

Hillmoor Special Area Plan

Lake Geneva, Wisconsin

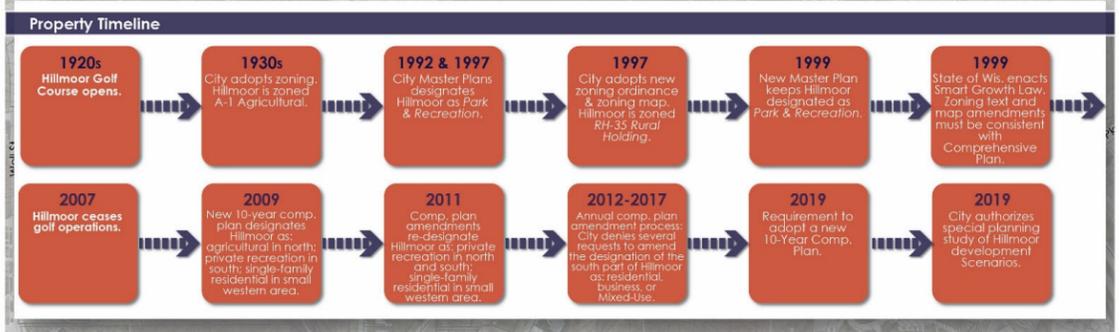
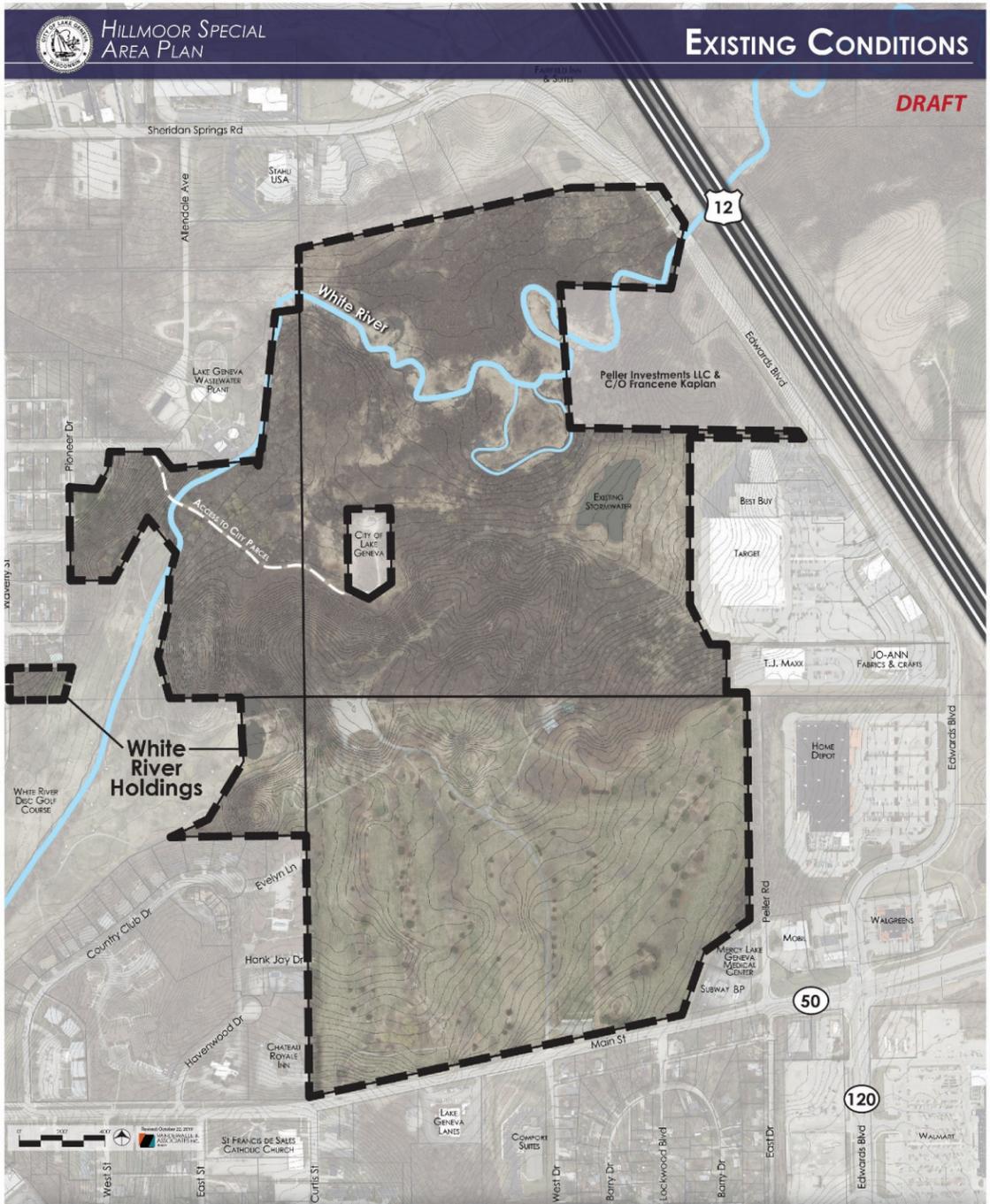


November 13, 2019



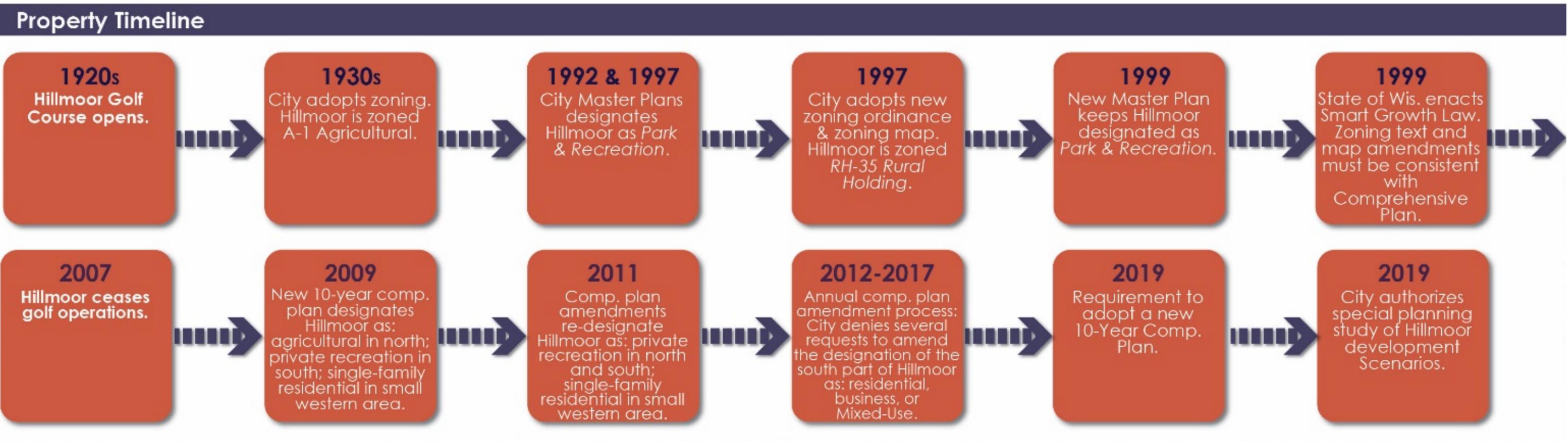
Project Goals

- Guide discussions of future re-zoning submittals by identifying land uses desired by City
- Incorporate recommendations into the Comprehensive Plan



Planning Area

Site's Past





What uses are possible under current zoning?

The property is zoned **Rural Holding (RH) District.**

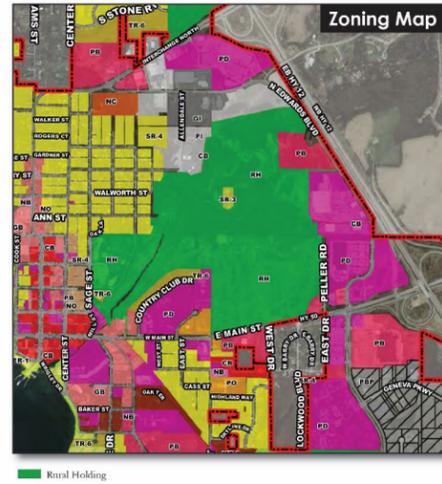
The zoning should be changed because the City may have difficulty in denying a conditional use permit for an undesirable use under the current state law.

