixed Use areas identified in Map 5a: Future Land Use present infill and redevelopment opportunities. Areas like these typically demand proactive redevelopment planning and coordination. Careful planning, site assessment, public-private partnerships, redevelopment incentives, and persistence over a number of years are required. Figure 9.8 illustrates a recommended approach to redevelopment planning and implementation that will have a lasting, positive economic effect on each area and the community. Typically, this type of detailed planning and implementation process includes:

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

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

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

Figure 9.8: Redevelopment Planning and Implementation Process



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

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

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

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10 INTERGOVERNMENTAL COOPERATION

Lake Geneva

CITY OF LAKE GENEVA . WISCONSIN

CHAPTER TEN: INTERGOVERNMENTAL COOPERATION

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

INTERGOVERNMENTAL COOPERATION RECOMMENDATIONS SUMMARY

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

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

A. Existing Local Government Framework

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

Village of Bloomfield

The Village of Bloomfield incorporated in December 2011 and is located to the southeast of Lake Geneva. Its 2017 population estimate was reported to be 4,694. The Village (then Town) adopted its most recent comprehensive plan in 2006. The plan outlines several recommendations regarding land development relative to the City of Lake Geneva. This plan recommends new and infill residential development, primarily at low and medium density. The plan delineates that new urban development should occur within the planned urban service areas of adjacent communities, including Lake Geneva. In addition, the Intergovernmental Cooperation chapter states that the then Town of Bloomfield will take a cooperative approach to planning and decision making with the City of Lake Geneva regarding future land use in areas of mutual concern. The City of Lake Geneva should pursue a Boundary Agreement with the Village of Bloomfield to provide for predictable annexations by land owners in the area between the City and Village.

Town of Geneva

The Town of Geneva is located to the north and west of the City of Lake Geneva. Its 2017 population was estimated to be 5,018. The Town of Geneva is participated in the Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035

Town of Linn

The Town of Linn is located to southwest of the City of Lake Geneva and to the south of Geneva Lake. In 2017, the Town had an estimated population of 2,397. The Town adopted its most recent comprehensive plan in June 2004. This Year 2025 Comprehensive Plan states that it is intended to establish a framework

for boundary agreement negotiations in an effort to allow the Town to avoid annexation. In addition to this framework, the plan outlines the following goals and objectives related to land use and intergovernmental cooperation:

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

Town of Lyons

The Town of Lyons is located northeast of the City. The Town's 2017 population is estimated to be 3,722. The Town adopted its most recent comprehensive plan in September 2016.

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

City of Elkhorn

The City of Elkhorn is Walworth's County seat with an estimated 2017 population of 9,932. In 2016, Elkhorn adopted a long-range plan and development regulations through the year 2040. This comprehensive plan was prepared by Teska Associates, Inc., and implements a balanced approach to growth management, capital planning, economic development, and community building. The City of Elkhorn's future land use map identifies an industrial employment district to the south of the intersection of Interstate 43 and Highway 12. This category is intended to accommodate business uses such as office, manufacturing, repair, processing, assembly, warehousing, and distribution, in addition to commercial uses in approved locations. This planned future land use, with its proximity to the local interstate highway network, may hold future employment potential for Lake Geneva residents.

Walworth County

Walworth County initiated a multi-jurisdictional comprehensive planning effort to comply with the State comprehensive planning requirements by January 1, 2010. Southeastern Wisconsin Regional Planning Commission (SEWRPC) has provided planning assistance in this initiative. Participating communities include the Towns of Darien, Delavan, East Troy, Geneva, LaFayette, LaGrange, Richmond, Sharon, Spring Prairie, Sugar Creek, Troy, Walworth, and Whitewater. The outcome of this planning effort was a long-range comprehensive plan for the year 2035. In 2019, SEWRPC was again working with the 13

communities from the previous planning process in updating the Multi-Jurisdictional Comprehensive Plan. Many of the previous plan's land use policies regarding cities and villages are expected to be carried over to the latest version including the following:

- Cities and villages are encouraged to develop and implement their comprehensive plans in a manner that promotes the development of compact urban areas that allows for the efficient provision of public utilities and services.
- Cities and villages are encouraged to promote infill development, along with the revitalization and renewal of their older urban areas, as part of their overall approach to meeting future development needs.
- Cities and villages are encouraged to include towns in planning future development in areas that border on, or potentially extend into, town areas. Coordination of planning can probably best be achieved through boundary agreement efforts. Cities and villages are also encouraged to consult with towns when making decisions on annexations and the exercise of extraterritorial powers.

The County's comprehensive plan also recognizes conservation developments as an alternative to conventional development and a means to limiting development in natural resource areas. The County recommends a flexible approach to the choice of design options within conservation developments, with decisions on the use of such designs made on a case-by-case basis, taking into account the topography, existing natural resource features, and other characteristics of a potential site.

