VILLAGE OF WILLIAMS BAY

250 Williams Street | PO Box 580 | Williams Bay | WI | 53191 | vi.williamsbay.wi.gov
Phone: 262-245-2700

NOTICE

JOINT VILLAGE BOARD AND PLAN COMMISSION MEETING

MONDAY, DECEMBER 9, 2024 AT 7:00 PM

WILLIAMS BAY SCHOOL - AUDITORIUM
(South Parking Lot & Entrance)
250 THEATRE ROAD
WILLIAMS BAY, WI 53191

AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

I. Call to Order

II. Roll Call

- **A.** Village Board
- **B.** Plan Commission

III. Pledge of Allegiance

IV. Meeting Protocol Summary - Village President/Chair Bill Duncan

- **A.** Presentations - Village of Williams Bay support staff, Topography representatives
- **B.** Plan Commission Discussion concerning presentations
- **C.** Village Board Discussion concerning presentations
- **D.** Public Hearing Opened
    1. Acknowledgment of written comments received to date and make part of the meeting record
    2. Those wishing to make Public Comments, please use the sign-in sheet with your name and address
    3. Village Clerk Tina Kolls will announce who is up now and on-deck for public comments from the sign-in sheet
- **E.** Individual public comment is limited to a maximum of five (5) minutes. If your comments align with other comments before you please consider stating that you are in agreement with those comments
- **F.** This is an opportunity to provide comments to the Village Board and Plan Commission (not a discussion)
- **G.** Courteous manner is expected by all attendees and speakers
- **H.** Public Hearing Closed
- **I.** Plan Commission Discussion
- **J.** Plan Commission Vote - Consideration of Approval Resolution (The following steps will only be taken if the Plan Commission recommends approval of Comprehensive Plan Amendments)

K. Village Board Discussion

L. Village Board Vote - Consideration of Approval Ordinance

M. Next Steps - Village Board and Plan Commission consideration of the following as future public meetings: (1) Annexation (former golf course property on west side of N. Lakeshore Drive); (2) Planned Development Overlay (PDO) - General Development Plan (GDP); (3) Planned Development Overlay (PDO) - Final Development Plan (FDP; and (4) Developers Agreement

V. Topography Application For Text Amendments & Map Amendment (former golf course property located in Township) To The Village of Williams Bay Comprehensive Plan For The Preserve Development

A. Village Financial Advisor Kevin Mullen, Baird Financial Advisors - Overview of Williams Bay TID #1
• Timeline, Establishment Process, Purpose and Projected Financial Impacts on Taxing Bodies and Taxpayers

B. Village Planner Sonja Kruesel, Vandewalle Associates - Project Overview and Comprehensive Plan Amendments Application
• Timeline, Proposed Comprehensive Plan Amendments, Analysis and Next Steps

C. Village Engineer Doug Snyder, Baxter & Woodman, Inc. - Village Infrastructure within Project Limits
• Proposed: (1) Public Roadway and Multi-use Path; (2) Public Sanitary Sewer; (3) Public Water Main and (4)Public Storm Sewer

D. Applicant Topography - Presentation of Application Requesting Text Amendments and Map Amendment to the Village of Williams Bay Comprehensive Plan for The Preserve Development

VI. Village Plan Commission discussion concerning presentations

VII. Village Board Discussion concerning presentations

VIII. Open Public Hearing - Village President Bill Duncan Annoucement of Opening of the Public Hearing for the Topography Application for Text Amendments & Map Amendment to the Village of Williams Bay Comprehensive Plan for The Preserve Development

A. Acknowledgment of written comments received through November 25, 2024

B. Village Clerk Tina Kolls will announce each speaker's turn from the sign-in sheet

C. Individual public comment is limited to five (5) minutes maximum

D. If your comments align with other comments before you please consider stating that you are in agreement with those comments

IX. Close Public Hearing - Village President Bill Duncan Announcement of the closing of the Public Hearing

X. Plan Commission - Discussion and Consideration of Resolution Approving The Topography Application for Village of Williams Bay Comprehensive Plan Text Amendments and Map Amendment for The Preserve Development

XI. Plan Commission - Discussion and Consideration of Resolution Approving The Topography Application for Village of Williams Bay Comprehensive Plan Text Amendments and Map Amendment for The Preserve Development (Village Board action is dependent upon approval of the resolution recommending to approval by the Plan Commission)

A. Plan Commission Resolution 2024-02 Recommending Amendments to the Village of Williams Bay Comprehensive Plan

XII. Village Board - Discussion and Consideration of Ordinance Approving The Topography Application for Village of Williams Bay Comprehensive Plan Text Amendments and Map Amendment for The Preserve Development

A. Ordinance 2024-06 Adopting Amendments to the Village of Williams Bay Comprehensive Plan

XIII. Adjournment

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.

Posted: 11/25/2024 5:00 PM
Amended: 12/2/2024 4:00 PM
Posted: 12/2/2024 5:00 PM
Amended: 12/6/2024 3:00 PM to add Public Comments through 12/6/2024
Posted: 12/6/2024 5:00 PM

Tax Incremental Financing District # 1 Overview

Village of Williams Bay

December 9, 2024

Kevin Mullen
Director
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Adam Ruechel
Vice President
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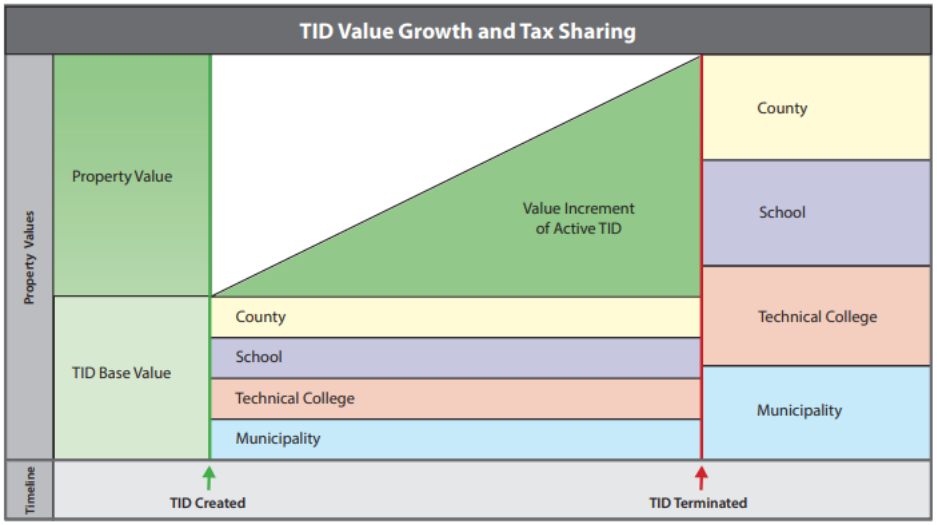
Discover the Baird Difference

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What is a TID (Tax Increment District)?

- TID is an economic development tool.
- A municipality, school district, county & technical college district agree that the municipality will use the taxes from the increased property value in the TID (increment) to pay for the investment in the TID (ex., roads, sewer, development incentives).
- As property value increases, the municipality uses the tax revenue from the new development, to pay for the projects.
- After the project costs are paid, the municipality terminates the TID, and all taxing jurisdictions receive taxes based on the increased property value.

1. Sharing the tax base



Types of TIDs

Villages, Cities, Certain Towns*

Sec 66.1105, Wi. Stats.

- Blight
- Rehabilitation/ conservation
- Industrial
- Mixed use
- Environmental remediation (on or after 11/29/2017)

Towns

Sec. 60.85, Wi. Stats.

- Tourism, agriculture, and forestry
- Cooperative

Environmental Remediation

Sec. 66.1106, Wi. Stats.

- Adopted before 11/29/2017

*Towns with a minimum population of 3,500, minimum valuation of $500 million and wastewater treatment plant access to the TID are eligible. Sec. 60.23, Wis. Stats.

Equalized Value Test

- Equalized value of the proposed TID plus the value increment of all existing TIDs may not exceed 12% of the municipality's total equalized valuation (TID-In)
- DOR releases equalized values for the current year annually on August 15
- The equalized value test is based on figures available at the time the TID creation resolution is adopted by the governing body

12% Statutory Test Limit		
2023 Total Equalized Valuation (TID-In)	$1,396,515,100	100.00%
12% of Total Equalized Valuation (TID-In)	$167,581,812	12.00%
Total TID Increment	$0	0%
Remaining Capacity	$167,581,812	12.00%

Resolution NO. R-19-24 Official Intent to Establish Tax Increment Financing District

- On April 15, 2024, the Williams Bay Village Board passed resolution No. R-19-24.
- The resolution directed staff to work with Baird on moving forward with the Wisconsin Department of Revenues Tax Increment District Creation process.

VILLAGE OF WILLIAMS BAY

RESOLUTION NO. R-19-24

RESOLUTION EXPRESSING OFFICIAL INTENT CONCERNING THE ESTABLISHMENT OF A TAX INCREMENT FINANCING DISTRICT

WHEREAS, the former George Williams College of Aurora University ("George Williams") site within the Village of Williams Bay, is a valued part of Williams Bay's unique identity and character; and

WHEREAS, to protect the Village's character, the Village has undertaken careful planning to identify potential complimentary redevelopment of George Williams, as well as other lakefront and area properties; and

WHEREAS, through such planning efforts, the Village has identified properties located on and around George Williams area as being appropriate for complementary development, and has started the process of reviewing the Williams Bay Comprehensive Plan to identify the appropriate land use of such properties within the Village; and

WHEREAS, the successful future use of the former George Williams property within the Village (collectively, "***Redevelopment Project Area***") is essential for the long-term viability of the Village, including its fiscal health and maintenance of its unique character; and

WHEREAS, if the George Williams property and surrounding parcels are not developed in a way consistent with the Village's Comprehensive Plan it could lead to deteriorating conditions in the Redevelopment Project Area which may cause general harm to the Village of Williams Bay and negatively impact the Village's vitality, character, and ability to maintain property tax revenues; and

WHEREAS, the future of the Redevelopment Project Area consistent with the Village's Comprehensive Plan is critical to the Village's growth prospects and important to the Village's zoning and planning goals and regulations; and

Williams Bay TIF Creation Timeframe

Tax Incremental District (TID) Creation Timeframes						
Municipal Creation Resolution Adoption Date	**CreationYear***	**TID Added to Tax/AssessmentRoll**	**First Year Tax Increment Received**	**First Year Administrative Fee Due****	**First TID Equalized Value Established**	**First Annual Report Due to DOR**
October 1, 2023 – September 30, 2024	2024	2025	2026	April 15, 2025	August 15, 2025	July 1, 2026 (for 2025)

** TID creation documents for municipal TIDs are due to the Wisconsin Department of Revenue (DOR) October 31 of the creation year. TID creation documents for town TIDs created under sec. 60.85, Wis. Stats. are due to DOR December 31 of the creation year.*

*** In some years the observance of Emancipation day affects the administrative fee due date*

Williams Bay TIF Creation Timeframe

Village of Williams Bay

TID#1 Creation Timeline

Monday April 15, 2024	Official Direction from Village Board to proceed with TID 1 Creation.
Friday, April 19, 2024	Preliminary project plan template available for Village staff review (maps excluded).
Wednesday, April 24, 2024	TID boundaries finalized.
Friday, May 26, 2024	Mapping in process of completion and delivered to Baird as soon as possible.
Wednesday, May 1, 2024	Baird compiles draft project plan.
Friday, May 3, 2024	Final Village staff/Baird comments/changes to draft project plan due.
Monday, May 6, 2024	Village Board Appoints JRB Village Representative and Public Member. Review of current timeline and project plan status.
Friday, May 10, 2024	Draft version of the project plan available for public review/distribution.
Monday, May 13, 2024	Village Plan Commission review of Draft Project Plan and timeline.
Monday, May 20, 2024	Copy of the Notice of Public Hearing sent via First Class mail, from the Village to all taxing entities (county, school, and technical college district officials). Must occur at least 15 days prior to public hearing and before first publication of Class II notice. Provide DOR with copies of the cover letters that were sent with the notices or a clerk's certification that the letters and notices were distributed on the same date. (After Project Plan is available & before publication date)
Monday, May 20, 2024	Class I Notice of Joint Review Board (JRB) Meeting and Class II Notice of Public Hearing due to Village official newspaper.

Williams Bay TIF Creation Timeframe

Thursday, May 23, 2024	First publication of Class II Notice of Public Hearing (1st & 2nd notice must occur in 2 consecutive weeks). Publication date for notices/hearings of City official newspaper. Publication of Class I Notice of Joint Review Board Meeting (must be published at least 5 days prior to the JRB meeting). (After Notice of Public Hearing is sent out)
Thursday, May 30, 2024	Second publication of Class II Notice of Public Hearing. Provide DOR with readable copies of the public hearing notices and an affidavit of publication from the newspaper indicating both dates of publication. (Must be at least 7 days prior to Public Hearing)
Monday June 3, 2024	Village Board reviews draft project plan to provide input on proposed boundary and project costs.
Tuesday June 4, 2024	JRB holds its first meeting. The Board's Chairperson and public members are selected (must be within 14 days after the notice publication, before public hearing).
Tuesday, June 11, 2024	Public hearing regarding the project plan. Must be held at least one week (7 days) after second publication of public hearing notice.
Tuesday, June 11, 2024	Plan Commission adopts resolution and submits it to the Village Board for approval.
Monday, June 17, 2024	Village Board updated on Plan Commission Meeting. No action taken.
Monday, July 1, 2024	The Village Board considers Plan Commission recommendation. Project plan approved. Village Board adopts resolution. The clerk provides the JRB with a copy of the resolution and financial information. (No sooner than 14 days after the public hearing)
Monday, July 15, 2024	Class I notice of JRB meeting due to newspaper.
Thursday, July 18, 2024	Publication of Class I Notice of JRB meeting (must be published at least 5 days prior to the JRB meeting).
Thursday, July 18, 2024	Presentation to Walworth County Finance Committee.
Wednesday, July 31, 2024	Final action by JRB. (Within 45 Days after receiving Resolution)
Friday, August 2, 2024	JRB notifies the village of its decision. *(Within 7 Days of JRB action)*
Monday, August 5, 2024	Submit written notice to DOR of TID approval. *(Within 60 Days of Approval)*

Aurora University - Parcel Number WWUP 00011



- Total Estimated Acreage: 57.59
- Assessed Value: $515,000
- Fair Market Value: $628,700

Current Tax Jurisdictions Equalized Value Mill Rates

- Walworth County - $2.53
- Village of Williams Bay - $2.82
- Williams Bay School District - $5.14
- Gateway Technical College - $0.59
- Total Equalized Value Mill Rate - $11.07

Taxing Jurisdiction	2023 Equalized Value	2023 Finalized Levy	2023 Equalized Tax Rate
Walworth County	$ 24,657,944,300	$ 62,340,015	$ 2.53
Village of Williams Bay	**$ 1,396,515,100**	**$ 3,931,235**	**$ 2.82**
Williams Bay School District	**$ 1,948,893,976**	**$ 10,012,740**	**$ 5.14**
Gateway Technical College	$ 68,337,451,204	$ 40,549,094	$ 0.59
TOTAL		$ 116,833,084	$ 11.07

Tax Rate Impact Projections

Tax Rate Impact Projection Property Sale Only

Taxing Jurisdiction	* Equalize Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,678,315,600	$ 2.53	$ 2.53	$ -
Village of Williams Bay	**$ 1,416,886,400**	**$ 2.82**	**$ 2.77**	**$ (0.04)**
Williams Bay School District	**$ 1,969,265,276**	**$ 5.14**	**$ 5.08**	**$ (0.05)**
Gateway Technical College	$ 68,357,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.98	$ (0.09)
** Reflects addition of 21 million property sale*				

- ***Without creation of Tax Increment District Village could borrow approximately $600,000 for projects to assist development area without impacting village tax rate.***
- ***With Creation of a Tax Increment District, it would allow the district to borrow approximately $2,450,000 to assist development area with projects.***
- ***Difference of $1,850,000.***

Tax Rate Impact Projections

Tax Rate Impact Projection
Property Sale + $20 Million Construction

Taxing Jurisdiction	*Equalized Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,698,315,600	$ 2.53	$ 2.52	$ -
Village of Williams Bay	**$ 1,436,886,400**	**$ 2.82**	**$ 2.74**	**$ (0.08)**
Williams Bay School District	**$ 1,989,265,276**	**$ 5.14**	**$ 5.03**	**$ (0.10)**
Gateway Technical College	$ 68,367,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.89	$ (0.18)
** Reflects addition of 21 million property sale + 20 Million in construction*				

- ***Without creation of Tax Increment District Village could borrow approximately $1,200,000 for projects to assist development area without impacting village tax rate.***
- ***With Creation of a Tax Increment District, it would allow the district to borrow approximately $4,800,000 to assist development area with projects.***
- ***Difference of $3,600,000.***

Estimated Taxing Jurisdictional Impacts

- Walworth County
  - – Negligible impact as tax rate projected to remain flat.
- Gateway Technical College
  - - Negligible impact as tax rate projected to remain flat.
- Williams Bay School District
  - – New project development does not create additional revenue.
  - – Without TID - value increase results in reduced tax rate between projected $0.05-$0.10.
- Village of Williams Bay
  - – Without TID - value increase would result in reduced tax rate between projected $0.04-$0.08.
  - – With TID - value would support between $2,450,000 - $4,800,000 for projects.

Footnote: Based on tax increment between $21,000,000-$41,000,000

TID # 1 Williams Bay TIF District Proforma

Preliminary

Village of Williams Bay
Tax Increment District No. 1
Cash Flow Proforma Analysis

Assumptions	
Annual Inflation During Life of TID	1.00%
2023 Gross Tax Rate (per $1000 Equalized Value)	$11.07
Annual Adjustment to tax rate	0.00%
Investment rate	3.00%
Data above dashed line are actual	

Summary	
New Construction	$46,000,000
TIF Assistance	$0
Does TIF Cash Flow	YES
Village Increment Required	NO

Example New Issue
$6,030,000
G.O. Promissory Notes
Dated April 1, 2025

Amount for Projects	$5,551,000
Capitalized Interest	$475,000
Rounding	$4,000

	Background Data					Revenues			Expenditures				Expenditures		TID Status			
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	
Year	TIF District Valuation (January 1) Base Value $628,700	Inflation Increment	Construction Increment (1)	TIF Increment Over Base	Tax Rate	Tax Revenue	Investment Proceeds	Total Revenues	Principal (4/1)	Interest (4/1 & 10/1) RATE= 4.75%	Capitalized Interest	Debt Service	Administration/ Organizations Fees	Combined Expenditures	Annual Balance	Year End Cumulative Balance (December 31)	Cost Recovery	Year
2024	$628,700	$0	$0	$0	$11.07	$0	$0	$0					$1,500	$1,500	($1,500)	($1,500)		2024
2025	$628,700	$0	$21,000,000	$21,000,000	$11.07	$0	$0	$0					$1,500	$1,500	$473,500	$472,000		2025
2026	$21,628,700	$0	$15,000,000	$36,000,000	$11.07	$0	$14,160	$14,160		$429,638	($429,638)	$0	$1,500	$1,500	$12,660	$55,023		2026
2027	$36,628,700	$0	$10,000,000	$46,000,000	$11.07	$232,470	$1,651	$234,121		$286,425	($45,363)	$241,063	$1,500	$242,563	($8,442)	$1,218		2027
2028	$46,628,700	$0		$46,000,000	$11.07	$398,520	$37	$398,557	$110,000	$283,813		$393,813	$1,500	$395,313	$3,244	$4,462		2028
2029	$46,628,700	$466,287		$46,466,287	$11.07	$509,220	$134	$509,354	$230,000	$275,738		$505,738	$1,500	$507,238	$2,116	$6,579		2029
2030	$47,094,987	$470,950		$46,937,237	$11.07	$509,220	$197	$509,417	$240,000	$264,575		$504,575	$1,500	$506,075	$3,342	$9,921		2030
2031	$47,565,937	$475,659		$47,412,896	$11.07	$514,382	$298	$514,679	$260,000	$252,700		$512,700	$1,500	$514,200	$479	$10,400		2031
2032	$48,041,596	$480,416		$47,893,312	$11.07	$519,595	$312	$519,907	$275,000	$239,994		$514,994	$1,500	$516,494	$3,413	$13,814		2032
2033	$48,522,012	$485,220		$48,378,532	$11.07	$524,861	$414	$525,275	$295,000	$226,456		$521,456	$1,500	$522,956	$2,319	$16,133		2033
2034	$49,007,232	$490,072		$48,868,605	$11.07	$530,179	$484	$530,663	$315,000	$211,969		$526,969	$1,500	$528,469	$2,194	$18,327		2034
2035	$49,497,305	$494,973		$49,363,578	$11.07	$535,550	$550	$536,100	$335,000	$196,531		$531,531	$1,500	$533,031	$3,069	$21,396		2035
2036	$49,992,278	$499,923		$49,863,500	$11.07	$540,975	$642	$541,617	$355,000	$180,144		$535,144	$1,500	$536,644	$4,974	$26,369		2036
2037	$50,492,200	$504,922		$50,368,422	$11.07	$546,455	$791	$547,246	$380,000	$162,688		$542,688	$1,500	$544,188	$3,058	$29,428		2037
2038	$50,997,122	$509,971		$50,878,394	$11.07	$551,989	$883	$552,872	$400,000	$144,163		$544,163	$1,500	$545,663	$7,209	$36,637		2038
2039	$51,507,094	$515,071		$51,393,465	$11.07	$557,578	$1,099	$558,678	$420,000	$124,688		$544,688	$1,500	$546,188	$12,490	$49,127		2039
2040	$52,022,165	$520,222		$51,913,686	$11.07	$563,224	$1,474	$564,698	$440,000	$104,263		$544,263	$1,500	$545,763	$18,935	$68,062		2040
2041	$52,542,386	$525,424		$52,439,110	$11.07	$568,926	$2,042	$570,968	$460,000	$82,888		$542,888	$1,500	$544,388	$26,580	$94,642		2041
2042	$53,067,810	$530,678		$52,969,788	$11.07	$574,685	$2,839	$577,524	$480,000	$60,563		$540,563	$1,500	$542,063	$35,461	$130,104		2042
2043	$53,598,488	$535,985		$53,505,773	$11.07	$580,501	$3,903	$584,404	$505,000	$37,169		$542,169	$1,500	$543,669	$40,735	$170,839		2043
2044	$54,134,473	$541,345		$54,047,118	$11.07	$586,376	$5,125	$591,501	$530,000	$12,588		$542,588		$542,588	$48,913	$219,752	Expenditures Recovered	2044
2045						$592,309	$6,593	$598,901						$0	$598,901	$818,654	Expenditures Recovered	2045
		$8,047,118	$46,000,000			$9,937,014	$43,627	$9,980,641	$6,030,000	$3,576,988	($475,000)	$9,131,988	$30,000	$9,161,988				

Type of TID: Mixed-Use
2024 TID Inception
2039 Final Year to Incur TIF Related Costs
2044 Maximum Legal Life of TID (20 Years)
2045 Final Tax Collection Year

(1) Per City estimates.

Important Disclosures

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THE VILLAGE OF WILLIAMS BAY, WISCONSIN PLAN COMMISSION / VILLAGE BOARD SUMMARY SHEET		
COMMISSION SECTION: DISCUSSION/ACTION ITEM NUMBER: 1	**TITLE: Tax Incremental Financing Overview and Williams Bay Tax Incremental Financing District # 1 Creation Synopsis**	**DATE December 9, 2024 VOTE REQUIRED: Informational Only**
PREPARED BY: Adam Ruechel, Baird TIF Consultant		

In anticipation of the upcoming December 9, 2024, Joint Village Board and Plan Commission meeting Village Staff asked if Baird would be able to provide them with a staff note providing an overview of Tax Incremental Financing and a synopsis of the process for the creation of Tax Incremental District # 1 in the Village of Williams Bay.

Tax Incremental Financing Overview

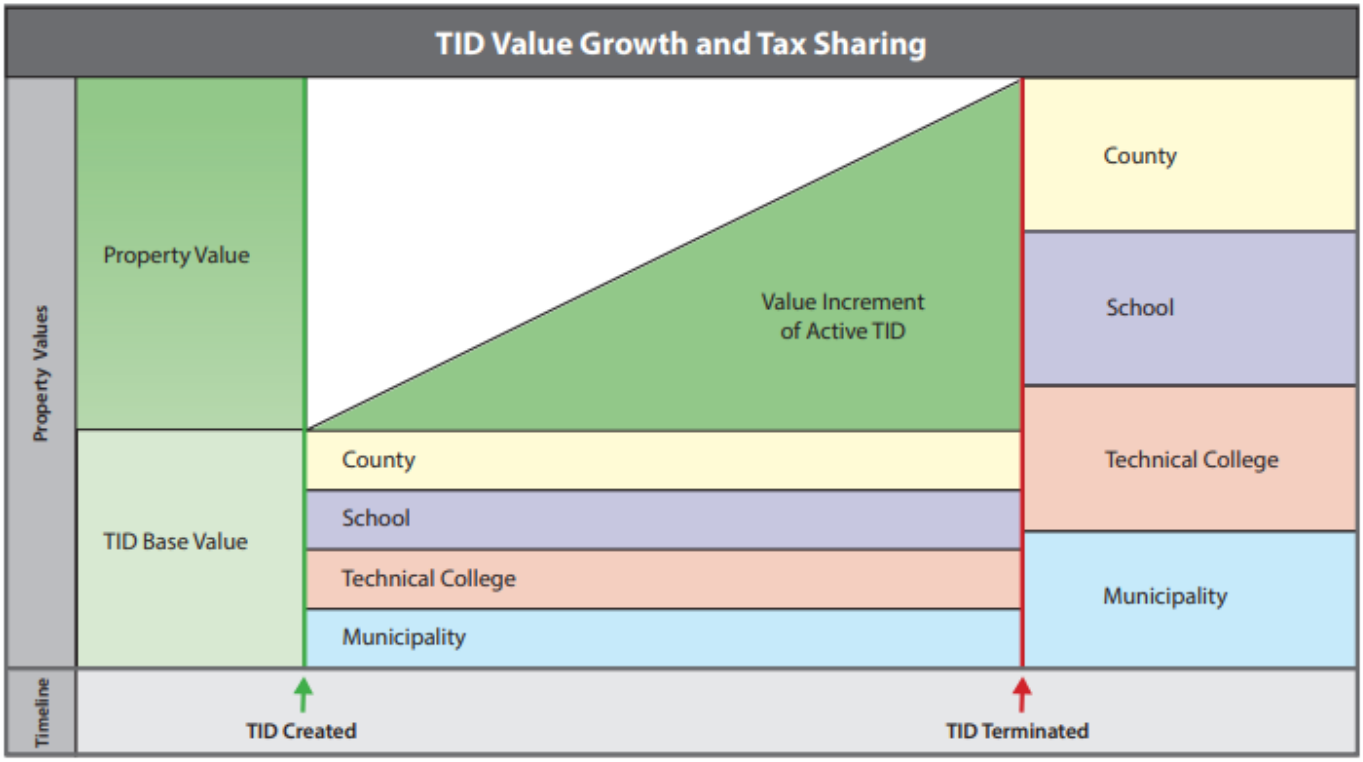
Per the Wisconsin Department of Revenue's Tax Incremental Financing Manual:
(https://www.revenue.wi.gov/DOR%20Publications/tif-manual.pdf)

TIF is a financing option that allows a municipality (town, village or city) to fund infrastructure and other improvements, through property tax revenue on newly developed property. A municipality identifies an area, the Tax Incremental District (TID), as appropriate for a certain type of development. The municipality identifies projects to encourage and facilitate the desired development. Then as property values rise, the municipality uses the property tax paid on that development to pay for the projects. After the project costs are paid, the municipality closes the TID. The municipality, schools, county, and technical college are able to levy taxes on the value of the new development.

TIF use varies depending on the project and the municipality. In some cases, the municipality chooses an area it would like to develop or that is unlikely to develop without assistance. Then the municipality designs improvements (ex: roads, sidewalks, sewer systems) to attract growth. In other cases, a developer or company identifies a site where they might locate. A developer may also negotiate with the municipality to use TIF to fund some improvements (ex: demolition, soil clean up, roads, water) the developer needs. Either way, an area facing development challenges receives help to grow. This creates a larger tax base for the municipality and the overlying taxing jurisdictions (ex: schools, county, technical colleges). Generally, when the tax base grows and spending is stable, tax rates go down, decreasing property taxes for everyone.

When a municipality creates a TID, the municipality and other taxing jurisdictions agree to support their operation from the existing tax base within the TID. They agree the municipality will use the taxes on the value increase in the TID to pay for the investment.

1. Sharing the tax base



When the municipality creates a TID, it establishes the base value of all the taxable property within the defined boundaries. The county, school, technical college and municipality in the chart above, make up the overlying taxing jurisdictions for the property in the base value. The overlying taxing jurisdictions share the tax revenue collected on this portion of the property value. After the TID is created, this tax revenue is allocated the same way as before the TID was created. In the chart, the county, school, technical college and municipality collect taxes on the property in the TID base.

Any new construction or investment in the TID property increases the value. The municipality collects the taxes on the growth in value of the property (the Value increment) as Tax increment revenue. The municipality can only use this revenue to pay for the improvements it made to the property in the TID according to the approved project plan.

The Tax Increment Worksheet (Form PC-202) calculates the amount of taxes for the TIF fund. The worksheet uses the apportionment of each overlying taxing jurisdiction to determine the share of each district's tax revenues that will be part of the municipality's tax increment.

Expenditure period – the time during the life of the TID when expenses may be incurred to implement the approved projects. The maximum expenditure period for most districts ends five years before the maximum life of the TID.

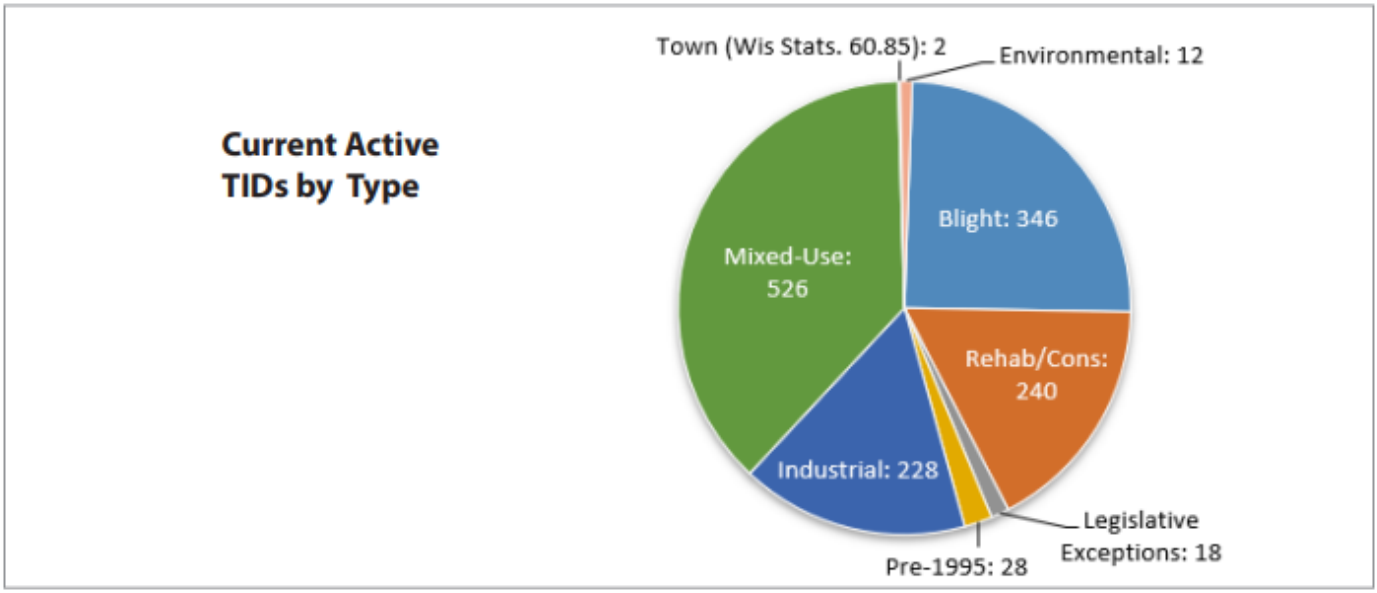
The municipality must terminate the TID at the end of the maximum life, or when the tax increments collected exceed the approved project costs. At termination, the entire TID's property value is available for the overlying taxing jurisdictions to tax. In the TID Value Growth and Tax Sharing chart above, the column on the right represents the increased property value subject to taxes. While the TID exists, tax revenue for each overlying jurisdiction is limited to the base value of the TID property. After terminating the TID, all the overlying taxing jurisdictions share the tax base; tax rates can be lowered to generate the same amount of revenue for the jurisdiction. Without the development encouraged by TIF, the base value would be the only value available for the jurisdictions to tax. Partnering to facilitate development helps all the overlying taxing jurisdictions increase their tax base.

In 2023, the Wisconsin Department of Revenue (DOR) certified 83 new TIDs:

- 46 mixed-use
- 16 rehabilitation/conservation
- 13 blight elimination
- 8 industrial

2. Active TIDs by type

Currently there are 1,400 active TIDs. The chart below shows a breakdown of the active TIDs by type.



Mixed-use district – TID with a combination of residential, commercial, and industrial uses. Mixed-use TIDs can only include lands proposed for newly platted residential use if they do not exceed 35%, by area, of the real property in the TID and the residential development meets other qualifications.

Village of Williams Bay Tax Incremental Financing District # 1 Creation Synopsis

Village staff reached out to Baird back in October of 2023 to start preliminary discussion of the establishment of a tax incremental financing district. On December 4, 2023, Baird provide the Village Board with an Introduction to Tax Incremental Financing presentation which provided board members and members of the public in attendance with the following:

- What is a TID (Tax Increment District).
- Types of TID's.
- Equalized Value Test.

- Possible mix-use district boundary.
- Creation Timeline.
- Financing Options- discussed Up-Front vs Pay-As-You-Go.
- District Proforma.

In January of 2024 Village Staff reached out to Baird inquiring about the possibility of establishing a TID for the former George Williams College campus. Baird started working on a TID financial viability review in relation to the proposed The Preserve Development being located on the former campus site.

On February 19, 2024, Baird staff presented to the Village Board and members of the public in attendance a Proposed TIF District # 1 Presentation which included information on:

- What is a TID (Tax Increment District).
- Types of TIDs.
- Equalized Value Test.
- Copy of The Preserve Project Concept Site Plan.
- Proposed TID # 1-Mixed Use District Boundary Map.
- 2024-2028 CIP Projects in Proposed TID and ½ Mile Boundary.
- Creation Timeline and Guidelines.
- Proforma Scenarios.
- Impact to Taxing Jurisdictions in Creation of TIF District.

On March 13, 2024, Baird staff presented to the Village Board and members of the public in attendance a Proposed TIF District # 1-Taxing Jurisdictions Potential Impacts presentation which included information on:

Current Tax Jurisdictions Equalized Value Mill Rates

BAIRD

- Walworth County - $2.53
- Village of Williams Bay - $2.82
- Williams Bay School District - $5.14
- Gateway Technical College - $0.59
- Total Equalized Value Mill Rate - $11.07

Taxing Jurisdiction	2023 Equalized Value	2023 Finalized Levy	2023 Equalized Tax Rate
Walworth County	$ 24,657,944,300	$ 62,340,015	$ 2.53
Village of Williams Bay	**$ 1,396,515,100**	**$ 3,931,235**	**$ 2.82**
Williams Bay School District	**$ 1,948,893,976**	**$ 10,012,740**	**$ 5.14**
Gateway Technical College	$ 68,337,451,204	$ 40,549,094	$ 0.59
TOTAL		$ 116,833,084	$ 11.07

Tax Rate Impact Projection Property Sale Only

Taxing Jurisdiction	* Equalize Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,678,315,600	$ 2.53	$ 2.53	$ -
Village of Williams Bay	**$ 1,416,886,400**	**$ 2.82**	**$ 2.77**	**$ (0.04)**
Williams Bay School District	**$ 1,969,265,276**	**$ 5.14**	**$ 5.08**	**$ (0.05)**
Gateway Technical College	$ 68,357,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.98	$ (0.09)
** Reflects addition of 21 million property sale*				

- ***Without creation of Tax Increment District Village could borrow approximately $600,000 for projects to assist development area without impacting village tax rate.***
- ***With Creation of a Tax Increment District, it would allow the district to borrow approximately $2,450,000 to assist development area with projects.***
- ***Difference of $1,850,000.***

Tax Rate Impact Projection
Property Sale + $20 Million Construction

Taxing Jurisdiction	*Equalized Value	Previous EV Tax Rate	**New EV Tax Rate**	**Variance**
Walworth County	$ 24,698,315,600	$ 2.53	$ 2.52	$ -
Village of Williams Bay	**$ 1,436,886,400**	**$ 2.82**	**$ 2.74**	**$ (0.08)**
Williams Bay School District	**$ 1,989,265,276**	**$ 5.14**	**$ 5.03**	**$ (0.10)**
Gateway Technical College	$ 68,367,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.89	$ (0.18)
** Reflects addition of 21 million property sale + 20 Million in construction*				

- ***Without creation of Tax Increment District Village could borrow approximately $1,200,000 for projects to assist development area without impacting village tax rate.***
- ***With Creation of a Tax Increment District, it would allow the district to borrow approximately $4,800,000 to assist development area with projects.***
- ***Difference of $3,600,000.***

Final Taxing Jurisdictional Impacts

- Walworth County
  - – Negligible impact as tax rate projected to remain flat.
- Gateway Technical College
  - - Negligible impact as tax rate projected to remain flat.
- Williams Bay School District
  - – New project development does not create additional revenue.
  - – Without TID - value increase results in reduced tax rate between projected $0.05-$0.10.
- Village of Williams Bay
  - – Without TID - value increase would result in reduced tax rate between projected $0.04-$0.08.
  - – Without TID – flexibility to borrow between $600,000 - $1,200,000 for projects to assist developing area to remain tax neutral.
  - – With TID - value would support between $2,450,000 - $4,800,000 for projects.

Footnote: Based on tax increment between $21,000,000-$41,000,000

Another discussion topic focused on the 2023 Act 12 law changes which impacted tax incremental financing districts starting after 9/30/2024. The changes in the law focused on the following:

- Joint Review Board Expected Termination Year
  - Joint Review Board must determine the expected termination year.
  - State the year in their resolution.
  - If TID terminates within 75% of JRB's Expected life-municipality receives an additional 15% levy limit adjustment.
- Termination Levy Adjustment Changes
  - 10% of TID new construction (not net new construction). Prior law was 50%.

On April 15, 2024, the Village Board approved Resolution No. R-19-24 a Resolution Expressing the Establishment of a Tax Increment Financing District. With the approval of the resolution Baird staff worked with village staff on the roll out of the following creation timeline.