Land Uses Permitted by Right:

- Single-Family – 35-acre lots
- Cultivation
- On-Site Agricultural Retail
- Selective Cutting
- Passive Outdoor Public Recreation (such as arboretums, natural areas, wildlife areas, hiking trails, bike trails, picnic areas, and gardens)
- Active Outdoor Public Recreation (such as public parks and athletic fields with lighting)
- Public Services and Utilities (such as emergencies service facilities, wastewater treatment plants, and substations)
- Community Living Arrangement (1-8 residents)

Land Uses Permitted as Conditional Use:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Husbandry • Intensive Agriculture • Agricultural Services • Clear Cutting • Indoor Institutional (limited to places of worship and schools in this zoning district) • Outdoor Institutional (includes public and private cemeteries; privately held, permanently protected green space areas; country clubs; non-public golf courses; and similar land uses) • Outdoor Commercial Entertainment (such as outdoor dining, other outdoor eating and drinking areas, outdoor sports/games associated with a commercial use, outdoor assembly areas) • Commercial Animal Boarding | <ul style="list-style-type: none"> • Bed and Breakfast Establishments • Campground • Intensive Outdoor Recreation (such as amusement parks, waterparks, fairgrounds, outdoor stadiums, drive-in theaters, outdoor commercial swimming pools, driving ranges, miniature golf facilities, go-cart tracks, racetracks, and tournament-oriented athletic facilities) • Junkyard or Salvage Yard • Waste Disposal Facility • Composting Operation • Airport/Heliport • Communication Tower • Extraction Use (such as mining of soil, clay, sand, gravel, rock, minerals, peat) |
|--|--|



Rural Holding

What uses are recommended on the Future Land Use Map in the City's current Comprehensive Plan (2009)?

The property is recommended as **Private Recreation**, which is designated for private recreation facilities such as golf courses and resorts.

The City's "Planned Development" zoning district is most appropriate for this future land use category.



Private Recreation Facilities Environmental Corridor

Current Designation

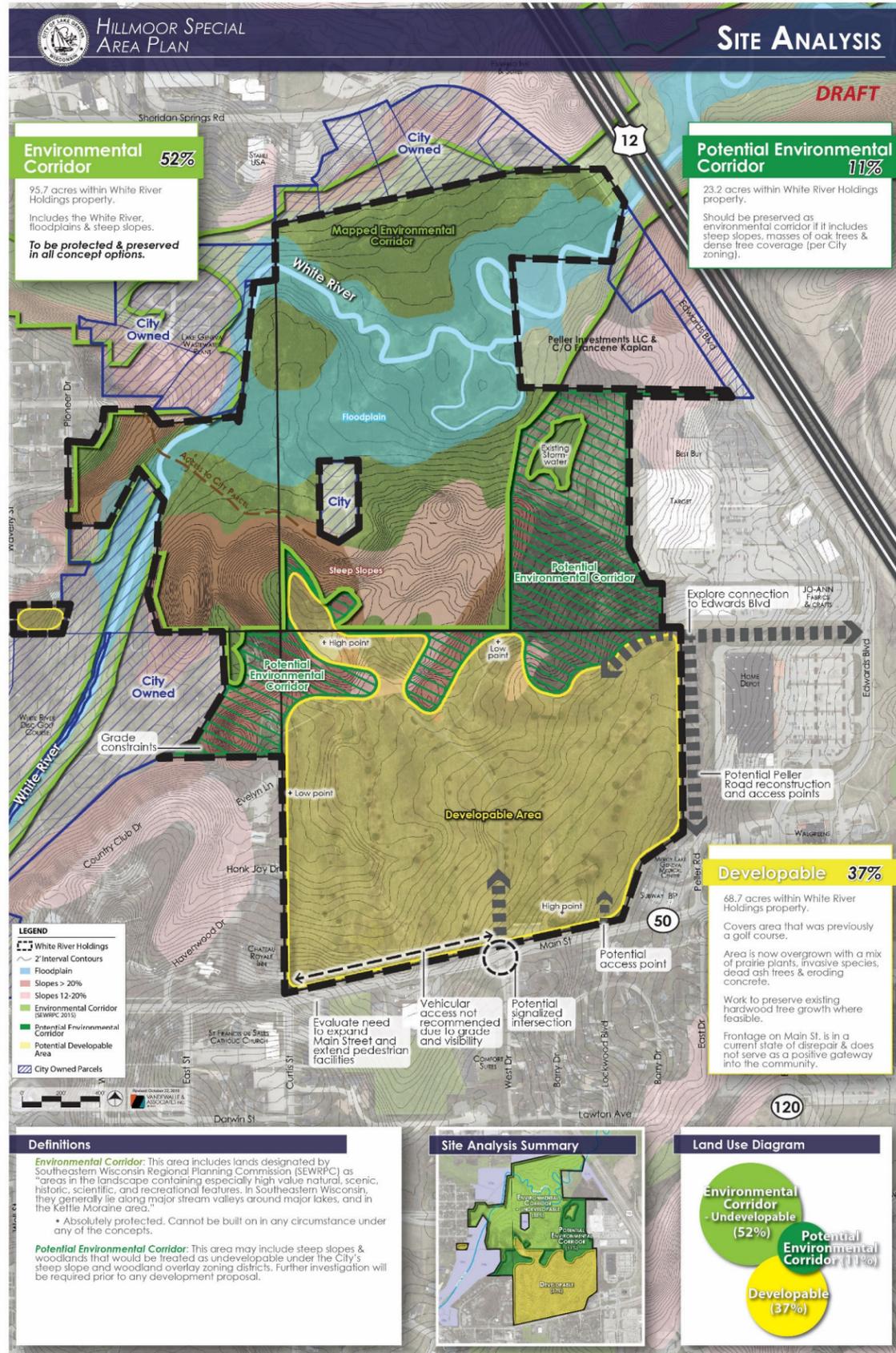
- Existing Zoning: Rural Holding
- Existing Future Land Use Designation: Private Recreation



VANDEWALLE & ASSOCIATES INC. Shaping places. Shaping change.