Walworth County also has a county-wide Natural Hazard Mitigation Plan, Land and Water Resource Management Plan, Farmland Preservation Plan, and Park and Open Space Plan. Each will be updated over the 20 years and it is recommended that the City of Lake Geneva continue to participate in those planning processes.

B. Regional and State Agency Jurisdictions

Southeastern Wisconsin Regional Planning Commission (SEWRPC)

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

SEWRPC recently updated the Regional Land Use and Transportation Plan (Vision 2050). The new plan serves as guides to land use development and redevelopment and transportation system planning at the regional level through the year 2050. The Transportation System Plan is a multimodal plan of recommended transportation actions designed to address existing and anticipated future transportation problems and needs. Many of the key land use and transportation recommendations in Vision 2050 are reflected in this Plan.

Wisconsin Department of Natural Resources

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

Wisconsin Department of Transportation

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

C. Intergovernmental Cooperation Goals, Objectives, and Policies

Goals:

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

Objectives:

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

Policies:

a. Provide a copy of this *Plan* to all surrounding local governments and districts and continue to involve and update them on future changes to the *Plan*.
b. Collaborate on implementation of this *Plan* when possible.
c. Work to resolve differences between the *City of Lake Geneva Comprehensive Plan* and the plans, policies, and ordinances of adjacent communities.
d. Actively monitor, participate in, and review and comment on pending and future comprehensive plans and municipal incorporation proposals from nearby communities.
e. Continue to cooperate with other units of government on issues related to land use, natural resources, places of recreation, transportation facilities, economic development, and other systems that are under shared authority or that cross governmental boundaries.
f. Consider boundary agreements with adjacent towns as mechanisms to create a more predictable future near the City's edges and reduce the need for the City to exercise its extraterritorial abilities and avoid costly future conflict.
g. Consider regionalization of public services and facilities where consolidating, coordinating, or sharing services or facilities will result in better services, cost savings, or both.
h. Partner with educational institutions in the Lake Geneva area to improve educational achievement, help grow the economy through worker and entrepreneur training, pursue recreational programming, and enhance the economic health of the City and surrounding area (see also Chapter Seven: Utilities and Community Facilities).
i. Continue and grow partnerships with public-private organizations, Walworth County, and Milwaukee 7 on regional economic initiatives that capture the area's future potential given its unique assets and position (see also Chapter Nine: Economic Development).

D. Intergovernmental Cooperation Programs and Recommendations

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

INTERGOVERNMENTAL AGREEMENTS UNDER WISCONSIN LAW

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

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

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

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

State Issues

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

Regional Issues

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

Neighboring Towns

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

One common element to the City's relationship with its neighboring towns is the powers and authorities that the City has within the area defined as its extraterritorial jurisdiction. The City's ETJ extends in a 1.5-

mile radius from the boundaries of the City, except as defined by other agreements with these communities. Lake Geneva's current ETJ is shown on many of the maps in this *Plan* but will shift with annexation.

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

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

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

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

11 IMPLEMENTATION

CHAPTER ELEVEN: IMPLEMENTATION

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

A. Plan Adoption

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

B. Plan Monitoring and Advancement

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

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

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

- Reviewing City procedures for implementing the *Plan* and evaluate the capacity of municipal leaders and elected officials to advance the *Plan.* Limitations to implementation, including staffing, resources and training should be addressed to the best of the City's ability. Elected officials should feel empowered to take an active role in the implementation and dispersal of the *Plan* and its contents, including through regular meetings of their elected or appointed body and communication with constituents. If elected officials lack the experience, knowledge, or training to serve this role the City should pursue opportunities to educate all municipal leaders on the *Plan* in order to build institutional knowledge.
- Prominently displaying *Plan* materials in City offices and gathering places.
- Expand communication and outreach to the Lake Geneva community to inform the public of input opportunities and progress on implementation of the *Plan.* Strategies may include use of Aldermanic Ward constituent meetings and communications, direct mailings, improved social media communication, and partnership with other community groups that reach a wide membership, including the Lake Geneva School District, VISIT Lake Geneva, and local civic organizations.
- Ensuring that attractive and up-to-date materials are easily accessible on the City's website.
- Speaking to community organizations about the *Plan*.

- Regularly presenting implementation progress reports to the Common Council, Plan Commission, and other municipal bodies.
- Incorporating *Plan* implementation steps in the annual budget process. -making.
- Assign specific parties responsible for the budgeting, implementation, monitoring, and reporting of specific *Plan* recommendations and program.
- Encouraging all City staff to become familiar with and use the *Plan* in their decision-making.