Village of Williams Bay

TID#1 Creation Timeline

Monday April 15, 2024	Official Direction from Village Board to proceed with TID 1 Creation.
Friday, April 19, 2024	Preliminary project plan template available for Village staff review (maps excluded).
Wednesday, April 24, 2024	TID boundaries finalized.
Friday, May 26, 2024	Mapping in process of completion and delivered to Baird as soon as possible.
Wednesday, May 1, 2024	Baird compiles draft project plan.
Friday, May 3, 2024	Final Village staff/Baird comments/changes to draft project plan due.
Monday, May 6, 2024	Village Board Appoints JRB Village Representative and Public Member. Review of current timeline and project plan status.
Friday, May 10, 2024	Draft version of the project plan available for public review/distribution.
Monday, May 13, 2024	Village Plan Commission review of Draft Project Plan and timeline.
Monday, May 20, 2024	Copy of the Notice of Public Hearing sent via First Class mail, from the Village to all taxing entities (county, school, and technical college district officials). Must occur at least 15 days prior to public hearing and before first publication of Class II notice. Provide DOR with copies of the cover letters that were sent with the notices or a clerk's certification that the letters and notices were distributed on the same date. (After Project Plan is available & before publication date)
Monday, May 20, 2024	Class I Notice of Joint Review Board (JRB) Meeting and Class II Notice of Public Hearing due to Village official newspaper.
Thursday, May 23, 2024	First publication of Class II Notice of Public Hearing (1st & 2nd notice must occur in 2 consecutive weeks). Publication date for notices/hearings of City official newspaper. Publication of Class I Notice of Joint Review Board Meeting (must be published at least 5 days prior to the JRB meeting). (After Notice of Public Hearing is sent out)
Thursday, May 30, 2024	Second publication of Class II Notice of Public Hearing. Provide DOR with readable copies of the public hearing notices and an affidavit of publication from the newspaper indicating both dates of publication. (Must be at least 7 days prior to Public Hearing)
Monday June 3, 2024	Village Board reviews draft project plan to provide input on proposed boundary and project costs.
Tuesday June 4, 2024	JRB holds its first meeting. The Board's Chairperson and public members are selected (must be within 14 days after the notice publication, before public hearing).
Tuesday, June 11, 2024	Public hearing regarding the project plan. Must be held at least one week (7 days) after second publication of public hearing notice.
Tuesday, June 11, 2024	Plan Commission adopts resolution and submits it to the Village Board for approval.
Monday, June 17, 2024	Village Board updated on Plan Commission Meeting. No action taken.
Monday, July 1, 2024	The Village Board considers Plan Commission recommendation. Project plan approved. Village Board adopts resolution. The clerk provides the JRB with a copy of the resolution and financial information. (No sooner than 14 days after the public hearing)
Monday, July 15, 2024	Class I notice of JRB meeting due to newspaper.
Thursday, July 18, 2024	Publication of Class I Notice of JRB meeting (must be published at least 5 days prior to the JRB meeting).
Thursday, July 18, 2024	Presentation to Walworth County Finance Committee.
Wednesday, July 31, 2024	Final action by JRB. (Within 45 Days after receiving Resolution)
Friday, August 2, 2024	JRB notifies the village of its decision. *(Within 7 Days of JRB action)*
Monday, August 5, 2024	Submit written notice to DOR of TID approval. *(Within 60 Days of Approval)*

Summary of Various Public Meetings/Discussions regarding creation of TID # 1:

June 3, 2024-Updates to Project Plan Per County Recommendations/Village Board Direction

Per request from Walworth County and direction from the Village Board Page 14 of the project plan was updated to include Phase 2 Project Costs related towards the infrastructure improvements for STH 67 West for the total cost of $5,885,000.

Page 15 was updated to include requested language from Walworth County to read the following:
The Village has provided a full list of projects, including a phase 2 that would only be included in the TID in the event sufficient increment growth is expected to be generated. The Village reserves the right to replace specific projects within the general categories stated in Section 9 to better meet the needs of the development as it progresses. If the total project costs (excluding financing costs) of $ 11,436,000 plus a 20% contingency are exceeded prior to the end of the expenditure period, newly added projects will be brought forward for approval to the Joint Review Board, even if increment exists for payment.

June 4, 2024- Village of Williams Bay Proposed Tax Increment District # 1 Joint Review Board Meeting

Attendees: Dr. William Duncan-Village Representative, Jessica Conley-Walworth County, Sharon Johnson-Gateway Technical College, Jennifer Fredrick-Williams Bay School District, Dr. Edgar "Skip" Mosshamer-Recommended Appointed Village Public Member, Village Administrator Lothspeich, Village Clerk Kolls, Baird TIF Consultants-Adam Ruechel, and Kevin Mullen.

Meeting Synopsis: Dr. William Duncan was appointed unanimously by the Joint Review Board (JRB) members to serves as the acting Chairperson moving forward for any future TID 1 JRB meetings. Dr. Skip Mosshamer was appointed by a majority of the JRB members moving forward to serve as the Village Public Member. A Presentation was given by Baird TIF Consultants in which they walked the members of the JRB through the project plan and allowed for opportunity for questions, comments, and suggestions to be made. The JRB scheduled Wednesday, July 31st at 3pm to hold their final JRB meeting for consideration of adopting the project plan and JRB resolution for TID # 1.

June 11, 2024-Village of Williams Bay Proposed Tax Increment District # 1 Plan Commission Public Hearing

Attendees: All members of Plan Commission, Village Administrator Lothspeich, Village Clerk Kolls, Baird TIF Consultants-Adam Ruechel, and Kevin Mullen, and various members of the public.

Meeting Synopsis: Dr. William Duncan, Chairperson of the plan commission opened a public hearing for the proposed tax incremental district # 1 for the Village of Williams Bay. Baird TIF Consultants walked everyone in attendance through the timeline leading up to this meeting and through all the various items within the proposed project plan. Discussion was held with various members of the plan commission regarding the proposed boundary, sections within the project plan, and regarding the overall creation of a tax incremental financing district. A portion of the public hearing was then opened to the public members in attendance and no member of the public voiced their opinion in favor or opposition. After closing the public hearing, the Plan Commission unanimously passed a motion to recommend the Village Board adopt the TID Boundary presented and recommend the Village Board adopt the proposed project plan.

July 1, 2024-Village of Williams Bay Proposed Tax Increment District # 1 Village Board Public Meeting

Attendees: All members of Village Board, Village Administrator Lothspeich, Village Clerk Kolls, Baird TIF Consultants-Adam Ruechel, and Kevin Mullen, and various members of the public.

Meeting Synopsis: Baird provided the Village Board and members of the public in attendance with a synopsis of the various meetings and updates made to the draft project plan for the potential creation of TID # 1. After answering questions from board members, a resolution was approved by a majority vote to authorize the creation of TID # 1 and recommend village staff notify the Joint Review Board members of the approved resolutions and request their approval of a resolution to submit to the Wisconsin Department of Revenue.

July 31, 2024- Village of Williams Bay Proposed Tax Increment District # 1 Final Joint Review Board Meeting

Attendees: Dr. William Duncan-Village Representative, Jessica Conley-Walworth County, Sharon Johnson-Gateway Technical College, Jennifer Fredrick-Williams Bay School District, Dr. Edgar "Skip" Mosshamer-Recommended Appointed Village Public Member, Village Administrator Lothspeich, Village Clerk Kolls, Baird TIF Consultants-Adam Ruechel, and Kevin Mullen, and various members of the public.

Meeting Synopsis: A Presentation was given by Baird TIF Consultants in which they walked the members of the JRB through the updated project plan, meeting which took place since their last meeting, and allowed for opportunity for questions, comments, and suggestions to be made. The JRB member then unanimously approved a resolution requesting the Wisconsin Department of Revenue to approve the creation of TID # 1 for the Village of Williams Bay.

VANDEWALLE & ASSOCIATES INC.

To: Village of Williams Bay

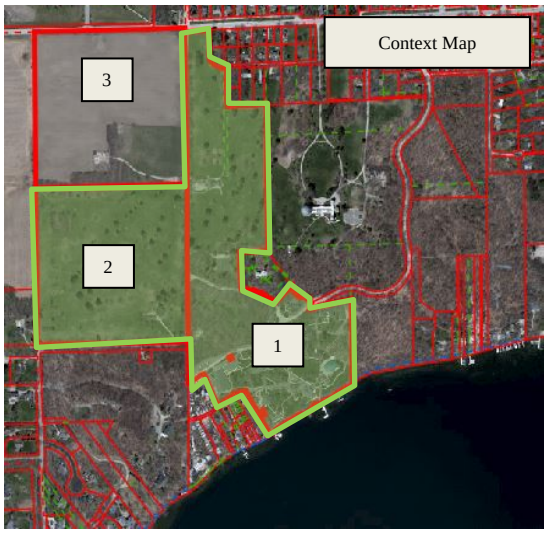
From: Sonja Kruesel, AICP, Village Planner

Date: November 25, 2024

Re: Comprehensive Plan review regarding amendment request for "The Preserve"

Project Description

Topography Hospitality, LLC ("Topography") submitted a letter to the Village requesting initiation of a process to amend the Village's Comprehensive Plan to enable development at the site of the former George Williams College and former Golf Course.



The developer, "Topography," proposes a privately run for-profit resort, including a retreat center, an amphitheater, a "country inn," and cabins for hospitality use with associated amenities. Substantial portions of the properties in question are intended to be held in passive open space land use.

Please see the materials submitted by Topography for additional information regarding their proposal. This memo primarily addresses one of the first steps in the development review process regarding Comprehensive Plan compatibility.

Proposed Comprehensive Plan Amendment – Subject Parcels

The Comprehensive Plan request involves parcels depicted in the image above labeled 1 and 2, outlined in green. A more specific description of these parcels, as well as a third parcel not subject to the amendment request, is as follows:

1. Text Amendment (affecting Parcel #WWUP00011 and other parcels mapped in "Institutional Campus"): The parcel's future Land Use Map Category is "Institutional Campus" with a small portion designated as "Planned Neighborhood" near the Highway 67 frontage. The proposed future land use category is to revise the text and title of the "Institutional Campus" category to a revised category which would be

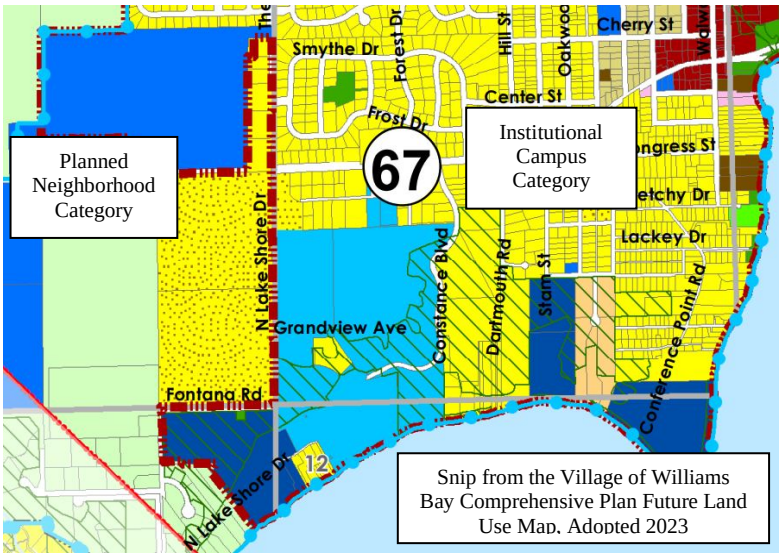
renamed to "Institutional Campus and Limited Resort." The Planned Neighborhood section mapped on this parcel would be unchanged.

2. Parcel #EW200020: This forty-acre parcel includes a portion of the former golf course. The parcel is currently located outside of the Village's jurisdictional boundary. The current Future Land Use Map Category is "Planned Neighborhood." The proposed map amendment would revise this parcel to be included in the new "Institutional Campus and Limited Resort" category.

The parcel labeled as number 3 in the above image (Parcel #EW200019) is not currently part of this Comprehensive Plan request and will remain within the "Planned Neighborhood" category on the Future Land Use Map.

Existing Comprehensive Plan (Adopted 2023)

The Village of Williams Bay Comprehensive Plan contains a Future Land Use Map which designates the recommended future land use for all parcels within the Village. According to State Law, zoning decisions must be consistent with the Comprehensive Plan.



Snip from the Village of Williams Bay Comprehensive Plan Future Land Use Map, Adopted 2023

Former George Williams College → Institutional Campus: (light blue)
The Future Land Use designation for the former George Williams College campus is "Institutional Campus." This future land use category is intended to encompass large-scale campuses for George Williams College, Women's Leadership Center, and Yerkes Observatory. Institutional Campus uses have been shown on the Future Land Use map in areas of the Village where these uses existed at the time the Comprehensive Plan was written.

The zoning district most appropriate for implementing this Land Use category is P&I – Public and Institutional. The Institutional Campus land use category in the Comprehensive Plan was developed and mapped specifically to preserve large, long-held institutional uses like George Williams College and Yerkes Observatory.

If a different land use was proposed, it would most likely require a Comprehensive Plan amendment in addition to potential rezoning actions. This regulatory framework allows the Village to take time in evaluating a land use change, if and when presented, and to have more legislative control and discretion about what kind of land use change is appropriate on these long-held institutional properties. Further, it allows for public input during a Comprehensive Plan amendment process as well as during a rezoning process.

Former Golf Course Outside of Village Limits → Planned Neighborhood: (yellow/dots):
Within each Planned Neighborhood, the Village encourages a carefully planned mix of development comprised of the following future land use categories:

- Single-Family Residential (Low, Medium, Small Lot) (at least 65% of residential units),
- Two-Family and Multi-Family Residential (maximum of 35% of residential units),
- Neighborhood Mixed-Use,
- Community Facility,
- Parks and Open Space.

Planned Neighborhoods are intended to provide diverse housing options within the same neighborhood. Planned Neighborhoods also locate essential community amenities and services within walking distance of neighborhood residents.

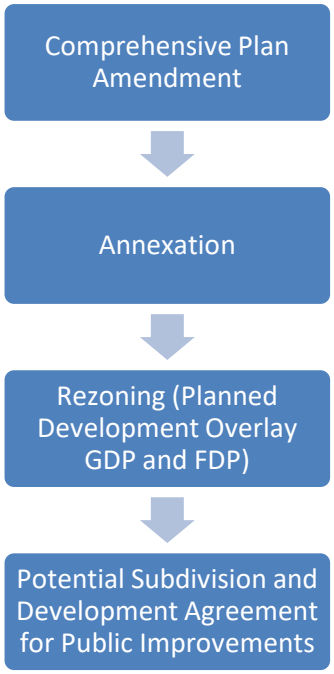
The Future Land Use designation for the parcel in the township (which contains a portion of former Golf Course) is "Planned Neighborhood." The zoning districts most appropriate for implementing this Land Use category are a mix of residential zoning districts intended for housing development. Planned Neighborhood was recommended as the future land use in this area primarily due to proximity to the Williams Bay schools. While this parcel is not within Village limits, the Village has rights to plan outside of its municipal boundary. If the parcel is annexed, future zoning must be consistent with the Comprehensive Plan unless a temporary rural holding zoning district is used before application of "permanent" zoning.

Need for Comprehensive Plan Amendment & Other Entitlements

For the proposed development to occur, numerous approvals and entitlements must be secured. One of the first steps would be to consider whether a change to the Comprehensive Plan is appropriate and to potentially adopt amendments to the Comprehensive Plan.

The proposed development may not proceed under the existing Comprehensive Plan. In the mapped location of the Institutional Campus category, the Comprehensive Plan is written to limit uses to only institutional campus facilities and uses that would be allowed in the existing P&I zoning district. The proposed resort and related amendments are not allowed in the current zoning district. Therefore, rezoning is required to enable development. Rezoning to any district other than P&I is not allowed unless the Comprehensive Plan is first amended. Additionally, the township parcel in question would require annexation and zoning that is consistent with the Comprehensive Plan.

A Comprehensive Plan amendment application has been filed by the developer to further this request. The Village is considering whether to approve the amendment request.



If the applicant is successful in obtaining a Plan Commission recommendation and Village Board approval of a Comprehensive Plan amendment, many other steps are needed before a project could occur. These include but may not be limited to Annexation, Zoning, and potential Subdivision approval including an agreement for required public improvements.

Regarding Zoning, the developer is proposing use of a Planned Development Overlay (PDO) zoning, which is a negotiated district that requests flexibility from the base zoning district. In this case, the PDO requests allowance for additional land uses beyond those listed in the P&I zoning district. This request is allowed to be asked for per the PDO ordinance. There are additional requests that will be reviewed further during a future meeting that consider the Zoning application. PDO zoning can be negotiated to very specifically allow only certain parameters of a development request, which would require amendments for any change in the future.

At the December 9, 2024, Village of Williams Bay joint meeting of the Plan Commission and Village Board, the agenda includes potential action on the proposed Comprehensive Plan amendment. Zoning, Annexation, and other decisions are not included on the December 9, 2024, agenda, and may be included on future agendas if the action on the Comprehensive Plan proceeds.

Effect of Proposed Comprehensive Plan Amendment on Other Parcels

The existing category "Institutional Campus" is mapped for only a small area of the Village as shown on the above Future Land Use map excerpt. If approved, the proposed amendment would impact only parcels mapped in the "Institutional Campus and Limited Resort" category.

If a change in land use came forward for other parcels in the "Institutional Campus and Limited Resort" category, it would first have to meet the limited parameters proposed within the text amendment (see attached). In addition, no additional development project would be able to proceed without negotiating their own Planned Development Overlay Zoning approval for any use not allowed in the existing P&I zoning district. The Village maintains the ability to consider future Comprehensive Plan Amendments and Planned Development Overlay Zoning requests on a case-by-case basis. The Village is not obligated to approve potential future requests.

Any parcel in the Village in a different land use category is not subject to the proposed text amendment.

Comprehensive Plan Amendment Process – Generally

Amendments to the Comprehensive Plan, whether it is a change to the future land use map or to the text of the Plan, must follow the procedures outlined in Section 66.1001(4) of Wisconsin Statutes.

The procedures include adoption of a "Public Participation Plan (PPP)" which informs the public of opportunities to comment at stages of the amendment process. To approve a PPP, the Plan Commission and Village Board need to adopt a Resolution. A Resolution and PPP were approved by the Plan Commission on May 13, 2024, and subsequently by the Village

Board on May 20, 2024, in response to the proposed potential amendment request by Topography, LLC.

Certain meetings and notices must also occur to amend the Comprehensive Plan per State Law. The Plan Commission must make a recommendation to the Board regarding an amendment via Resolution. Additionally, a 30-day Class 1 notice must be published ahead of a public hearing that is held by the Village Board. The Village Board must act on an approved amendment by Ordinance after a recommendation to them from the Plan Commission. Certain notices must be mailed to surrounding and overlapping taxing jurisdictions upon adoption of an amendment.

Many communities across the State allow Comprehensive Plan amendments to be submitted at any time. Most often, Comprehensive Plan amendments are requesting a change to the future land use designation on a map for a single parcel, however they can also include amendments to text or specific policies in the Plan, or additions of new content or chapters. In some cases, communities limit Comprehensive Plan amendments to a once-per-year cycle.

State Law also requires that communities update their Comprehensive Plans at least once every ten years. This required update is often a larger effort that includes inventory and analysis of new data, such as changes in the decennial census and population projections for the community. Communities typically follow the general steps in a PPP as well as the minimum statutory requirements when considering amendments outside of the 10-year update cycle. A larger 10-year update often includes additional public input opportunities such as community workshops or surveys.

Comprehensive Plan Amendment Schedule - Related to "The Preserve"

An initial concept review meeting was held in January 2024 where the Plan Commission heard from the potential developer regarding their plans. Village staff also presented information regarding the status of the existing 2023 Comprehensive Plan recommendations relative to the potential development, highlighting the need for amendment if the development were to proceed.

Another meeting was held in May 2024 where feedback was asked of the Plan Commission whether a Comprehensive Plan amendment should proceed for consideration. Additionally, if the feedback was to proceed, the Plan Commission was asked what a possible amendment should entail and whether Village staff should continue discussion with the potential applicant based on their feedback. At this May 2024 meeting of the Plan Commission, general feedback was that a process could continue based on the outlined schedule presented for concept purposes only. This schedule included Plan Commission and Board approval of a PPP (which occurred May 13 and May 20 respectively).

It was noted during these meetings that the Plan Commission is not obligated to approve a Comprehensive Plan amendment and instead had multiple potential options for what a final amendment could look like, regarding this development request. Options included a spectrum of choices such as opening the land use category to broader or more intensive commercial development, opening the land use category to a limited version of development within strict parameters, or not approving any change. The Plan Commission discussion centered around

proceeding with consideration of a comprehensive plan amendment that would allow only a limited version of development within strict parameters. Following the Plan Commission discussion in May, the developer submitted an application reflecting this direction.

An additional conceptual review of the Comprehensive Plan Amendment request was held at the July 19 meeting of the Plan Commission. After these three Plan Commission meetings (January, May, and July), a public notice was published for a joint public hearing to be held in October. This meeting was cancelled in order to relocate to a larger venue and was rescheduled for December 9.

1	January 2024	Plan Commission Concept Meeting
2	May 2024	Plan Commission & Village Board Direction on Potential Amendment, Public Participation Plan Resolutions
3	July 2024	Plan Commission Concept Review of Comprehensive Plan Amendment Application and Potential PDO Zoning
4	At least 30 Days Prior to Dec 9	Publication of Class I Notice at least 30 days prior to a public hearing
5	December 9, 2024	Joint meeting of Plan Commission and Village Board including Statutory Public Hearing to Consider Comp Plan Amendment
6	December 9, 2024	Consideration of Action on Comp Plan Amendment Resolution (Plan Commission)
7	December 9, 2024	Consideration of Action on Comp Plan Amendment Ordinance (Village Board)

Action at the December 9 Joint Meeting

During the joint meeting of the Plan Commission and Village Board, a public hearing will be held. The Plan Commission may then take action on a Resolution, which would provide a recommendation to the Village Board on the following requested amendments:

1. Amend the text of the Comprehensive Plan to change the title of the land use category "Institutional Campus" to "Institutional Campus and Limited Resort" and adopted the associated proposed text amendment describing this category as provided in the submitted application materials.

2. Amend the Future Land Use (FLU) map of the Comprehensive Plan to reflect the new title "Institutional Campus and Limited Resort" and to change the FLU designation of EW200020 from "Planned Neighborhood" to "Institutional Campus and Limited Resort" as provided in the submitted application materials.

If the Plan Commission's recommendation is favorable to the above, the Village Board may also take action by Ordinance to adopt the proposed amendments.

Proposed Text Amendment Submitted by Topography, LLC

Institutional Campus and Limited Resort

Description: This future land use category is intended to encompass large-scale campuses for George Williams College, Women's Leadership Center, and Yerkes Observatory. Institutional Campus uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written. This category also includes potential for limited resort and resort-related incidental uses.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district and the P&R Parks and Recreation Zoning District. A Planned Development Overlay zoning district may be used to enable limited resort and resort-related land uses consistent with the policies and programs listed below.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Preserve key campuses to advance the Village's image as place for education, tourism, and outdoor recreation.
2. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for campus uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
3. Encourage campus uses to be designed to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
4. Leverage these uses long-term to promote tourism in Williams Bay. See the Economic Development Chapter for more information.
5. -Limited resort land uses may include visitor accommodations such as hotels, motels, cottages, cabins and similar uses made available for short-term commercial indoor lodging. The overall density shall not exceed a density of 2 commercial indoor lodging units per acre.
6. Resort-related incidental uses may include indoor and/or outdoor recreational facilities, and commercial, professional, or conference facilities and activities that support and are integrated with the resort in a setting of significant natural amenities. These facilities shall be primarily designed to serve the resort visitors, either day visitors or overnight visitors, but may provide some goods and services for the public. Related facilities shall be incidental to the resort itself and may not be established without a resort facility as the primary land use.
    a) Indoor and outdoor recreational facilities may include, but are not necessarily limited to, tennis and other sport courts, swimming pools, hiking and nature trails, and other limited impact recreational facilities. Waterfront related facilities may be limited through establishment of the Planned Development Overlay zoning district.
    b) Visitor-oriented commercial, professional, or conference facilities may include eating and drinking establishments, meeting facilities, on-site retail business and services, and cultural and educational facilities including but not limited to indoor and outdoor theaters and entertainment facilities.
    c) Outdoor recreational facilities, theaters, or entertainment may have limited development and/or operational parameters established through the Planned Development Overlay zoning district to ensure compatibility with the surrounding area.
7. A limited resort campus should include significant natural amenities and open space, with the overall character reflecting a low-intensity development compatible with nearby institutional uses, with the natural environment, and with Geneva Lake.
8. Pedestrian access along the Geneva Shore Path shall be preserved. Public pedestrian access through the property to on-site natural amenities that are available to the public and to the Geneva Shore Path is encouraged.

Engineer's Review Comments

The Preserve at Williams Bay – 11-06-24 GDP Submittal
November 18, 2024

We reviewed the following exhibits—all dated 11-06-24 and enclosed unless noted otherwise:

- Walking Path Materials Diagram – Marked with Comment Numbers
- Proposed Utilities Diagram – Marked with Comment Numbers
- Proposed Stormwater and Storm Sewer Diagram – Marked with Comment Numbers
- Proposed Right-of Ways and Easements Diagram – Marked with Comment Numbers
- Lake Shore Drive Street Sections Diagram – Marked
- Ravina Road Street Section Diagram
- Constance Boulevard Street Sections Diagram
- Street Section & Detail Diagrams – Marked with Comment Numbers
- Regular Use Parking Diagram – Marked with Comment Numbers
- Special Events Parking Diagram - Marked with Comment Numbers
- Environmental Corridor and Steep Slopes Diagram - Marked with Comment Numbers
- Potential Tree Removal Diagram - Marked with Comment Numbers
- EMS Access Diagram - Marked with Comment Numbers
- Internal Road Slopes Diagram
- Traffic Impact Analysis dated 09-26-2024 by TADI, Inc. Not included.

We have the following comments – See the marked exhibits for the comment location:

1. Traffic Impact Analysis—same comments as 10-18-24 Review Comments:
   - We do not agree with their traffic distribution of 45% weekday traffic and 25% special event traffic using Constance Boulevard to access the site. Constance Boulevard is a lesser-known back entrance to the site and is easy to miss driving on W. Geneva St. (STH 67). We expect that less 10% would use Constance Boulevard to access the site. Therefore, much of the west bound (WB) left turns at Constance should then be shifted to the STH 67/Lakeshore Drive intersection. If that is done, weekday traffic volumes may warrant an exclusive WB left turn lane at STH 67/Lakeshore Drive according to 11-25-5.2 of the Facilities Development Manual and could be considered for weekend "special events".
   - Their existing intersection geometry also shows an existing 80' long east bound (EB) right turn lane at Constance Blvd, but there is a bike/curb lane in this location, not an exclusive right turn lane.
   - The Music by the Lake shuttle busses returning to the high school would use Constance Blvd. to exit and use Lakeshore Drive to enter from the school in a continuous loop. The report assumes the shuttle busses would enter & exit at STH 67/Lakeshore Drive. If a similar loop was employed, shuttle bus exit traffic should be shifted to Constance Boulevard.

2. There is little storm water management presented; there is dry detention shown west of Lakeshore Drive without routing from proposed courts and parking lots from the north; this

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same dry detention basin is not shown on the remaining sketches; the submittal lacks calculations and soil borings to verify the concept shown. There are proposed parking lots that may drain to public right of way without detail. The overland flow route from the west side of Lakeshore Drive to the proposed development area on the east side and to Geneva Lake is not shown; this can't drain into Holiday Homes Camp. Future submittals should include onsite impervious area for the full capacity parking of the Amphitheater. The plan should also address sediment removal prior to lake discharge and the overland flow route crossings of the Lakeshore Path. The Village either needs easements over the overland flow routes or protection from liability for the areas downstream of public roadways. There are two proposed buildings with the potential to be in the overland flow route.

3. Provide sanitary service to Parcel WWUP00007 and Parcel WA49380001. In addition, make provision for the Village to be able to extend sanitary sewer and water service to Parcel EW2000017 by providing a 30-foot-wide easement on the south side of EW2000020 and a 30-foot-wide easement (snip below) on the west side of EW2000020 where it is adjacent to Parcel EW2000018. Extend a 10-inch gravity sewer (deep enough for gravity basement service to Parcel WWUP00007 from the Lakeshore Sewer. Also make provision to extend the sanitary sewer from to the north end of Parcel EW2000020 at a depth to provide first floor service at the north end of EW2000020. The planned eastern sanitary sewer connection to the Lakeshore sewer appears to be on the adjacent property. Sanitary sewers that do not extend to public rights-of-way and serve only this development may be 8-inch and regulated by Wisconsin DSPS. Some of the proposed sewers are in a PEC.



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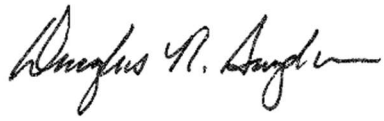
4. Verify that the assessments for the existing 12-inch water main are paid. Make provision to extend water main to Parcel EW 2000017; see Comment 3 above. Extend private water services to the buildings west of Lakeshore Drive from the water main on Lakeshore Drive. Provide an easement for the proposed water transfer station.

5. Constance Boulevard west of Ravina Road may be vacated if the utility and access easements are extended to the west property line. Provide a water main easement where Grandview Avenue is vacated. Provide an easement for the multi-path between the intersection of Ravina and Lakeshore Drive and the intersection of W. Geneva Street and Lakeshore Drive.

6. Multi-use paths are proposed on Ravina Road and Constance Boulevard rather than bike lanes. Construct the multi-path between the intersection of Ravina and Lakeshore Drive and the intersection of W. Geneva Street and Lakeshore Drive. Remove the parking and provide room the entire pavement width between the current west end of Constance Boulevard and the driveway for the Water Safety Patrol.

7. Define the all-weather driving surface and show the location of all utilities on the street section & detail diagrams.

Please call if you have any questions.



_____

Douglas R. Snyder, P.E.

C: w/Encl via Email:

Bonnie Schaeffer, Zoning Administrator
Planning Commission Members

BAXTER & WOODMAN

3 Legend

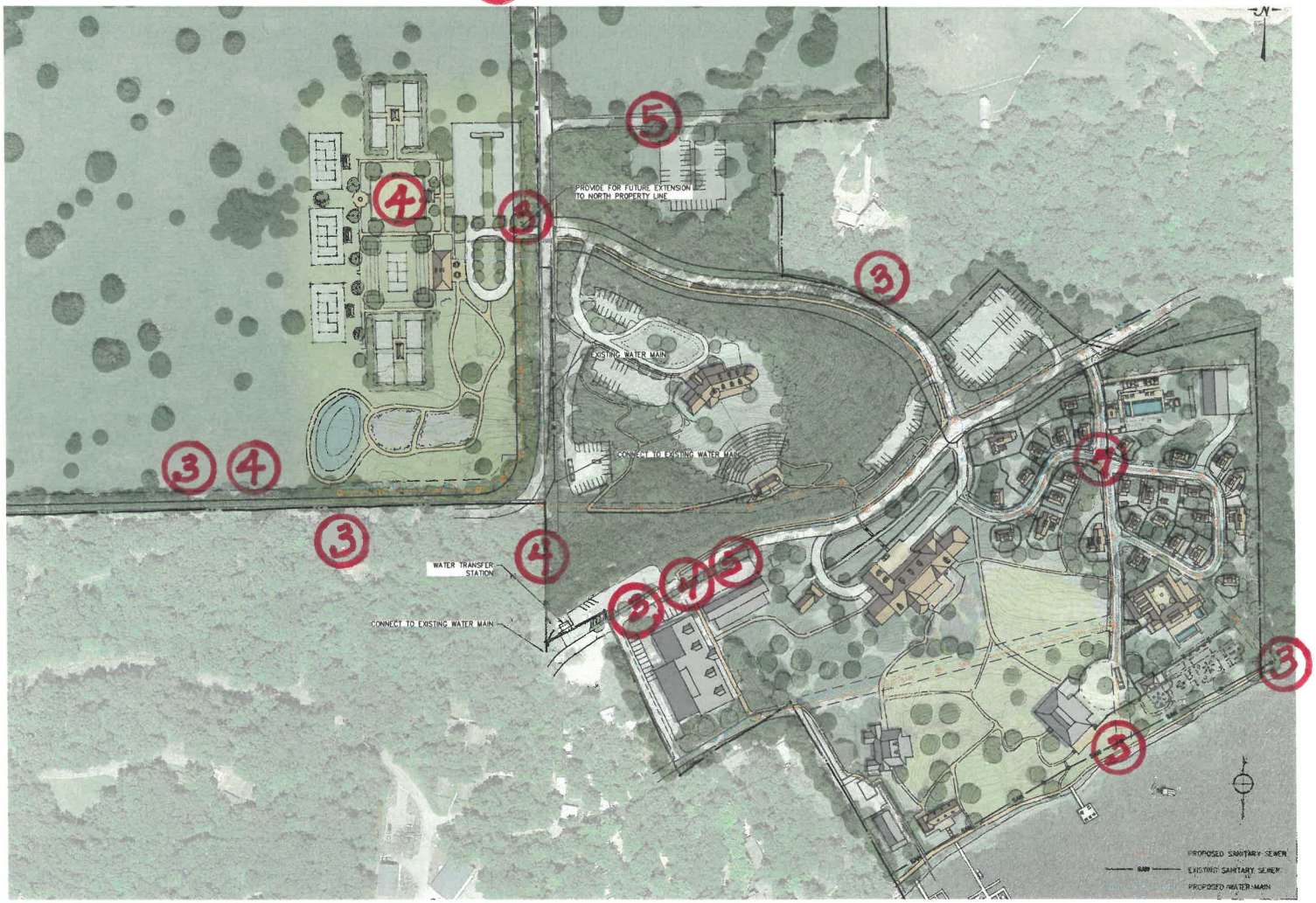
See 11-18-24 Review Comment



WALKING PATH MATERIALS DIAGRAM

3 Legend

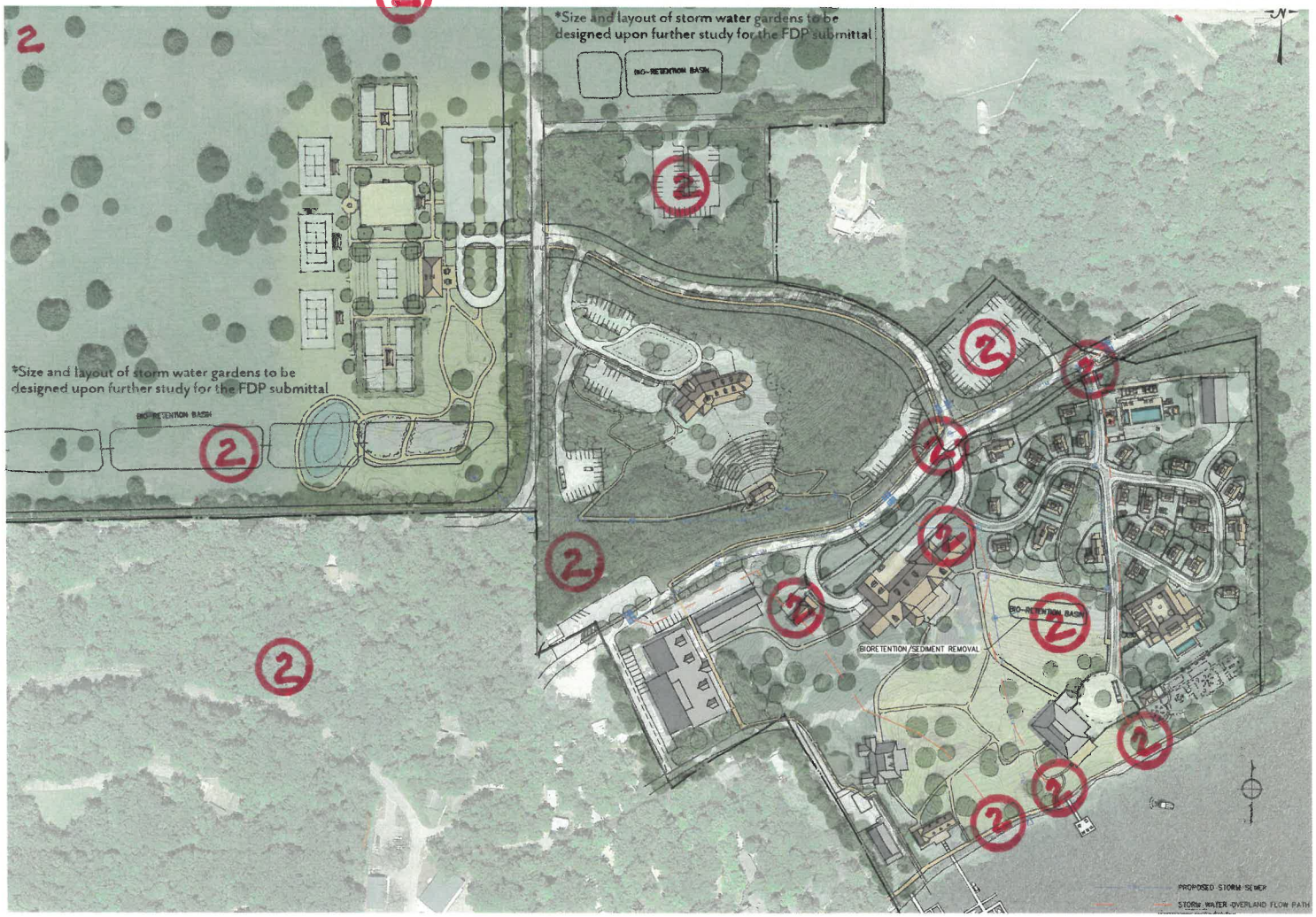
See 11-18-24
Review Comment



PROPOSED UTILITIES DIAGRAM

See 11-18-24
Review Comment

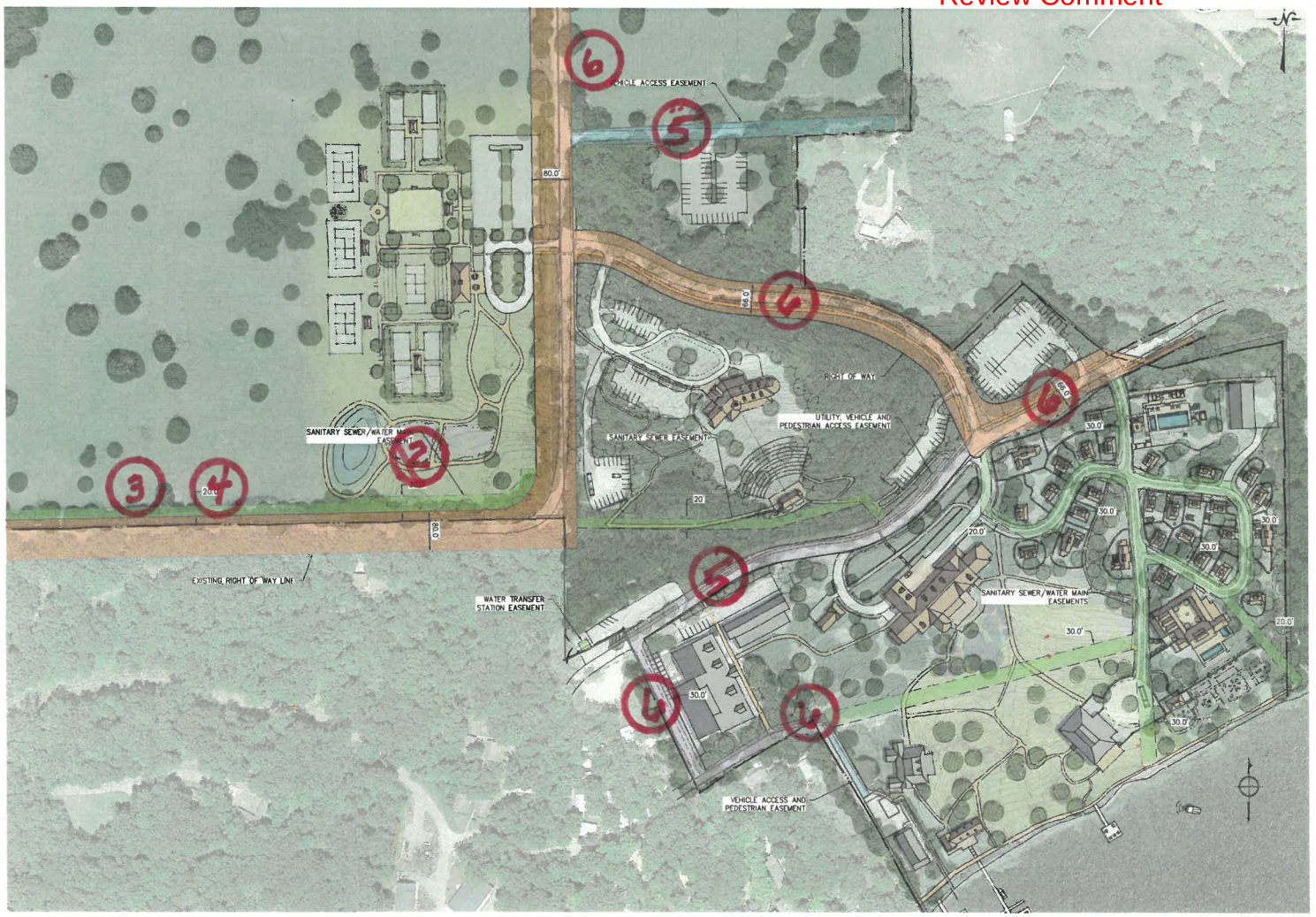
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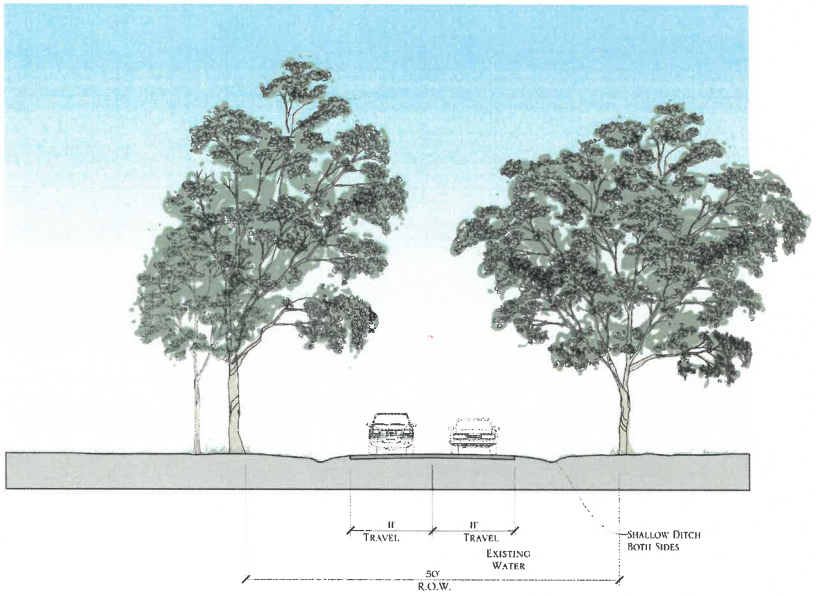
PROPOSED STORM WATER AND STORM SEWER DIAGRAM