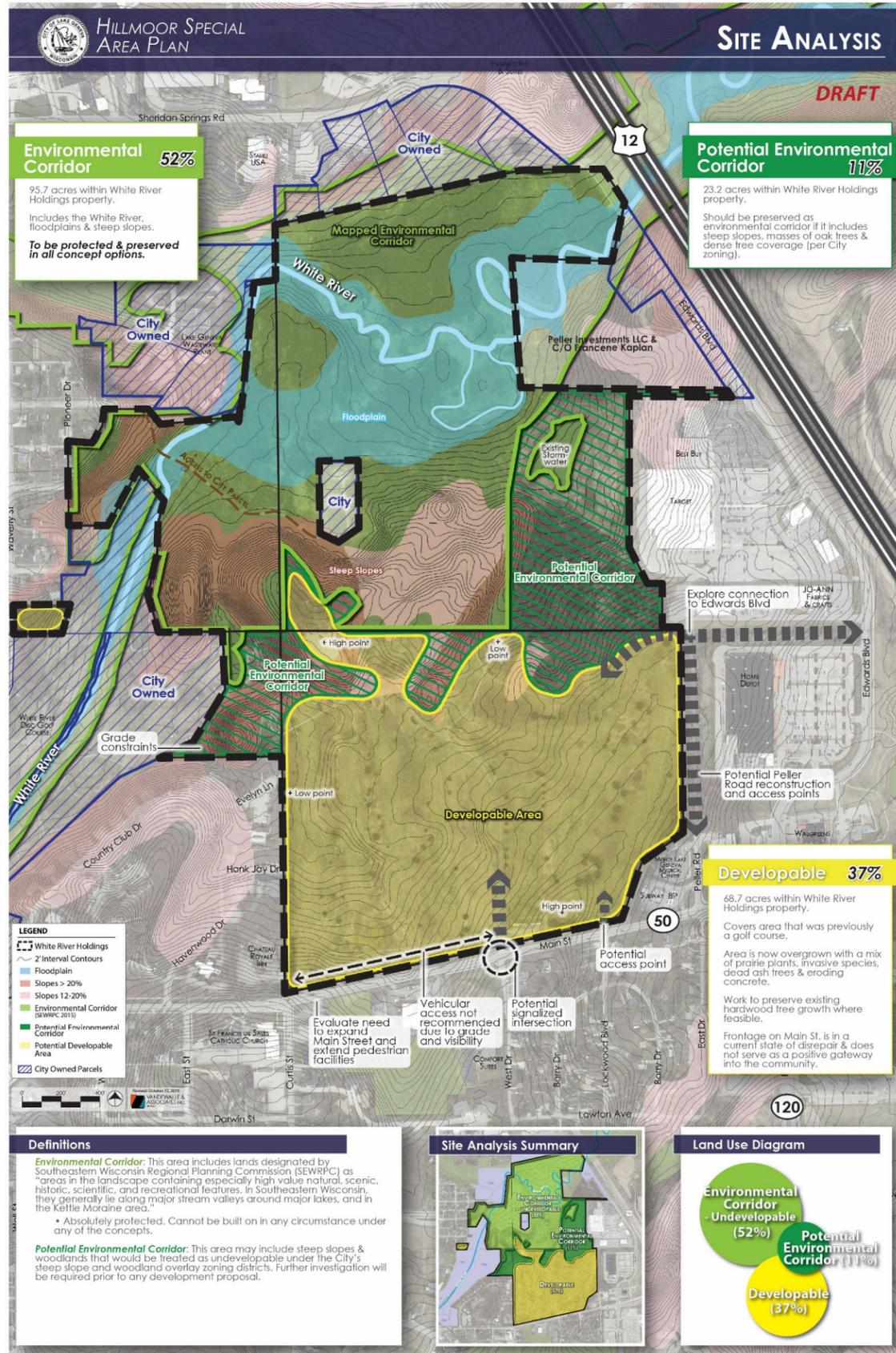
Existing Conditions





Site Analysis

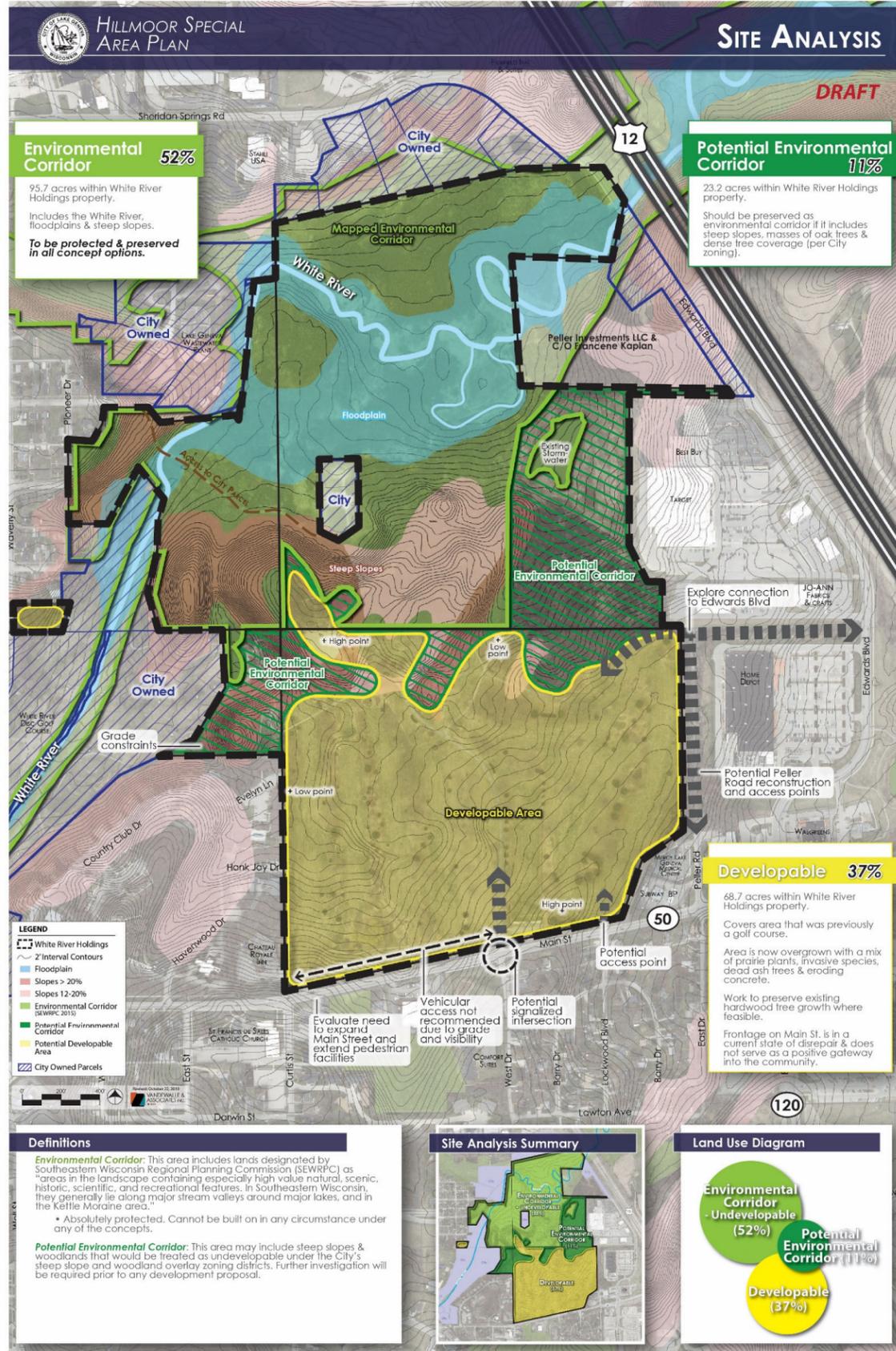
- 52% Environmental Corridor
- 11% Potential Environmental Corridor
- 37% Developable Acreage (~68.7 acres)



Environmental Corridors

“Areas in the landscape containing especially high value natural, scenic, historic, scientific, and recreational features. In Southeastern Wisconsin, they generally lie along major stream valleys around major lakes, and in the Kettle Moraine area”

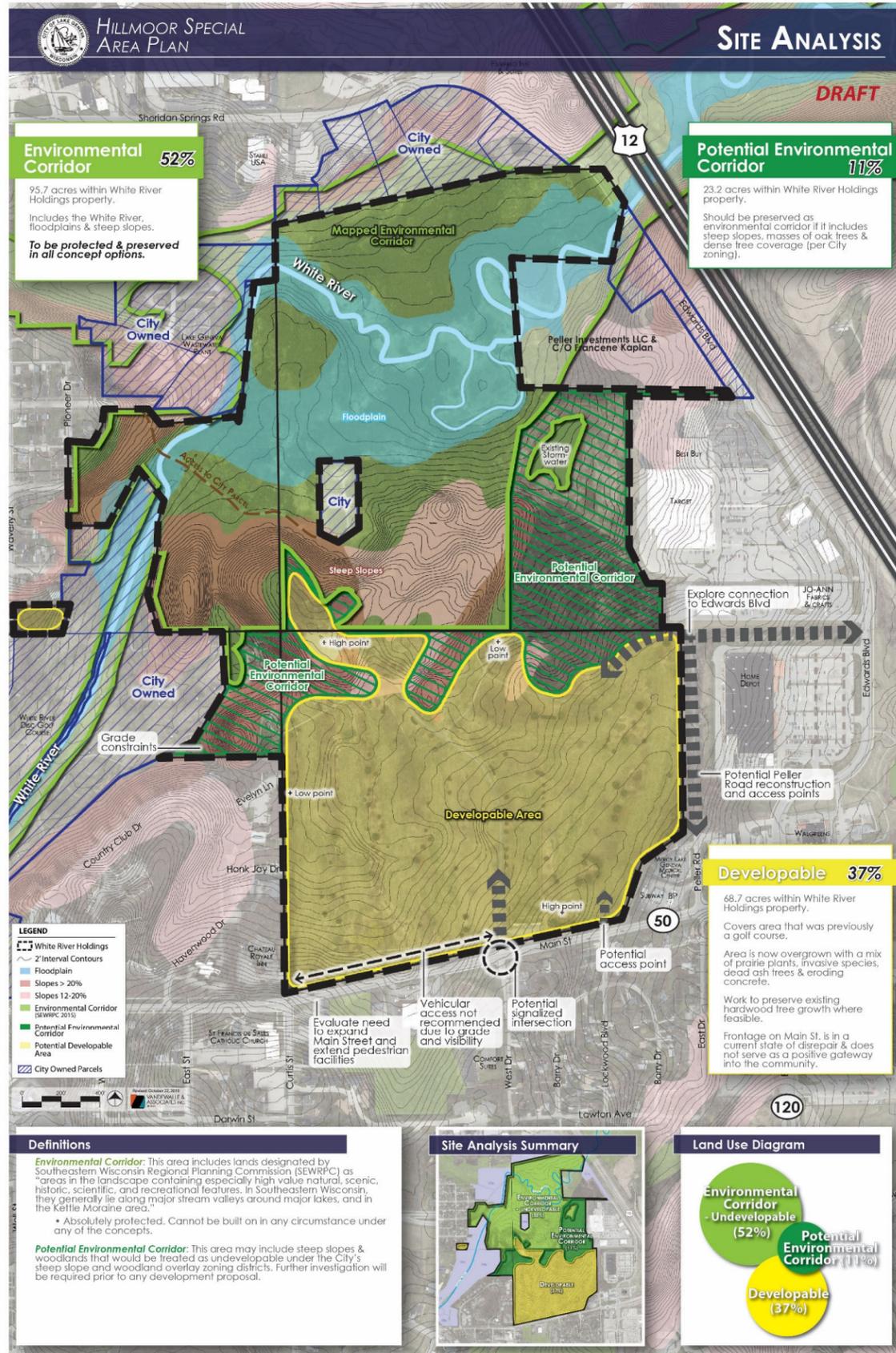
- Southeastern Wisconsin Regional Planning Commission