C. Consistency Among Plan Elements

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

D. Plan Administration

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

Annexations

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

Zoning

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

Land Division

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

Official Mapping

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

Public Investments

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

Intergovernmental Relations

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

Consistency Requirement

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

For purposes of determining whether any action is “consistent,” as the term is used in 66.1001(3), Wisconsin Statutes, the City shall frame its actions and decisions upon the following guidance:

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

E. Plan Amendments

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

As a dynamic community facing a myriad of growth issues, the City has established a single plan amendment consideration cycle every year. Several Wisconsin communities use an annual plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable and efficient manner. This approach requires that all proposed plan amendment requests be officially submitted to the City by a designated date of each year. A full draft of the amendments is then be presented to the Plan Commission for its evaluation and recommendation to the Common Council. The Council then acts to approve the amendment(s), following a public hearing.

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

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

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

6. The City Clerk directs the publishing of a Class 1 notice, published at least 30 days before a Common Council public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The Common Council holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the *Comprehensive Plan*.
8. Following the public hearing, the Common Council approves (or denies) the ordinance adopting the proposed *Plan* amendment. Adoption must be by a majority vote of all members. The Common Council may require changes from the Plan Commission recommended version of the proposed *Plan* amendment.
9. The City Clerk sends a copy of the adopted ordinance and *Plan* amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, Wisconsin Statutes.

F. Plan Update

The state comprehensive planning law requires that a comprehensive plan be updated at least once every 10 years. As opposed to an amendment, an update is often a substantial re-write of the plan document and maps. Based on this deadline, the City should update this *Comprehensive Plan* before the year 2029 (i.e., ten years after 2019), at the latest. The City should continue to monitor any changes to the language or interpretations of the state law over the next several years.

G. Implementation Programs and Recommendations

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

- **Category:** The list of recommendations is divided into different categories—based on different implementation tools or plan elements.
- **Recommendation:** The second column lists the actual steps, strategies, and actions recommended to implement key aspects of the *Plan*. The recommendations are for City actions, recognizing that many of these actions may not occur without cooperation from others.
- **Reference:** The third column provides the Chapter(s) of this *Plan* where the recommendation is described in greater detail.
- **Implementation Timeframe:** The fourth column responds to the comprehensive planning statute, which requires implementation actions to be listed in a "stated sequence." The suggested timeframe for the completion of each recommendation reflects the priority attached to the recommendation. Suggested implementation timeframes span the next 10 years, because the *Plan* will have to be updated by 2029.
- **Lead Party:** The fifth column recommends a lead party, often a municipal department to take leadership in the implementation, monitoring and reporting of the particular recommendation. This is intended to provide clarity on the most appropriate group to advance the implementation priority and allow the City to act quickly on implementation.

Figure 11.1: Implementation Programs and Recommendations

Category	Recommendation	Reference	Implementation Timeframe	Lead Party
Agricultural, Natural, and Cultural Resources	Review the Zoning Ordinance and consider options for removing obstacles to local foods, including allowing front yard and community gardens.	Chapter 2	2020-2022	Building and Zoning Department
	Consider incorporating low impact development standards and stormwater best management practices into City Ordinances, such as water conservation, rain gardens, and maximizing pervious surfaces.	Chapter 3	2020-2025	Building and Zoning Department
	Consider zoning code amendments to require or reward green building practices.	Chapter 3	2020-2025	Building and Zoning Department
	Use mitigation strategies to reduce existing invasive species impact within the region and prevent new invasive species from entering the region.	Chapter 3	2020-2025	Public Works Department
	Enforce erosion control and stormwater management standards through overlay zoning districts	Chapter 3	2020-2025	Building and Zoning Department; Code Enforcement
	Develop a Stormwater Management and Climate Resiliency Plan that codifies best practices and advances goals related to flood mitigation and water-quality.	Chapter 3	2020-2025	Building and Zoning Department; Public Works Department
	Use zoning standards to require high-quality landscaping, building design, signage, lighting and public furnishings to protect and enhance the aesthetic quality of the City's entryways.	Chapter 4	2020-2025	Building and Zoning Department
	Encourage and support communitywide celebration Latino culture on a designated day.	Chapter 4	2020-2025	Administration; City Council; General Public
	Work proactively with the Latino community to incorporate Latino cultural elements into existing community events such as Oktoberfest and Venetian Fest.	Chapter 4	2020-2025	Administration; City Council; General Public
Land Use	Over time and as projects present themselves, amend the zoning map to correspond with the Future Land Use map.	Chapter 5	Ongoing	Building and Zoning Department