Legend

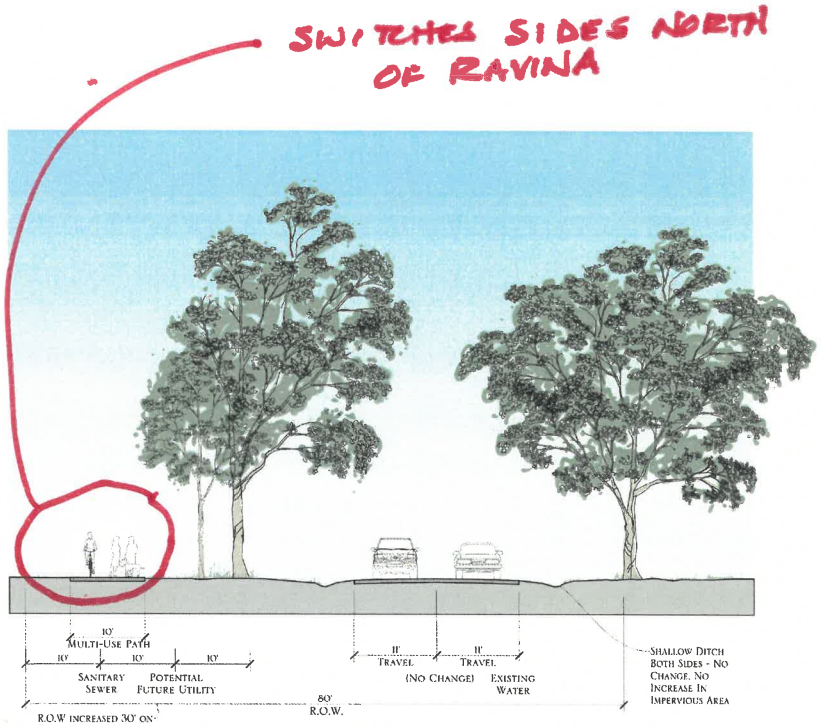
See 11-18-24 Review Comment



PROPOSED RIGHT OF WAYS AND EASEMENTS DIAGRAM

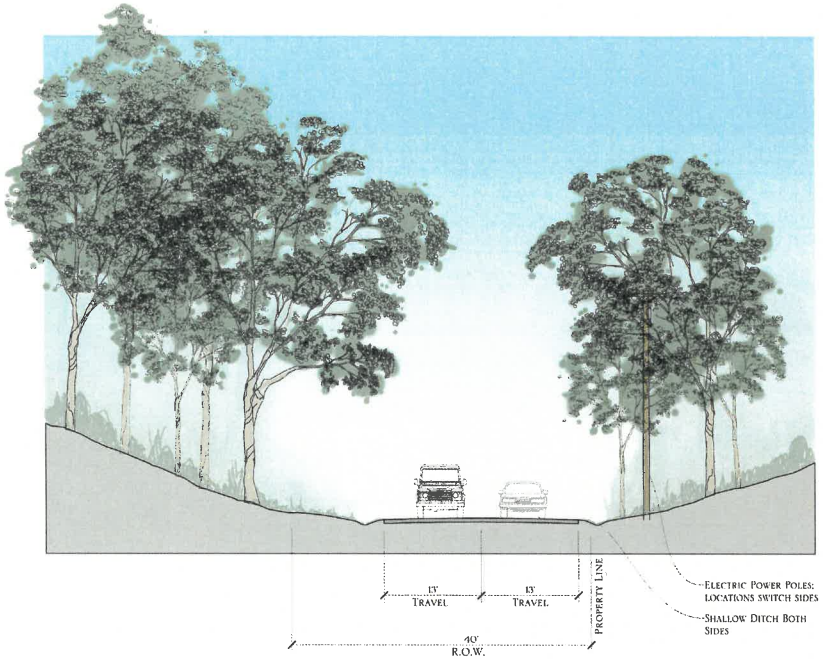


EXISTING RIGHT OF WAY

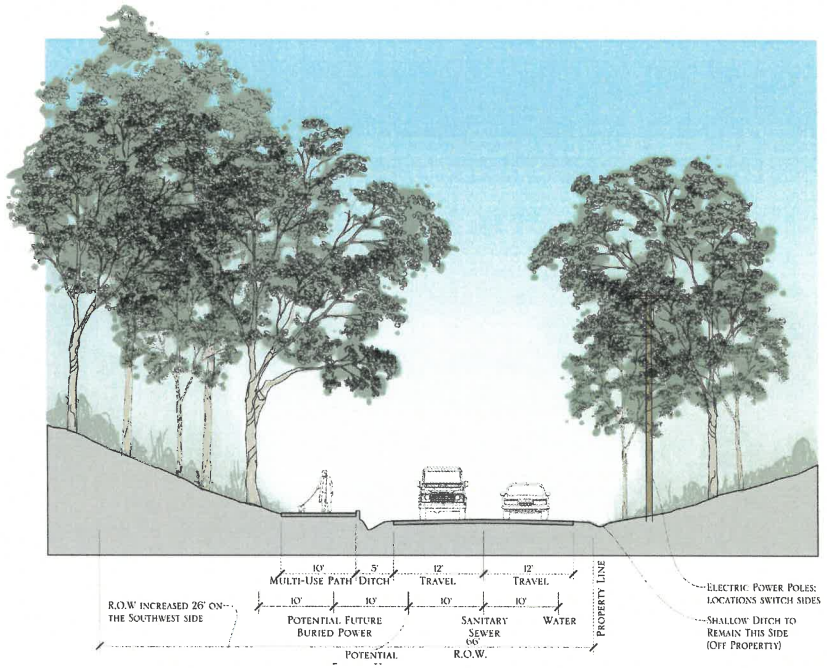


PROPOSED RIGHT OF WAY

LAKE SHORE DRIVE
STREET SECTION DIAGRAMS

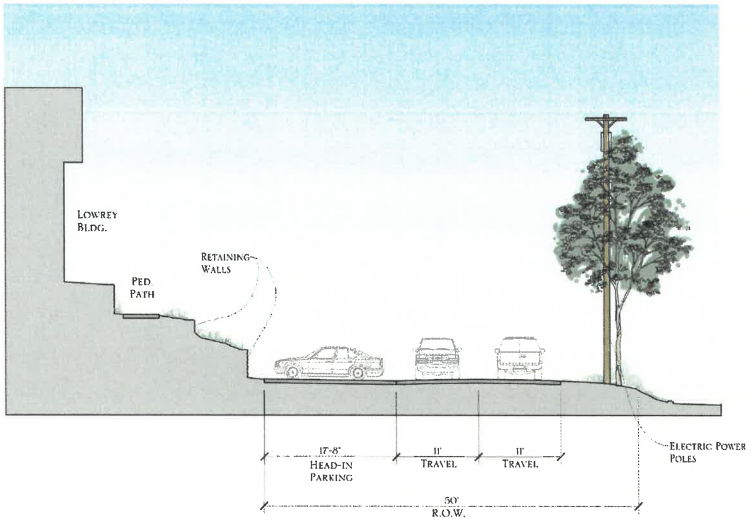


EXISTING RIGHT OF WAY

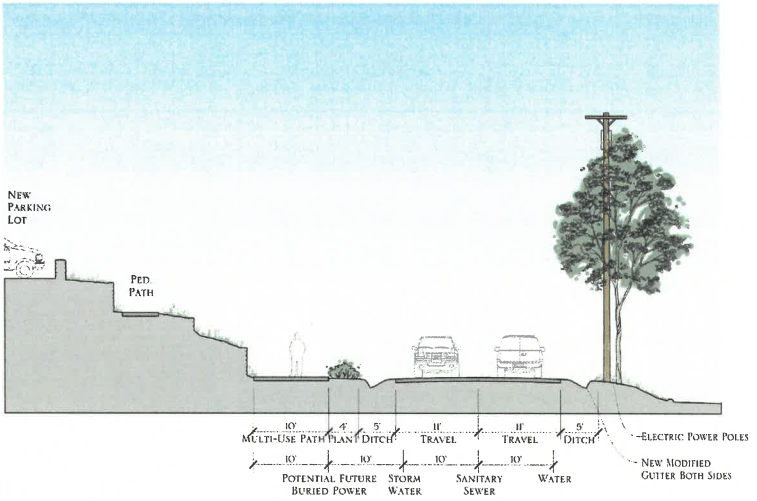


PROPOSED RIGHT OF WAY

RAVINA ROAD
STREET SECTION DIAGRAMS



EXISTING SECTION

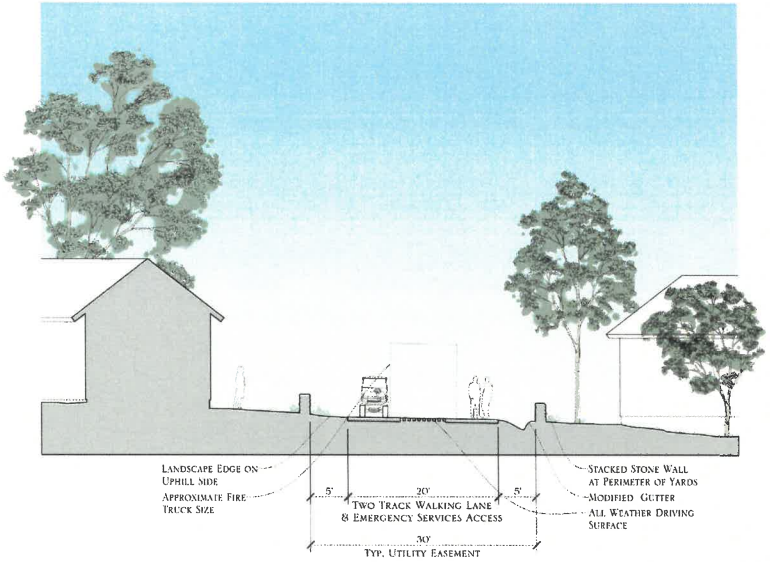


PROPOSED SECTION

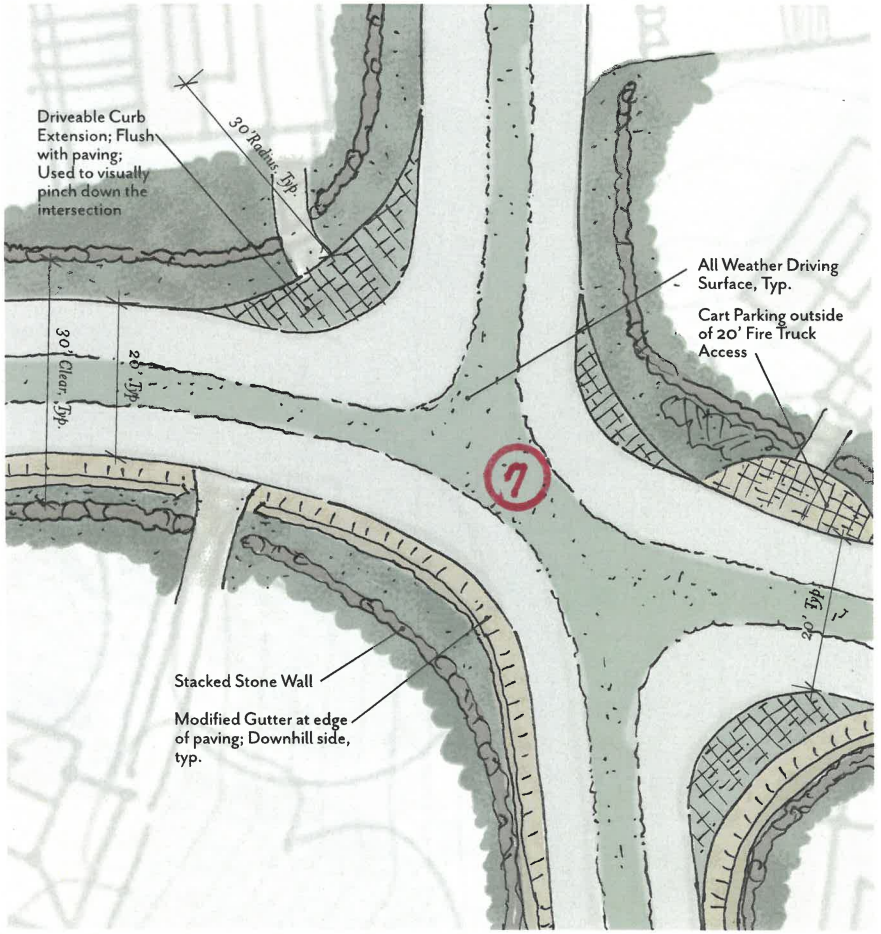
CONSTANCE BOULEVARD
STREET SECTION DIAGRAMS

3 Legend

See 11-18-24
Review Comment



PROPOSED CROSS SECTION



PROPOSED PLAN DETAIL

TWO TRACK WALKING LANES & EMERGENCY SERVICES ACCESS
STREET SECTION & DETAIL DIAGRAMS

See 11-18-24
Review Comment

3 Legend

PARKING COUNTS

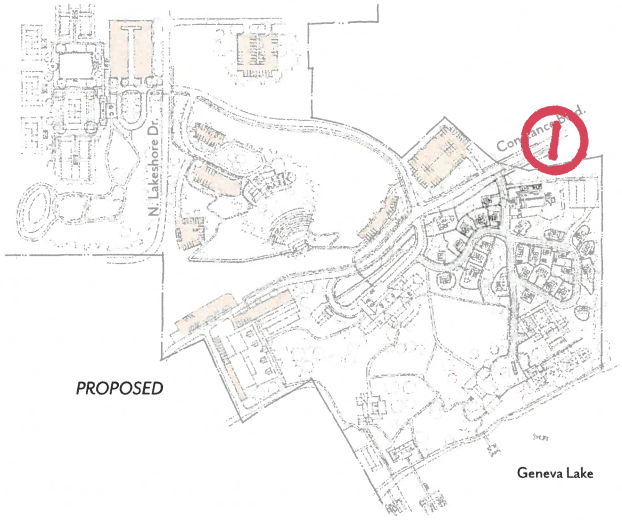
Existing:	**315 spaces**
Proposed:	**300 spaces**
Required per code	**255 spaces** (see table below)

NOTES:

- Proposed parking spaces (300) is 45 spaces more than required by code (255).
- Parking calculated per use with code sections shown in table below.
- No "shared" parking is assumed between uses.
- "Proposed" and "Existing" parking diagrams shown right, with parking lots highlighted in pink.

PARKING CODE CALCULATION

	# rooms	PATRON PARKING	Notes	Parking Code
TOTAL	68	195		
INN	37	37	Commercial Indoor Lodging	390-0310 K (4)
Rooms	21		1/bedroom + 1/employee + 1/ 3ppl meeting halls (assume none)	https://ecode360.com/34300889
Suites	16			
CABIN (1 BED)	24	24	1 space per cabin	
CABIN (2 BED)	4	8	2 spaces per cabin	
BOATHOUSE	2	2	1 space per unit	
RENO SPA CABIN	1	1	1 space per unit	
SPA	42	14	2 double + 8 single treatment rooms	https://ecode360.com/34300748
			1 space per 3 ppl of max capacity	390-0310 G (3)
WEIDENSALL RESTAURANT	120	40	1 space / 3 patron seats or 1 per 3 of maximum capacity whichever is greater	https://ecode360.com/34300849
			2400 sf seating area / 20sf per person = 120 ppl	
CABEL CRATTY WORKSHOP	20	5	1 space per 4 expected patrons	
POOL	40	10	1 space per 4 expected patrons	
RETREAT CENTER	120	30	1 space per 4 patrons or 1 per 300sf	390-0309
RACQUET CENTER		24	2 spaces per court	https://ecode360.com/34300748#34300804
		EMPLOYEE PARKING		
TOTAL		60	Provided by hotel operator	
PATRON PARKING		*195*		
EMPLOYEE PARKING		*60*		
GRAND TOTAL		255		





REGULAR USE PARKING

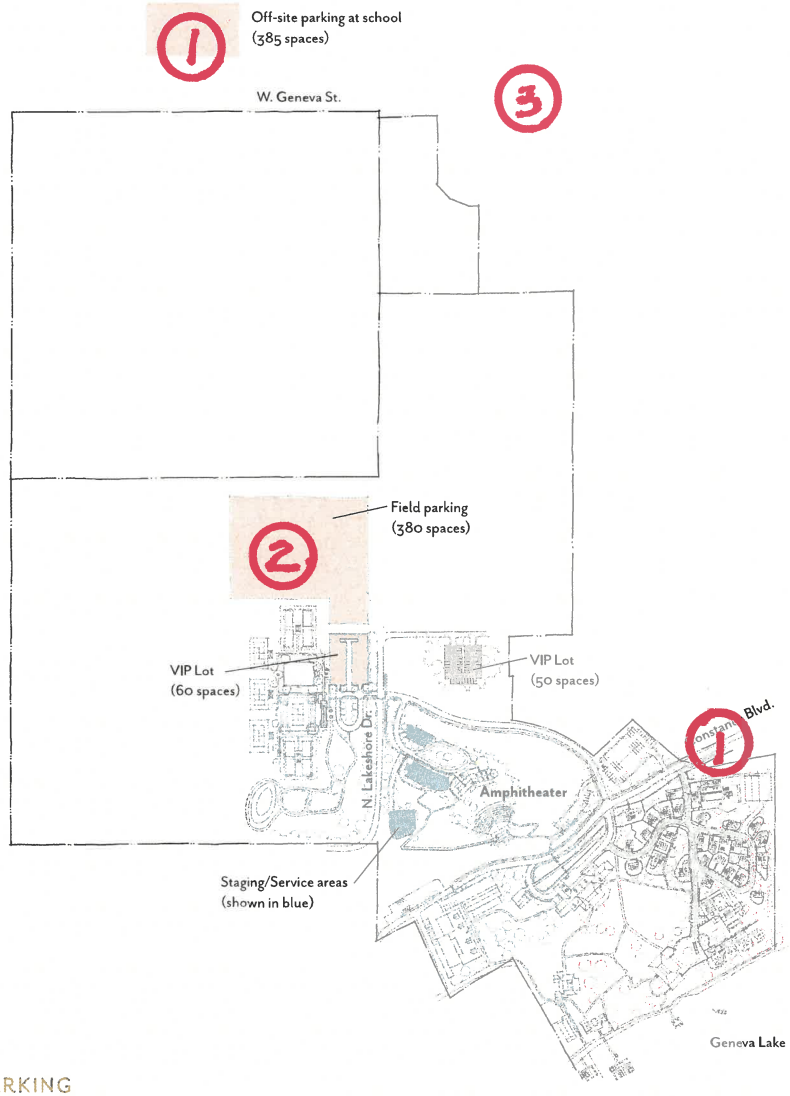
See 11-18-24
Review Comment

PARKING COUNTS

Amphitheater Capacity:	**3,500 people(max ticketed)**
Parking Ratio (per zoning):	**4 people per space**
Parking Required:	**875 spaces**
Parking Provided:	**875 spaces**

NOTES:

- 1,000 spaces provided is the sum of 385 spaces at the school, 110 spaces VIP lots, and 380 spaces field parking.
- Shuttle service provided to/from off-site school parking.
- See parking diagram at right. Special events parking highlighted in pink; staging/services areas highlighted in blue.
- Zoning reference for parking ratio: 390-0309 C (4)
- Assumed 10 live performance days per year with eligible hours from 12pm to 10pm.
- Traffic control and pedestrian crossing assistance will be provided at events.
- Amphitheater capacity of 3,500 people is comparable to other rural venues, including:
  - Chautauqua Amphitheater, Chautauqua, NY (4,400 seats)
  - Cushing Memorial Amphitheater, Mill Valley, CA (4,000 seats)
  - Millennium Amphitheater, Arcadia, WI (4,500 seats)
- Example performances:
  - Lake Geneva Symphony Orchestra
  - Musicians and bands
  - Comedians
  - Thought leaders



SPECIAL EVENTS PARKING

See 11-18-24
Review Comment

3 Legend

General Treatment of Natural Features

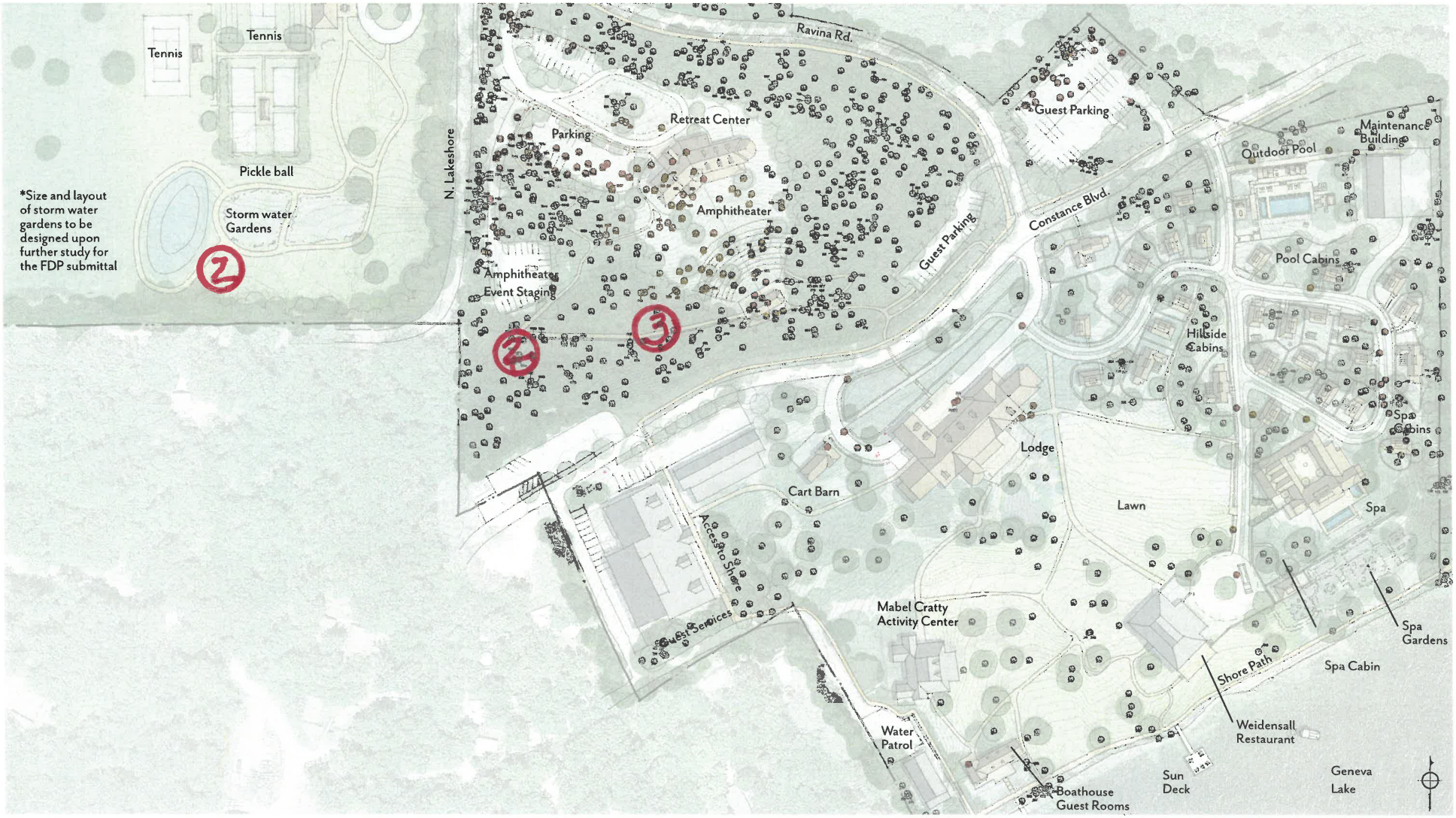
The proposed Preserve development spans approximately 98 acres, featuring substantial frontage along Geneva Lake. The property includes 8.4 acres of Primary Environmental Corridor (PEC) and areas of steep terrain with slopes exceeding 12%. The PEC primarily lies between N. Lakeshore Drive, Ravina Road, and Constance Boulevard, where steep slopes are prevalent throughout the site. The development concept focuses on preserving the natural landscape, including key view corridors and steep slopes, while minimizing disturbances within the PEC. Less than 10% of the PEC will be impacted by impervious surfaces, ensuring that over 90% remains permeable. A proposed amphitheater thoughtfully integrates into the existing topography, using natural slopes for seating while preserving mature trees within the surrounding area. This "soft touch" approach is a hallmark of the development strategy, exemplified by the identification, health evaluation, and mapping of 1,224 trees on the property. This meticulous information will guide the design process, enhancing the site's natural beauty and ecological integrity.



ENVIRONMENTAL CORRIDOR AND STEEP SLOPES

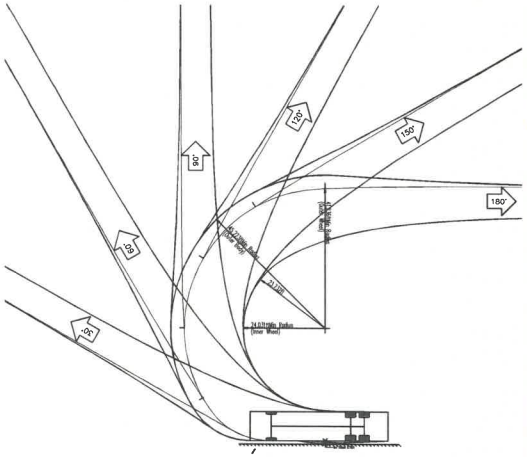
See 11-18-24
Review Comment

Legend



POTENTIAL TREE REMOVAL DIAGRAM FOR
NEW BUILDINGS AND ROADS

See 11-18-24
Review Comment





6 Legend

EMS ACCESS DIAGRAM



INTERNAL ROAD SLOPES DIAGRAM

EGERT LAW, S.C.

835 Geneva Parkway North, Suite 1
Lake Geneva, WI 53147

Nicholas A. Egert, Attorney

Debora K. Arnold, Paralegal
Jean C. Rossmiller, Legal Assistant

Telephone: 262-248-6600
Facsimile: 262-248-6262
info@egertlawfirm.com

October 7, 2024

VIA E-MAIL
Ms. Bonnie Schaeffer, Zoning Administrator
Village of Williams Bay
250 Williams Street
Williams Bay, WI 53191

Re: Amended Application to Amend Comprehensive Plan
The George Williams College Campus, 350 Constance Blvd., Williams Bay
Tax Parcel Nos. WWUP 00011, WGT 00010, WGT 00009,
WA499800002, and E W 200020

Dear Bonnie:

As you will recall, I represent Topography Hospitality, LLC, ("Topography"), who is under contract to purchase the above-referenced parcels, commonly known as George Williams College Campus and more particularly described on Exhibit A, which is attached hereto and incorporated herein by this reference (the "Property"). We appreciate the Village's decision to consider a review of and possible amendment to its Comprehensive Plan. Topography now asks that the Village proceed with its consideration and adoption of an amendment to its Comprehensive Plan.

Pursuant to the procedure described in Wisconsin Statutes Section 66.1001(4), Topography hereby applies and petitions the Village of Williams Bay to amend the text of its Comprehensive Plan, as well as the Future Land Use Map contained in the Comprehensive Plan, as follows.

First, we respectfully request that the future land use category presently identified as "Institutional Campus" be retitled to be known as "Institutional Campus and Limited Resort" and adopt the corresponding text revision for this future land use category, as set forth in Exhibit B, which is attached hereto and incorporated herein by this reference.

Second, we respectfully request that the Village consider a map amendment with respect to Tax Parcel No. E W 200020 (the "Southern Preserve Parcel"). The Southern Preserve Parcel is a 40-acre parcel that is largely unimproved and was formerly part of the George Willams golf course.

The Southern Preserve Parcel is identified as "Planned Neighborhood" under the current Comprehensive Plan. We ask that the future land use map be amended to designate this parcel part of the aforementioned "Institutional Campus and Limited Resort" future land use category. A depiction of the Southern Preserve Parcel is attached hereto as Exhibit C and incorporated herein by this reference.

Lastly, an updated Site Plan for the Property is included herewith. The Site Plans shows minor updates to the main campus area along with additional detail of the vision hill amphitheater and retreat center. The Southern Preserve Parcel is planned to be annexed into the Village in conjunction with Topography's subsequent application for Concept Plan Approval. The Southern Preserve Parcel would be home to a racquet center and join the rest of the former golf course as part of the Preserve. The forty acre parcel to its North is planned for possible future annexation depending on (1) Topography's ability to do so without creating an "island" in the Town of Walworth and (2) further planning with the Village's for this parcel's optimal future land use plans.

We appreciate the work and effort of the Village and its staff in this matter to date. We agree with the staff's suggestion of continuing with the process (as set forth by Ms. Sonja Kruesel of Vandewalle & Associates, Inc.) with the optional meeting to discuss this application with the Plan Commission prior to the requisite public hearing. We hope this will allow for more specific discussions and feedback for all parties and stakeholders.

Sincerely,



Nicholas A. Egert

NAE/jcr
Enclosures

cc: Mr. William Duncan, Village President (with enclosures)
Mr. David Lothspeich, Village Administrator (with enclosures)
Mr. Mark Schroeder, Village Attorney (with enclosures)
Topography Hospitality, Inc. (with enclosures)
Aurora University (with enclosures)

EXHIBIT "A"
Legal Description

Parcel 1:

A parcel of land located in the SW 1/4 of Section 1, T1N, R16E, and the NW 1/4 of Section 12, T1N, R16E, Village of Williams Bay, Walworth County, Wisconsin, described as follows:

Beginning on the Easterly line of the Williams Bay-Fontana Road at a point located 40.00 feet South of the North line of said Southwest 1/4 of Section 1; thence N 44° 52' E 21.63 feet to a point on the South line of State Trunk Highway No. "36" (now Highway "67"/ West Geneva Street) located 40.00 feet East of the West line of said Southwest 1/4 of Section 1; thence N 88° 45' E along the South line of said highway 169.91 feet to the Northwest corner of Lot 14 of Observatory Subdivision as recorded in Volume 5 of Plats on Page 102, at the Office of the Register of Deeds in Elkhorn, Wisconsin; thence S 1° 00' W along the West line of said Lot 14, 302.32 feet; thence N 88° 45' E along the South line of said Lots 14 and 13, 135.76 feet to the centerline of Observatory Place as shown on the recorded plat of Observatory Subdivision; thence S 1° 00' W along the centerline of said road 352.00 feet; thence N 88° 45' E 360.00 feet to the Southeast corner of Lot 28 of Observatory Subdivision; thence S 1° 03' W along the East line of said subdivision 591.00 feet; thence S 88° 45' W 15.00 feet; thence S 1° 03' W along the centerline of Tennis Avenue, (now vacated) as shown on the plat of Grand Terrace Subdivision as recorded in Volume 5, Page 15 and 16 of Plats at the Office of the Register of Deeds in Elkhorn, Wisconsin, 615.00 feet to the North line of Grand View Avenue; thence S 88° 45' W along the North line of said Grand View Avenue 664.18 feet to the East line of the Williams Bay-Fontana Road; thence N 1° 00' E along said East line 1845.18 feet to the place of beginning.

ALSO beginning at the intersection of the East line of said Williams Bay-Fontana Road and the South line of Grand View Avenue; thence N 88° 45' E along the South line of said Grand View Avenue 440.45 feet to the Northwest corner of Lot 65 of Grand Terrace Subdivision; thence S 1° 00' W along the West line of said Lot 65, 141.14 feet; thence N 88° 45' E 14.00 feet to a point on the North line of Lot 56 of Grand Terrace Subdivision located 25.00 feet East of the Northwest corner of said Lot 56; thence S 1° 00' W 162.38 feet to a concrete monument located on the South line of said Lot 56; thence Southeasterly along the Southerly line of Lots 56, 55, 54, and 53 of Grand Terrace Subdivision to a concrete monument located on the most Southerly corner of said Lot 53 and located S 65° 55' E 324.07 feet from the last mentioned concrete monument; thence N 46° 56' E along the Southeasterly line of said Lot 53 and the Northeasterly extension of said line 195.49 feet to the centerline of Tennis Avenue (now vacated) and a concrete monument; thence South-Southeasterly along the centerline of said Tennis Avenue (now vacated) to a concrete monument on the Northerly line of Constance Boulevard located S 49° 02' E 223.13 feet from the last mentioned concrete monument; thence S 76° 05' E 113.63 feet to a point on the Southerly line of said Constance Boulevard; thence N 77° 40' E 256.30 feet; thence S 1° 02' W 707.59 feet more or less to the shore of Geneva Lake; thence Southwesterly along the shore of Geneva Lake 856 feet more or less to the most Easterly corner of Lot 8, Grand Terrace Subdivision; thence N 27° 59' W along the Easterly line of said Lot 8, 401.16 feet to the Southerly line of Outing Street; thence N 13° 48' W 20.00 feet to a concrete monument on the Northerly line of said Outing Street; thence Westerly and Southwesterly along the Northerly line of said Outing Street 288.12 feet more or less to the most Easterly corner of the Southwesterly 30.00 feet of Lot 26, Grand Terrace Subdivision; thence N 23° 32' W along the Northeasterly line of said Southwesterly 30.00 feet and the Northwesterly extension thereof 345.78 feet to the Northerly line of Constance Boulevard; thence S 63° 41' W along the Northerly line of said Constance Boulevard 131.57 feet to the West line of said Section 12; thence N 1° 25' E along the said West line 225.51 feet; thence S 89° 48' E 25.00 feet; thence N 1° 25' E along the East line of Williams Bay-Fontana Road 66.00 feet; thence N 1° 00' E along the East line of said road 736.93 feet to the place of beginning.

ALSO a parcel of land located in Lot 14; Observatory Subdivision, located in the Village of Williams Bay, Walworth County, Wisconsin, described as follows:

EXHIBIT "A"
Legal Description

Beginning at the southwest corner of said Lot 14; thence East along the south line of said lot 45.29 feet; thence N 40° 59' 30" W 66.18 feet to a point on the west line of said Lot 14; thence S 2° 09' 30" W along the west line of said Lot 14, 50.00 feet to the place of beginning.

EXCEPTING THEREFROM a parcel of land located in the Southwest 1/4 of Section 1, TIN, R16E, Village of Williams Bay, Walworth County, Wisconsin, described as follows:

Commencing at the southwest corner of Lot 14, Observatory Subdivision located in said Southwest 1/4; thence East along the south line of said Lot 14, 45.29 feet to the place of beginning; thence S 68° 02' 00" E 80.12 feet; thence N 2° 15' 06" E along the west end of Observatory Place, (a street located in said subdivision), 30.00 feet to the south line of said Lot 14; thence West along the south line of said Lot 14, 75.47 feet to the place of beginning.

ALSO EXCEPTING THEREFROM a parcel of land being part of Lot 9 in Grand Terrace Subdivision, Town of Walworth, Walworth County, Wisconsin, described as:

Beginning on the Eastern boundary of the W 1/2 of Lot 9 in Grand Terrace Subdivision of Town of Walworth, Walworth County, Wisconsin, at the SE corner of land deeded by Catharine V. Albert, to G. Q. Dunlop, thence running a NW direction along the South boundary line of said land owned by G. Q. Dunlop to NE corner of land formerly sold by Catharine V. Albert and Mrs. Demon, about 25 feet thence Southerly in a direction parallel to Western boundary of said Lot 9 and along the Eastern boundary of land owned by Mrs. Demon 40 feet, thence in SE direction to E boundary of said W 1/2 of Lot 9 thence Northerly along said East boundary 40 feet, to place of beginning.