Environmental Corridors

95.6 Acres

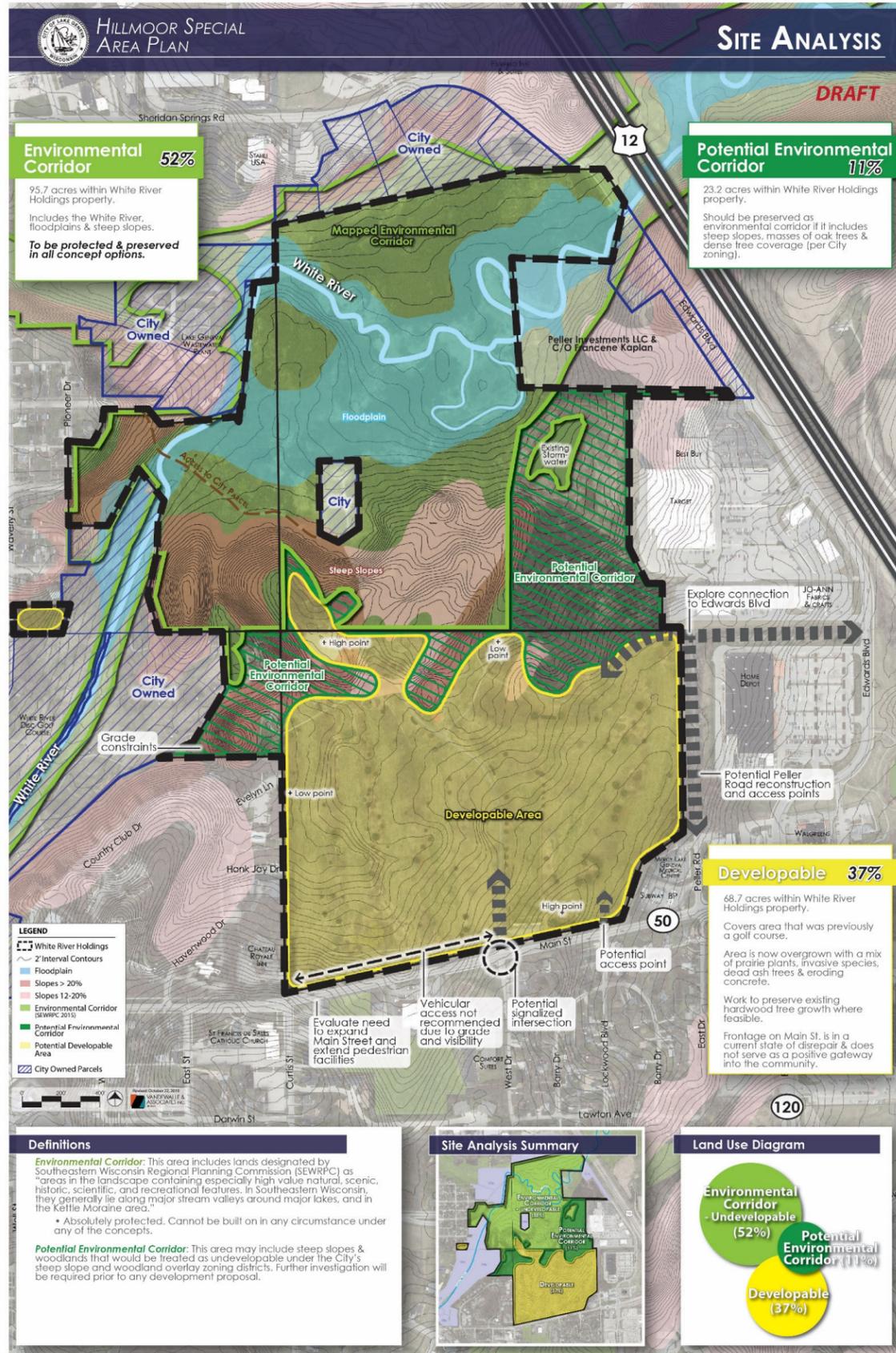
Protected in all
Development Scenarios



Potential Environmental Corridors

Areas that may contain steep slopes & woodlands (to be determined at time of application). May be protected or limited development allowed (stormwater management).

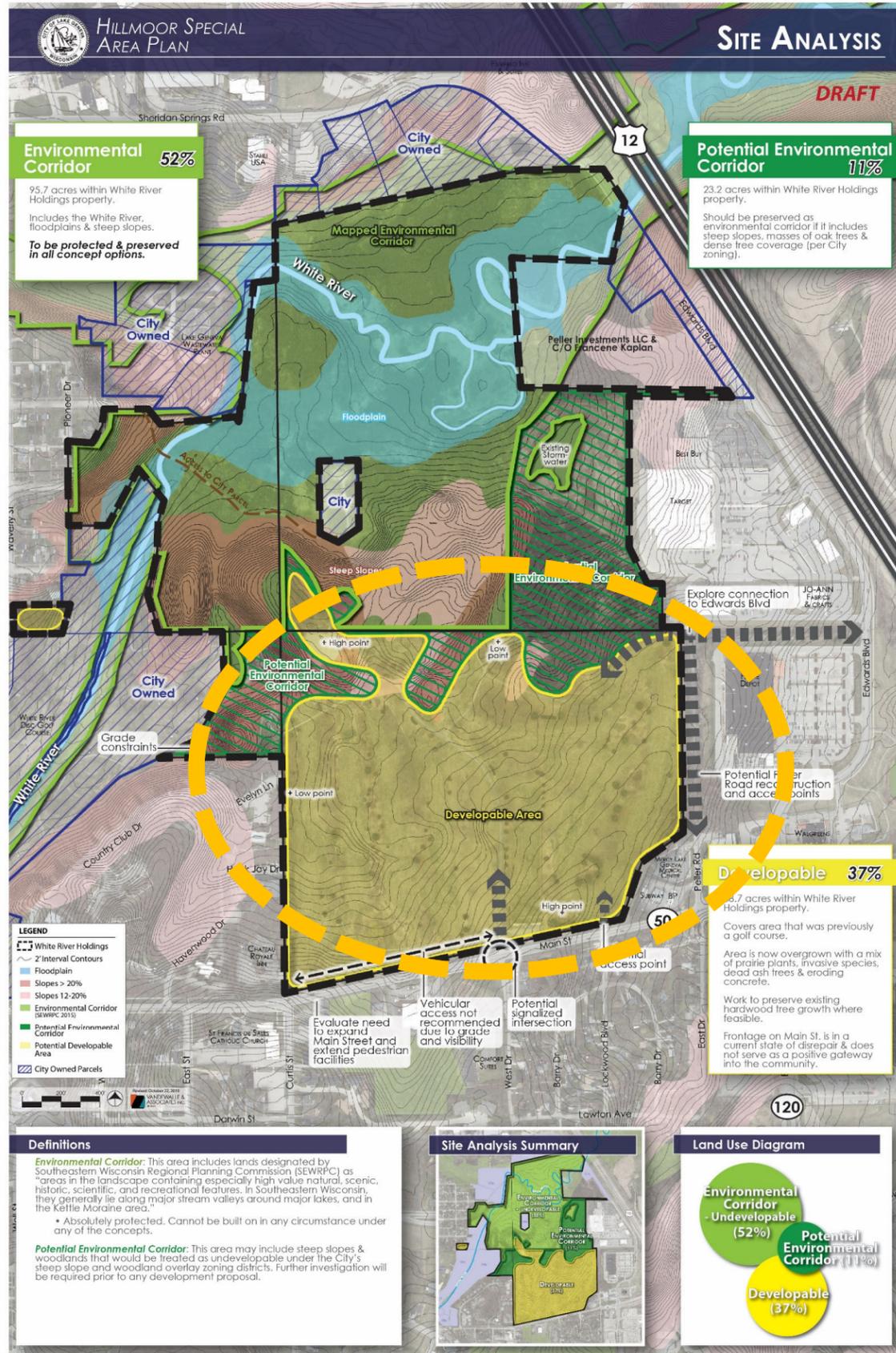
23.2 Acres



Developable Area

Areas that may be developable. Will need to include necessary infrastructure, stormwater management, and potentially park space.