Category	Recommendation	Reference	Implementation Timeframe	Lead Party
Transportation	Create an Official Map to reflect the recommendations in this *Plan* and the City's 2015 Park and Open Space Plan and 2017 Bike and Pedestrian Plan.	Chapters 6 and 7	2020-2025	Building and Zoning Department; Department of Public Works
	Explore options to expand parking facilities downtown through a comprehensive downtown parking study.	Chapter 6	2020-2025	Parking Services Department
	Study improvements to existing streets, including rerouting Lake Shore Drive	Chapter 6	2020-2025	Department of Public Works
	Implement the recommendations from the 2017 Bicycle and Pedestrian Plan	Chapter 6	2020-2030	Department of Public Works
	Explore opportunities to expand public transit alternatives	Chapter 6	2020-2030	Administration; Department of Public Works
	Implement the transportation improvements identified on Map 6 and in Chapter Six: Transportation.	Chapter 6	2020-2030	Department of Public Works
	Implement the non-highway transportation improvements identified in Chapter Six: Transportation, such as neighborhood electric vehicles and bike and pedestrian improvements.	Chapters 6, 7 and the Parks and Open Space Plan	2020-2030	Department of Public Works
	Explore the level of regional support for a STH 50 Bypass with Walworth County, SEWRPC, and WisDOT	Chapter 6	2020-2030	Department of Public Works
Utilities, Community Facilities, and Civic Organizations	Implement recommendations exist in Figure 7.3: Timetable to Expand, Rehabilitate, or Create New Community Utilities or Facilities.	Chapter 7	See Chapter 7, Figure 7.3	Utilities Commission; Administration
	Prioritize investment in the future of the Riviera, including reviewing potential renovations and identifying funding sources for improvements.	Chapter 7	2020-2030	Administration; Building and Zoning Department

Category	Recommendation	Reference	Implementation Timeframe	Lead Party
Housing and Neighborhood Development	Consider adopting a small lot (less than 8,000 square feet) residential zoning district.	Chapter 8	2020-2030	Building and Zoning Department
	Consider updating zoning standards to allow accessory dwelling units and other housing options that promote affordability	Chapter 8	2020-2025	Building and Zoning Department
	Update detailed site plan and design standards from this *Plan* for multi-family developments.	Chapter 8	2020-2025	Building and Zoning Department
	Establish a City target for new 200 workforce units by 2030 and work to recruit development that will advance this goal.	Chapter 8	2020-2025	Building and Zoning Department
Economic Development	Complete a Downtown Revitalization and Reinvestment Plan.	Chapter 9	2020-2025	Building and Zoning Department
	Provide leadership to continue momentum on Downtown improvements and implementation of Roger Brooks recommendations, including storefront and sidewalk recommendations and a comprehensive wayfinding system.	Chapter 1 and 9	2020-2022	Administration
	Study Public Plaza/Wrigley Drive pedestrian area concept.	Chapter 9	2020-2025	Department of Public Works
	Explore the requirements of the Wisconsin Premier Resort Area Tax.	Chapter 9	2020-2025	Finance Department
	Consider developing conceptual infill revitalization and redevelopment plans for the Neighborhood Mixed Use areas identified in Maps 5a and b.	Chapter 9	2020-2022	Building and Zoning Department
	Support existing local businesses through development approval assistance, business mentoring, and small business loans.	Chapter 9	2022-2030	Administration
	Explore establishing a Green Business Program.	Chapter 9	2022-2030	Administration

Category	Recommendation	Reference	Implementation Timeframe	Lead Party
Intergovernmental Cooperation	Continue to cooperate with other communities and organizations on issues of mutual concern, such as water quality, compact development, and farmland preservation.	Chapters 10	2020-2030	Administration; Department of Public Works
	Explore regional collaborations to preserve community character and critical natural resources including establishing a Greenbelt Corridor around the City and participating in watershed planning	Chapters 3, 7, and 10	2020-2030	Building and Zoning Department; Department of Public Works
Plan Monitoring and Advancement	Monitor development activity and future implementation strategies against the recommendations in this *Plan*.	Chapter 11	2020-2030	Building and Zoning Department
	Update this *Plan* every 10 years as required by State Statute.	Chapter 11	2028-2030	Administration
	Increase community awareness and education of the *Plan* through various initiatives described earlier in this Chapter.	Chapter 11	2020-2030	Administration
	Establish expanded protocols for advertising opportunities for public input on important issues, including utilization of Aldermanic Wards and direct mailings.	Chapter 11	2020-2030	Administration
	Provide annual Common Council and Plan Commission training in May to educate local officials about Comprehensive Plan and State Statute consistency requirements.	Chapter 11	Annually	Administration
	Provide annual Common Council and Plan Commission update on Comprehensive Plan implementation and progress	Chapter 11	Annually	Administration; Building and Zoning Department