FURTHER EXCEPTING THEREFROM a parcel of land being part of Lot 23 in Grand Terrace Subdivision, Town of Walworth, Walworth County, Wisconsin, described as follows:

Beginning at the northeast corner of lot number twenty three (23) in Grand Terrace Subdivision of a portion of sections one (1) and twelve (12), Town one (1) north, range sixteen (16) east according to a plat of said subdivision recorded March 28, 1892 in Volume five (5) of Plats on page 15; thence running southeasterly along the east line of said lot twenty five (25) feet; thence southwesterly seventeen (17) feet on a line parallel with the northwest line of said lot; thence northwesterly twenty five (25) feet on a line parallel with the east line of said lot; thence northeasterly along the northwest line of said lot to the place of beginning.

Tax Key No: WWUP 00011

Parcel 2:

A parcel of land being part of Lot 9 in Grand Terrace Subdivision at Lake Geneva Wis., Village of Williams Bay, Walworth County, Wisconsin.

Beginning on the Eastern boundary of the W 1/2 of Lot 9 in Grand Terrace Subdivision of Town of Walworth, Walworth County, Wisconsin, at the SE corner of land deeded by Catharine V. Albert, to G. Q. Dunlop, thence running a NW direction along the South boundary line of said land owned by G. Q. Dunlop to NE corner of land formerly sold by Catharine V. Albert and Mrs. Demon, about 25 feet thence Southerly in a direction parallel to Western boundary of said Lot 9 and along the Eastern boundary of land owned by Mrs. Demon 40 feet, thence in SE direction to E boundary of said W 1/2 of Lot 9 thence Northerly along said East boundary 40 feet, to place of beginning.

Tax Key No: WGT 00010

EXHIBIT "A"
Legal Description

Parcel 3:

A parcel of land being part of Lot 23 in Grand Terrace Subdivision, Town of Walworth, Walworth County, Wisconsin, described as follows:

Beginning at the northeast corner of lot number twenty three (23) in Grand Terrace Subdivision of a portion of sections one (1) and twelve (12), Town one (1) North, Range Sixteen (16) East according to a plat of said subdivision recorded March 28, 1892 in Volume five (5) of Plats on page 15; thence running southeasterly along the east line of said lot twenty five (25) feet; thence southwesterly seventeen (17) feet on a line parallel with the northwest line of said lot; thence northwesterly twenty five (25) feet on a line parallel with the east line of said lot; thence northeasterly along the northwest line of said lot to the place of beginning.

Tax Key No: WGT 00009

Parcel 4:

Outlet 1 of Certified Survey Map No. 4998, recorded December 20, 2021, as Document No. 1053121, and being part of Block A and part of Block C of Assessor's Subdivision, being a part of the SE. 1/4 of the SW. 1/4 of Section 1 and the NE. 1/4 of the NW. 1/4 of Section 12, T.01N., R.16E., Village of Williams Bay, Walworth County, Wisconsin.

Tax Parcel No. WA499800002

Parcel 5:

The Southeast quarter of the Southeast quarter of Section 2 in Township 1 North, Range 16 East, Town of Walworth, Walworth County, Wisconsin.

Tax Key No. E W 200020

Institutional Campus and Limited Resort

Description: This future land use category is intended to encompass large-scale campuses for George Williams College, Women's Leadership Center, and Yerkes Observatory. Institutional Campus uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written. This category also includes potential for limited resort and resort-related incidental uses.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district and the P&R Parks and Recreation Zoning District. A Planned Development Overlay zoning district may be used to enable limited resort and resort-related land uses consistent with the policies and programs listed below.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Preserve key campuses to advance the Village's image as place for education, tourism, and outdoor recreation.
2. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for campus uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
3. Encourage campus uses to be designed to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
4. Leverage these uses long-term to promote tourism in Williams Bay. See the Economic Development Chapter for more information.
5. Limited resort land uses may include visitor accommodations such as hotels, motels, cottages, cabins and similar uses made available for short-term commercial indoor lodging. The overall density shall not exceed a density of 2 commercial indoor lodging units per acre.
6. Resort-related incidental uses may include indoor and/or outdoor recreational facilities, and commercial, professional, or conference facilities and activities that support and are integrated with the resort in a setting of significant natural amenities. These facilities shall be primarily designed to serve the resort visitors, either day visitors or overnight visitors, but may provide some goods and services for the public. Related facilities shall be incidental to the resort itself and may not be established without a resort facility as the primary land use.
    a) Indoor and outdoor recreational facilities may include, but are not necessarily limited to, tennis and other sport courts, swimming pools, hiking and nature trails, and other limited impact recreational facilities. Waterfront related facilities may be limited through establishment of the Planned Development Overlay zoning district.
    b) Visitor-oriented commercial, professional, or conference facilities may include eating and drinking establishments, meeting facilities, on-site retail business and services, and cultural and educational facilities including but not limited to indoor and outdoor theaters and entertainment facilities.
    c) Outdoor recreational facilities, theaters, or entertainment may have limited development and/or operational parameters established through the Planned Development Overlay zoning district to ensure compatibility with the surrounding area.
7. A limited resort campus should include significant natural amenities and open space, with the overall character reflecting a low-intensity development compatible with nearby institutional uses, with the natural environment, and with Geneva Lake.
8. Pedestrian access along the Geneva Shore Path shall be preserved. Public pedestrian access through the property to on-site natural amenities that are available to the public and to the Geneva Shore Path is encouraged.

Institutional Campus and Limited Resort

Description: This future land use category is intended to encompass large-scale campuses for George Williams College, Women's Leadership Center, and Yerkes Observatory. Institutional Campus uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written. This category also includes potential for limited resort and resort-related incidental uses.

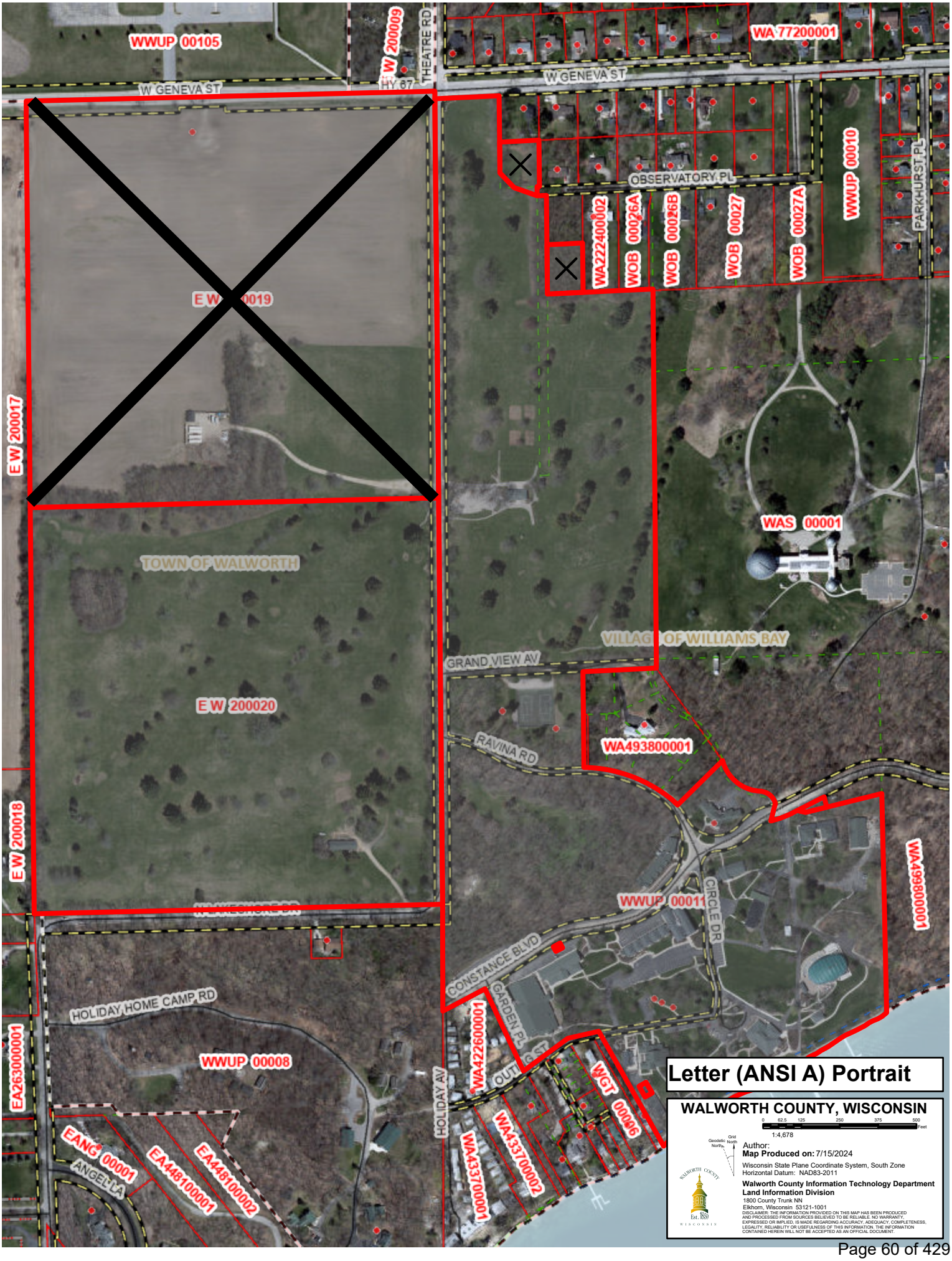
Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district and the P&R Parks and Recreation Zoning District. A Planned Development Overlay zoning district may be used to enable limited resort and resort-related land uses consistent with the policies and programs listed below.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

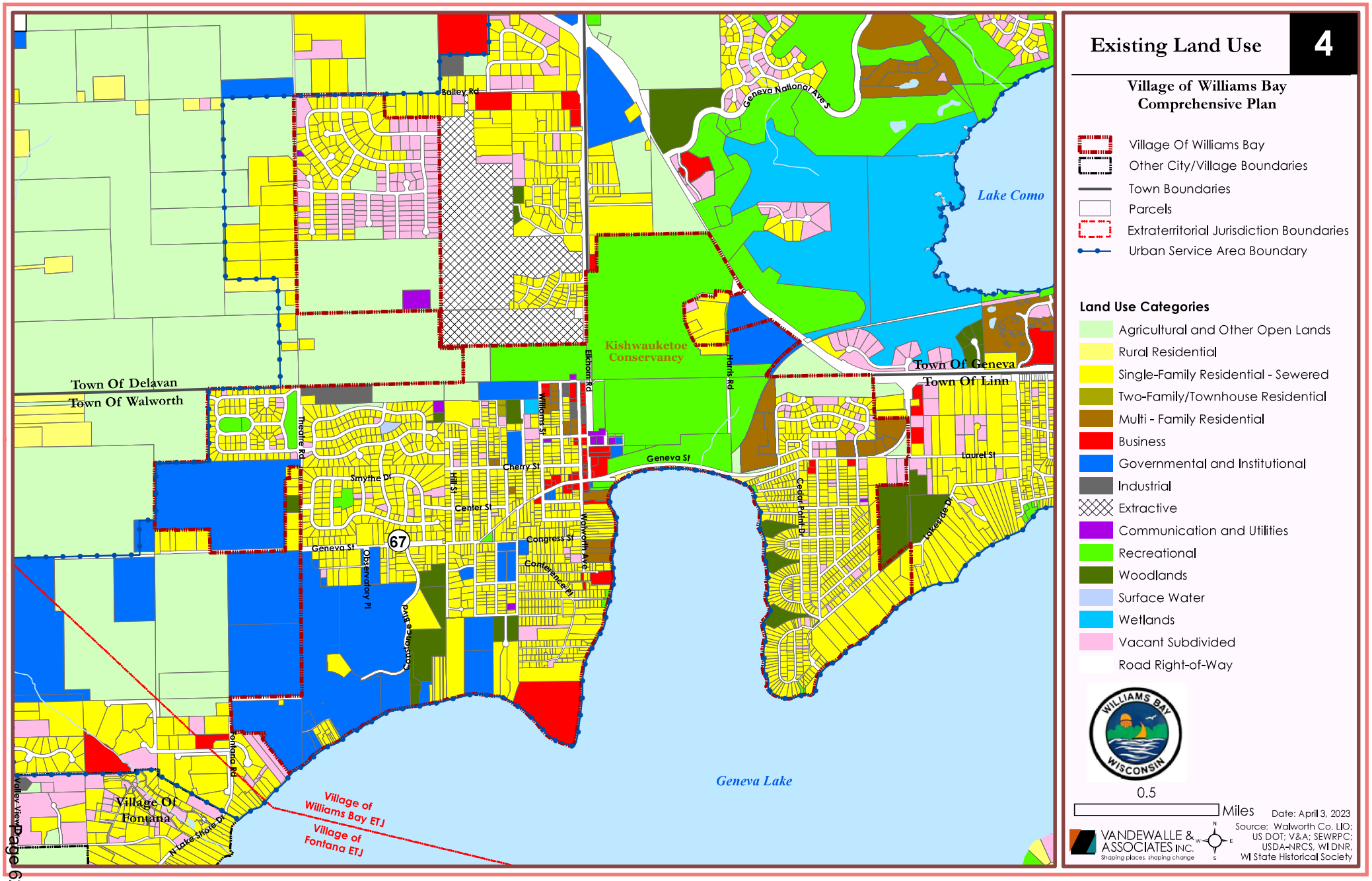
1. Preserve key campuses to advance the Village's image as place for education, tourism, and outdoor recreation.
2. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for campus uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
3. Encourage campus uses to be designed to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
4. Leverage these uses long-term to promote tourism in Williams Bay. See the Economic Development Chapter for more information.
5. -Limited resort land uses may include visitor accommodations such as hotels, motels, cottages, cabins and similar uses made available for short-term commercial indoor lodging. The overall density shall not exceed a density of 2 commercial indoor lodging units per acre.
6. Resort-related incidental uses may include indoor and/or outdoor recreational facilities, and commercial, professional, or conference facilities and activities that support and are integrated with the resort in a setting of significant natural amenities. These facilities shall be primarily designed to serve the resort visitors, either day visitors or overnight visitors, but may provide some goods and services for the public. Related facilities shall be incidental to the resort itself and may not be established without a resort facility as the primary land use.
    a) Indoor and outdoor recreational facilities may include, but are not necessarily limited to, tennis and other sport courts, swimming pools, hiking and nature trails, and other limited impact recreational facilities. Waterfront related facilities may be limited through establishment of the Planned Development Overlay zoning district.
    b) Visitor-oriented commercial, professional, or conference facilities may include eating and drinking establishments, meeting facilities, on-site retail business and services, and cultural and educational facilities including but not limited to indoor and outdoor theaters and entertainment facilities.
    c) Outdoor recreational facilities, theaters, or entertainment may have limited development and/or operational parameters established through the Planned Development Overlay zoning district to ensure compatibility with the surrounding area.
7. A limited resort campus should include significant natural amenities and open space, with the overall character reflecting a low-intensity development compatible with nearby institutional uses, with the natural environment, and with Geneva Lake.
8. Pedestrian access along the Geneva Shore Path shall be preserved. Public pedestrian access through the property to on-site natural amenities that are available to the public and to the Geneva Shore Path is encouraged.

EXHIBIT C


E W 200019
N LAKESHORE DR
E W 200017
TOWN OF WALWORTH
E W 200020
GRAND VIEW AV
WWUP 00011
445
RAVINA RD
E W 200018
N2051
E W 1100002C
355
N2047
E W 1100001C
VILLAGE OF WILLIAMS BAY
W HOLIDAY HOME CAMP RD
N2037
EA263000001
Letter (ANSI A) Portrait
WALWORTH COUNTY, WISCONSIN
0 37.5 75 150 225 300
Feet
1:2,773
Grid North
Geodetic North
Author:
Map Produced on: 7/19/2024
Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD83-2011
Walworth County Information Technology Department
Land Information Division
1800 County Trunk NN
Elkhorn, Wisconsin 53121-1001
DISCLAIMER: THE INFORMATION PROVIDED ON THIS MAP HAS BEEN PRODUCED AND PROCESSED FROM SOURCES BELIEVED TO BE RELIABLE. NO WARRANTY, EXPRESSED OR IMPLIED, IS MADE REGARDING ACCURACY, ADEQUACY, COMPLETENESS, LEGALITY, RELIABILITY OR USEFULNESS OF THIS INFORMATION. THE INFORMATION CONTAINED HEREIN WILL NOT BE ACCEPTED AS AN OFFICIAL DOCUMENT.


WWUP 00105
W 200009
THEATRE RD
HY 67
W GENEVA ST
WA 77200001
OBSERVATORY PL
WWUP 00010
PARKHURST PL
WA222400002
WOB 00026A
WOB 00026B
WOB 00027
WOB 00027A
E W 200019
E W 200017
TOWN OF WALWORTH
WAS 00001
VILLAGE OF WILLIAMS BAY
GRAND VIEW AV
E W 200020
RAVINA RD
WA493800001
E W 200018
WWUP 00011
CIRCLE DR
WA499800001
CONSTANCE BLVD
GARDEN PL
HOLIDAY HOME CAMP RD
WWUP 00008
EA263000001
WA422600001
OUTLOT
WGT 00006
HOLIDAY AV
WA433700002
WA433700001
EANG 00001
ANGEL LA
EA448100001
EA448100002
Letter (ANSI A) Portrait
WALWORTH COUNTY, WISCONSIN
0 62.5 125 250 375 500 Feet
1:4,678
Grid North
Geodetic North
Author:
Map Produced on: 7/15/2024
Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD83-2011
Walworth County Information Technology Department
Land Information Division
1800 County Trunk NN
Elkhorn, Wisconsin 53121-1001
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Smythe Dr
Forest Dr
Hill St
Oakwood
Center St
Frost Dr
67
Park St
2
1
N Lake Shore Dr
Constance Blvd
Dartmouth Rd
Stam St
Grandview Ave
Fontana Rd
12
N Lake Shore Dr
Village of
Williams Bay ETJ
Village of


Existing Land Use
4
Village of Williams Bay
Comprehensive Plan
Village Of Williams Bay
Other City/Village Boundaries
Town Boundaries
Parcels
Extraterritorial Jurisdiction Boundaries
Urban Service Area Boundary
Land Use Categories
Agricultural and Other Open Lands
Rural Residential
Single-Family Residential - Sewered
Two-Family/Townhouse Residential
Multi - Family Residential
Business
Governmental and Institutional
Industrial
Extractive
Communication and Utilities
Recreational
Woodlands
Surface Water
Wetlands
Vacant Subdivided
Road Right-of-Way
Lake Como
Geneva Lake
Kishwauketoe Conservancy
Town Of Delavan
Town Of Walworth
Town Of Geneva
Town Of Linn
Village Of Fontana
Village of Williams Bay ETJ
Village of Fontana ETJ
Bailey Rd
Geneva National Ave S
Elkhorn Rd
Harris Rd
Williams St
Theatre Rd
Smythe Dr
Hill St
Cherry St
Center St
Geneva St
Laurel St
Cedar Point Dr
Idlewilde Pl
Walworth Ave
Congress St
Conference Pl
Observatory Pl
Fontana Blvd
Valley View Dr
N Lake Shore Dr
67
0.5
Miles
Date: April 3, 2023
Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; USDA-NRCS, WI DNR, WI State Historical Society
VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

SITE PLAN



Site Plan of Entire Property

THE PRESERVE - GENEVA LAKE

AMENDED

Planning Request Application
Village of Williams Bay

250 Williams Street • PO Box 580 • Williams Bay, WI 53191
Phone: 262-245-2700 • Fax: 262-245-2705

Request:
Please check all that apply.

- ☐ **Site Plan** [§390.1206] - $200.00 plus $.04/sf floor area
- ☐ **Conditional Use Permit (CUP)** [§390.1207] - $500.00
- ☐ **Certificate of Compliance** [§390.1211] - $200.00
- ☐ **Temporary Use Permit** [§390.1208] - $200.00
- ☐ **Preliminary Plat** - $200.00 plus $20.00 per lot
- ☐ **Certified Survey Map (CSM)** - $200.00 plus $20.00 per lot
- ☐ **Final Plat** - $100.00 plus $10.00 per lot
- ☒ **Planned Development Overlay (PDO)** [§390.0709] - $500.00
- ☐ **Planned Development Amendment** - $500.00
- ☐ **Zoning Text or Map Amendment** [§390.1204] - $500.00
- ☐ **Project Concept Review** - $200.00
- ☐ **Land Use Plan Amendment** - $500.00
- ☐ **Interpretation** [§390.1216] - $200.00
- ☐ **Appeal** [§390.1217] - $500.00
- ☐ **Other:** _____ Fee: _____

Date application was received:

Fee Paid:

Physical Address of Site: Aurora University - George Williams College Campus

Tax Parcel Number: WWUP 00011, WGT 00010, WGT 00009, WA499800002, and E W 200020

Project or Development Name: The Preserve at Williams Bay

Applicant
Name: Topography Hospitality, LLC
Mailing Address: 444 W. Lake St. Suite 3450
Chicago, IL60606
eMail: dslomiany@topography.com
Phone: 312-833-1308

Owner of Site
Name: Aurora Univerisity
Mailing Address: PO Box 210
Williams Bay, WI 53191
eMail: smaxwell@aurora.edu
Phone: 630-844-5630

Legal Representative
Name: Attorney Nicholas A. Egert, Egert Law, S.C.
Mailing Address: 835 Geneva Parway North, Suite 1
Lake Geneva, WI 53147
eMail: nick@egertlawfirm.com
Phone: 262-248-6600

Architect, Engineer, Contractor
Name: Kevin P. Clark, Historical Concepts
Mailing Address: 414 Bill Kennedy Way SE, Suite 301
Atlanta, GA 30316
eMail: kevin.clark@historicalconcepts.com
Phone: 678-325-6665

Legal Description of Site (Attach separate sheet if additional space is needed):
See attached Exhibit A.

Please answer all applicable. Missing or incomplete information may deem this application "incomplete," delaying or prohibiting a review.

Current Zoning of Site: P & I **Current Overlay Districts of Site:** _____

Proposed Zoning of Site: PDO

Proposed type of structure of use: See attached Conceptual Plan.

Proposed use of structure or site: See attached Conceptual Plan.

Statement of proposed use of property, with pertinent facts regarding the size of area involved, extent of development, type of operation, etc. (Attach separate sheet if additional space is needed):
See attached Conceptual Plan.

Statement showing compatibility of proposed zoning district and/or proposed use to the Village Comprehensive Plan: (Attach separate sheet if additional space is needed)
See attached Conceptual Plan.

Statement showing compatibility of proposed zoning district and/or proposed use with adjacent properties and neighborhoods (Attach separate sheet if additional space is needed):
See attached Conceptual Plan.

Print Applicant's Name: Topography Hospitality, LLC **Date:** _____

Signature of Applicant: DR
Darrell Slomiany (Oct 7, 2024 16:40 CDT)
By: Darrell Slomiany

EXHIBIT "A"
Legal Description

Parcel 1:

A parcel of land located in the SW 1/4 of Section 1, T1N, R16E, and the NW 1/4 of Section 12, T1N, R16E, Village of Williams Bay, Walworth County, Wisconsin, described as follows:

Beginning on the Easterly line of the Williams Bay-Fontana Road at a point located 40.00 feet South of the North line of said Southwest 1/4 of Section 1; thence N 44° 52' E 21.63 feet to a point on the South line of State Trunk Highway No. "36" (now Highway "67"/ West Geneva Street) located 40.00 feet East of the West line of said Southwest 1/4 of Section 1; thence N 88° 45' E along the South line of said highway 169.91 feet to the Northwest corner of Lot 14 of Observatory Subdivision as recorded in Volume 5 of Plats on Page 102, at the Office of the Register of Deeds in Elkhorn, Wisconsin; thence S 1° 00' W along the West line of said Lot 14, 302.32 feet; thence N 88° 45' E along the South line of said Lots 14 and 13, 135.76 feet to the centerline of Observatory Place as shown on the recorded plat of Observatory Subdivision; thence S 1° 00' W along the centerline of said road 352.00 feet; thence N 88° 45' E 360.00 feet to the Southeast corner of Lot 28 of Observatory Subdivision; thence S 1° 03' W along the East line of said subdivision 591.00 feet; thence S 88° 45' W 15.00 feet; thence S 1° 03' W along the centerline of Tennis Avenue, (now vacated) as shown on the plat of Grand Terrace Subdivision as recorded in Volume 5, Page 15 and 16 of Plats at the Office of the Register of Deeds in Elkhorn, Wisconsin, 615.00 feet to the North line of Grand View Avenue; thence S 88° 45' W along the North line of said Grand View Avenue 664.18 feet to the East line of the Williams Bay-Fontana Road; thence N 1° 00' E along said East line 1845.18 feet to the place of beginning.

ALSO beginning at the intersection of the East line of said Williams Bay-Fontana Road and the South line of Grand View Avenue; thence N 88° 45' E along the South line of said Grand View Avenue 440.45 feet to the Northwest corner of Lot 65 of Grand Terrace Subdivision; thence S 1° 00' W along the West line of said Lot 65, 141.14 feet; thence N 88° 45' E 14.00 feet to a point on the North line of Lot 56 of Grand Terrace Subdivision located 25.00 feet East of the Northwest corner of said Lot 56; thence S 1° 00' W 162.38 feet to a concrete monument located on the South line of said Lot 56; thence Southeasterly along the Southerly line of Lots 56, 55, 54, and 53 of Grand Terrace Subdivision to a concrete monument located on the most Southerly corner of said Lot 53 and located S 65° 55' E 324.07 feet from the last mentioned concrete monument; thence N 46° 56' E along the Southeasterly line of said Lot 53 and the Northeasterly extension of said line 195.49 feet to the centerline of Tennis Avenue (now vacated) and a concrete monument; thence South-Southeasterly along the centerline of said Tennis Avenue (now vacated) to a concrete monument on the Northerly line of Constance Boulevard located S 49° 02' E 223.13 feet from the last mentioned concrete monument; thence S 76° 05' E 113.63 feet to a point on the Southerly line of said Constance Boulevard; thence N 77° 40' E 256.30 feet; thence S 1° 02' W 707.59 feet more or less to the shore of Geneva Lake; thence Southwesterly along the shore of Geneva Lake 856 feet more or less to the most Easterly corner of Lot 8, Grand Terrace Subdivision; thence N 27° 59' W along the Easterly line of said Lot 8, 401.16 feet to the Southerly line of Outing Street; thence N 13° 48' W 20.00 feet to a concrete monument on the Northerly line of said Outing Street; thence Westerly and Southwesterly along the Northerly line of said Outing Street 288.12 feet more or less to the most Easterly corner of the Southwesterly 30.00 feet of Lot 26, Grand Terrace Subdivision; thence N 23° 32' W along the Northeasterly line of said Southwesterly 30.00 feet and the Northwesterly extension thereof 345.78 feet to the Northerly line of Constance Boulevard; thence S 63° 41' W along the Northerly line of said Constance Boulevard 131.57 feet to the West line of said Section 12; thence N 1° 25' E along the said West line 225.51 feet; thence S 89° 48' E 25.00 feet; thence N 1° 25' E along the East line of Williams Bay-Fontana Road 66.00 feet; thence N 1° 00' E along the East line of said road 736.93 feet to the place of beginning.

ALSO a parcel of land located in Lot 14; Observatory Subdivision, located in the Village of Williams Bay, Walworth County, Wisconsin, described as follows:

EXHIBIT "A"
Legal Description

Beginning at the southwest corner of said Lot 14; thence East along the south line of said lot 45.29 feet; thence N 40° 59' 30" W 66.18 feet to a point on the west line of said Lot 14; thence S 2° 09' 30" W along the west line of said Lot 14, 50.00 feet to the place of beginning.

EXCEPTING THEREFROM a parcel of land located in the Southwest 1/4 of Section 1, TIN, R16E, Village of Williams Bay, Walworth County, Wisconsin, described as follows:

Commencing at the southwest corner of Lot 14, Observatory Subdivision located in said Southwest 1/4; thence East along the south line of said Lot 14, 45.29 feet to the place of beginning; thence S 68° 02' 00" E 80.12 feet; thence N 2° 15' 06" E along the west end of Observatory Place, (a street located in said subdivision), 30.00 feet to the south line of said Lot 14; thence West along the south line of said Lot 14, 75.47 feet to the place of beginning.

ALSO EXCEPTING THEREFROM a parcel of land being part of Lot 9 in Grand Terrace Subdivision, Town of Walworth, Walworth County, Wisconsin, described as:

Beginning on the Eastern boundary of the W 1/2 of Lot 9 in Grand Terrace Subdivision of Town of Walworth, Walworth County, Wisconsin, at the SE corner of land deeded by Catharine V. Albert, to G. Q. Dunlop, thence running a NW direction along the South boundary line of said land owned by G. Q. Dunlop to NE corner of land formerly sold by Catharine V. Albert and Mrs. Demon, about 25 feet thence Southernly in a direction parallel to Western boundary of said Lot 9 and along the Eastern boundary of land owned by Mrs. Demon 40 feet, thence in SE direction to E boundary of said W 1/2 of Lot 9 thence Northerly along said East boundary 40 feet, to place of beginning.

FURTHER EXCEPTING THEREFROM a parcel of land being part of Lot 23 in Grand Terrace Subdivision, Town of Walworth, Walworth County, Wisconsin, described as follows:

Beginning at the northeast corner of lot number twenty three (23) in Grand Terrace Subdivision of a portion of sections one (1) and twelve (12), Town one (1) north, range sixteen (16) east according to a plat of said subdivision recorded March 28, 1892 in Volume five (5) of Plats on page 15; thence running southeasterly along the east line of said lot twenty five (25) feet; thence southwesterly seventeen (17) feet on a line parallel with the northwest line of said lot; thence northwesterly twenty five (25) feet on a line parallel with the east line of said lot; thence northeasterly along the northwest line of said lot to the place of beginning.

Tax Key No: WWUP 00011

Parcel 2:

A parcel of land being part of Lot 9 in Grand Terrace Subdivision at Lake Geneva Wis., Village of Williams Bay, Walworth County, Wisconsin.

Beginning on the Eastern boundary of the W 1/2 of Lot 9 in Grand Terrace Subdivision of Town of Walworth, Walworth County, Wisconsin, at the SE corner of land deeded by Catharine V. Albert, to G. Q. Dunlop, thence running a NW direction along the South boundary line of said land owned by G. Q. Dunlop to NE corner of land formerly sold by Catharine V. Albert and Mrs. Demon, about 25 feet thence Southernly in a direction parallel to Western boundary of said Lot 9 and along the Eastern boundary of land owned by Mrs. Demon 40 feet, thence in SE direction to E boundary of said W 1/2 of Lot 9 thence Northerly along said East boundary 40 feet, to place of beginning.

Tax Key No: WGT 00010

EXHIBIT "A"
Legal Description

Parcel 3:

A parcel of land being part of Lot 23 in Grand Terrace Subdivision, Town of Walworth, Walworth County, Wisconsin, described as follows:

Beginning at the northeast corner of lot number twenty three (23) in Grand Terrace Subdivision of a portion of sections one (1) and twelve (12), Town one (1) North, Range Sixteen (16) East according to a plat of said subdivision recorded March 28, 1892 in Volume five (5) of Plats on page 15; thence running southeasterly along the east line of said lot twenty five (25) feet; thence southwesterly seventeen (17) feet on a line parallel with the northwest line of said lot; thence northwesterly twenty five (25) feet on a line parallel with the east line of said lot; thence northeasterly along the northwest line of said lot to the place of beginning.

Tax Key No: WGT 00009

Parcel 4:

Outlet 1 of Certified Survey Map No. 4998, recorded December 20, 2021, as Document No. 1053121, and being part of Block A and part of Block C of Assessor's Subdivision, being a part of the SE. 1/4 of the SW. 1/4 of Section 1 and the NE. 1/4 of the NW. 1/4 of Section 12, T.01N., R.16E., Village of Williams Bay, Walworth County, Wisconsin.

Tax Parcel No. WA499800002

Parcel 5:

The Southeast quarter of the Southeast quarter of Section 2 in Township 1 North, Range 16 East, Town of Walworth, Walworth County, Wisconsin.

Tax Key No. E W 200020

Dear Village of Williams Bay,

Below is a list of the adjustments that have been made to The Preserve documents over the last year as we have reviewed the project with you. This list has been made with the intent to provide greater clarity and transparency, ensuring that all parties involved have the most up-to-date and accurate information. Our hope is that by clearly communicating these changes, we can work collaboratively to keep the process as smooth and efficient as possible.

Changes from January 2024 informational presentation to July 26, 2024 Conceptual Plan Submission:
- The estimate key count went from 52 to 60-70 as the program developed and was refined.
- A Racquet Pavilion and courts were added to the southeast corner of the Preserve. This was a result of marketing research and feedback from the local community about preferred amenities. The location adjacent to the preserve seemed ideal due to the outdoor wellness program.
- Several existing buildings along Constance that were originally planned to be retained for lodgings were omitted and replaced with Cabins and an outdoor pool. When further evaluated the existing buildings were found to be less adaptable that originally anticipated.
- Program for a micro-distillery was assigned to one of the existing buildings.
- The parking lot shown behind the Spa was relocated to be north of Constance as we attempted to make the site south of Constance more pedestrian friendly. Instead, the existing road from Constance down to Weidensall to remain as an EMS access road in an attempt to limit regrading and tree loss.

Changes from the July 26, 2024 Conceptual Plan Submission to the September 16, 2024 GDP Submission:
- Cabins were relocated to be concentrated in the northeast corner of the lakefront site. This will allow for less roads to accomplish required EMS access and limit regrading and tree removal when compared to the previous concept of having the cabins sprinkled across the site.
- The existing building adjacent to the Guest Services Building is now being retained for temporary/seasonal staff housing.
- The program for micro-distillery was removed from the project due to Village Board feedback.
- A Cart Barn storage building as added west of the Lodge.
- The existing Maintenance building near Constance at the east side of the site was again slated to be maintained.

Changes from the September 16, 2024 GDP Submission to the October 7th GDP Submission:
- Cabin count further refined from 60-70 keys to 68 keys and defined by type.
- Added Zoning Table per Village Staff Request
- Made changes to site plan per Village Staff Concerns (removed pedestrian bridge, removed northeast corner of site from application, and removed potential future cabins.
- Added parking count pages per Village Staff Request
- Created Amphitheater comparison pages to address concerns heard by Village Staff from residents.
- Added this cover letter outlining changes made between each meeting/deliverable.

Changes from the October 7th GDP Submission to the November 6th GDP Submission:
- Revisions to the Utilities Diagram on page 45 to address concerns raised by the Village Engineer on 10/22/2024.
- Revisions to the Stormwater Diagram on page 46 to address concerns raised by the Village Engineer on 10/22/2024.
- Revisions to the Right of Way and Easements Diagrams on page 47 to address concerns raised by the Village Engineer on 10/22/2024.
- Revisions to the Proposed Street Section Diagrams on pages 48-50 to address concerns raised by the Village Engineer on 10/22/2024.
- A clarification to the parking count information on page 52 to answer a question raised by the Village Zoning Administrator on 10/22/2024
- Diagram showing overlay of new site plan and existing tree survey provided on page 55 per request from the Village Zoning Administrator on 10/22/2024
- Revision to the overall site plan removing the existing chapel currently located adjacent to the existing Mabel Cratty Building. This is to address the safety concerns about access to the Water Safety Protrol Building raised by the Village Engineer on 10/22/2024

Please find the revised documents attached for your review. If you or your team have any questions or require further clarification on any of the updates, I would be happy to meet and discuss them at your convenience. Your time and attention to this matter are greatly appreciated, and I look forward to continuing to work together.

The following four pages show the illustrative site plans of the development area from our January, July, September, and October submittals.

While there have been revisions and refinements over the nine month period of presentations, the philosophy and approach to the project has remained unchanged:
- Design a low density, high-quality country inn and cabins.
- Restore the rolling lawns by removing much of the lake-front parcel's asphalt.
- Cluster the majory of rooms in a lodge to minimize the footprint impact of our buildings.
- Dedicate a substantial amount of acreage for a nature preserve.

Thank you for your understanding and cooperation.



Country Inn and Cabins

- Approximately 52 Keys
- Restaurant
- Spa
- Lounge
- Indoor Activites
- Water Safety Patrol (to remain)

Existing Building

New Building

SITE PLAN

JANUARY 2024



Conceptual Program

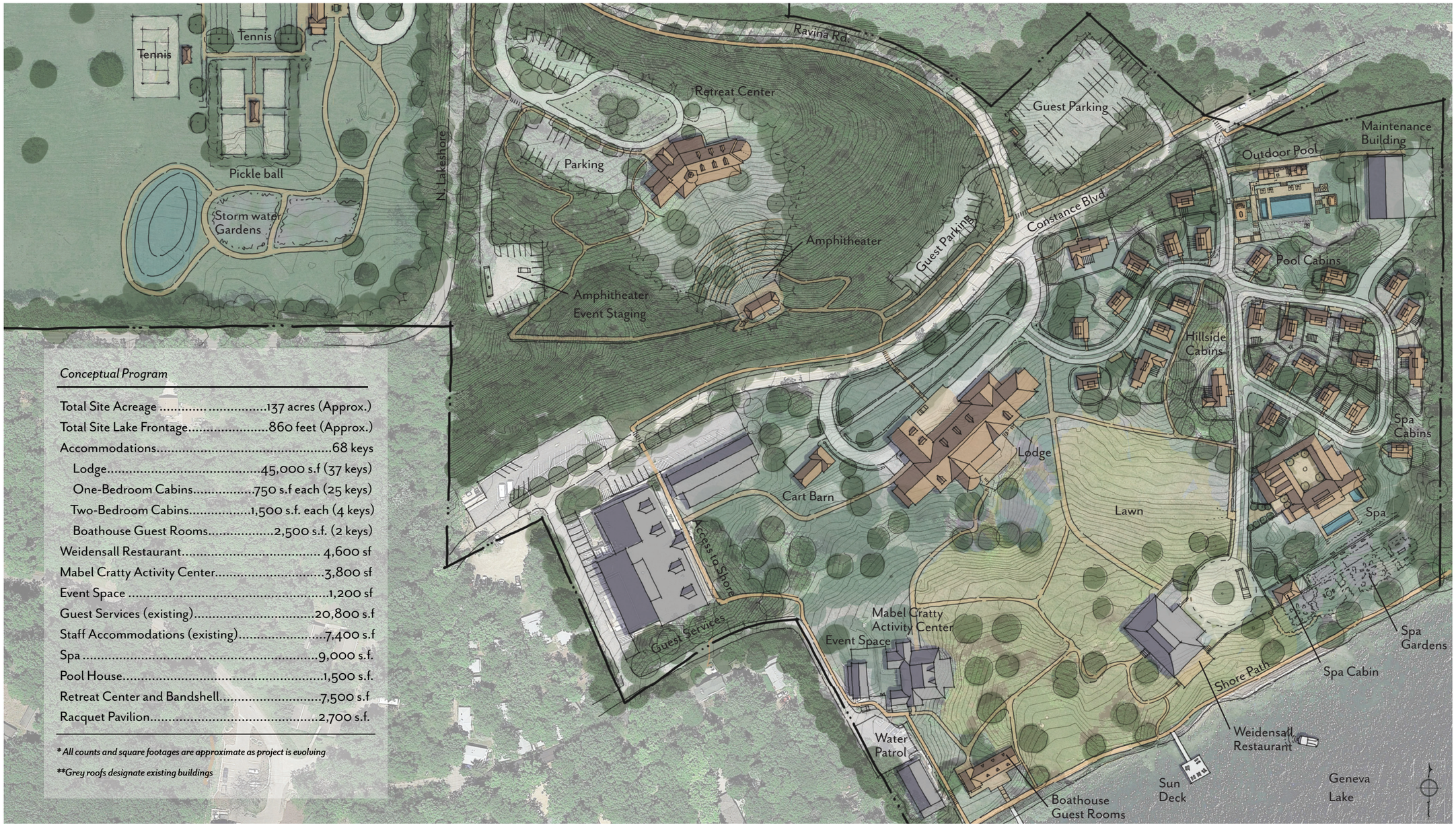
Total Site Acreage	137 acres (Approx.)
Total Site Lake Frontage	860 feet (Approx.)
Accommodations	Approx. 60-70 keys
Lodge	40,000 s.f
One-Bedroom Cabins	750 s.f each
Two-Bedroom Cabins	1,500 s.f. each
Boathouse Guest Rooms	2,500 s.f.
Weidensall Restaurant	4,600 sf
Mabel Cratty Activity Center	3,800 sf
Distillery	1,200 sf
Back of House	20,800 s.f
Spa	9,000 s.f.
Pool House	1,500 s.f.
Retreat Center	5,000 s.f
Racquet Center	2,700 s.f.