68.7 Acres



Developable Area

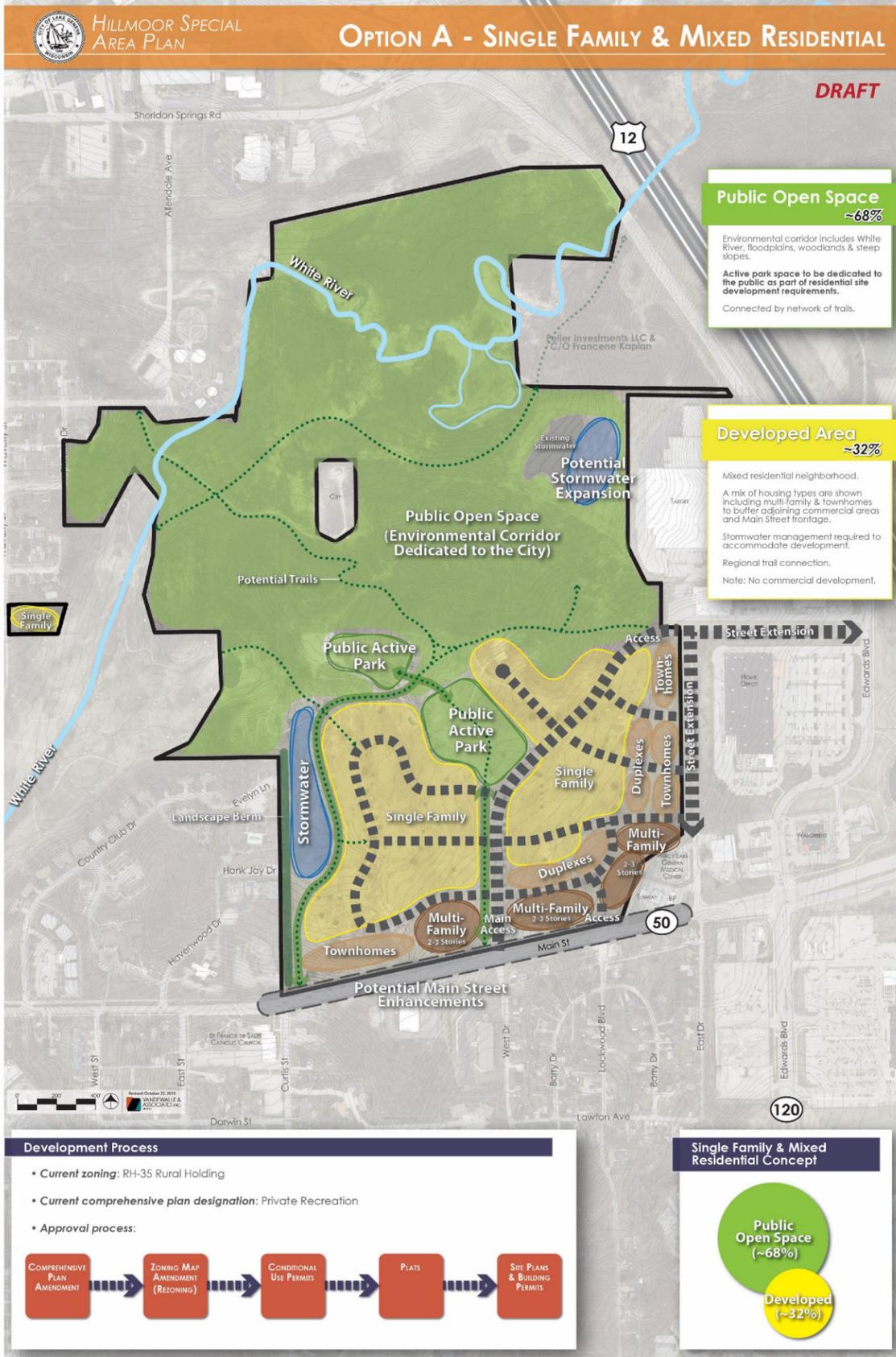
Areas that may be developable. Will need to include necessary infrastructure, stormwater management, and potentially park space.

68.7 Acres



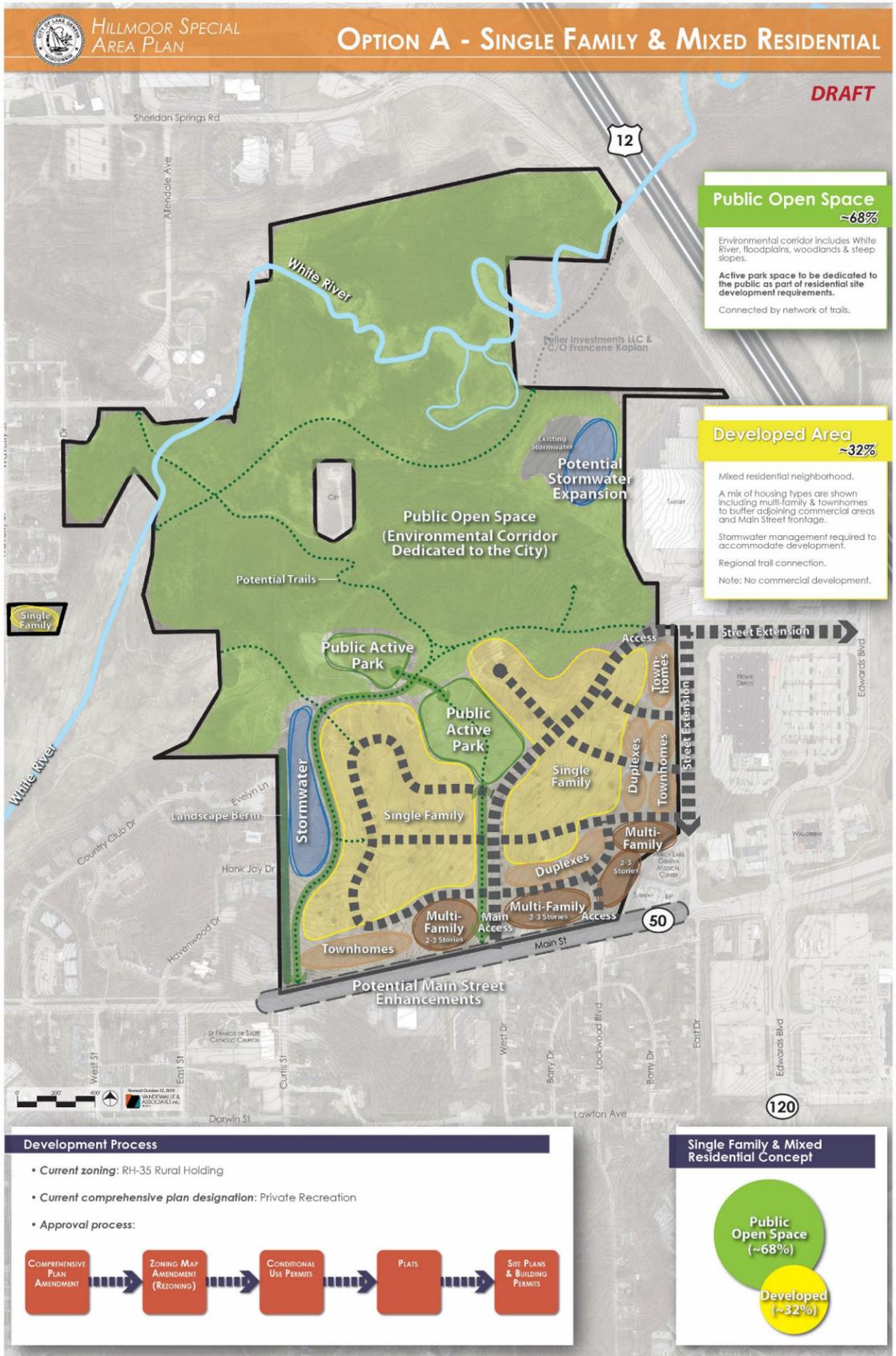
Development Scenarios





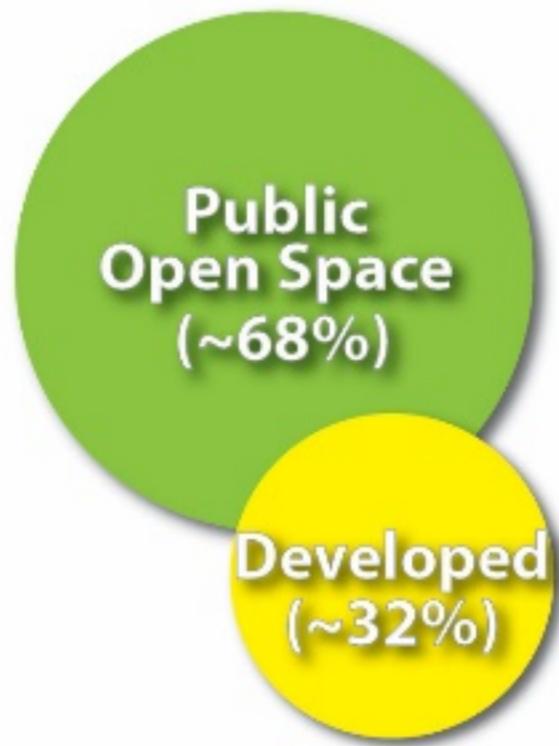
Option A: Single Family & Mixed Residential

- Range of Residential Formats
- Cluster to Mixed Residential
- Neighborhood Scale
- Public Parks



Option A: Single Family & Mixed Residential

Single Family & Mixed Residential Concept





Three types of potential neighborhood formats/ styles described below:

Cluster Residential

Cluster development means....

- Higher priced housing
- Large luxury homes
- Private open space
- Public park dedication required
- 1-3 dwelling units/ acre
- Multi-family buildings: 2-3 stories max



Suburban

Suburban development means larger lot sizes and homes...

- Lower density
- Middle range luxury housing
- Second home or summer home
- Public park dedication required
- 3-6 dwelling units/ acre
- Multi-family buildings: 2-3 stories max



Traditional Neighborhood Development (TND)

TND means smaller lots sizes, more homes & more park space...

- Higher density
- Public parks & open space
- Twin homes & townhomes
- Wider range of price points
- Affordable housing
- More housing options & choices
- 6-9 dwelling units/ acre
- Multi-family buildings: 3-4 stories max



Residential Character

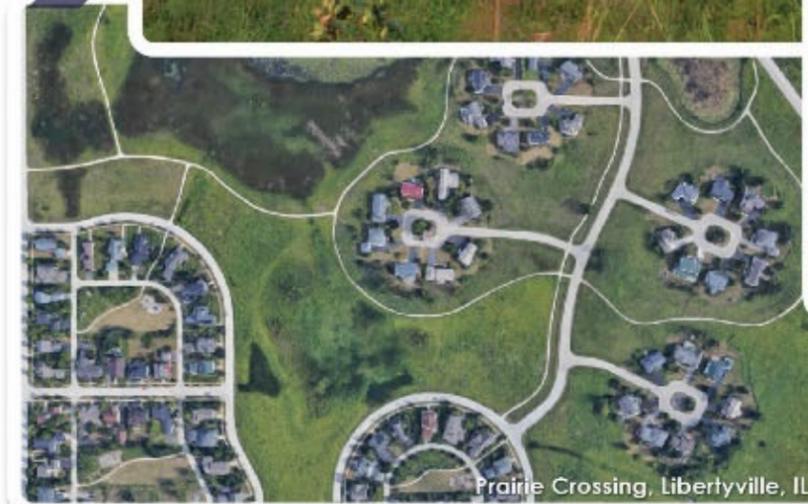
- Residential character varies by development format and placement within the site

Cluster Residential

Cluster Residential

Cluster development means....

- Higher priced housing
- Large luxury homes
- Private open space
- Public park dedication required
- 1-3 dwelling units/ acre
- Multi-family buildings: 2-3 stories max



Suburban Residential

Suburban

Suburban development means larger lot sizes and homes...

- Lower density
- Middle range luxury housing
- Second home or summer home
- Public park dedication required
- 3-6 dwelling units/ acre
- Multi-family buildings: 2-3 stories max

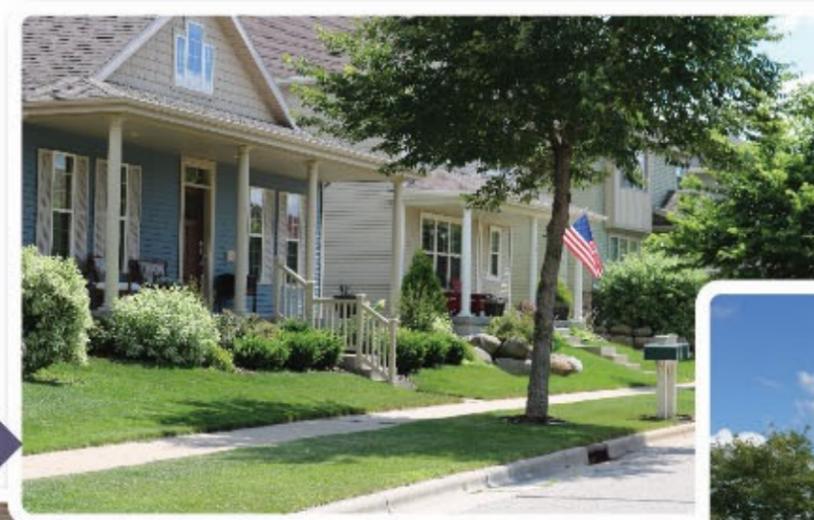


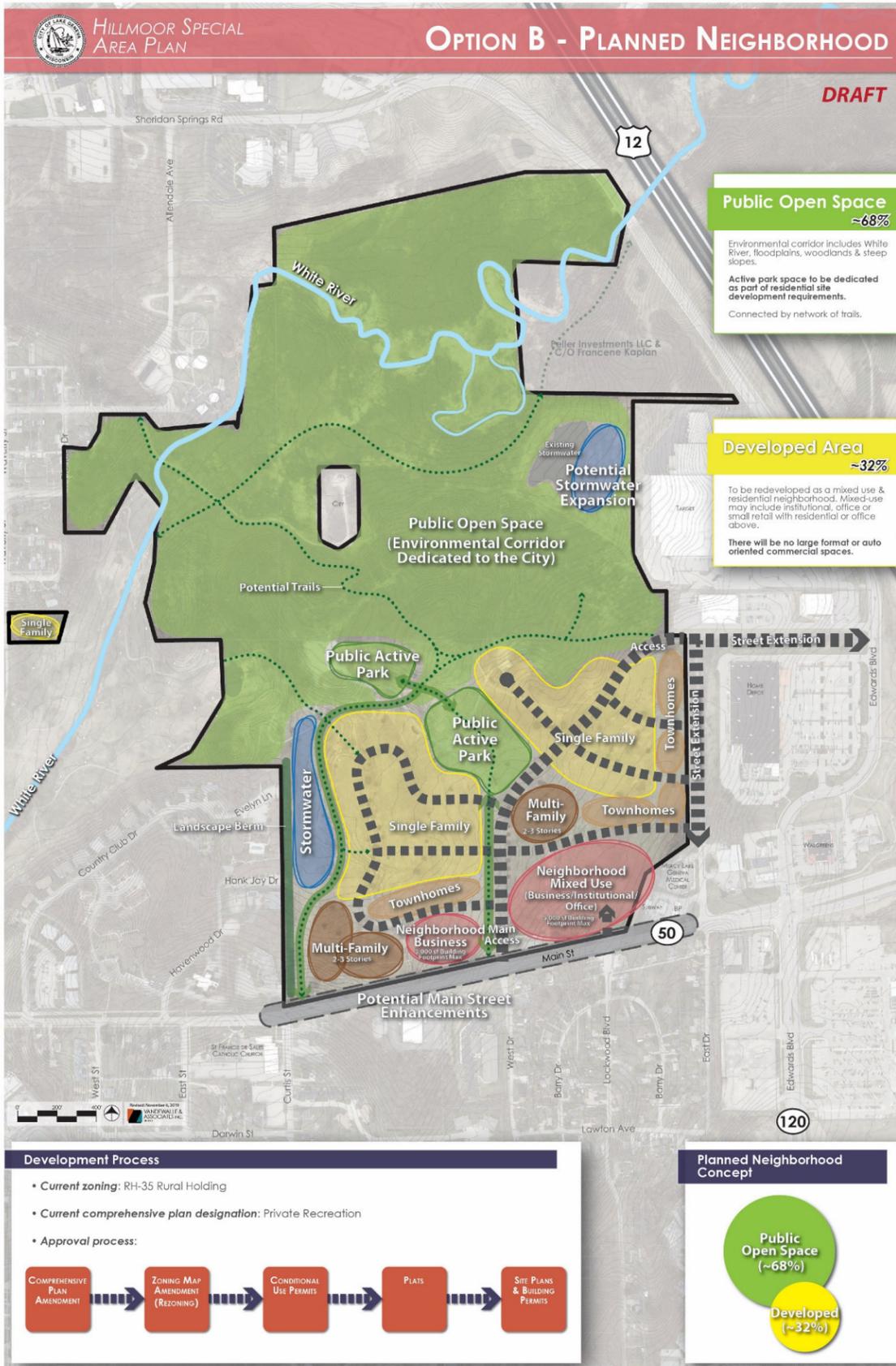
Traditional Neighborhood Residential

Traditional Neighborhood Development (TND)

TND means smaller lots sizes, more homes & more park space...

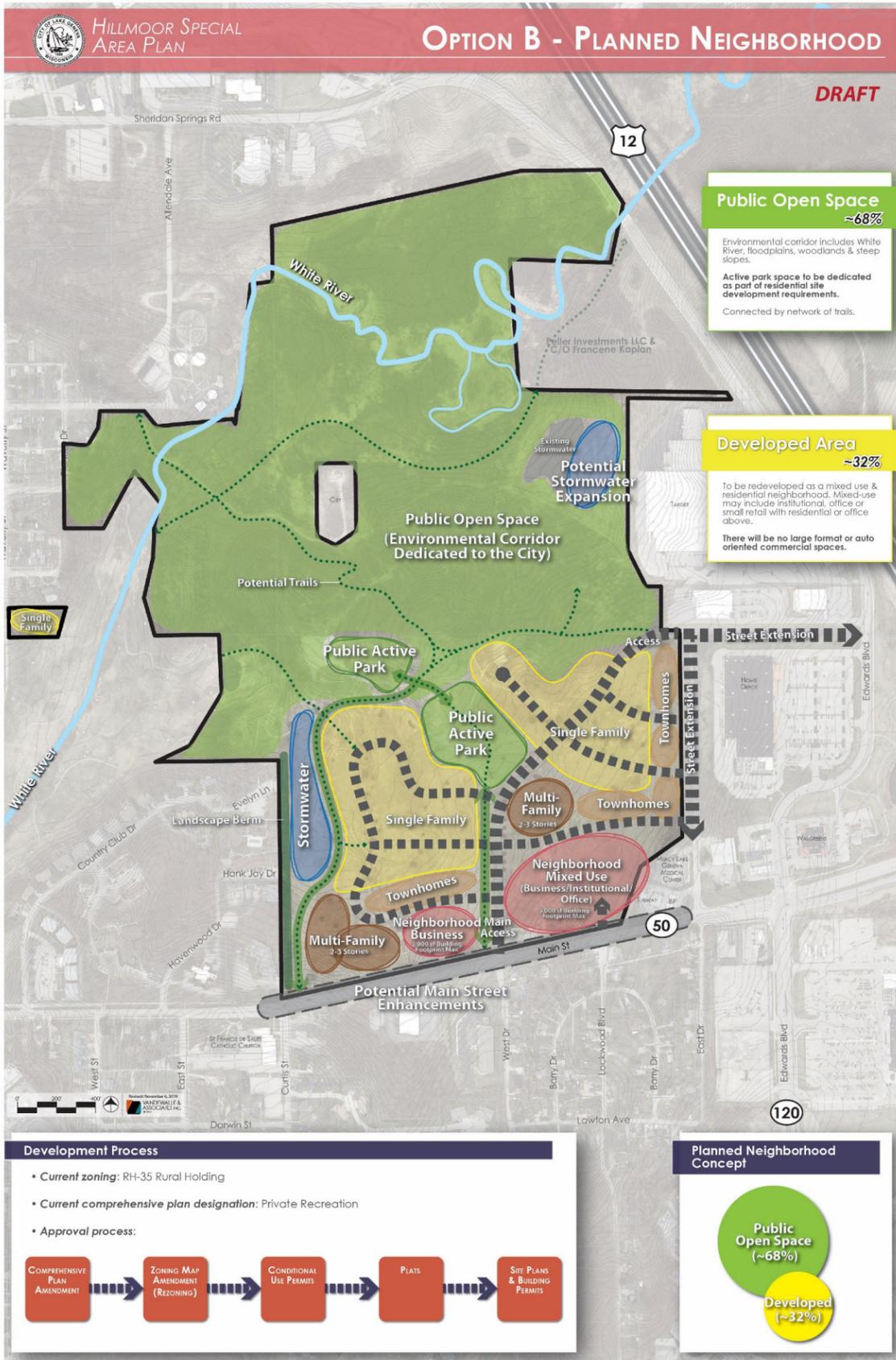
- Higher density
- Public parks & open space
- Twin homes & townhomes
- Wider range of price points
- Attainable housing
- More housing options & choices
- 6-9 dwelling units/ acre
- Multi-family buildings: 3-4 stories max