**All counts are approximate as project is evolving*

***Grey roofs designate existing buildings*

SITE PLAN

JULY 2024



Conceptual Program

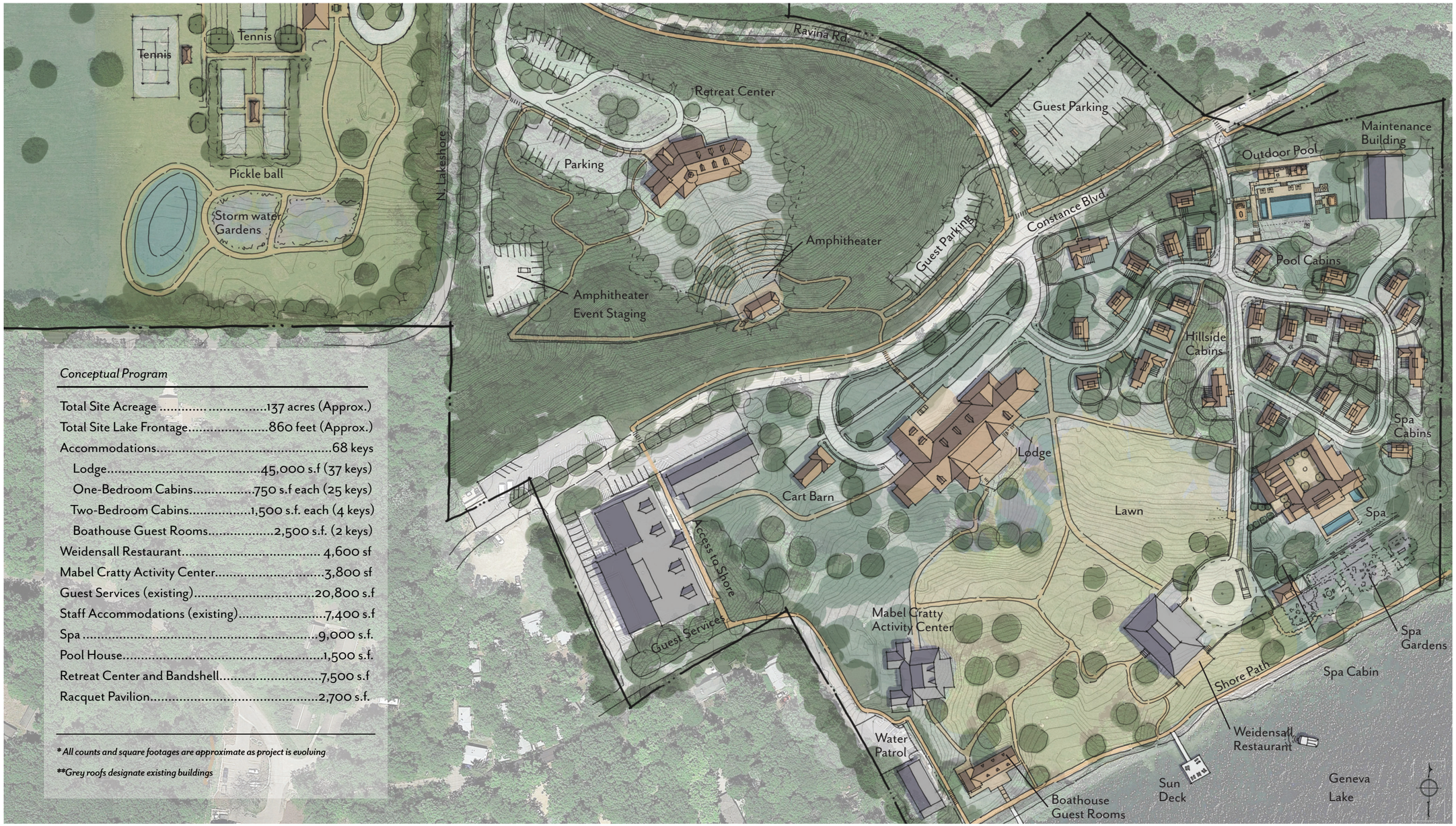
Total Site Acreage	137 acres (Approx.)
Total Site Lake Frontage	860 feet (Approx.)
Accommodations	68 keys
Lodge	45,000 s.f (37 keys)
One-Bedroom Cabins	750 s.f each (25 keys)
Two-Bedroom Cabins	1,500 s.f. each (4 keys)
Boathouse Guest Rooms	2,500 s.f. (2 keys)
Weidensall Restaurant	4,600 sf
Mabel Cratty Activity Center	3,800 sf
Event Space	1,200 sf
Guest Services (existing)	20,800 s.f
Staff Accommodations (existing)	7,400 s.f
Spa	9,000 s.f.
Pool House	1,500 s.f.
Retreat Center and Bandshell	7,500 s.f
Racquet Pavilion	2,700 s.f.

** All counts and square footages are approximate as project is evolving*

***Grey roofs designate existing buildings*

SITE PLAN

SEPTEMBER 2024



Conceptual Program

Total Site Acreage	137 acres (Approx.)
Total Site Lake Frontage	860 feet (Approx.)
Accommodations	68 keys
Lodge	45,000 s.f (37 keys)
One-Bedroom Cabins	750 s.f each (25 keys)
Two-Bedroom Cabins	1,500 s.f. each (4 keys)
Boathouse Guest Rooms	2,500 s.f. (2 keys)
Weidensall Restaurant	4,600 sf
Mabel Cratty Activity Center	3,800 sf
Guest Services (existing)	20,800 s.f
Staff Accommodations (existing)	7,400 s.f
Spa	9,000 s.f.
Pool House	1,500 s.f.
Retreat Center and Bandshell	7,500 s.f
Racquet Pavilion	2,700 s.f.

** All counts and square footages are approximate as project is evolving*

***Grey roofs designate existing buildings*

SITE PLAN

OCTOBER 2024

TOPOGRAPHY

THE PRESERVE AT WILLIAMS BAY

Geneva Lake, Wisconsin

GDP Application Phase ~ 11.06.2024

HISTORICAL CONCEPTS
ARCHITECTURE & PLANNING

teska

LYNCH & ASSOCIATES
ENGINEERING CONSULTANTS, LLC

CONTENTS

BASED ON SECTION 390-0709 G OF THE WILLIAMS BAY ZONING ORDINANCE

- A location map of the subject property and its vicinity.....Page 3
- A map of current records of the Registrar of Deeds showing zoning.....Page 4
- A general written description of the proposed planned development, including general project themes.....Page 9
- General project images.....Pages 13-15, 30-33, and 36-37
- The general mix of land uses.....Pages 9-10
- Density and surface area ratio diagrams.....Pages 11-12
- General treatment of natural features.....Pages 54-55
- General Relationship to nearby properties and public streets.....Pages 3 and 47
- General Relationship to the Comprehensive Plan.....Page 3
- Statement of rational for PDO zoning.....Page 58
- Written description of design flexibilities.....Pages 58-61
- Conceptual Landscaping Plan .....Pages 17-34
- General signage and lighting concepts.....Page 33
- Written justification for the proposed planned development.....Page 3

EXISTING SITE INFORMATION

General Relationship to Nearby Properties and Public Streets

The Preserve development is designed to enhance the Williams Bay community while harmonizing with the surrounding Geneva Lake area. Existing public street locations will be preserved, ensuring seamless integration with the local infrastructure. The extension of public sanitary sewer and water main systems will not only serve the development but also strengthen the broader utility network by alleviating the low-pressure zone through backfeeding from the upper pressure zone. Additionally, pedestrian pathways will be added, providing continuous access from Lakeshore Drive and Constance Boulevard to the Geneva Lakeshore path, further promoting connectivity and accessibility for residents and visitors.

Justification for proposed Planned Development

The Preserve is a significant boost for the Village of Williams Bay, addressing the issue of an abandoned school campus struggling to find new purposes. By transforming this underutilized property, the development not only revitalizes a once-beloved site but also aligns with the village's goals of enhancing local infrastructure and fostering community growth. This project ensures the site continues to serve the community in meaningful ways, reinforcing Williams Bay's commitment to sustainable and dynamic development.

The Preserve will contribute to the Village of Williams Bay by executing several of the Village goals laid out in the William's Bay Comprehensive Plan:

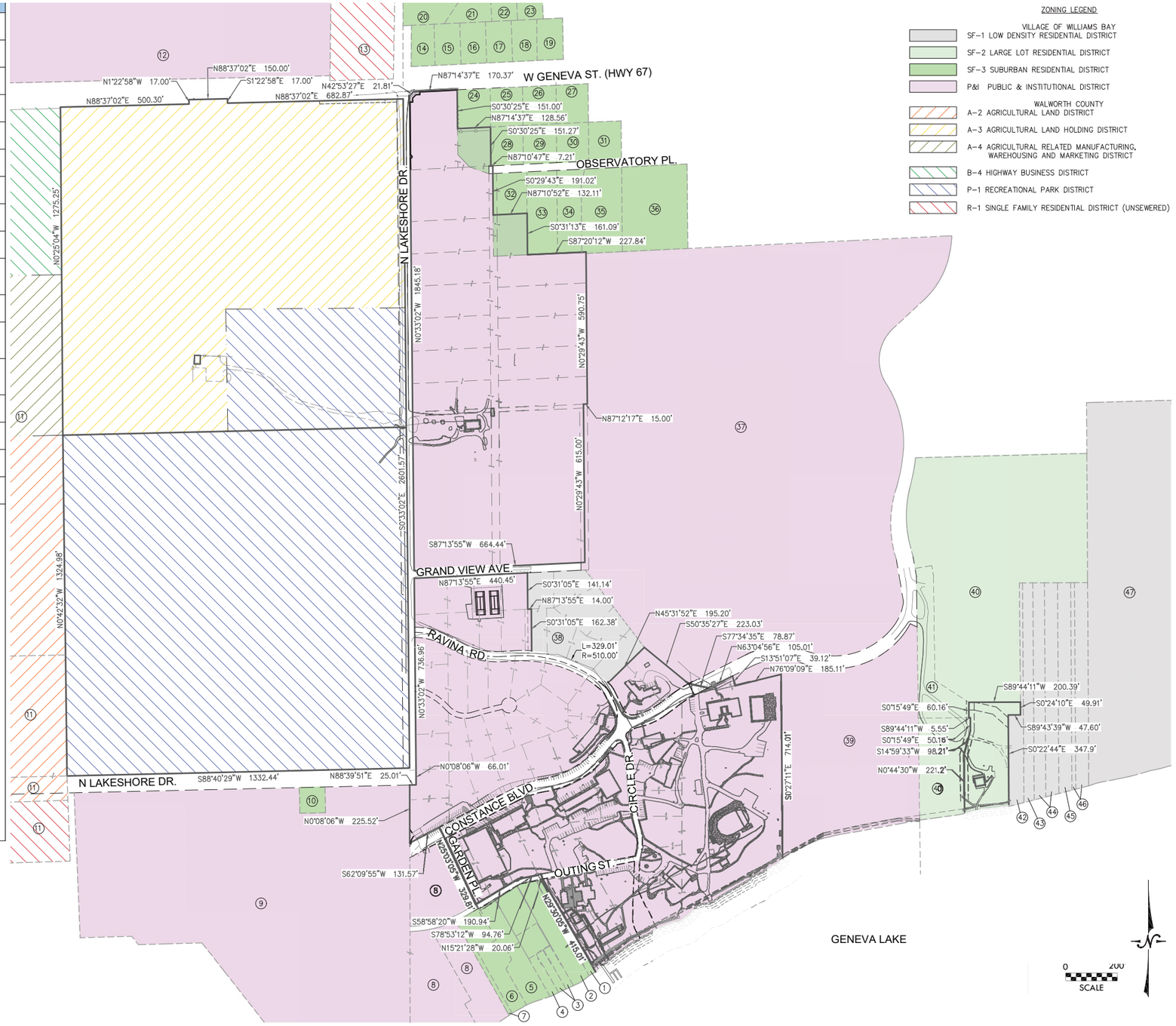
- Promote a land use pattern that is economically and environmentally sustainable, with a mix of high quality, harmonious, and complementary land uses.
- Strengthen and diversify the job base and tax base by capitalizing on William's Bay unique assets and opportunities.
- Promote appropriate economic development that complements and helps support the Village's predominately residential character, relates to the Village's focus on outdoor recreation and education, helps serve the daily needs of residents, and enhances the Village as a desirable place to live and visit.



EXISTING OVERALL SITE

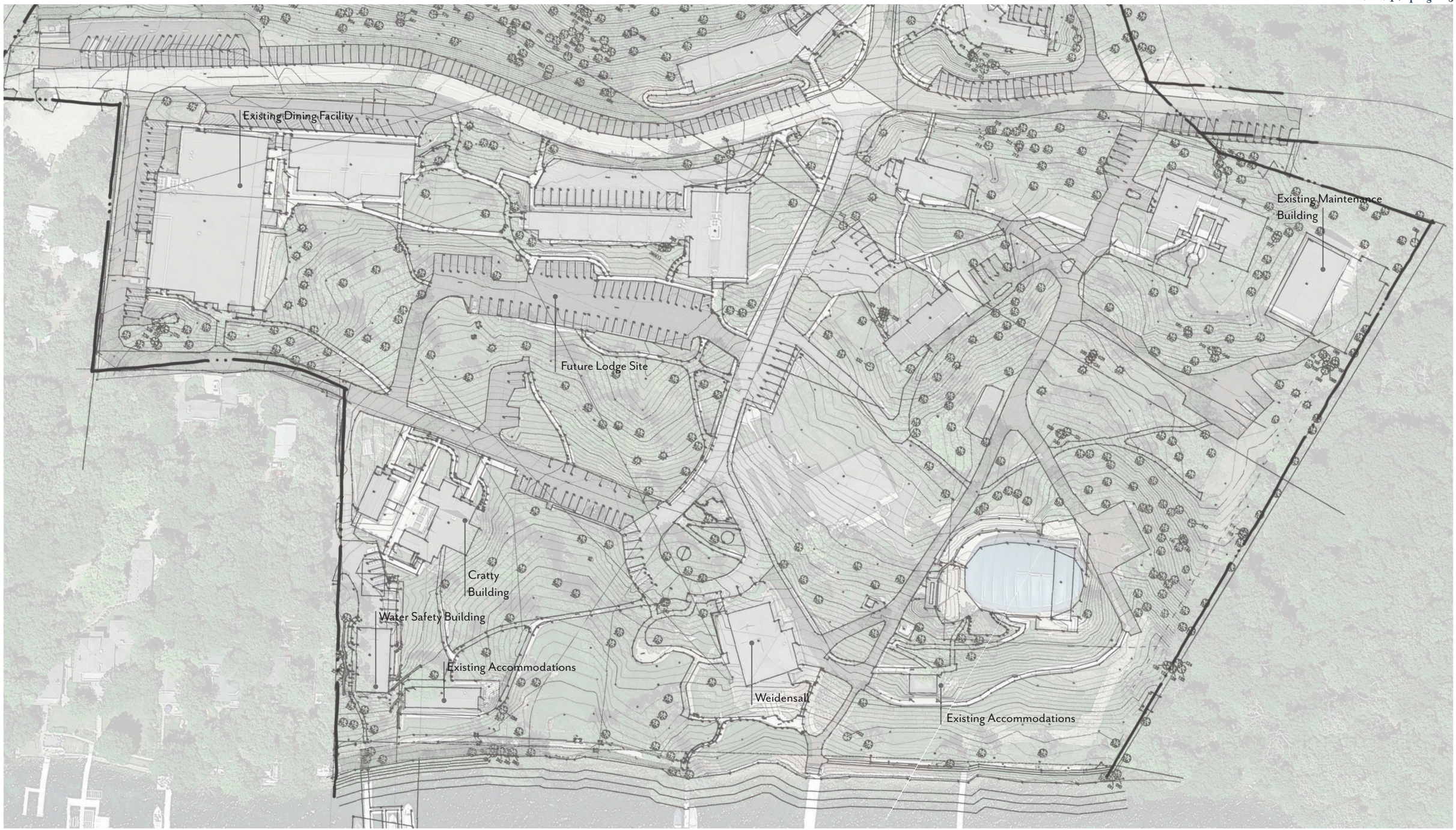
SCALE: 1" = 500'

PROPERTY WITHIN 300 FEET OF DEVELOPMENT			
1	LAKE GENEVA TRUST 15240 N CLUBGATE DR UT 144 SCOTTSDALE, AZ 85254-5400	30	JAMES T & HEIDI A MOCCHI 0N651 W WEAVER CIR GENEVA, IL 60134
2	THOMAS NEWMAN TRUST CAROL WILKINSON TRUST, et al. 208 W WASHINGTON ST #1811 CHICAGO, IL 60606-0600	31	KYLE M & HEATHER J D CUDWORTH 410 OBSERVATORY PL WILLIAMS BAY, WI 53191
3	DANIEL & JANETTA VONRABENAU 704 N WELLS ST FL 2 CHICAGO, IL 60654	32	STEPHEN D & KIM E MINETTE 446 OBSERVATORY PL WILLIAMS BAY, WI 53191
4	JESSICA COLE/THEODORE MCCARTAN 3708 N GREENVIEW AVE CHICAGO, IL 60613	33	ROXANNE RODRIGUEZ 104 N WISTERIA ST MANSFIELD, TX 76063-6300
5	WILLIAMS BAY LLC 2000 DEMPSTER ST STE B EVANSTON, IL 60202	34	DONALD H WEYHRAUCH 431 OBSERVATORY PL WILLIAMS BAY, WI 53191-9100
6	OUTING INVESTMENTS LLC 7944 BEACH DR FOX POINT, WI 53217	35	JESSE F & ANNA T GAGLIARDO 419 OBSERVATORY PL WILLIAMS BAY, WI 53191-9100
7	SHIELD II LLC 7944 BEACH RD FOX POINT, WI 53217	36	JONATHAN & MARY BARTHOLOMEW 397 OBSERVATORY PL WILLIAMS BAY, WI 53191-9100
8	NORMAN B BARR CAMP INC C/O DONALD LARSON 5068 W BALMORAL AVE CHICAGO, IL 60630	37	YERKES FUTURE FOUNDATION INC PO BOX 346 WILLIAMS BAY, WI 53191-9100
9	LAKE GENEVA FRESH AIR PO BOX 10 WILLIAMS BAY, WI 53191	38	MICHEL K & ANITA P OBRIEN PO BOX 1422 WILLIAMS BAY, WI 53191
10	ROBERT A WOLFE PO BOX 221 WILLIAMS BAY, WI 53191	39	WOMENS LEADERSHIP CENTER AT WILLIAMS BAY NFP 303 E WACKER DR STE 315 CHICAGO, IL 60601-0100
11	GAGE MARINE HOLDINGS LLC PO BOX 220 WILLIAMS BAY, WI 53191	40	TEAM E-IA LLC 318 HALF DAY RD STE 343 BUFFALO GROVE, IL 60089-8900
12	SCHOOL DISTRICT OF WILLIAMS BAY 139 CONGRESS WILLIAMS BAY, WI 53191	41	AURORA EAST PROPERTY OWNERS ASSOCIATION INC 318 HALF DAY RD STE 343 BUFFALO GROVE, IL 60089
13	JEFFREY R FROELICH W4741 BORDER DR FONTANA, WI 53125	42	PETER PERKINS TRUST JANICE PERKINS TRUST, et al. PO BOX 81 MARENGO, IL 60152
14	WAYNE L ROWEHL 480 W GENEVA ST WILLIAMS BAY, WI 53191	43	SUMMERSET LG LLC W3128 HIGHWAY 59 WHITEWATER, WI 53190-9000
15	CLAUS R & SARAH F WELLHAUSEN 470 W GENEVA ST WILLIAMS BAY, WI 53191	44	F MICHAEL & JENNIFER COVEY 625 S BURTON PL ARLINGTON HEIGHTS, IL 60005-0500
16	WYNN PROPERTIES LLC 120 S STATE ST STE 525 CHICAGO, IL 60603	45	PATRICIA PURCELL TRUST 655 LONGBOAT CLUB RD UT 18A LONGBOAT KEY, FL 34228-6000
17	CRONIN FAMILY TRUST 450 W GENEVA ST WILLIAMS BAY, WI 53191-9100	46	PHYLLIS C STEINDL TRUST 13 CARRIAGE CT OAK BROOK, IL 60523-2300
18	AUSTIN WAYNE & HANNAH BRANSON 440 W GENEVA ST WILLIAMS BAY, WI 53191-9100	47	DARTMOUTH WOODS CONDOMINIUM BALLY BAY LLC C/O J OR W PLAZA 77515 PELICAN BAY BLVD NAPLES, FL 34108 EDF LLC C/O CAROLINE WETTERSTEN 5884 N KILBOURN AVE CHICAGO, IL 60646-4600 MARK & JULIE SCARPELL 220 MOFFETT RD LAKE BLUFF, IL 60044-4400 CARL EDWARD AVALLON TRUST 290 S SHORE LN LAKE FOREST, IL 60045 RUTH PARSONS FAMILY TRUST 5 DARTMOUTH RD WILLIAMS BAY, WI 53191-9100 MICHAEL P KING TRUST 6 DARTMOUTH RD WILLIAMS BAY, WI 53191-9100 THOMAS P & LAURIE L BEDA 7 DARTMOUTH RD WILLIAMS BAY, WI 53191-9100 STEVEN L & BETSY J CARLSON 8 DARTMOUTH RD WILLIAMS BAY, WI 53191 GREGORY E & LINDA G WOLF 2746 OLDE CYPRESS DR NAPLES, FL 34119-1900
19	O'CONNOR FAMILY TRUST 430 W GENEVA ST WILLIAMS BAY, WI 53191		
20	JOHN M & DONNA M TURNEY, et al. 7039 N OVERHILL AVE CHICAGO, IL 60631-3100		
21	RONALD J & CAMILLE L GRABSKI 435 FROST DR WILLIAMS BAY, WI 53191-9100		
22	PATRICK J WATTS PO BOX 545 WILLIAMS BAY, WI 53191-9100		
23	WATTS INVESTMENTS LLC PO BOX 545 WILLIAMS BAY, WI 53191		
24	MCKENNA ROSE & MATTHEW GONSER 457 W GENEVA ST WILLIAMS BAY, WI 53191-9100		
25	BRIAN & EILEEN ROBINSON 445 W GENEVA ST WILLIAMS BAY, WI 53191		
26	JEFFREY S ROLLER SR 433 W GENEVA ST WILLIAMS BAY, WI 53191-9100		
27	REPUBLIC RENTALS LLC 320 W GENEVA ST WILLIAMS BAY, WI 53191-0400		
28	STEVE D & KIM E MINETTE 446 OBSERVATORY PL WILLIAMS BAY, WI 53191		
29	MICHAEL A & LAURA A THON 440 OBSERVATORY PL WILLIAMS BAY, WI 53191		



Note: Neighboring addresses provided at a larger scale under separate cover.

EXISTING SURROUNDING SITE AND ZONING INFORMATION



EXISTING LAKE SITE AND TOPOGRAPHY

SCALE: 1" = 100'



Entrance



Looking West on Ravina



Approach to site from Constance



View from potential future Lodge site



View of Lake



View of Lake

EXISTING SITE IMAGES



Water Safety Building



Cratty Building



Weidensall



Existing dining facility and kitchen



Existing Lakefront Accommodations



Weidensall

EXISTING BUILDING IMAGES

PROPOSED CONCEPTUAL PLAN

Project Description

The proposed planned development is a preserve-focused retreat and country lodge that promises to enhance the natural beauty of the area, expand top-notch local tourism options, and provide exceptional recreational opportunities for the community on the previous site of George Williams College.

The project aims to boost local tourism by offering a diverse range of experiences for guests. Central to the development will be a charming country lodge, complemented by an array of one and two-bedroom cabins, providing visitors with the perfect balance of comfort and privacy. The lodge and cabins will be thoughtfully integrated into the landscape, preserving the site's character and stunning vistas of Geneva Lake.

Club members and hotel guests will have access to a wealth of amenities designed to promote relaxation, wellness, and entertainment. The on-site restaurant will serve as a culinary haven, offering gourmet meals and a welcoming atmosphere for both members and visitors. The amphitheater will become the new home of Music by the Lake and be a place where the public can gather for entertainment set in nature. The racquet pavilion will offer state-of-the-art facilities for tennis, pickle ball, and other racquet sports, promoting an active lifestyle. The activity center will host a range of programs and events, fostering engagement and entertainment. Additionally, a world-class spa and luxurious pool area will provide spaces for relaxation and rejuvenation.

Thoughtfully planned along the beautiful shores of Geneva Lake, the development aims to preserve and celebrate the natural beauty of the existing site, characterized by open rolling hills, mature trees, and breathtaking vistas of the lake. We are committed to maintaining these scenic attributes, ensuring that the development enhances rather than detracts from the cherished landscape.

Recognizing the importance of preserving the natural environment, the project will dedicate a significant portion of the land as a preserve. This preserve will feature well-maintained walking trails that meander through the woodlands and meadows, allowing visitors to immerse themselves in the beauty of the surroundings. The preserve will also provide access to the existing lakeshore path, encouraging exploration and fostering a deep appreciation for the lake's pristine waters.

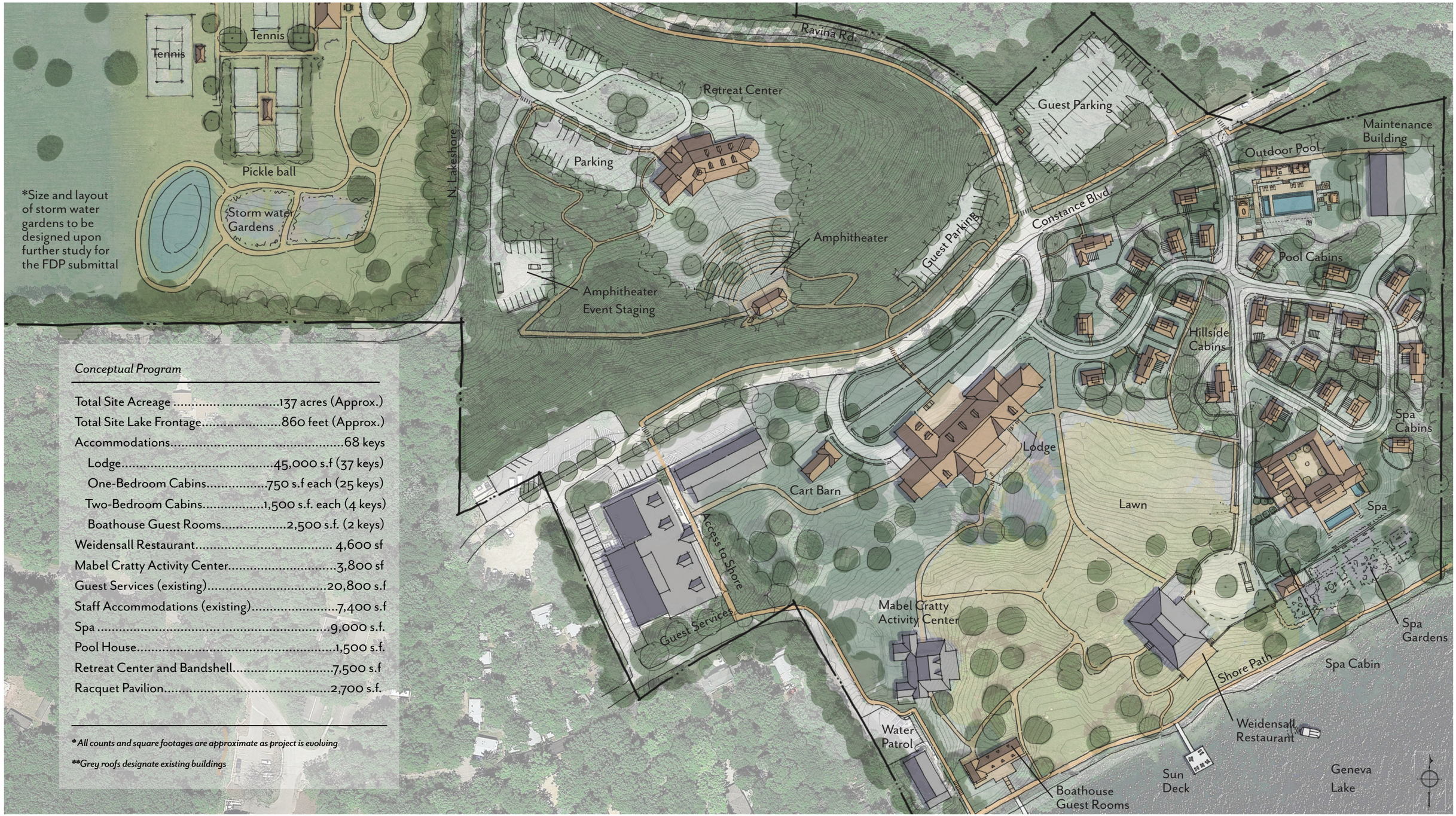
The project is not just a development; it is a commitment to honoring the history of the YMCA camp with a low density country lodge and cabins, continuing the Music by the Lake tradition in a new and improved venue, and boosting local tourism and economic growth while respecting and enhancing our natural environment. As it welcomes guests from near and far, the project will not only enhance the local tourism industry but also create a vibrant hub for the community to gather, explore, and create lasting memories in an idyllic setting.

We are excited about the potential of this concept to become a part of Williams Bay, offering a destination where residents and visitors can enjoy the best of what Williams Bay and Geneva Lake have to offer.



PROPOSED OVERALL SITE PLAN

SCALE: 1" = 500'



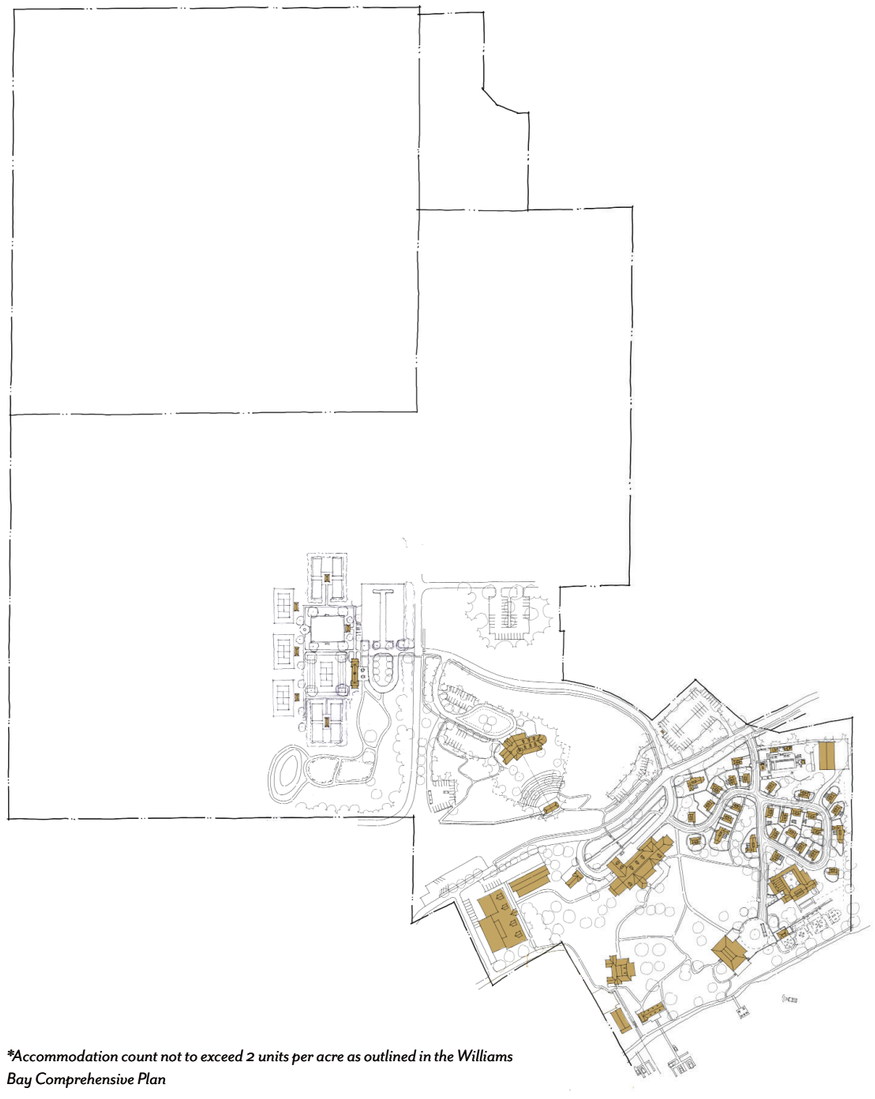
Conceptual Program

Total Site Acreage	137 acres (Approx.)
Total Site Lake Frontage	860 feet (Approx.)
Accommodations	68 keys
Lodge	45,000 s.f (37 keys)
One-Bedroom Cabins	750 s.f each (25 keys)
Two-Bedroom Cabins	1,500 s.f. each (4 keys)
Boathouse Guest Rooms	2,500 s.f. (2 keys)
Weidensall Restaurant	4,600 sf
Mabel Cratty Activity Center	3,800 sf
Guest Services (existing)	20,800 s.f
Staff Accommodations (existing)	7,400 s.f
Spa	9,000 s.f.
Pool House	1,500 s.f.
Retreat Center and Bandshell	7,500 s.f
Racquet Pavilion	2,700 s.f.

** All counts and square footages are approximate as project is evolving*

***Grey roofs designate existing buildings*

PROPOSED SITE PLAN



*Accommodation count not to exceed 2 units per acre as outlined in the Williams Bay Comprehensive Plan

DEVELOPMENT DENSITY DIAGRAM

SCALE: 1" = 500'



EXISTING



PROPOSED

PROPOSED DESIGN RESULTS IN A 14% REDUCTION ROAD AND BUILDING IMPERVIOUS SURFACE SOUTH OF CONSTANCE BOULEVARD

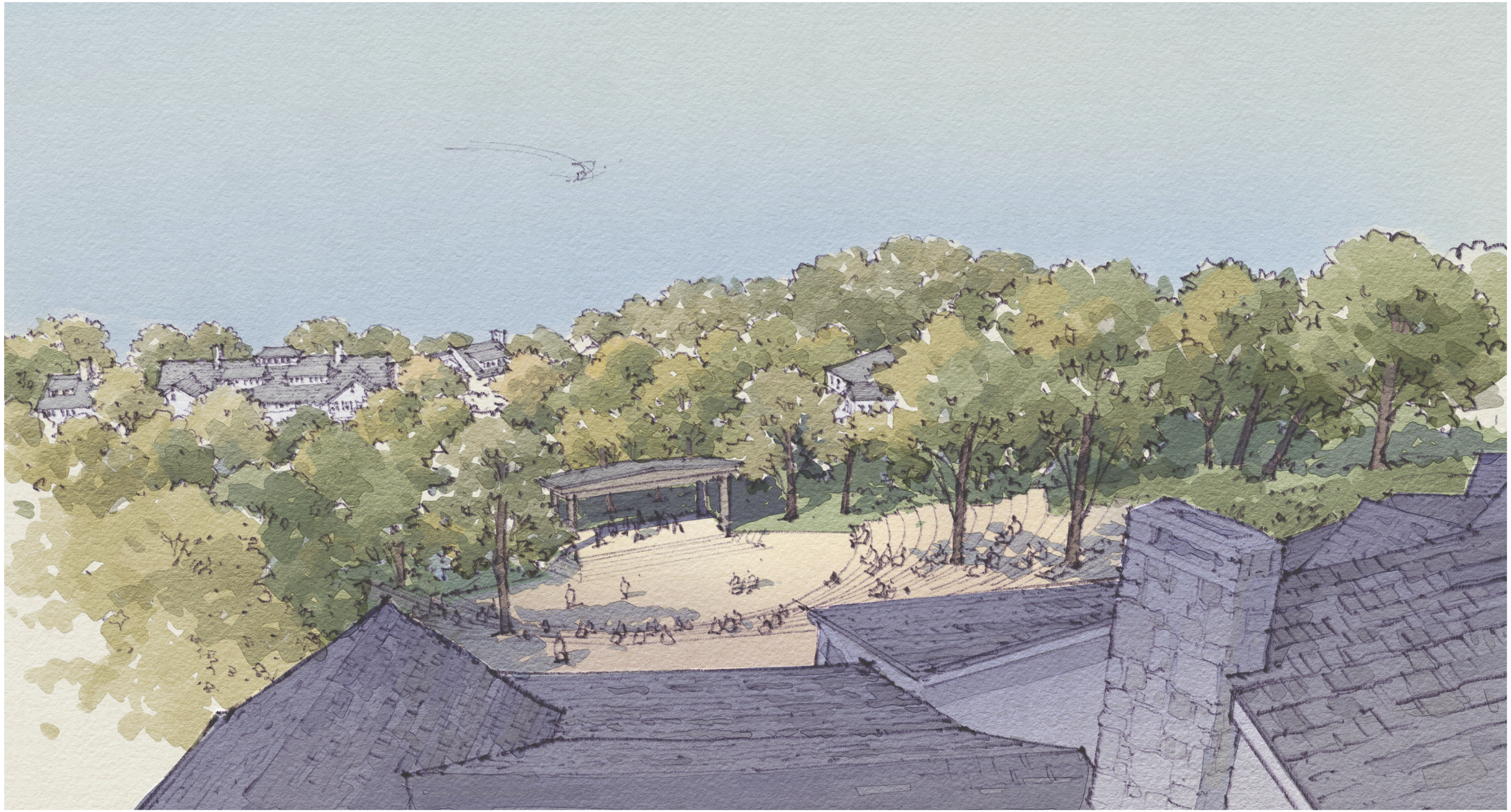
BUILDING AND ROAD COVERAGE DIAGRAM



AERIAL PERSPECTIVE VIEW FROM THE LAKE



PERSPECTIVE VIEW FROM THE LAKE



PERSPECTIVE VIEW FROM THE AMPHITHEATER

PROPOSED CONCEPTUAL LANDSCAPING PLANS AND IMAGERY

Landscape Narrative

The conceptual landscape architectural plans for The Preserve are designed to complement the existing character and natural features, as well as the proposed architecture and engineering to create a cohesive and experiential environment. The Preserve enjoys a variety of habitat areas including native meadows, wooded roadway and ravine corridors, upland woods, and the dramatic park-like lakefront lawn leading to the Geneva Lake shoreline. Each of these areas have distinct and inspirational characteristics based on topography, plant materials, views, and proposed activities. The landscape plan acknowledges the unique character of each of these areas, as well as the attractive building architecture, and builds upon the established mood and experience. To keep true to the existing plantings, plant materials that are native to the region will be used whenever possible. An interconnected trail network integrates each area so visitors and guests can experience the property on foot if they choose.

1 – Public Roadway Corridors - The public road right of ways include N. Lakeshore Road, Ravina Road, and Constance Boulevard. Each provides an experience of leaving the upland open-sky meadow and entering the close embrace of a wooded roadway or ravine corridor. The tree canopy and woodland backdrop provides shaded character that is planned to remain as a transition to The Preserve gathering areas.

2 – Native Meadow Landscape -The preserve area encompasses the former George Williams golf course. The low flagstone wall that will greet you at the intersection of N. Lakeshore Dr. and W. Geneva St. provides a hint of natural stone, a material that will be reflected at The Preserve. The tree lined N. Lakeshore Dr. corridor will bring you to a native grassland and meadow with mown grass walking trails between open sky and canopy tree shade. The trails will offer connections to W. Geneva St, Yerkes Observatory, the Racquet Courts, and The Preserve.

3 - The Racquet Courts grounds feature a more distinctly organized landscape reflecting a degree of formality suitable for the courts and pavilion arrangement. Courts and parking will be screened with upright hedges. Guest parking and lawns surrounding the Racquet Courts will transition from mown grass to native meadow. The opportunity for a formal shade tree allee' will provide an arrival foreground to the Center grounds.

4 - The Upland Woods - consist of native Oaks, Maples, Elm, Linden, and understory woodland trees. The landscape for the Retreat and Amphitheater will reflect the native surroundings with informal tree plantings as native woodland edge and understory transition planting. The amphitheater service parking and back of stage will be screened with evergreens and dense native shrubs to block views of vehicles and back of stage. Parking fields will remain as grass parking meadows for event parking. Occasional informal woodland edge native trees will be planted at the parking meadow edges. The perimeter screening utilizes the dense, undisturbed woodland surroundings.

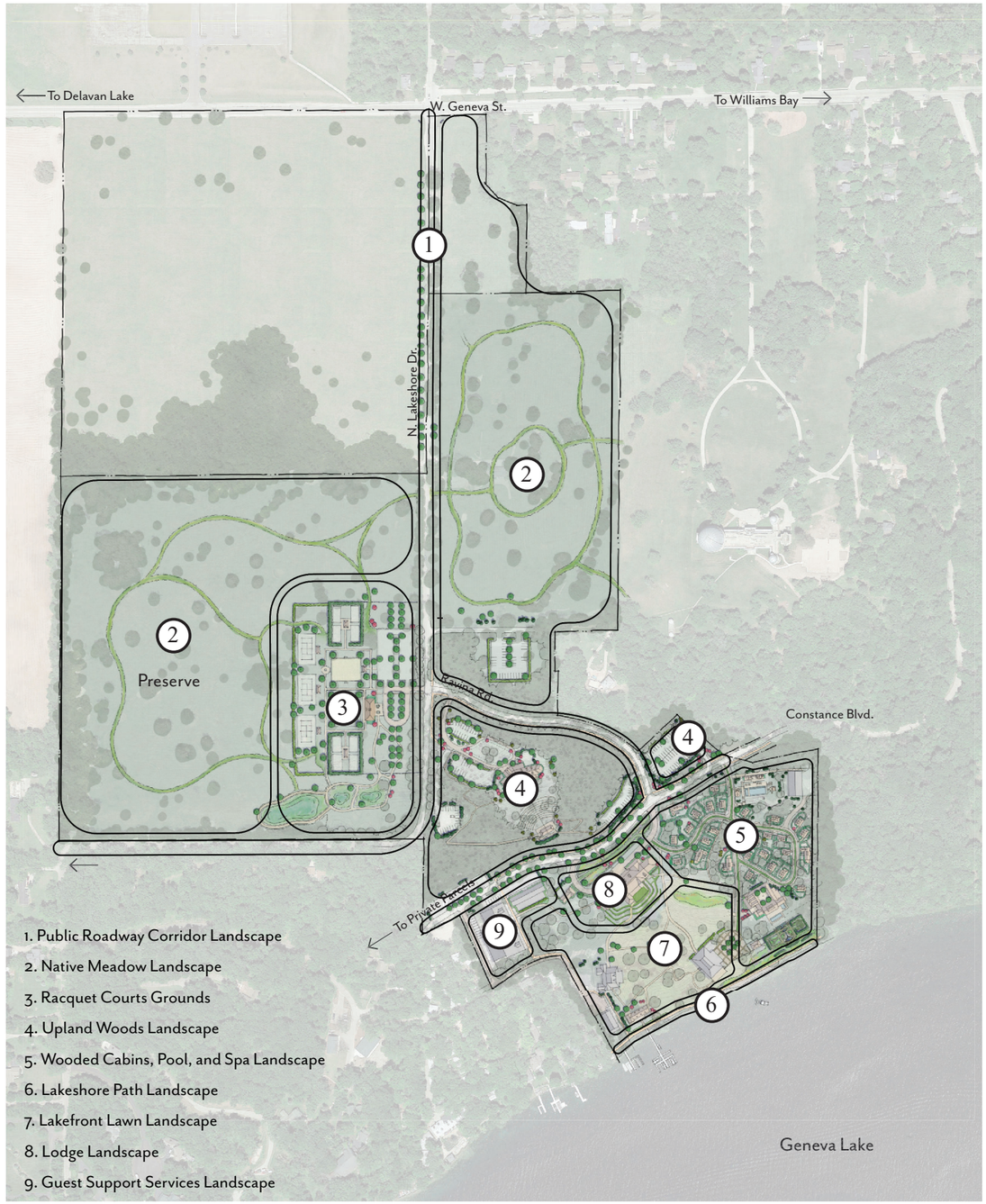
5 – Wooded Cabins, Pool, and Spa - The overhead tree canopy provides shaded areas and sunny lawn openings for the proposed new structures. Landscape for the cabins will feature a walking lane and low flagstone walls around each yard filled with a small lawn, perennials, grasses, and understory type woodland trees. New woodland oak, maple, and linden shade trees and flowering ornamentals, witch hazel, redbud, dogwood and serviceberry trees will be planted to supplement tree removals. Utility and service areas will be screened with dense native shrubs and evergreens. The Pool and Spa will each feature quiet reflective walking gardens planted with lawn, native grasses, perennials and four season interest.

6 - The Lakeshore gravel path will remain accessible and feature a border of low height perennials and grasses to define the Spa and Boat House grounds. A public access path is planned to connect the lakeshore path to upland areas and public road right of ways. The upland public access walks will be landscaped with shade and canopy trees for passive walking connections.

7 - The present Lakefront Lawn will be retained as a signature of the cool quiet nature of The Preserve offering sweeping views of Geneva Lake. Care of the existing mature tree canopy will continue along with selective planting of the next generation of shade and ornamental trees.

8 – Lodge Landscape - On arrival, the remarkable view of Geneva Lake across the shaded lawn greets visitors before turning into the Lodge drive with terraced hillside perennial wandering gardens. The Lodge lake side landscape celebrates indoor / outdoor activities hosted by walled terraces planted with low shrubs and perennials transitioning to lake views across the open lawn. The architecture of the Lodge calls for a light hand with foundation plantings to fit into the existing architectural vernacular. Many of the existing historic buildings are attractive without need for extensive foundation plantings allowing the building features to read as a unified collection. The Lodge, Spa, Pool house, Retreat and Racquet Courts architecture will reflect the same light-handed foundation planting theme allowing a unified appearance. Guest parking areas flanking Ravina Road will be planted with dense screen shrubs and evergreens to obscure parked cars and headlights. Parking lots will include deciduous canopy trees in internal islands to provide shade.

9 – Guest Support Services- the western edge of The Preserve provides guest support services and staff parking. Landscape consisting of shrubs, canopy trees, and evergreens will provide utility and parking screening. Deciduous canopy trees will provide shade in parking areas and the public access path.

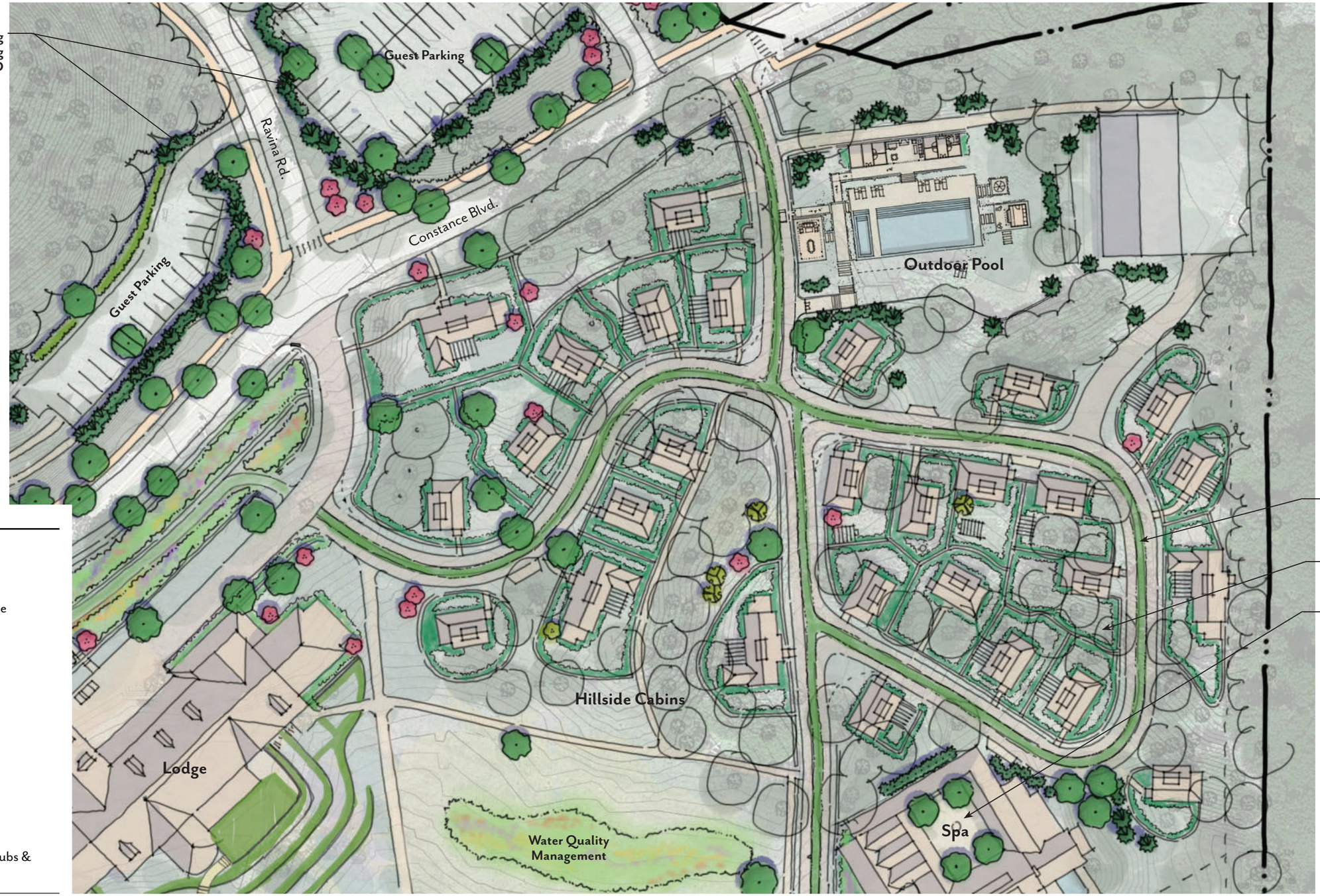


PROPOSED OVERALL LANDSCAPE PLAN

SCALE: 1" = 500'



LANDSCAPE ENLARGEMENT - LODGE



LANDSCAPE ENLARGEMENT - CABINS & OUTDOOR POOL



Plant Legend

- Canopy Tree
- Ornamental Tree
- Evergreens
- Shrubs
- Perennials & Groundcover
- Foundation Shrubs & Perennials

LANDSCAPE ENLARGEMENT - SPA & WEIDENSALL RESTAURANT



LANDSCAPE ENLARGEMENT - MABEL CRATTY ACTIVITY CENTER, WATER PATROL & BOATHOUSE



LANDSCAPE ENLARGEMENT - GUEST SUPPORT SERVICES



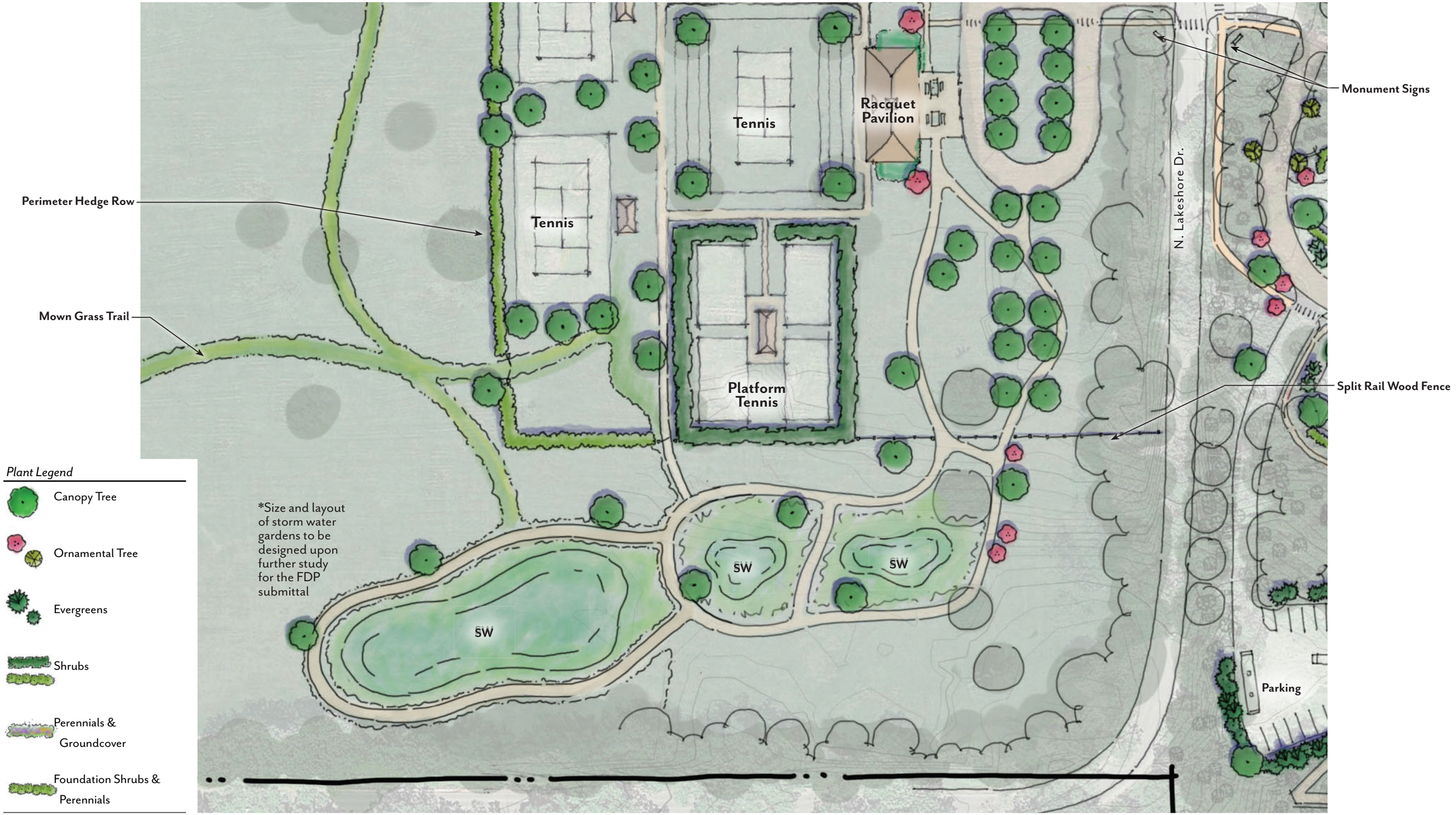
LANDSCAPE ENLARGEMENT - ENTRANCE & RETREAT CENTER



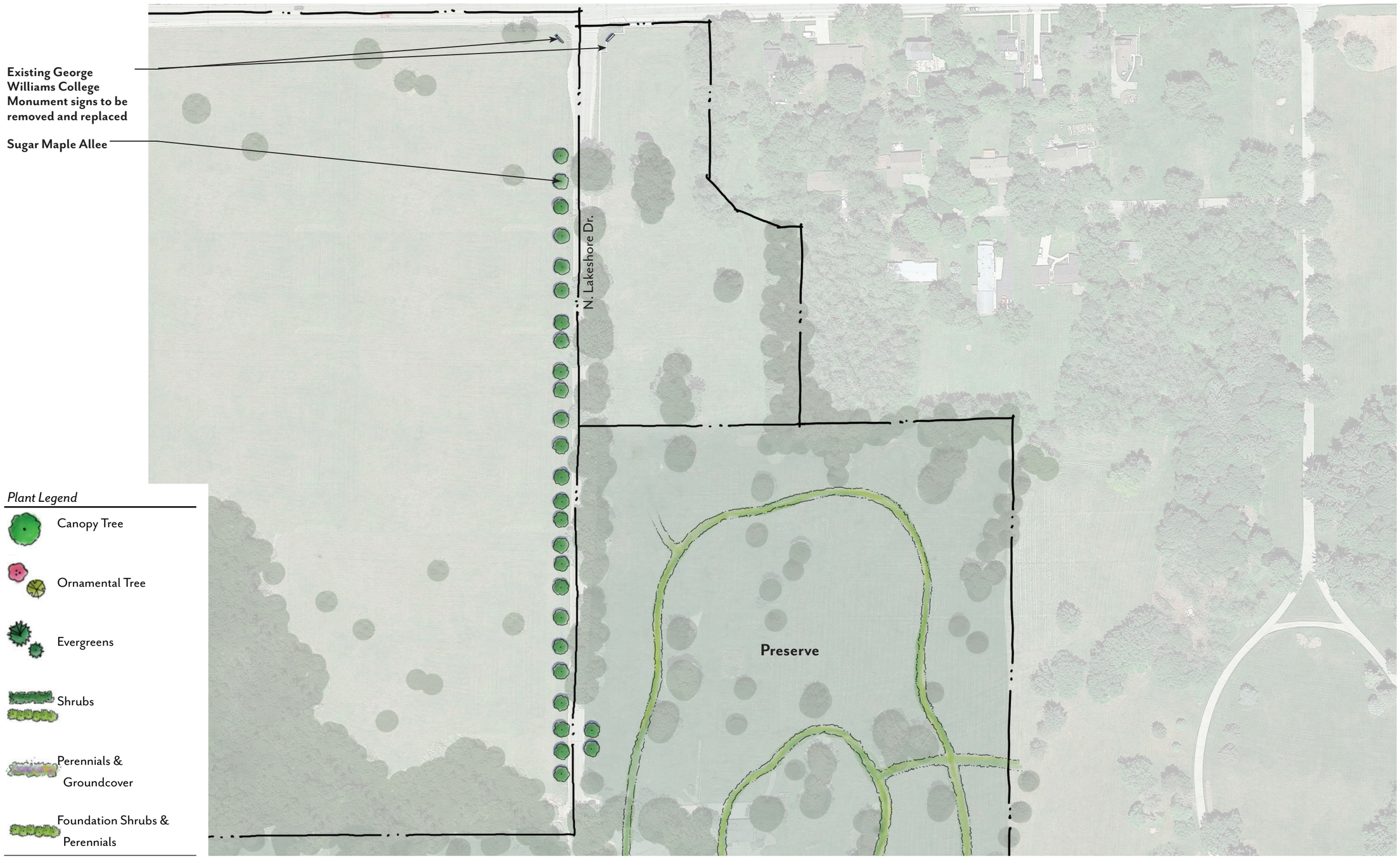
LANDSCAPE ENLARGEMENT - EVENT & GUEST PARKING



LANDSCAPE ENLARGEMENT - NORTH RACQUET COURTS



LANDSCAPE ENLARGEMENT - SOUTH RACQUET COURTS



LANDSCAPE ENLARGEMENT - NORTH NATURAL OPENS PACE



Plant Legend

- Canopy Tree
- Ornamental Tree
- Evergreens
- Shrubs
- Perennials & Groundcover
- Foundation Shrubs & Perennials

LANDSCAPE ENLARGEMENT - SOUTH NATURAL OPENSPACE

Plant Legend



Canopy Trees

Acer rubrum Redpointe 'Frank Jr." / Clump Red Maple
Acer saccharum / Sugar Maple
Celtis occidentalis / Hackberry
Gymnocaldus dioicus / Kentucky Coffeetree
Quercus bicolor / Swamp White Oak
Quercus rubra / Red Oak
Tilia americana / American Linden



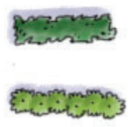
Ornamental Trees

Amelanchier arborea / Serviceberry
Cercis canadensis / Red Bud
Cornus alternifolia / Pagoda Dogwood
Crataegus crus-galli / Cockspur Hawthorn
Hamamelis virginiana / Witch Hazel
Malus ioensis / Prairie Crabapple
Rhus typhina / Staghorm Sumac
Viburnum prunifolium / Blackhaw Viburnum



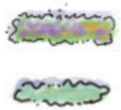
Evergreen Trees

Juniperus virginiana / Eastern Red Cedar
Pinus strobus / White Pine
Thuja occidentalis 'Techny' / Techny Arborvitae
Tsuga canadensis / Canadian Hemlock



Shrubs

Aronia melanocarpa / Chokeberry
Ceanothus americanus / New Jersey Tea
Cornus sericea / Red Twig Dogwood
Fothergilla gardenii / Dwarf Fothergilla
Hypericum perforatum / St. John's Wort
Ilex verticillata / Winterberry
Itea virginica / Virginia Sweetspire
Physocarpus opulifolius / Common Ninebark
Spirea alba / White Meadowsweet



Perennials / Groundcovers/ Ornamental Grasses

Aquilegia canadensis / Wild Columbine
Asclepias tuberosa / Butterflyweed
Bouteloua curtipendula / Sideoats Grama
Caltha palustris / Marsh Marigold
Carex bicknelii / Prairie Sedge
Echinacea purpurea / Purple Coneflower
Geum triflorum / Prairie Smoke
Iris lacustris / Dwarf Lake Iris
Juncus balticus / Baltic Rush
Lobelia cardinalis / Cardinal Flower
Rudbeckia hirta / Black-Eyed Susan
Sporobolus heterolepis / Prairie Dropseed
Symphyotrichum laeve / Smooth Blue Aster

Figure 390-0903: Landscaping Points

Plant Category	Landscaping Points Per Plant	Typical Mature Height (feet)	Minimum Permitted Installation Size
Shade tree	75	> 50	2-inch caliper
Tall deciduous tree	30	30 to 50	1 1/2-inch caliper
Medium deciduous tree	15	20 to 30	6 feet tall
Low deciduous tree	10	< 20	4 feet tall
Tall evergreen tree	40	> 30	5 feet tall
Medium evergreen tree	20	20 to 30	4 feet tall
Low evergreen tree	12	< 20	3 feet tall
Tall deciduous shrub	5	> 10	36 inches tall
Medium deciduous shrub	3	4 to 10	24 inches tall
Low deciduous shrub	1	< 4	18 inches tall
Tall/medium evergreen shrub	5	> 4	18 inches tall/wide
Low evergreen shrub	3	< 4	12 inches tall/wide
Perennial plantings	20/20 square feet	N/A	2 feet tall or 1 gallon pot (generally spaced 2 feet on center)
Rain garden or bioswale	20/20 square feet	N/A	N/A

*All plant material to be sized at or above Minimum Permitted Installation Sizes per The Village of Williams Bay Zoning Ordinance, Figure 390-0903.


Clump Red Maple


Kentucky Coffeetree


Red Oak


American Linden


Red Bud


Hackberry


Blackhaw Viburnum


Witch Hazel


Prairie Crabapple


Serviceberry


Eastern Red Cedar


White Pine


Techny Arborvitae


New Jersey Tea


Red Twig Dogwood


Common Ninebark


Winterberry


St. John's Wort


Purple Coneflower


Black-Eyed Susan


Smooth Blue Aster


Wild Columbine

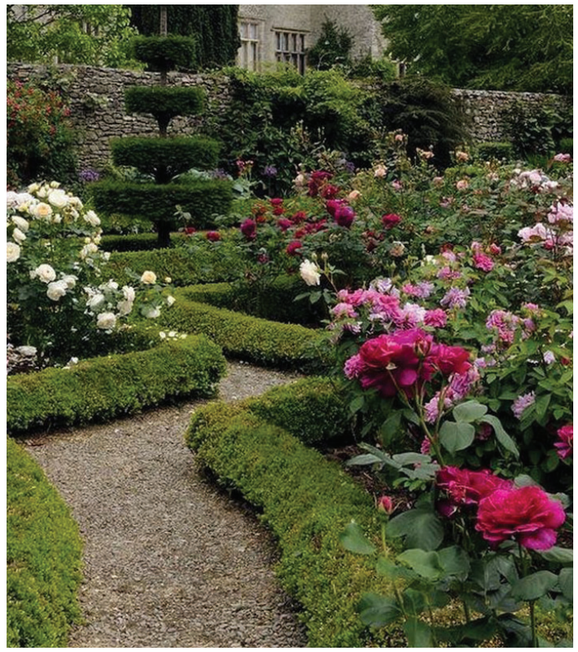
PRECEDENT PLANT IMAGERY



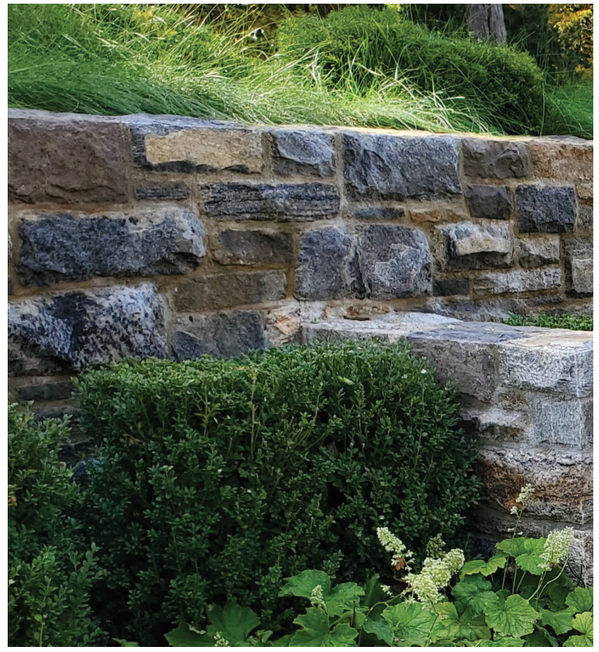
Stone Wall Cabin Garden



Spa Garden Trellis



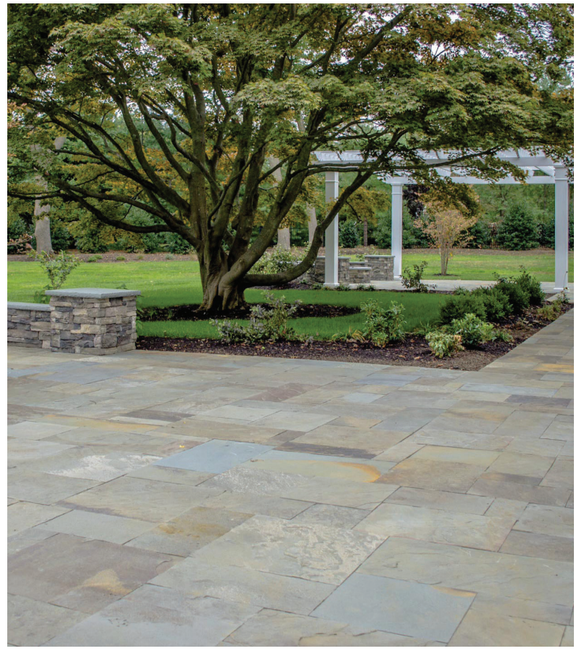
Spa Garden



Lakeshore Path Wall with Evergreen Hedge



Tree Allee



Terrace Paving



Gravel Paths Throughout The Preserve

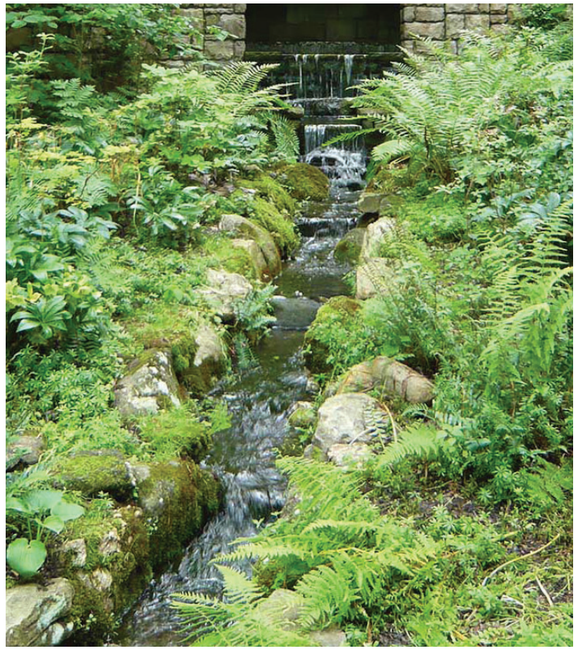


Grass Path Through Meadow

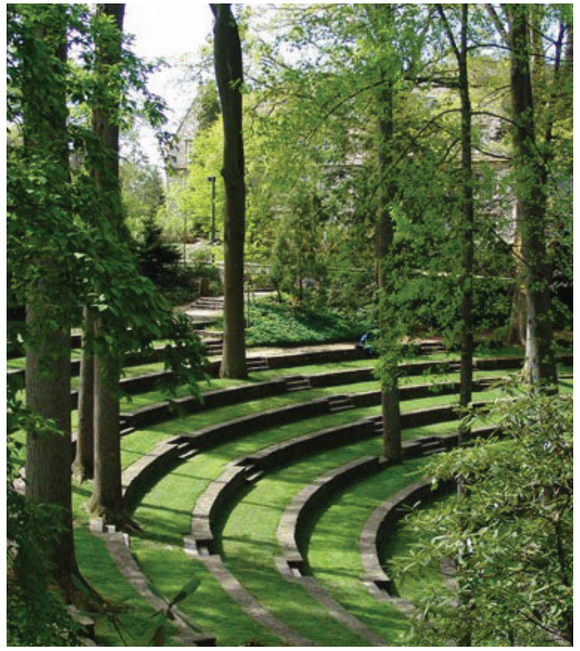
PRECEDENT PLANT IMAGERY



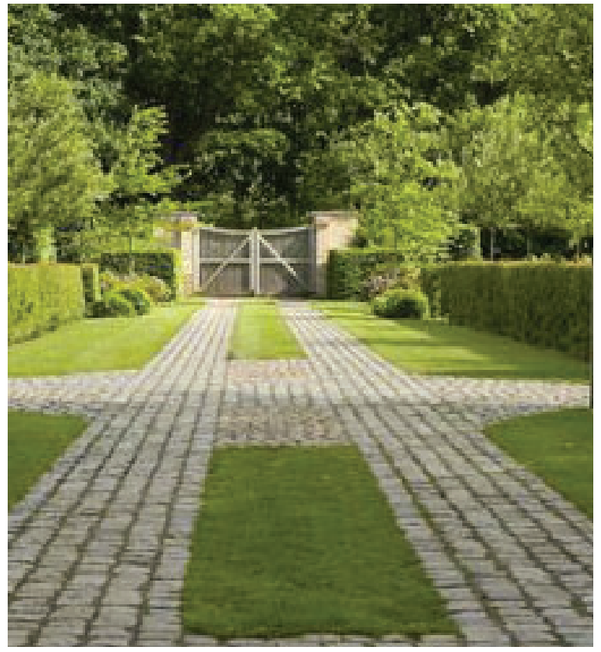
Stone Wall Cabin Garden



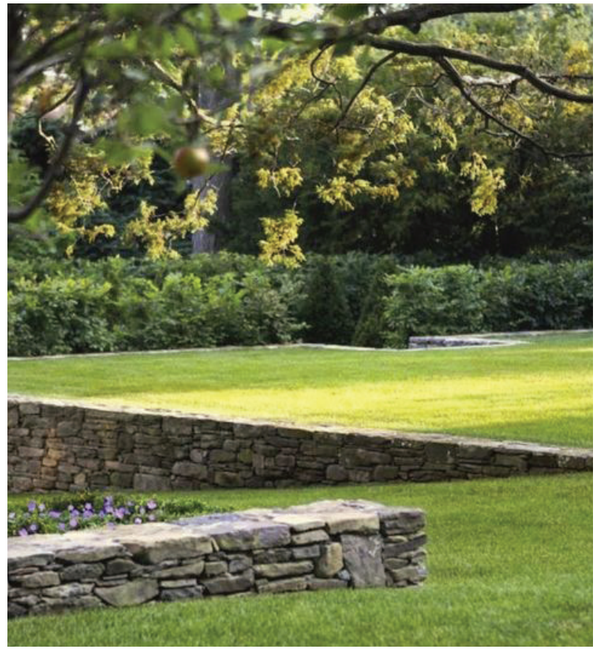
Spa Garden Water Feature



Amphitheater



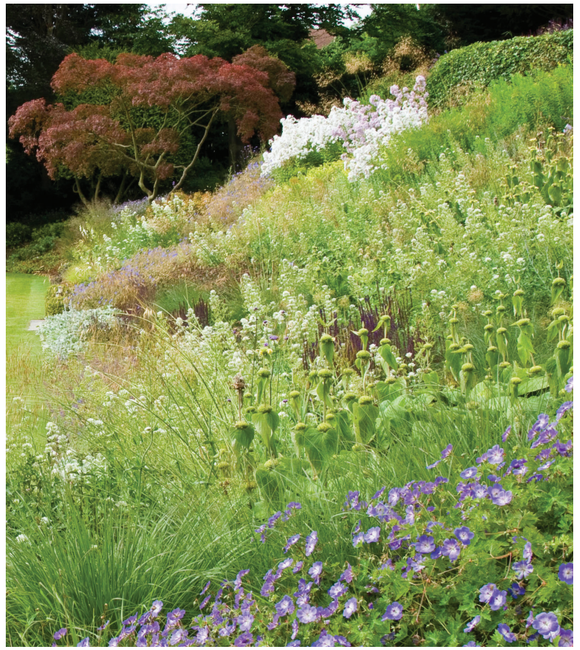
Two Track Road



Stone Walls and Lawn



Native Plantings



Hillside Perennial Gardens



Lodge Terrace Gardens

PRECEDENT LANDSCAPE AND HARDSCAPE IMAGERY

Lighting Approach

Nighttime lighting throughout the site will be selected to reduce light pollution and spillover while being safe, aesthetically pleasing and integrated with the architectural and landscape vision. All fixtures will be shielded from upward lighting. Color temperatures will be warm and timers or sensors will be incorporated to minimize light durations. Roadway lamps, path lights and building lights will be considered collectively when assigning locations and light intensity.

Signage Approach

All signage to be in compliance with Village ordinances, no variance requests are expected. Signage to be minimally downlit and have no back lighting.





















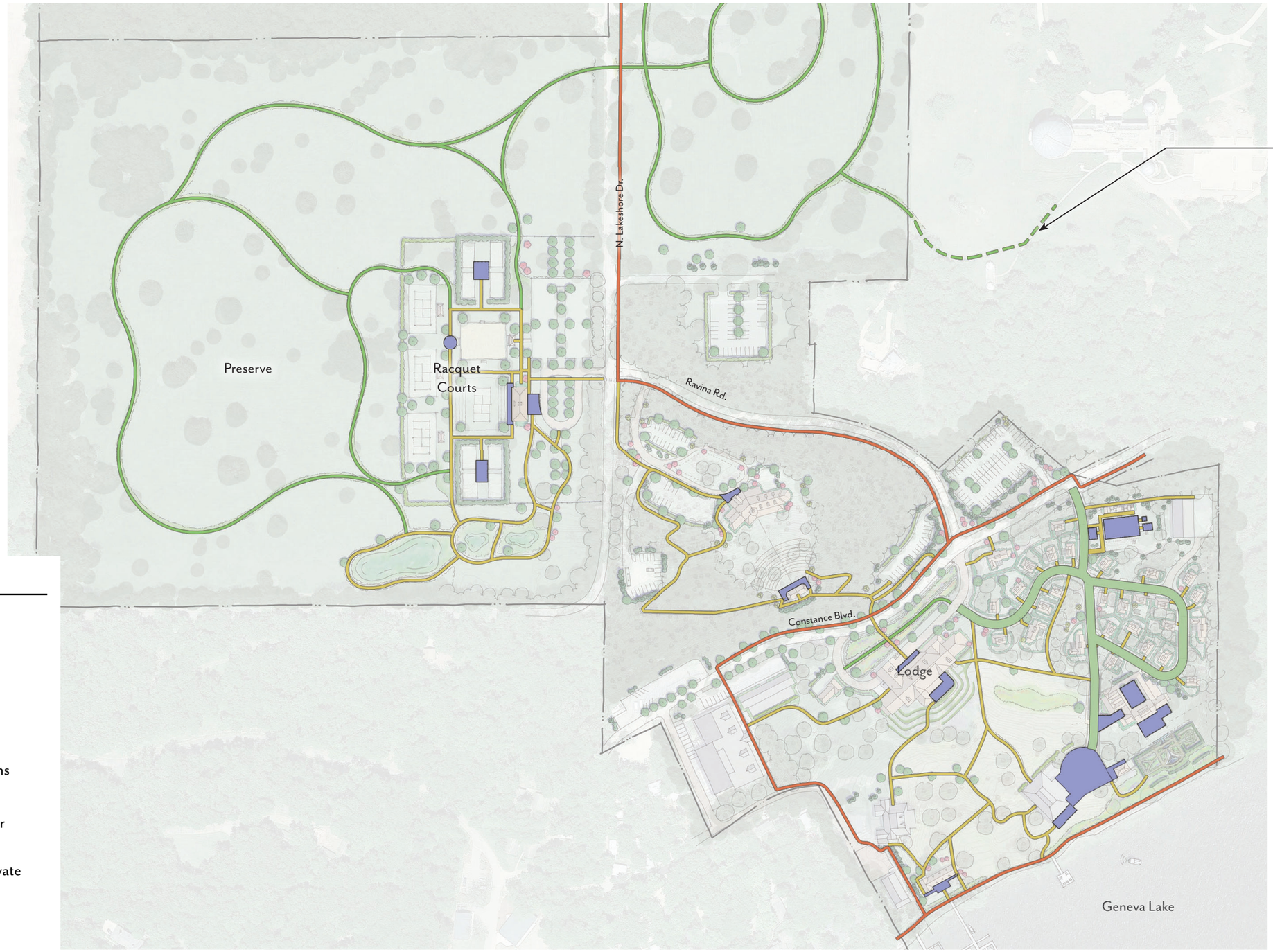








SIGNAGE AND LIGHTING CONCEPTS



WALKING PATH MATERIALS DIAGRAM

PROPOSED CONCEPTUAL BUILDING DESIGN SKETCHES AND IMAGERY



1.