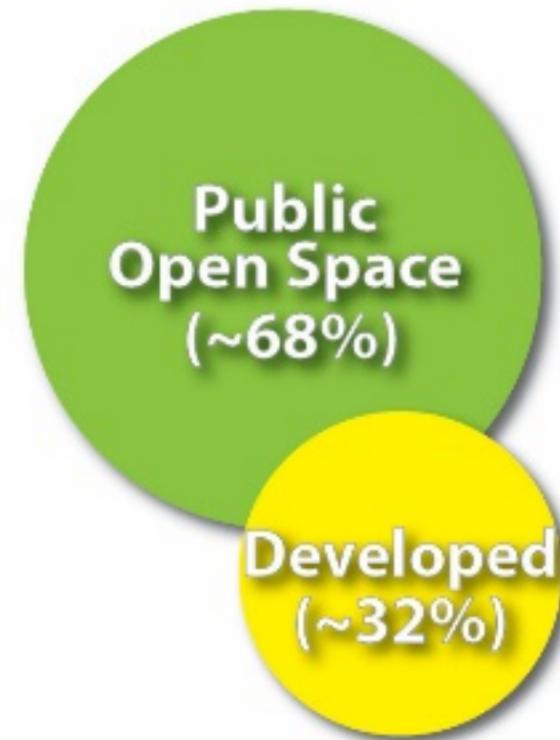
Option B: Planned Neighborhood

- Mixed Residential
- Neighborhood Commercial
- Neighborhood Institutional
- Neighborhood Office
- Public Parks
- **NO BIG BOX/REGIONAL COMMERCIAL**



Option B: Planned Neighborhood

Planned Neighborhood Concept





DRAFT

Single Family, Two-Family & Townhomes

Residential development will offer a variety of housing options:

- Single Family
- Duplex/twin house
- Townhomes



Multi-Family Residential

Small-scale multi-family buildings

- 2-3 stories
- 12-36 units per building
- Attainable apartments
- Pricing choices



Neighborhood Business

Small-scale office, service or retail:

- Coffee shop
- Book store
- Maximum 5,000 - 10,000 square foot building footprint
- Maximum 45' building height max. (2-3 story)

ABSOLUTELY:
NO BIG BOX
NO CHAIN STORE ARCHITECTURE
NO AUTO-ORIENTED STORES



Neighborhood Office or Institutional

Small scale office or institutional buildings like:

- Office
- Daycare
- Places of worship



Components

- 2-3 story buildings
- Neighborhood Scale
- Mixed Use

Traditional Residential

Single Family, Two-Family & Townhomes

Residential development will offer a variety of housing options:

- Single Family
- Duplex/twin house
- Townhomes



Multi-Family Residential

Multi-Family Residential

Small-scale multi-family buildings

- 2-3 stories
- 12-36 units per building
- Attainable apartments
- Pricing choices



Neighborhood Business

Neighborhood Business

Small-scale office, service or retail:

- Coffee shop
- Book store
- Maximum 5,000 - 10,000 square foot building footprint
- Maximum 45' building height max. (2-3 story)

ABSOLUTELY:
NO BIG BOX
NO CHAIN STORE ARCHITECTURE
NO AUTO-ORIENTED STORES



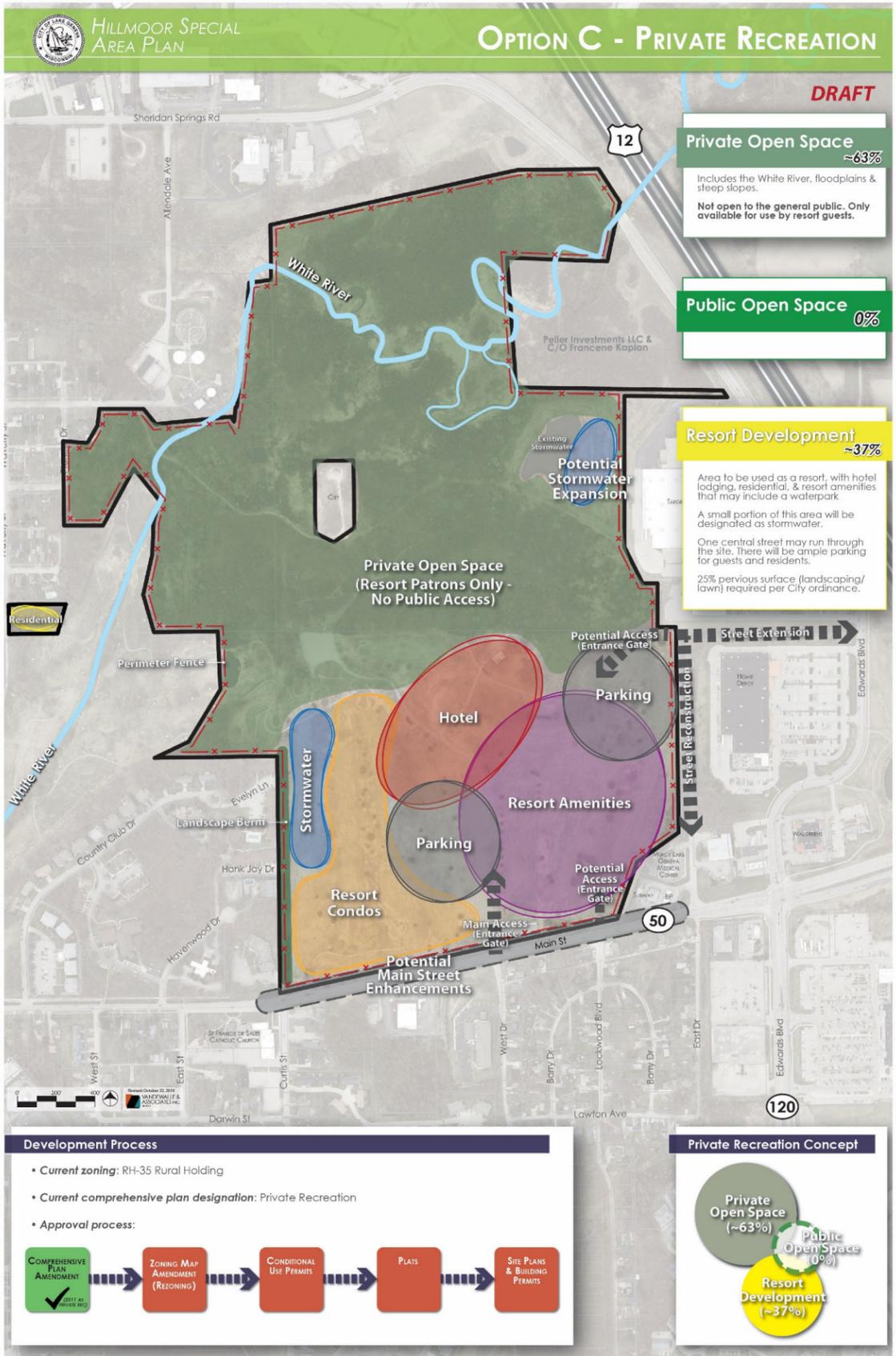
Neighborhood Office or Institutional

Neighborhood Office or Institutional

Small scale office or institutional buildings like:

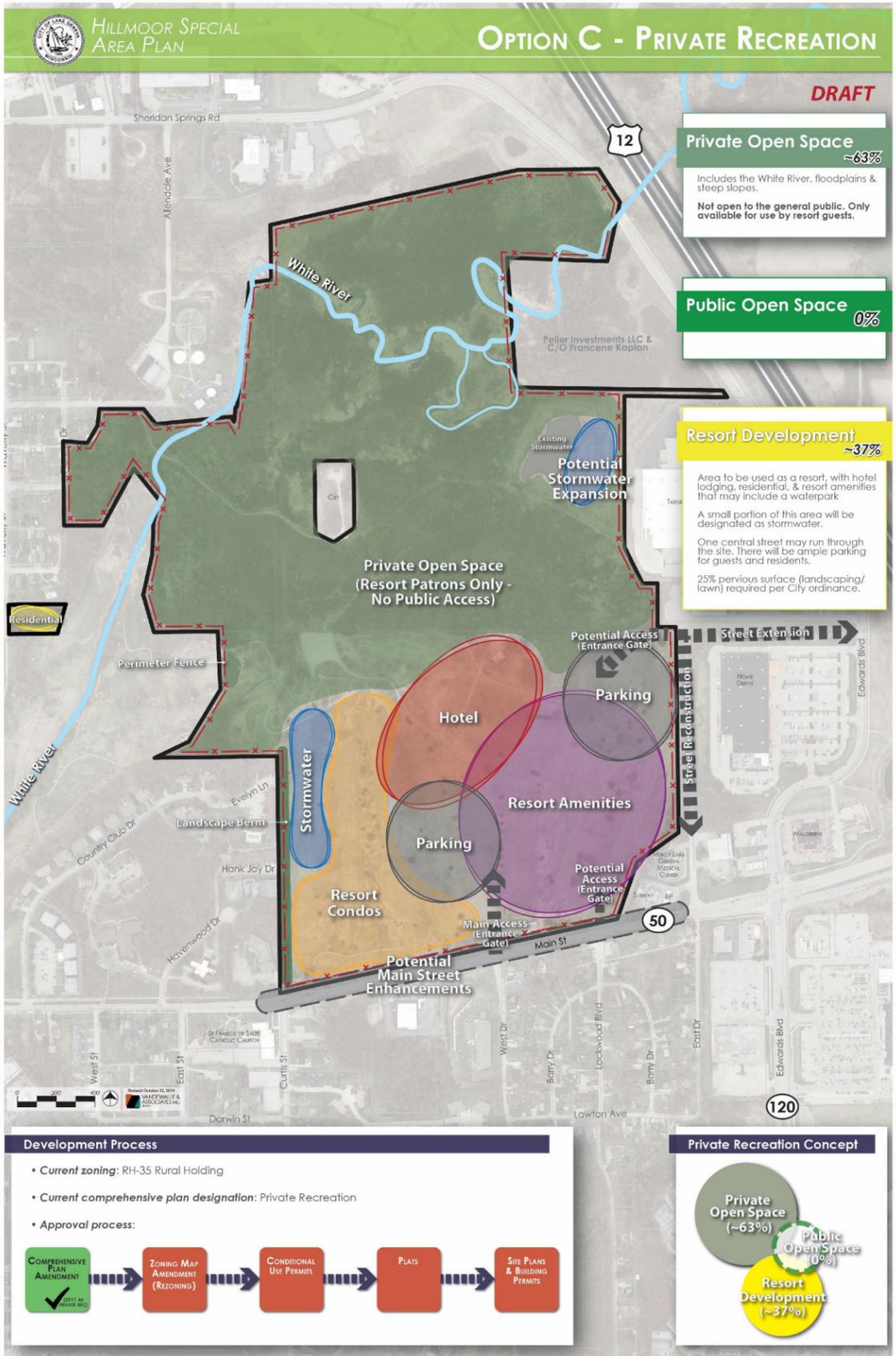
- Office
- Daycare
- Places of worship



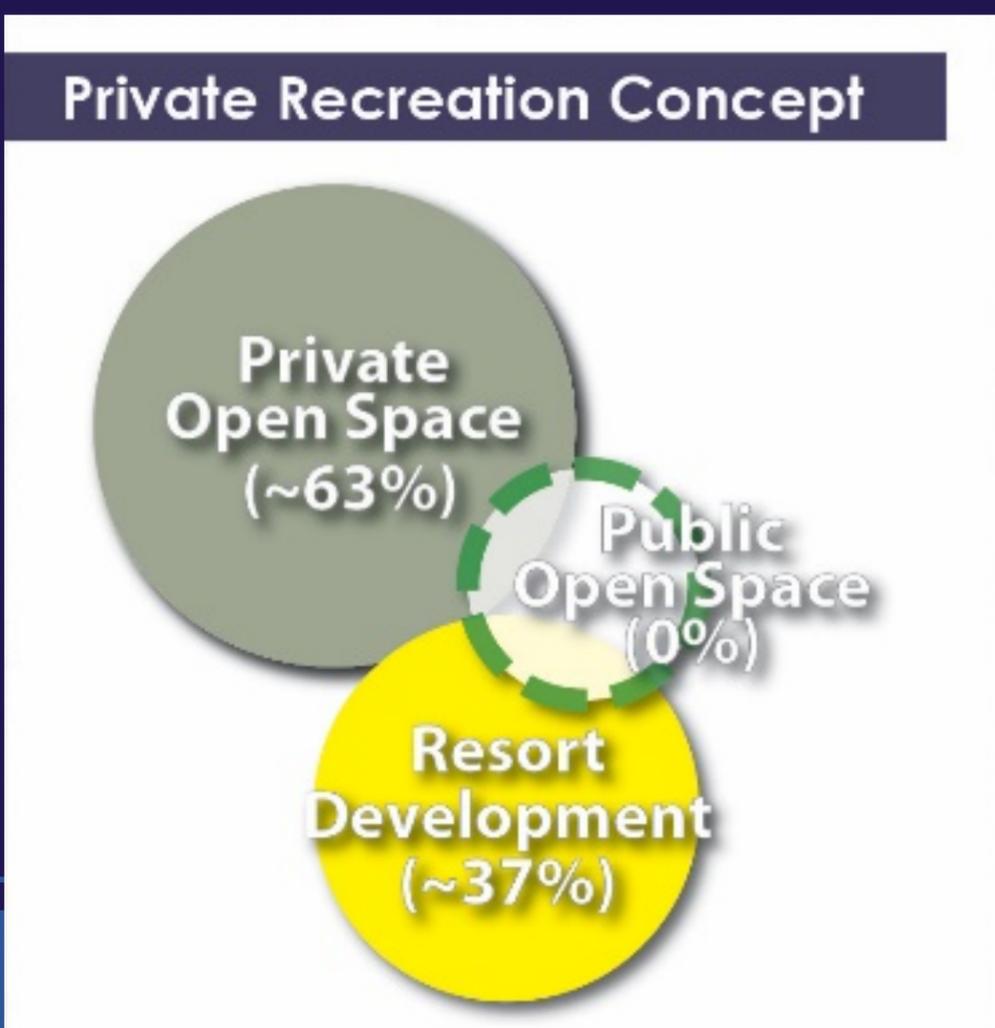


Option C: Private Recreation

- Resort & Amenities
- Private Open Space



Option C: Private Recreation





DRAFT

Resort Condos

Resort condos would most likely include condominiums for seasonal or year round residents.
• Condo residents would have access to the resort amenities as well as the private open space & trails.



Hotel

Hotel guests would generally include seasonal tourists, with peak occupancy during the summer months.
• Hotel guests would have access to all of the resort amenities including the private open space & trails.



Resort Amenities

In order for a resort to compete with other hotels and resorts in the region, a hotel development of this size would almost certainly want/need to offer a unique resort attractions to distinguish itself in the market. Amenities would be available for hotel guests as well as resort condo residents. Some of these amenities are likely to include:

- Indoor and/or outdoor waterpark
• Pool
• Spa & fitness
• Sports activities (mini golf, batting cages, paintball, laser tag)
• Indoor entertainment (arcade, theater, bowling, trampoline park)
• Access to private open space & trails



Comparable Resort Examples - Many competitive resorts are larger than Southern Hillmoor developable area

Chula Vista Resort Wisconsin Dells



Grand Geneva Town of Lyons



Kalahari Resort Wisconsin Dells



Components



VANDEWALLE & ASSOCIATES INC.
Shaping places. Shaping change.

Key Findings

- These are three likely scenarios given the market realities of the site
- Some other options are less fiscally viable





Why not a Golf Course?

- Course has been vacant for 12 years
- Current condition of former course would require full reconstruction



Why not a Park?

- Significant acquisition costs, if a willing seller
- Significant construction cost to transition from existing use
- Significant on-going yearly maintenance cost



Why not Office?

- Smaller community & neighborhood focused possible
- However, large scale unlikely



Why not Commercial?

- Regional Commercial market currently served by properties closer to the interchange
- Do not want to create competition for downtown
- There is not community support for more big box uses on this site

Key Questions

- Does the City want to pursue purchase for Park?
- Does the City support Private Recreation uses?
- Does the City support neighborhood scale retail/Institutional?
- Does the City support residential uses?