2.



3.



4.



5.



6.

BUILDING PRECEDENT IMAGERY



1.



2.



3.



4.



5.



6.

BUILDING PRECEDENT IMAGERY



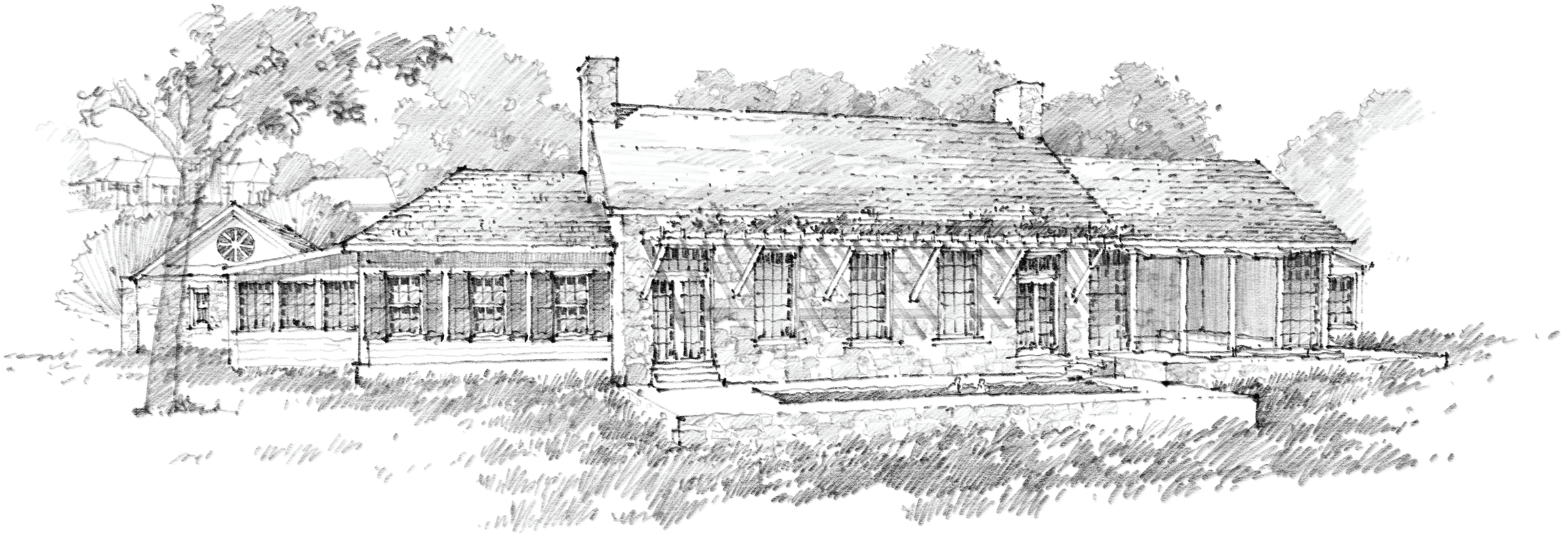
VIEW OF LODGE FROM CONSTANCE BOULEVARD



VIEW OF LODGE FROM LAKE SIDE TERRACE



VIEW OF CABINS

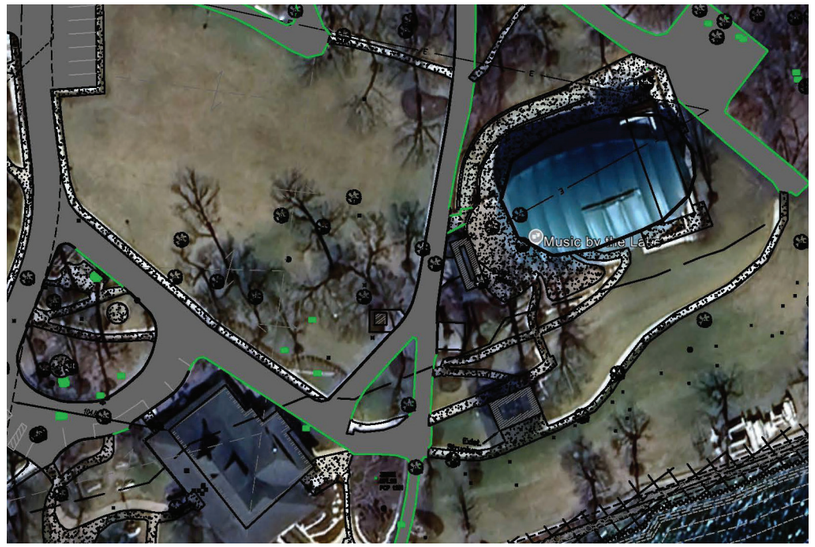


VIEW OF SPA FROM LAKE SIDE TERRACE



VIEW OF RETREAT CENTER

Existing Music by the Lake



SCALE: 1" = 100'

Venue Capacity

- Max audience of 2,600 attendees (1,000 seated in pavilion and 1,600 seated on lawn)

Number of Events

- Approx. 6-8 live performances per season primarily held Saturday nights starting at 7:30p and Sunday afternoons at 4p

Parking

- Limited parking on site
- Off-site parking at school and shuttled to venue

Feedback from Aurora GWC



TYPICAL EVENT AT FERRO PAVILION

- There was strong community support for Music by the Lake
- The smaller capacity limited the artists available to perform
- Some artists equipment could not be supported by the stage further limiting artist availability
- Configuration of lawn and hills made it difficult to view the stage

Proposed Music by the Lake



SCALE: 1" = 100'

Venue Capacity

- Max audience of 3,500 attendees (2,500 seated in amphitheater and 1,000 seated on lawn)

Number of Events

- Approx. 10 live performances per year with eligible hours from 12pm to 10pm

Parking

- Field Parking in Preserve by Racquet Pavilion
- Off-site parking at school and shuttled to venue
- VIP parking at Racquet Pavilion and Grandview Ave

AMPHITHEATER

PROPOSED SITE INFORMATION

ROW'S, UTILITIES, EASEMENTS, ENVIRONMENTAL, AND ACCESS



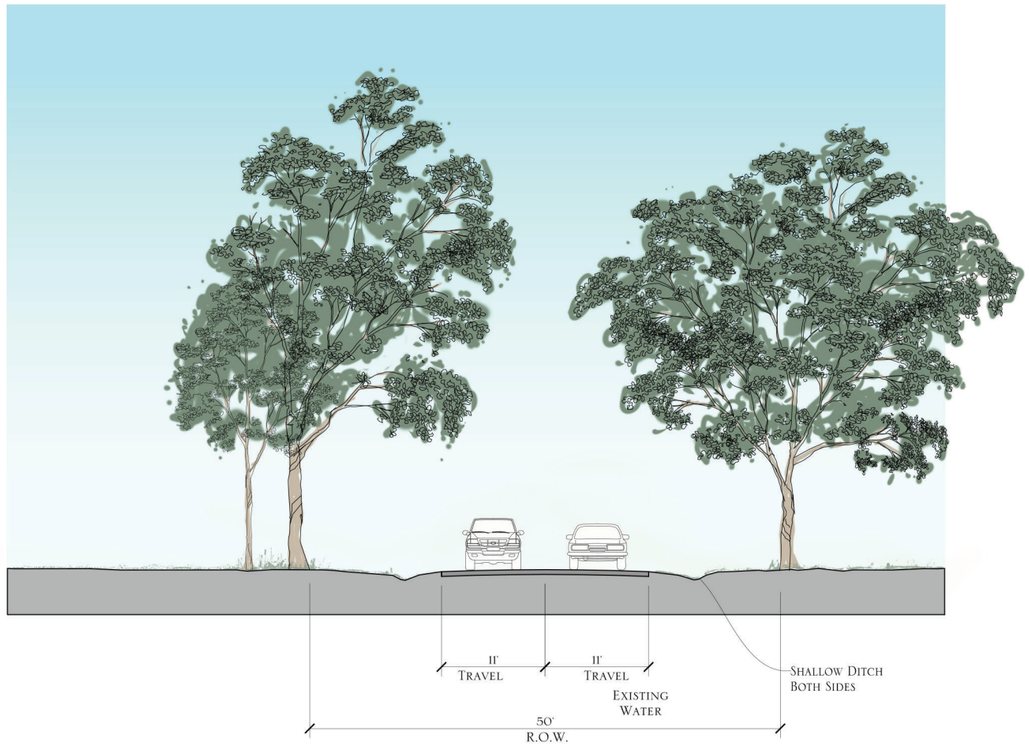
PROPOSED UTILITIES DIAGRAM



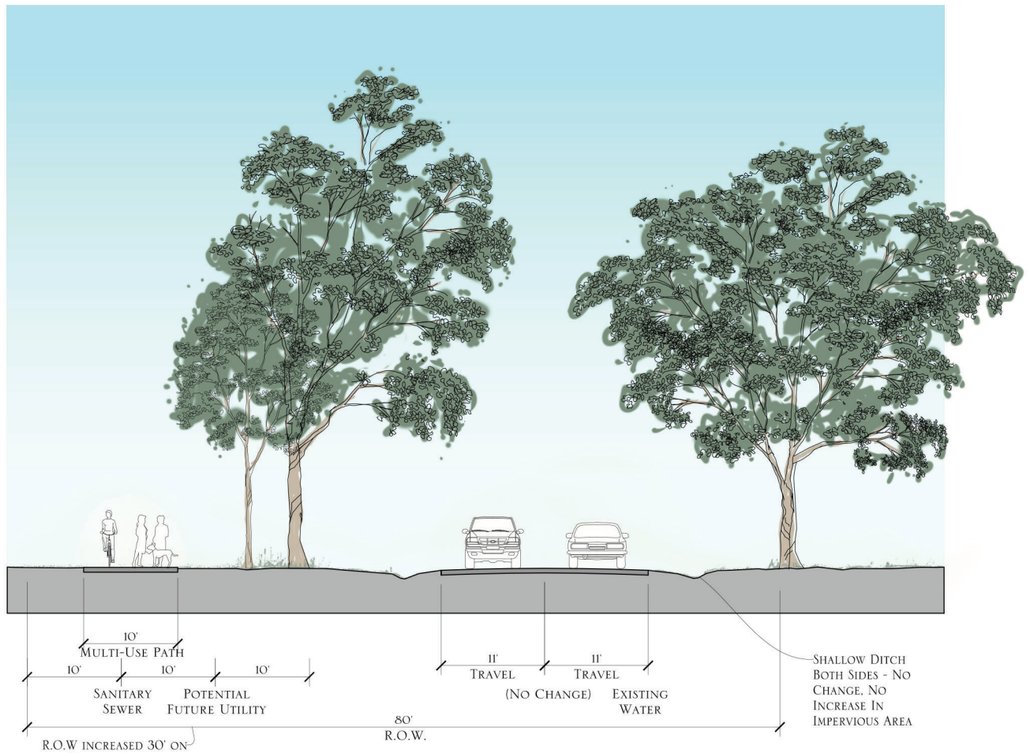
PROPOSED STORM WATER AND STORM SEWER DIAGRAM



PROPOSED RIGHT OF WAYS AND EASEMENTS DIAGRAM



EXISTING RIGHT OF WAY

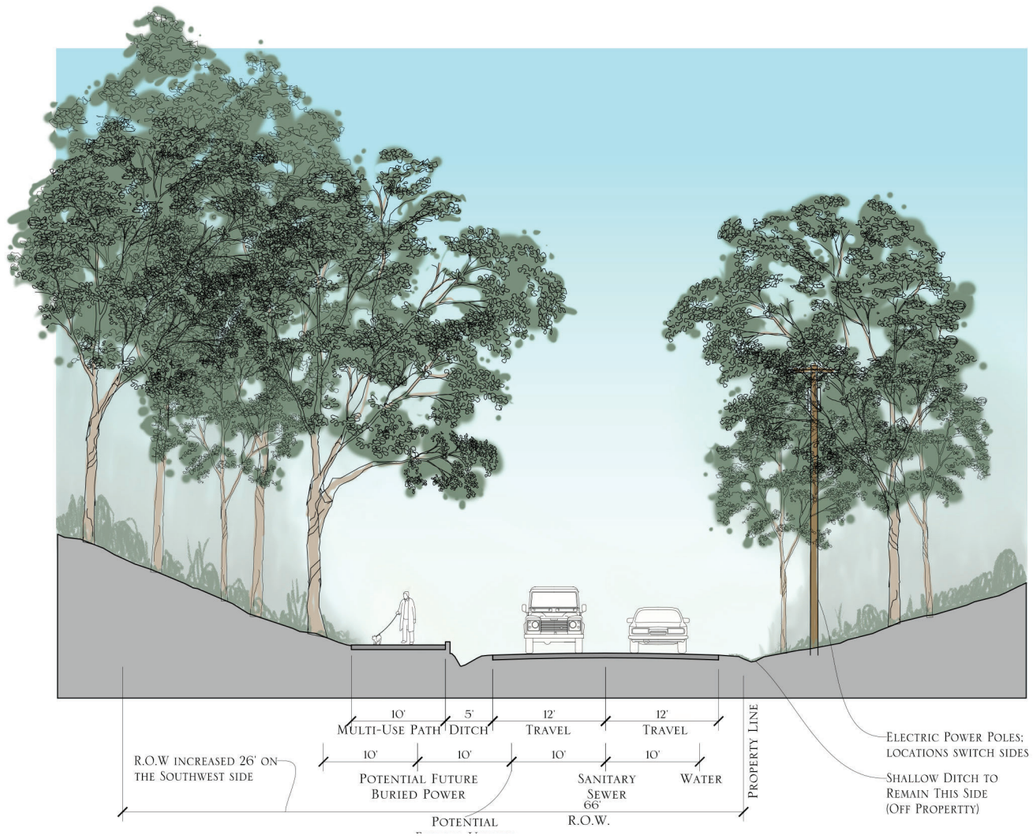


PROPOSED RIGHT OF WAY

LAKE SHORE DRIVE
STREET SECTION DIAGRAMS

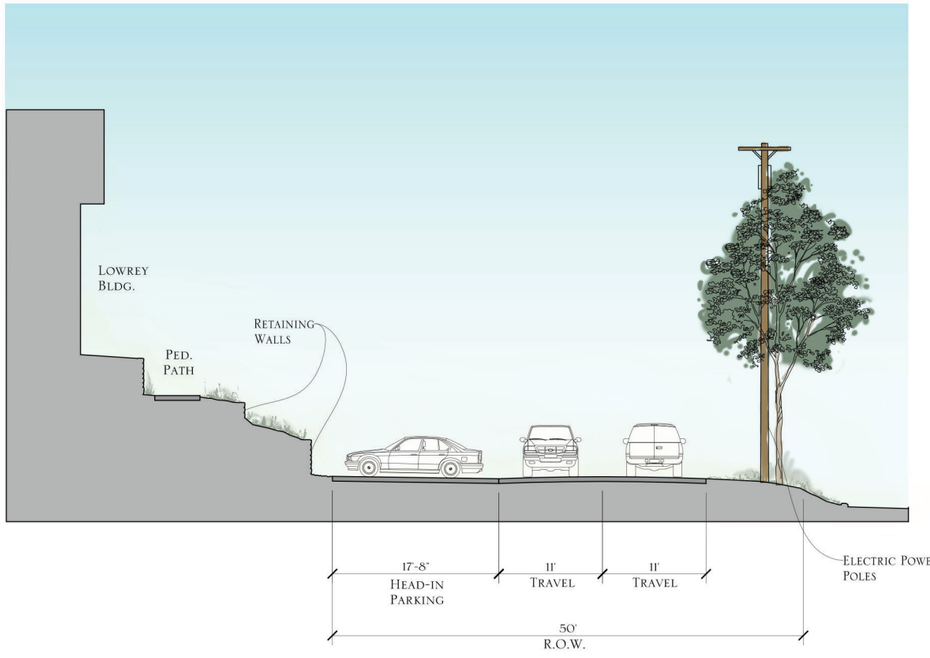


EXISTING RIGHT OF WAY

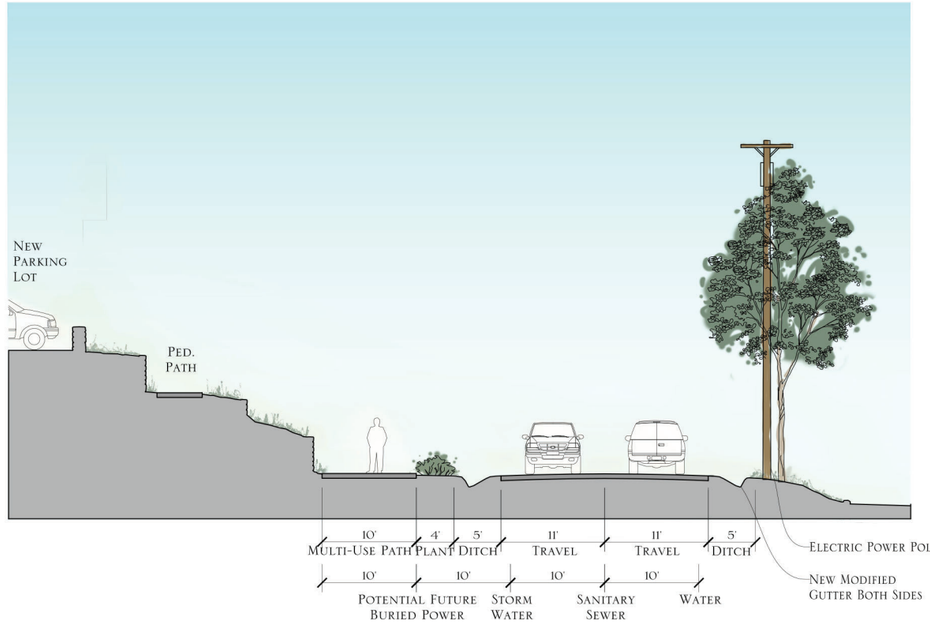


PROPOSED RIGHT OF WAY

RAVINA ROAD
STREET SECTION DIAGRAMS

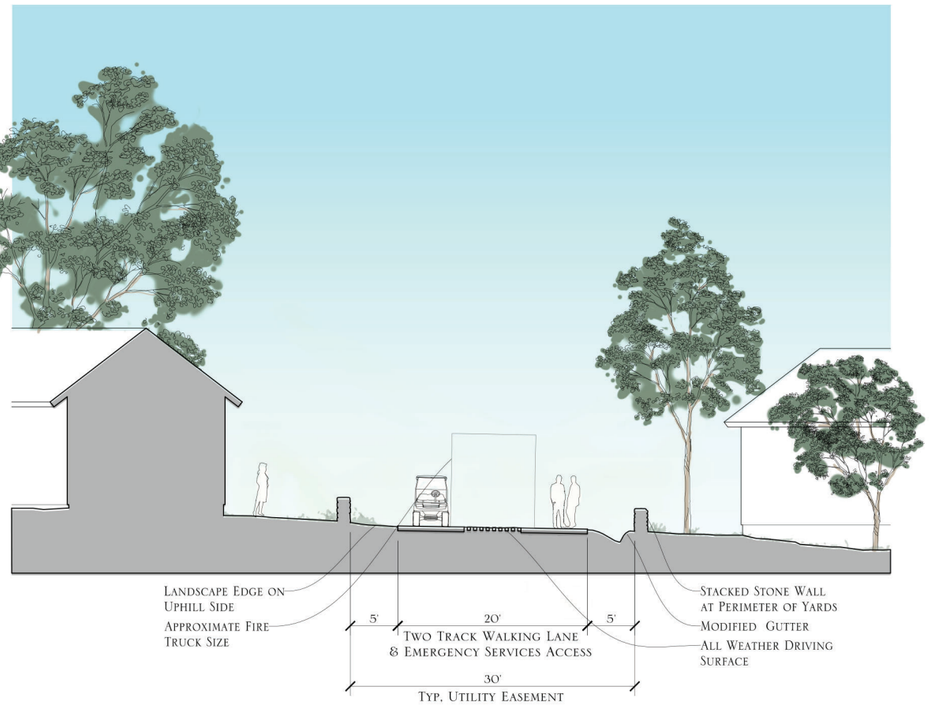


EXISTING SECTION

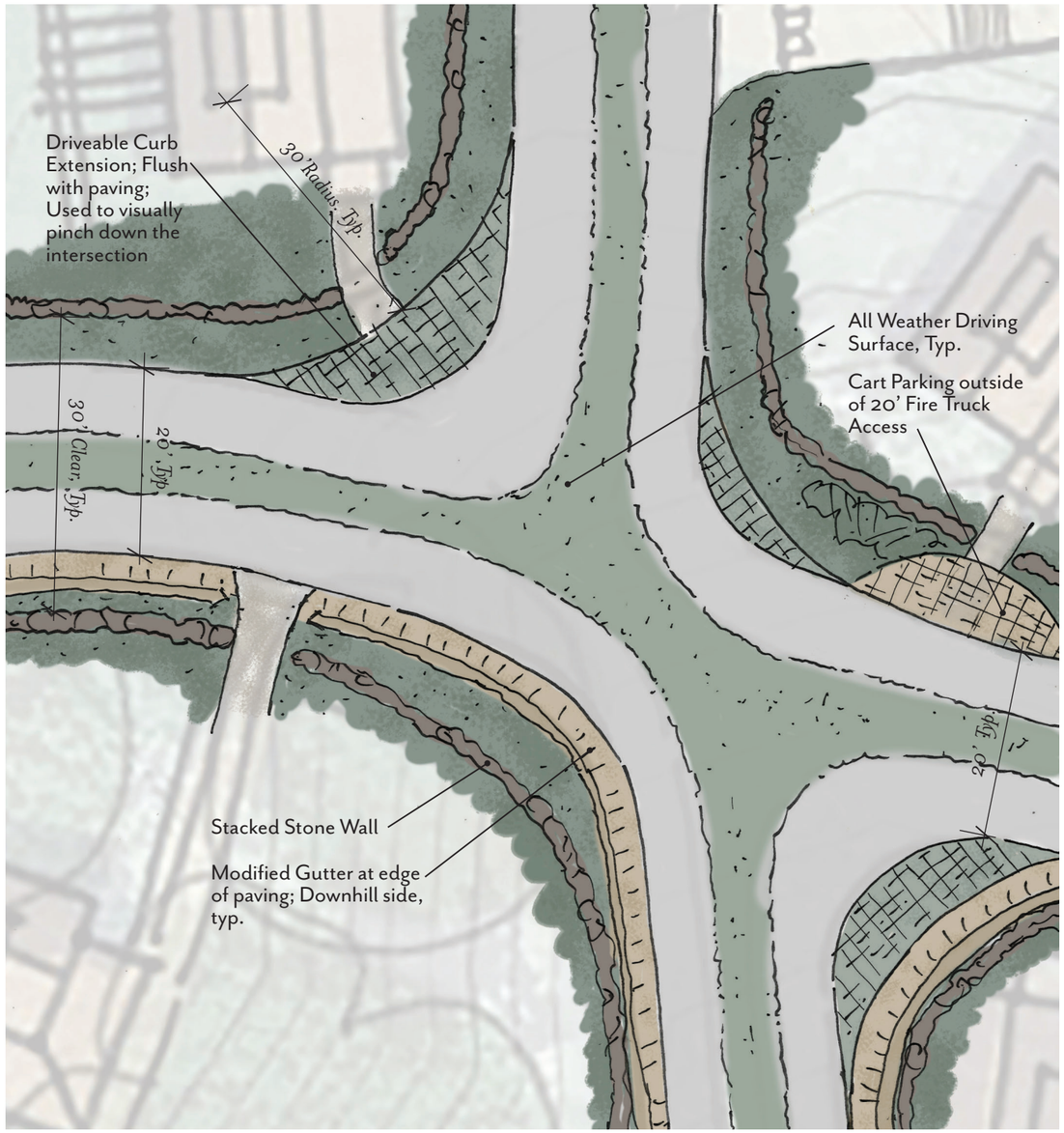


PROPOSED SECTION

CONSTANCE BOULEVARD
STREET SECTION DIAGRAMS



PROPOSED CROSS SECTION



PROPOSED PLAN DETAIL

TWO TRACK WALKING LANES & EMERGENCY SERVICES ACCESS
STREET SECTION & DETAIL DIAGRAMS

PARKING COUNTS

Existing: **315 spaces**
Proposed: **300 spaces**
Required per code **255 spaces** (see table below)

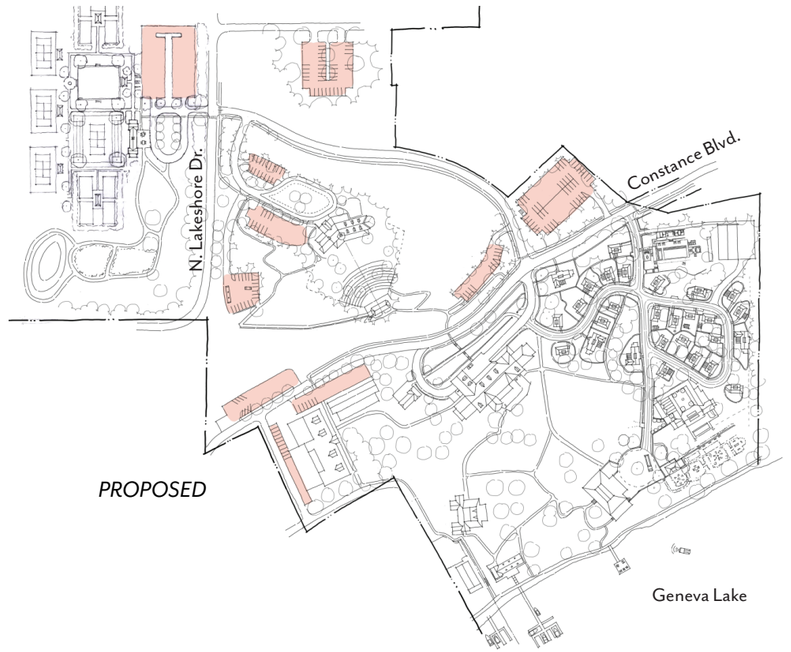
NOTES:

- Proposed parking spaces (300) is 45 spaces more than required by code (255).
- Parking calculated per use with code sections shown in table below.
- No “shared” parking is assumed between uses.
- “Proposed” and “Existing” parking diagrams shown right, with parking lots highlighted in pink.

PARKING CODE CALCULATION

	# rooms	PATRON PARKING	Notes	Parking Code
TOTAL	**68**	**195**		
INN	**37**	**37**	Commercial Indoor Lodging	390-0310 K (4)
Rooms	21		1/bedroom + 1/employee + 1/ 3ppl meeting halls (assume none)	https://ecode360.com/34300889
Suites	16			
CABIN (1 BED)	24	**24**	1 space per cabin	
CABIN (2 BED)	4	**8**	2 spaces per cabin	
BOATHOUSE	2	**2**	1 space per unit	
RENO SPA CABIN	1	**1**	1 space per unit	
SPA	42	**14**	2 double + 8 single treatment rooms	https://ecode360.com/34300748
			1 space per 3 ppl of max capacity	390-0310 G (3)
WEIDENSALL RESTAURANT	120	**40**	1 space / 3 patron seats or 1 per 3 of maximum capacity whichever is greater	https://ecode360.com/34300849
			2400 sf seating area / 20sf per person = 120 ppl	
CABEL CRATTY WORKSHOP	20	**5**	1 space per 4 expected patrons	
POOL	40	**10**	1 space per 4 expected patrons	
RETREAT CENTER	120	**30**	1 space per 4 patrons or 1 per 300sf	390-0309
RACQUET CENTER		**24**	2 spaces per court	https://ecode360.com/34300748#34300804
		EMPLOYEE PARKING		
TOTAL		**60**	Provided by hotel operator	

PATRON PARKING	***195***
EMPLOYEE PARKING	***60***
GRAND TOTAL	**255**





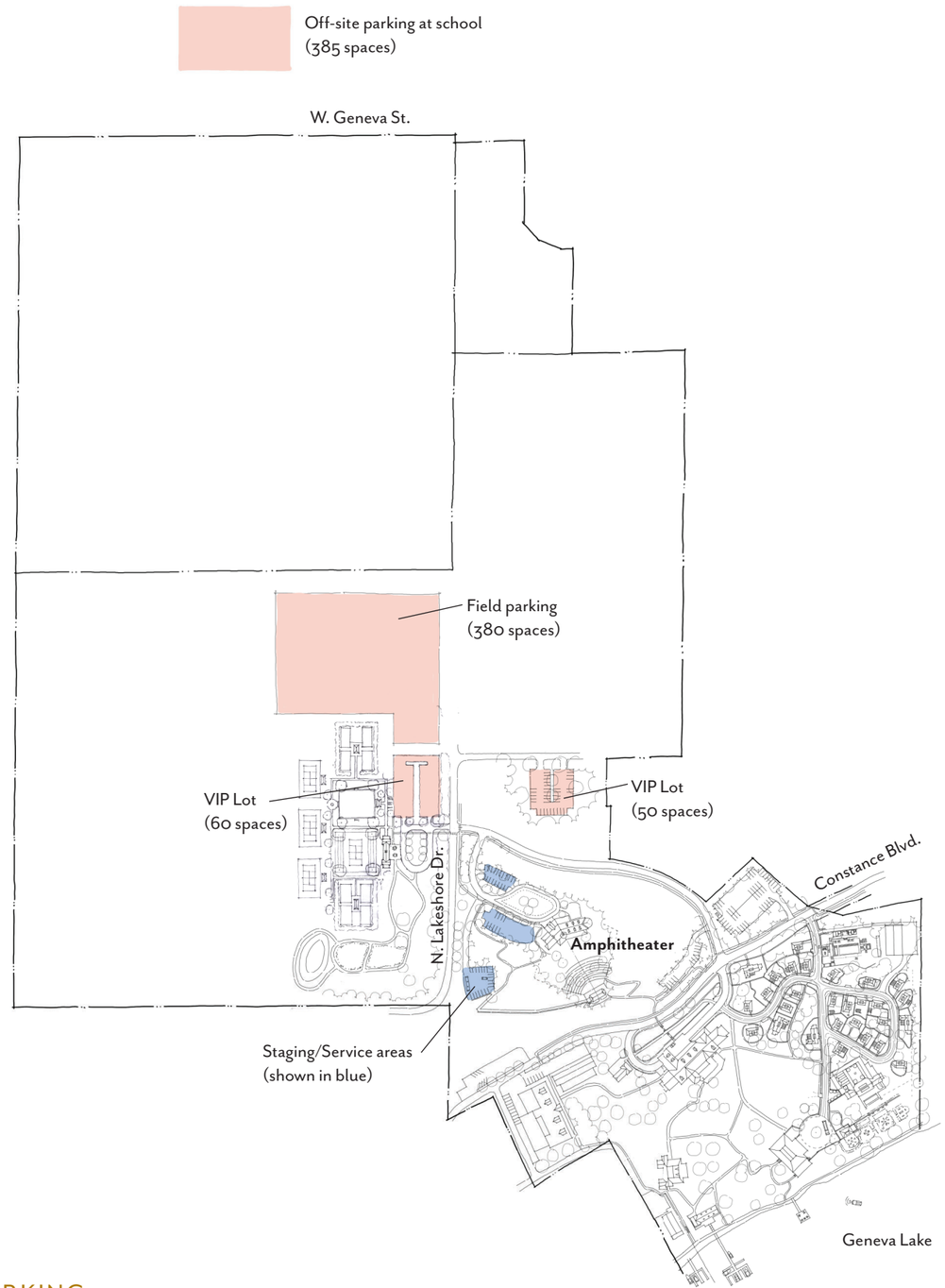
REGULAR USE PARKING

PARKING COUNTS

Amphitheater Capacity:	**3,500 people(max ticketed)**
Parking Ratio (per zoning):	**4 people per space**
Parking Required:	**875 spaces**
Parking Provided:	**875 spaces**

NOTES:

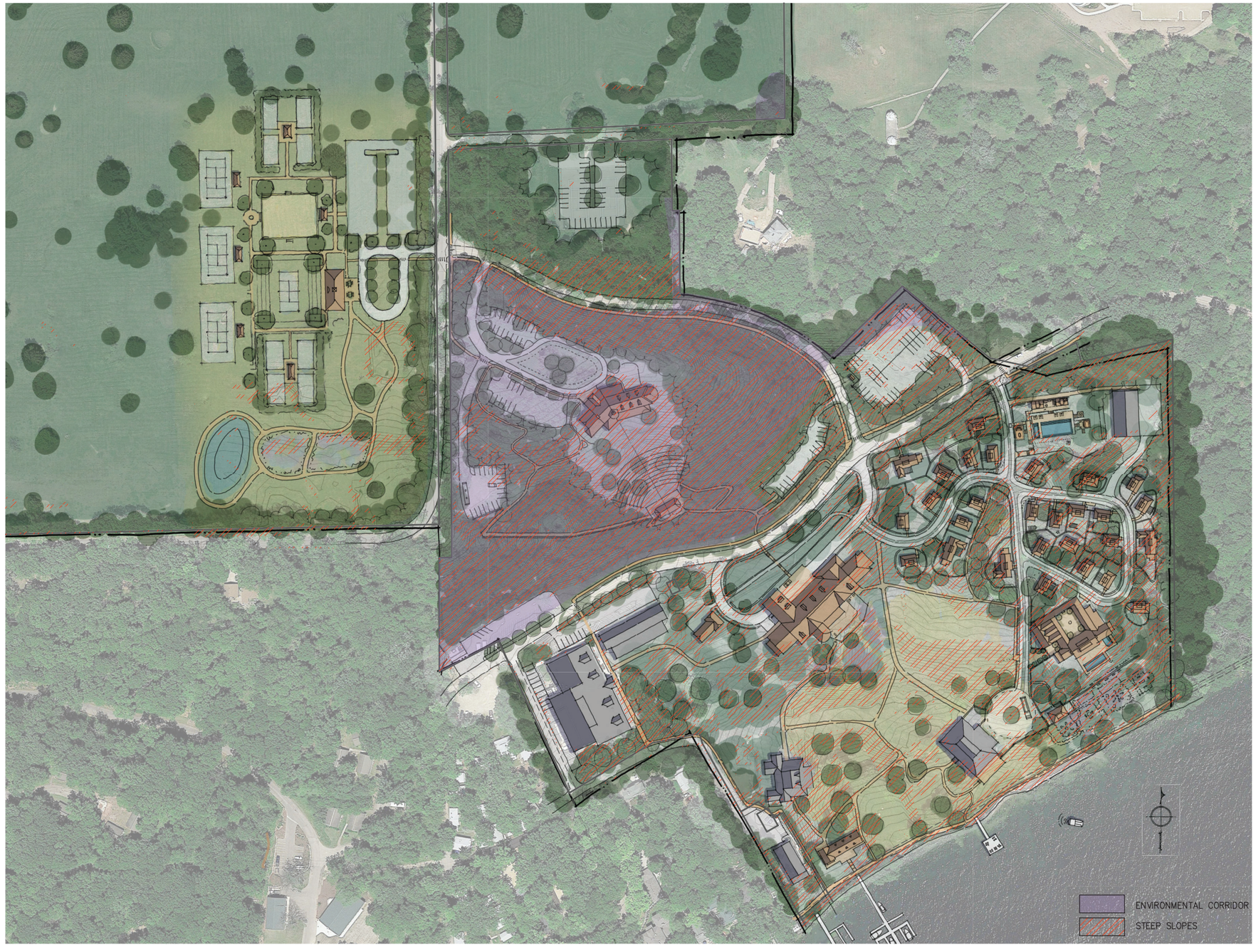
- 1,000 spaces provided is the sum of 385 spaces at the school, 110 spaces VIP lots, and 380 spaces field parking.
- Shuttle service provided to/from off-site school parking.
- See parking diagram at right. Special events parking highlighted in pink; staging/services areas highlighted in blue.
- Zoning reference for parking ratio: 390-0309 C (4)
- Assumed 10 live performance days per year with eligible hours from 12pm to 10pm.
- Traffic control and pedestrian crossing assistance will be provided at events.
- Amphitheater capacity of 3,500 people is comparable to other rural venues, including:
    - Chautauqua Amphitheater, Chautauqua, NY (4,400 seats)
    - Cushing Memorial Amphitheater, Mill Valley, CA (4,000 seats)
    - Millennium Amphitheater, Arcadia, WI (4,500 seats)
- Example performances:
    - Lake Geneva Symphony Orchestra
    - Musicians and bands
    - Comedians
    - Thought leaders



SPECIAL EVENTS PARKING

General Treatment of Natural Features

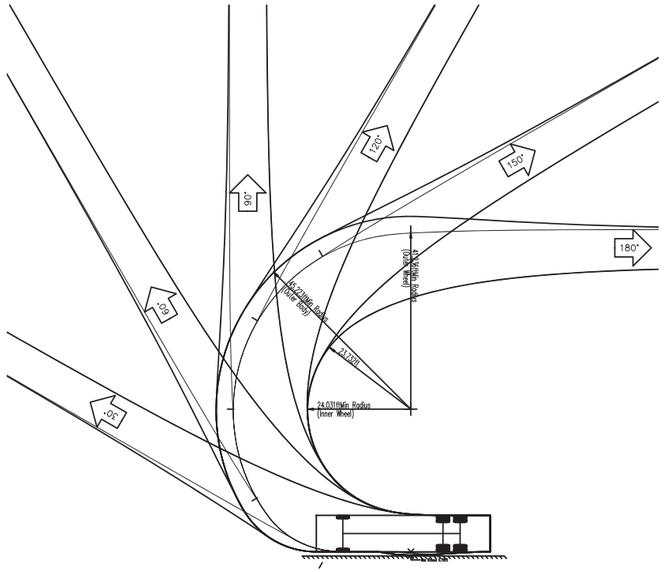
The proposed Preserve development spans approximately 98 acres, featuring substantial frontage along Geneva Lake. The property includes 8.4 acres of Primary Environmental Corridor (PEC) and areas of steep terrain with slopes exceeding 12%. The PEC primarily lies between N. Lakeshore Drive, Ravina Road, and Constance Boulevard, where steep slopes are prevalent throughout the site. The development concept focuses on preserving the natural landscape, including key view corridors and steep slopes, while minimizing disturbances within the PEC. Less than 10% of the PEC will be impacted by impervious surfaces, ensuring that over 90% remains permeable. A proposed amphitheater thoughtfully integrates into the existing topography, using natural slopes for seating while preserving mature trees within the surrounding area. This "soft touch" approach is a hallmark of the development strategy, exemplified by the identification, health evaluation, and mapping of 1,224 trees on the property. This meticulous information will guide the design process, enhancing the site's natural beauty and ecological integrity.



ENVIRONMENTAL CORRIDOR AND STEEP SLOPES

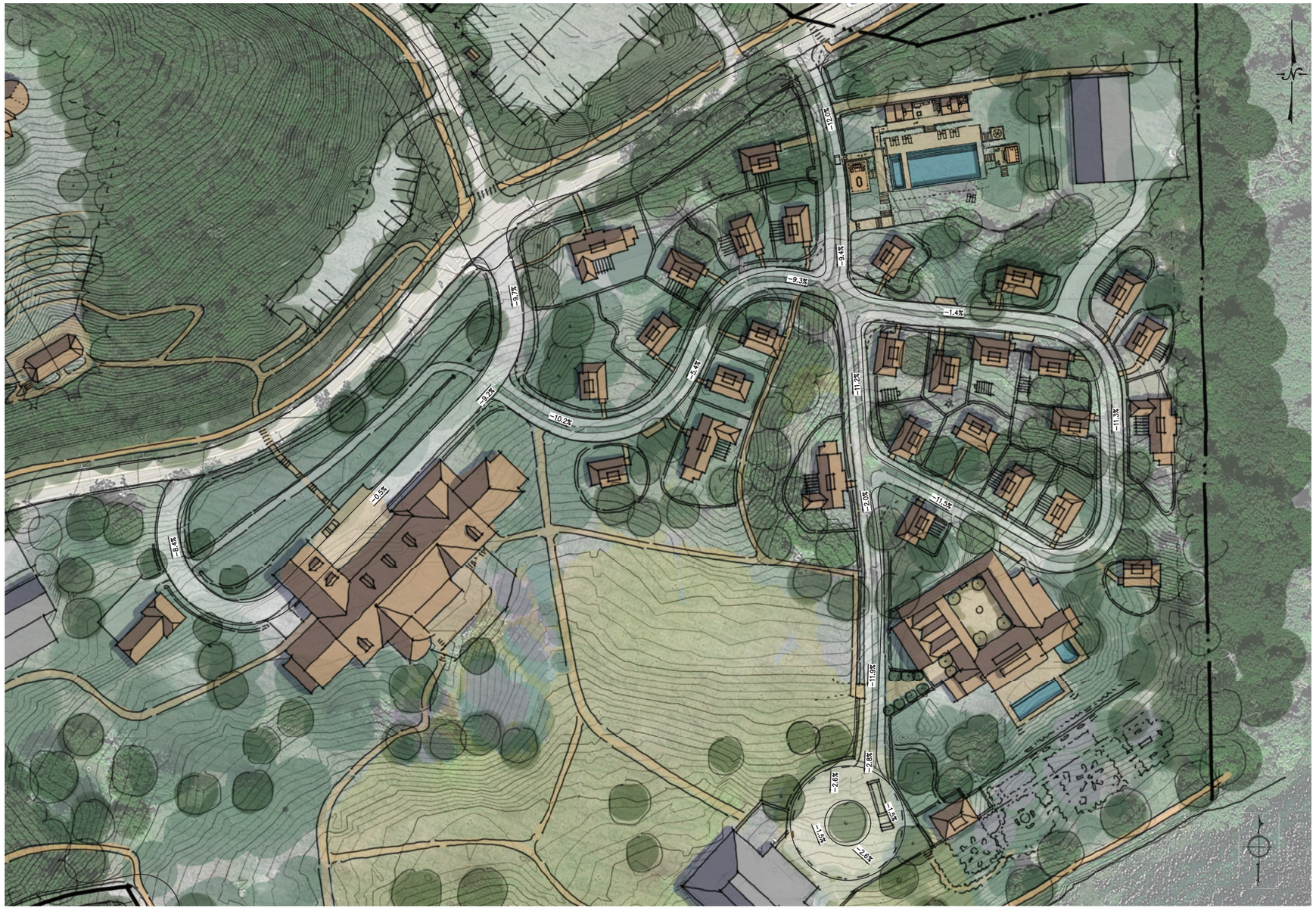


POTENTIAL TREE REMOVAL DIAGRAM FOR
NEW BUILDINGS AND ROADS





EMS ACCESS DIAGRAM



INTERNAL ROAD SLOPES DIAGRAM

REQUESTED DESIGN FLEXIBILITIES

Path to PDO

A Planned Development Overlay (PDO) was applied for at the recommendation of the Village of Williams Bay after several meetings with the Village Staff and Plan Commission.

- January, 2024 – At an informational meeting in front of the Village Plan Commission and in preliminary meetings with Village Staff, the initial concepts for the development were discussed and the Village gave feedback that it was open to further consideration of the development.
- February through April, 2024 – Topography worked to further develop a plan for the property that incorporated feedback from its neighbors, the public, Village officials and staff.
- May, 2024 – At a meeting with the Plan Commission, four options were presented by the Village Planner to the Plan Commission as possible avenues for review and approval of the proposed development. The Plan Commission seemed to consider either (1) amending to a business use (which could lead to broader than desired uses under the Village's zoning code) or (2) amending the text of the Comprehensive Plan and require a Planned Development Overlay (which provided for a narrow, tailored use without disrupting neighboring uses). The Plan Commission voted at that meeting to initiate the Comprehensive Plan Amendment process.
- June through July, 2024 – Topography work continued work on the Comprehensive Plan amendment process, including the creation of specific language for the text amendment portion of the application. Topography also completed the Conceptual Site Plan and began work on the General Development Plan.
- August, 2024 – At separate meetings with both the Plan Commission and the Village Board, Topography presented its proposed Concept Plan as well as the Conceptual Site Plan and proposed Text Amendment to the Comprehensive Plan was presented for comment and feedback. Topography continued work on its General Development Plan in preparation for future public meetings.

Rationale for PDO

After several meetings, it was determined by the Village Staff and Plan Commission that a PDO was the best course of action to limit the scope of development uses and to address any potential design flexibilities this development requires. By using a PDO instead of creating a new zoning district, the Village reserves the right to review, comment on, and refuse any future developments of this nature as the Public and Institutional Zoning District as compared to any those offered under the Village's existing commercial use zoning districts. The current Public and Institutional Zoning does not appear to be written for a property of this size and therefore references only one primary structure with the opportunity for smaller accessory structures (only 15' tall). To meet this requirement, all the major program needs would be included in one large primary building. Not only is this at variance with how the GWC campus currently sits, but it would also result in one large, long building. To break down the scale of the buildings, this development requests to break out many of the primary program elements (such as the Spa and Amphitheater) and placed them in separate primary structures around the site similar to how GWC is conceptually laid out. This design strategy will bring down the overall visual scale of the development and allows the appearance to be more in keeping with the rest of the existing lake frontage.

The change in elevation across the property makes the building height requirement a restriction that if adhered to, would negatively impact the existing character of the site. To maintain the building heights outlined in the Ordinance for Public and Institutional Zoning while still meeting the program needs of the development, the structures would be required to have much larger footprints. While allowable from a lot coverage standpoint, this would not be desirable as it would require more invasive regrading and tree removal.

The existing street sections outlined in the Zoning Code are provided as a generic fit for all streets. While providing the requested Right of Way width and needed utilities within these Right of Ways, the development would like to propose an alternate street section that allows for less intrusive grading along these new ROW's while keeping as much of the existing tree canopy as possible to preserve the rural and idyllic character of the streets.

PDO Requested Design Flexibilities:

- Existing buildings within the designated Lake Setback may be rebuilt with the same habitable square footage as the existing buildings. The new buildings may be constructed in a different location, provided they are not situated any closer to the lake than the original non-conforming location. (See page 67)
- New pathways are allowed within the designated Lake Setback as long as the square footage of impervious surface within the setback remains the same.
- Minor grading and landscape work is allowed within the Lake Setback, particularly where needed to enhance erosion control, upgrade utilities as required by the Village, and better manage water runoff.
- Existing non-conforming conditions within setbacks and buffer yards will be allowed to remain.
- The maximum building height of Principal Buildings shall be 45' as measured from grade at the street-facing side of the building to the primary horizontal eave of the building. This height limitation is exclusive of architectural elements such as chimneys and dormers. (See pages 62 - 64)
- The maximum building height of Accessory Buildings shall be 20' as measured from grade at the street-facing side of the building to the primary horizontal eave of the building. This height limitation is exclusive of architectural elements such as chimneys, lookouts, and dormers. (See pages 65 - 68)
- There is no limit of Accessory Buildings allowed on the site as long as the maximum building coverage is maintained for the site.
- Parking flexibilities will be required for Special Event Parking at the amphitheater.
- The Village street sections outlined in Section 375 Article 3 of the Zoning ordinance are redefined to be as shown in this document to allow for less intrusive regrading along these new ROW's while keeping as much of the existing tree canopy as possible.
- Landscape flexibilities for foundation planting and internal screening are requested to be in keeping with the character of the existing site and not required to meet the standards set forth in Article 9. The overall site will meet the requirements of the point system outlined in Article 9 but the plantings will be dispersed throughout the site instead of concentrated around buildings. Supplemental feature planting in the form of specialty gardens, will compensate for foundation requirements. Landscape planting for service areas, utility areas and mechanical equipment will be addressed with evergreen and deciduous shrub plantings.

Existing P&I Zoning (390-0223)	Proposed PDO Zoning	Reasoning/Intent
• The minimum shore yard (lake) setback is 150 feet.	• Existing non-conforming structures (Boathouse Accommodations, Weidensall, and Restrooms/Accommodations next to the Ferro Pavilion) within the designated Lake Shore Yard may be rebuilt/renovated with the same habitable square footage as the existing buildings. The new buildings may be constructed in a different location, provided they are not situated any closer to the lake than the original non-conforming location which range from being 55 feet to 95 feet from the shoreline.	• We would like to retain and replace/renovate the existing non-conforming buildings in the shoreline setback. In addition to this, both Topography and Water Safety feel that the proximity of the Boathouse Accommodations to the Water Safety building (a distance of 19'-4") is so close as to limit the function and access around the buildings. It also is only 7'2" from the property line which does not abide by the assigned side yard setback of 15'. To resolve this issue, we would like to shift the replacement of the Boathouse Accommodations approximately 20-30' to the east. Weidensall would be renovated. Ferro Pavilion Restrooms/Accommodations would be rebuilt in the existing location.
• The minimum shore yard (lake) setback is 150 feet.	• New pathways and grading will be allowed in the setback as long as the amount of impervious surface within the setback remains the same.	• We would like to relocate (and in some places completely remove) some of the existing pathways across the site to reduce the amount of impervious surface and create better flow across the site to the shore path. This includes the areas within the shore line setback. We like to bring the existing fire truck turnaround adjacent to Weidensall as close to Code as possible which will require adjusting the impervious surfaces within the setback.
• The existing side yard setback requirement is 15' and the minimum pavement setback is 3'.	• Existing non-conforming Structures shall be given a "Blanket Conforming State per 390-0603.1.b and existing pavement within the setback shall be allowed to remain and maintained.	• Several existing buildings, roads, parking and loading areas are currently within the P&I assigned setbacks, particularly along the southwestern property line and Garden Place ROW to Water Safety. We would like maintain these existing non-conformances and renovate (though not expand) the existing non-conforming structures.
• The maximum building height for a principal building is 35' and the maximum building height for an accessory structure is 15'.	• The maximum building height of the Principal Building shall be 45' and the maximum height of accessory buildings shall be 20', as measured from grade at the street-facing side of the building to the primary horizontal eave of the building. This height limitation is exclusive of architectural elements such as chimneys, lookouts, and dormers.	• The change in elevation across the property makes the building height requirement a restriction that if adhered to, would negatively impact the existing character of the site. To maintain the building heights outlined in the Ordinance for Public and Institutional Zoning while still meeting the program needs of the development, the structures would be required to have much larger footprints. While allowable from a lot coverage standpoint, this would not be desirable as it would require more invasive regrading and tree removal.

Existing P&I Zoning (390-0223)	Proposed PDO Zoning	Reasoning/Intent
• The Village defined street sections are outlined in Section 375 Article 3 of the Zoning ordinace	• The street sections will be redefined to be as shown in this document on pages 48-51 to allow for the requested Village utilities and less intrusive regrading along these new ROW's while keeping as much of the existing tree canopy as possible.	• The existing street sections outlined in the Zoning Code are provided as a generic fit for all streets. While providing the requested Right of Way width and needed utilities within these Right of Ways, the development would like to propose an alternate street section that allows for less intrusive grading along these new ROW's while keeping as much of the existing tree canopy as possible to preserve the rural and idyllic character of the streets.
• Per parking ratio outlined in 390-0309.c.4, 875 spaces are required for special event use of the amphitheater with 3,500 people in attendance.	• Parking for special events will be allowed to use off site parking at the Williams Bay High School. Off site parking and shuttles will be coordinated by the development.	• To allow for events up to 3,500 without creating permanent, impervious parking lots that will have limited use (only 8-10 times a year), parking can be provided by roping off an area of the preserve and using the high school lot north of the property as has been done historically.

Existing Landscape Requirements (390-0906)	Proposed PDO Zoning	Reasoning/Intent
B. Building foundations. Certain buildings or building additions constructed after the effective date of this Chapter are required to be accented by a minimum amount of landscaping placed near the building foundation. (1) Foundation landscaping shall be placed so that at maturity, the plant's drip line is located within 10 feet of the building foundation. Such landscaping shall not be located in those areas required for landscaping as street frontages, paved areas, protected green space areas, reforestation areas, or bufferyards. (2) For each 100 feet of building foundation perimeter, the landscaping installed shall at a minimum meet the number of landscaping points specified in Figure 390-0906. The actual number of points required for such landscaping shall be computed on a prorated basis, and installed and permanently maintained. (3) Shade trees and tall trees shall not be used to meet the foundation landscaping requirement. The intent of this Section is to require a visual break in the mass of buildings and to require a visual screen of a minimum of six feet in height for all exterior perimeter appurtenances (such as HVAC/utility boxes, standpipes, stormwater discharge pipes and other pipes). (4) If the officially approved site plan depicts a future building extension, the foundation landscaping requirement shall be calculated by measuring the length of the total perimeter. However, foundation plantings need only be installed based on the landscape points calculated from the portions of the building perimeter that will not be affected by building extension. If this results in a point requirement not met by the initial planting, then the requirement shall be met within five years after the issuance of the building permit, or within such larger time period as established in writing by the Plan Commission.	Relief is requested based on the unique scale and context of this application as a planned unit development. The character of the planting design is composed to create a cohesively considered landscape theme to unify both new and existing structures and to complement the overall campus appearance. The zoning code landscape requirements are targeted at free standing, individual commercial buildings rather than a coordinated collection of designed architectural buildings with a unified landscape design. Present era buildings on the campus do not in all cases have 360-degree foundation landscape plantings which in effect allows the architectural features to express a simplicity and to present those architectural details rather than blanket the buildings uniformly in plantings.	Planting plans will enhance the present landscape with a comprehensive design that will keep the existing sense of place and be complementary to both the current and future buildings and overall planned campus like surroundings. With exception of consistently providing 360-degree foundation plantings, the applicant will include screening of street frontages, paved areas, parking areas, reforestation areas and buffer yards. On a case-by-case basis, landscape of building foundations will still be provided to address expanses of those building foundations where appropriate and include screening for mechanical and/or utility areas. The applicant recognizes *'Section 390-0906, Landscape requirements for regular developments, subsection (B)(2) Foundation Planting - landscape points required for each 100 feet of building foundation perimeter.' T*he final Landscape plans will provide a comprehensive table summarizing equivalent points of the required number of landscape plant materials. This will be partially provided at foundations and supplemented at strategic locations including the overall grounds, specialty gardens, woodland canopy enhancement, lakeshore path area, Spa gardens, Racquet Courts plantings, Cabins, Pool, and Lodge gardens as features that are not otherwise required by code. Overall, plant point numbers will meet the required equivalent quantities within the overall site area.



STREET FACING ELEVATION
AVERAGE HEIGHT: 50'-6"

CONCEPTUAL BUILDING ELEVATION - LODGE

SCALE: 1/16" = 1'-0"



LAKE ELEVATION
AVERAGE HEIGHT: 55'-6"

CONCEPTUAL BUILDING ELEVATION - LODGE

SCALE: 1/16" = 1'-0"



STREET FACING ELEVATION
AVERAGE HEIGHT: 38'-6"

CONCEPTUAL BUILDING ELEVATION - RETREAT CENTER

SCALE: 1/16" = 1'-0"



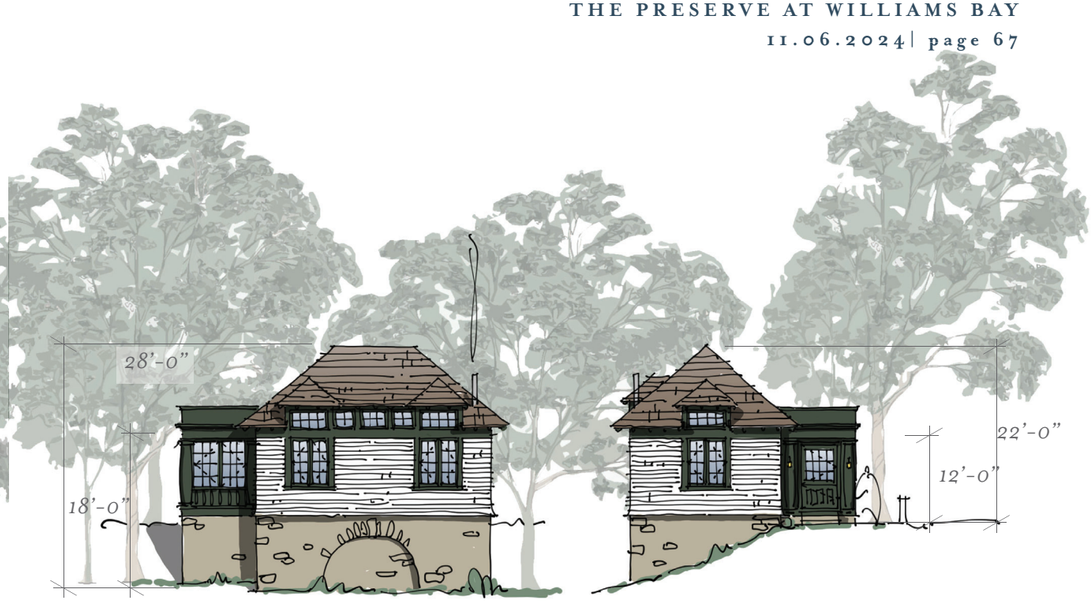
LAKE ELEVATION
AVERAGE HEIGHT 38'-6"

CONCEPTUAL BUILDING ELEVATION - RETREAT CENTER

SCALE: 1/16" = 1'-0"



BOATHOUSE



1 BEDROOM CABIN - SCHEME 1



2 BEDROOM CABIN



1 BEDROOM CABIN - SCHEME 2

CONCEPTUAL BUILDING ELEVATIONS - GUEST ACCOMMODATIONS

SCALE: 1/16" = 1'-0"



PROPOSED PERSPECTIVE VIEW FROM LAKE



EXISTING BUILDING PHOTO



PLAN RELOCATION DIAGRAM

CONCEPTUAL BUILDING DESIGN - BOATHOUSE

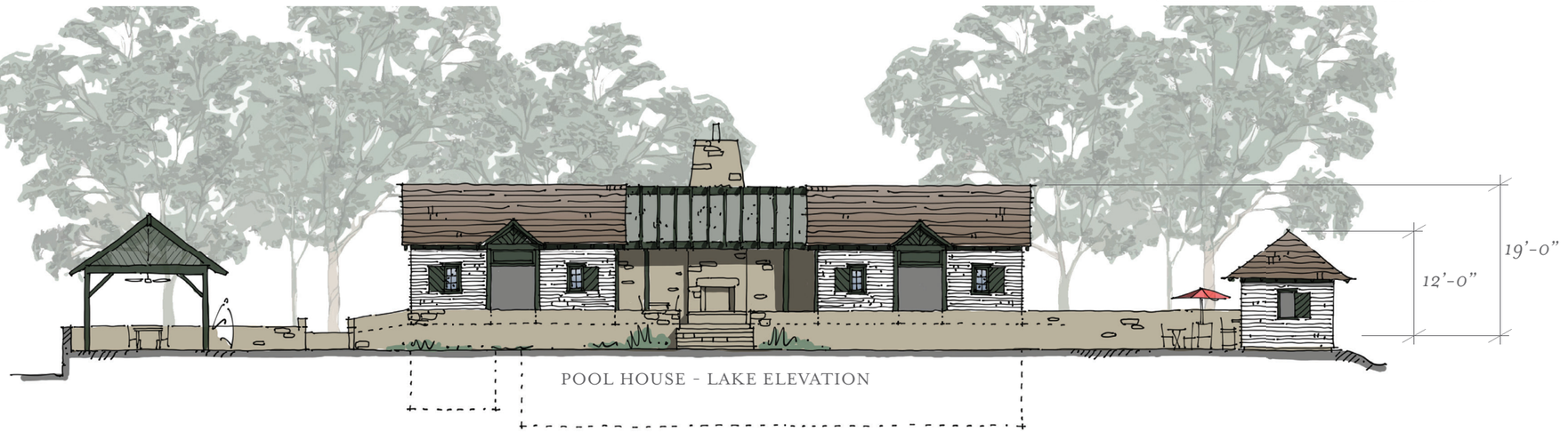
SCALE: 1/16" = 1'-0"



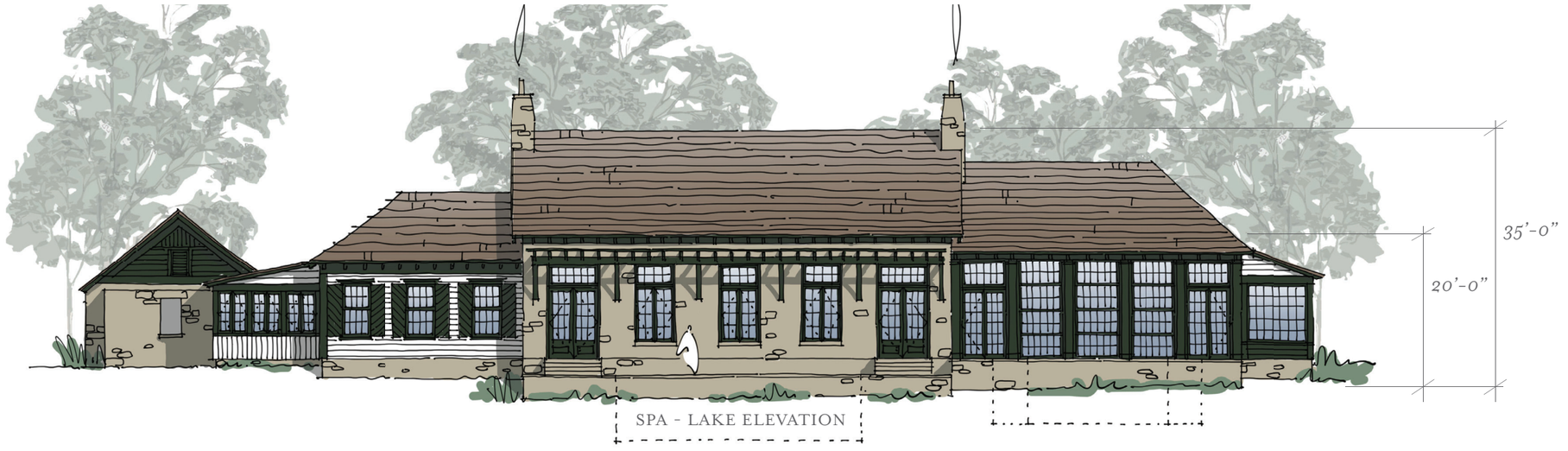
RACQUET PAVILION - LAKESHORE RD ELEVATION



CART BARN - LAKE ELEVATION



POOL HOUSE - LAKE ELEVATION



SPA - LAKE ELEVATION

CONCEPTUAL BUILDING ELEVATIONS - GUEST AMENITIES

SCALE: 1/16" = 1'-0"

THANK YOU

Drawings contained herein are conceptual in nature and are not released for construction.

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Outlook

Board meeting minutes and request for 10/29 meeting

From Susan Franzen <innkeeper@baileyhousebnb.com>
Date Tue 10/8/2024 7:08 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hi Tina,
Hope you are well.

I am reviewing the Board website and see the agenda and agenda packets but am not finding the meeting minutes. Where do I find these?

Can you tell me in which meeting the TIF for the GWC property was approved?

My request for the 10/29 meeting is that the location be moved to the WB High School so that all who would like to attend and provide public comments have the ability to do so. I have attended several Village Board meetings where more than half of those attending have to stand in the hallway or outside where they cannot hear anything occurring in the Board meeting. I have reason to believe that the topic of the 10/29 meeting is garnering a lot of community attention and that we may have a significant turnout.

I recognize that moving the meeting requires 30-day notice and a change of venue would reset that clock. However, I don't see any rush in making this decision and believe this is too significant of an issue to be rushed through with limited public involvement. Without community discussion, how can the Board of Trustees ensure they are making the right decisions for the Village?

Would you please carry this request to the Board to see what might be done to accommodate all those who would like to speak on this issue?

Thank you,
Susan

Bailey House

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

Outlook

Re: Confusion

From REBECCA SHERRICK <rls1953@comcast.net>
Date Thu 10/10/2024 11:38 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Thanks so much for calling me, Tina. I appreciate your professioanalism.

> On 10/10/2024 9:44 AM CDT REBECCA SHERRICK <rls1953@comcast.net> wrote:
>
> Good morning, Tina
>
> I have a desire to participate in the public hearing process regarding the proposed Comprehensive Plan change for the George Williams property My understanding is that the original meeting (29 October) has been rescheduled.
>
> As I reached out this morning to get more information on a new time and place, I discovered something else. I referenced the Public Notice printed in the newspaper on 9.26.24 over your signature. It indicated that written comments should be sent to tkolls@williamsbay.org.
>
> When I tried to use this address, as referenced in the Public Notice, my messages bounced back as not deliverable. So I called the Village and was given the email address used above.
>
> I don't understand the discrepancy and wanted to reach out to you directly. I also left a message on your voicemail.
>
> Can you help me understand? I know you must be busy and appreciate your help very much.
>
> Becky Sherrick
>
> PS. I had the privilege of working with Bill Duncan for years at George Williams and am copying him as a personal courtesy.

Outlook

Fw: Form submission from: Comments

From Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Date Wed 10/16/2024 9:17 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Tina,

Please see the message below. Just an FYI

Warm regards,
Cynthia Stanek
Utility Clerk/ Administrative Assistant
262-245-2700 Option 1

Please note my email address has changed to Assistant@vi.williamsbay.wi.gov

---

From: Williams Bay, WI via Williams Bay, WI <cmsmailer@civicplus.com>
Sent: Tuesday, October 15, 2024 4:10 PM
To: Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Subject: Form submission from: Comments

Submitted on Tuesday, October 15, 2024 - 4:10pm
Submitted by anonymous user: 71.86.223.2
Submitted values are:
==Your Message Details:==
Subject: George Williams College Development
Message:
As a resident of Williams Bay, I am contacting you in regard to
the development of the George Williams land. I AM STRONGLY
OPPOSED TO GEORGE WILLIAMS PROPERTY BEING DEVELOPED INTO A
RESORT!
Cheryl Pollard
18 Lackey Dr.
Williams Bay, WI
==Your Contact Information:==
Full Name: Cheryl Pollard
E-mail Address: pollch18@yahoo.com
Phone Number: 773 456 9928
==Address:==
Street: 18 Lackey Dr
City: Williams Bay
State:
Zipcode: 53191

The results of this submission may be viewed at:
https://www.williamsbay.org/node/2/submission/13196

Outlook

Support for Topography and rezoning to allow for the limited resort

From Aaron Rankin <arankin@gmail.com>
Date Thu 10/17/2024 12:06 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To the Williams Bay Board of Trustees:

I am writing to share my wholehearted support for the proposed amendment to the Village Comprehensive Plan, allowing for the George Williams College (GWC) property to be an "Institutional Campus and Limited Resort". I bring this perspective as a Fontana resident for six years, and on behalf of my young family. I recognize I have no direct village stakeholdership, and that we are also relative newcomers to the broader community. But I wish to strongly share my voice because we consider the Geneva Lake and its surrounding area a place we will cherish, support, and participate in for decades. I share this perspective out of my concern for our future.

Additionally, my support is contingent on Topography's proposed resort, nature conservancy, and public amphitheater. I would not support any resort, but I am sincerely hopeful that Topography will be a faithful steward of the site and its role and impact in our local community and ecosystem. I also believe that by bringing Topography and their guests into our community, benefits will accrue the community at large by bringing in a new, aligned community partner (Topography), and by diversifying our local business ecosystem. The Preserve will not change the character of the community. It will celebrate the best of what Williams Bay and greater Geneva Lake offer, enabling our people, our economy, and our natural systems to continue to thrive for generations to come.

To cut to the heart of the matter: the best outcome for the GWC site requires a balance between economics, natural stewardship, and indirect synergies with the broader lake community. No purely institutional, philanthropic, or residential arrangement will be as balanced and broadly beneficial an outcome. The Preserve offers stable tax revenues, promotes good jobs directly and indirectly, viably and sustainably aims to steward the site, and aspires to share and celebrate, not change, the broader community. In the spirit of investing for the best future for our lake and our community, what more could we ask for in a partner?

Please contact me if you wish to discuss this further.

Best Regards,
Aaron Rankin

773-610-5006
389 N Lakeshore Drive, Fontana; Pier 394
Trustee, Yerkes Future Foundation

Outlook

George Williams

From F Michael Covey III <fmichaelcovey@gmail.com>
Date Fri 10/18/2024 5:26 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To whom it may concern,
I am in favor of the resort and the amendments proposed to allow for a limited resort.

Sincerely,
Michael Covey
251 Constance Blvd

Outlook

A choice impacting the future of Williams Bay

From Ann Drake <ann.drake@womensleadershipcenter.org>
Date Thu 10/17/2024 10:00 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Women's Leadership Center
At Williams Bay

Dear Friends,

Thank you for your continued support of the Women's Leadership Center at Williams Bay. Construction is going according to plan, and we expect completion by the end of 2025 with an official opening sometime in early 2026. We would not be this far along without your encouragement.

Soon, on a date to be announced, there will be a critical joint meeting of the Village Board of Trustees and Plan Commission to address proposed amendments to the Village's 2023 Comprehensive Plan and Map which have significant bearing on the future of Williams Bay and the Aurora University / George Williams College property, and on the Women's Leadership Center.

I support the vision of the Village Comprehensive Plan, which was recently adopted in 2023, and its excerpts are included in the attached document.

I am not in favor of the proposed amendments to the Plan, which would change the designation of the future land use of the GWC property from "Institutional Campus" to "Institutional Campus and Limited Resort."

Attached is a document outlining a vision for a Williams Bay Cultural Campus, which illustrates the importance of protecting the site's institutional status and incorporates ideas from various local leaders and stewards of Williams Bay.

If you wish to provide input, Williams Bay elected officials will be accepting public comments via writing (clerk@vi.williamsbay.wi.gov) and in person at the meeting when it takes place.

Thank you for reviewing and for your support; I welcome your feedback.

Sincerely,

Ann Drake
President and Chair
Women's Leadership Center at Williams Bay, NFP



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Our mailing address is:

Women's Leadership Center at Williams Bay NFP 303 E Wacker Dr., Suite 339 Chicago, IL 60601 USA

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You can update your preferences or unsubscribe

Williams Bay Cultural Campus

A Destination for Education, Music, Arts & Learning

Village of Williams Bay Vision Statement

"Williams Bay will be a small, friendly community of year-round and seasonal residents, businesses, and institutions developed in harmony with Geneva Lake, natural resources, and surrounding rural areas. The community culture will be that of a retreat from the more intense lifestyles of resort areas, enhancing leisure, opportunity for spiritual renewal, outdoor recreation, and contact with nature. Businesses, employment centers and community services will be those which respond to the specific needs of residents and visitors and sustain the vitality of the entire community. A source of community pride will be the lakefront, enhanced natural areas, and the attractive design and maintenance of all man-made improvements respectful of their environment."

(adopted April 3, 2023)

Background

The rebirth of Yerkes Observatory and the birth of the Women's Leadership Center create an exciting opportunity for an inspiring and unified compound of complementary uses that significantly enhance our community. This pivotal moment is reflected throughout the recently adopted comprehensive plan and in numerous conversations with residents.

At this historic inflection point, the Village can be both a responsible and a visionary steward of this site's extraordinary tradition of service, discovery and impact—a tradition that dates to the founding in 1886 of the YMCA's training camp, the formative era of the YWCA and the evolution of George Williams College. This meaningful legacy and the Village's 2023 plan inspire protection of the site's institutional status and current zoning so multiple benefits can accrue to the community and visitors alike.

Resisting plan and zoning amendments is needed to ensure leaders and residents of Williams Bay have the chance to fully explore a variety of dynamic uses informed through robust community input. The below list of potential opportunities should spark additional suggestions and surface future programming partners.

Amending the comprehensive plan is inconsistent with local values, the history of the site and the stated vision of the comprehensive plan.

Goals

To be a proactive steward of the glacial land, pristine lake, historic buildings and rich legacy of learning since 1886 consistent with the Village's Comprehensive Plan.

To inspire local leaders to enhance the reputation of Williams Bay on a national and global stage while continuing the atmosphere of a treasured neighborhood.

To complement and amplify the positive impact of Yerkes Observatory and the high potential of the Women's Leadership Center in a connected, unified whole that ripples across the lake community and beyond.

To engage local stakeholders around an alternative vision for the future of George Williams College that is attuned to community values and expands cultural opportunities for all.

Potential Opportunities

There are transformative opportunities for this beautiful and historic location for residents and visitors alike. Opportunities that underscore the special welcoming character of the Village and contribute to a healthy local economy. Opportunities that build on a long history of service, conservation and ecology, opportunities enhancing the lives of its citizens.

Music and the Arts

Re-establish Music By The Lake at the Ferro Pavilion with summer concerts

Invite artists, musicians and choreographers-in-residence to teach and perform.

Create a platform for the Arts with workshops, new galleries and studios.

Community Hub

Open the campus to a wide array of community organizations allowing for closer interactions among those organizations to establish a solid foundation for future growth.

Create a small Williams Bay tourism center featuring maps and information on Kishwauketoe, Yerkes and other area attractions.

Establish an event space for community classes and retreats (yoga, art, dance, etc.) with emphasis on learning and restorative activities.

Learning Center

Develop a working relationship with various local groups such as the Water Safety Patrol, Geneva Lake Conservancy, Historical Society, etc. to provide programs on conservation, water quality, historic preservation and more.

Invite the broader community in for lectures, films, book clubs, workshops, and other enriching activities.

Host lectures, literary circles, film festivals

Vision

The Williams Bay Cultural Campus will honor the storied history of the site and the natural beauty of its surroundings. With minimal disruption, smaller impact on Village infrastructure and future employment for residents, the Cultural Campus will become a sought-after destination for personal growth, recreation, music, arts, and learning. In concert with the revitalized Yerkes Observatory and the Women's Leadership Center and inspired by destinations like the Chautauqua Institution and the Aspen Institute, it will be known as a vibrant and desirable destination for residents and visitors alike.

Summary

This is a wonderful Village with great potential. The combined campuses of Yerkes, the WLC and GWC represent the heart and soul of Williams Bay. Careful consideration and planning by the Trustees in concert with the entire community will ensure Williams Bay continues to have a well-deserved reputation as a small, friendly community with extraordinary opportunities for its citizens and guests. We encourage the Village Board to use the grace of time to work with the community consistent with the comprehensive plan and Village of Williams Bay Vision Statement to address all questions, concerns and goals and explore potential opportunities with like-minded partners.

Excerpts from Village's Comprehensive Plan

From the Vision Statement: "The community culture will be that of a retreat from the more intense lifestyles of resort areas, enhancing leisure, opportunity for spiritual renewal, outdoor recreation, and contact with nature."

Under Overall Planning Goals: "Promote appropriate economic development that complements and helps support the Village's predominantly residential character, relates to the Village's focus on outdoor recreation and education, helps serve the daily needs of residents…"

Under Smart Growth Areas & the Former Golf Course: "It is recommended that a neighborhood plan for this property be completed prior to any future development to ensure the Village can adequately serve the area with utilities and the conceptual development pattern complements neighboring land uses."

Under Institutional Campus: "This future land use category is intended to encompass large-scale campuses…" and "1. Preserve Key campuses to advance the Village's image as place for education, tourism, and outdoor recreation."

Under Plan Amendments: "Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless."

Outlook

Please Please

From Harold Friestad <haroldf43@gmail.com>
Date Mon 10/21/2024 10:56 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Go with the plan of Ann drake, who has moved the entire project forward. We don't need more rental property.

Harold Friestad
Sent from my iPhone

Outlook

RE: Question pertaining to proposed comprehensive plan changes

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Mon 10/21/2024 11:04 AM
To Susan Franzen <innkeeper@baileyhousebnb.com>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>

Susan,

Thank you for your inquiry.

If The Preserve project is not approved and built, the TID remains regardless.

The projected revenues shown in the TID Development Plan are based upon the $25M purchase price and $25M of improvements by The Preserve. The Village projects and expenses for these projects are dependent upon the projected revenues from the TID if The Preserve purchase and development of the property occurs. If The Preserve development does not occur, the TID revenues would not be in play necessary to fund these projects and the projects would occur in the future years with residents paying for these improvements through water/sewer rates and property taxes.

If a development other than The Preserve occurs, the property tax increment from the purchase and improvements would be dependent upon the property being a taxable property plus the value of any planned improvements. If the property remains as non-profit then the TID would not capture any increase revenues to help fund these projects.

I am hopeful that this answers your question.

Best regards,

Dave

David Lothspeich
Village Administrator
Village of Williams Bay

From: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Sent: Monday, October 21, 2024 10:48 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Susan Franzen <innkeeper@baileyhousebnb.com>
Subject: Fw: Question pertaining to proposed comprehensive plan changes

Hi Administrator Lothspeich,

Could you please assist in answering Ms. Franzen's question "3. In the event that the plans for the Preserve are not approved and the property remains "institutional", what happens to the TID? How might the existence of the TID impact any potential institutional development on that land?" in which she is referring to in the email below?

Kindest regards,

Tina Kolls
Village Clerk
Village of Williams Bay
262-245-2700
250 Williams Street | P.O. Box 580 | Williams Bay | WI | 53191
www.vi.williamsbay.wi.gov

Upcoming Elections:
* November 5, 2024 - General Election

CLICK HERE TO REGISTER TO VOTE/OR TO REQUEST AN ABSENTEE BALLOT

Elected Official and Members of Village Committees or Commissions:
In order to comply with Open Meeting Requirements, please limit any reply to only the sender of this electronic communication. Written communication, emails and faxes are generally considered open public records.

From: Susan Franzen <innkeeper@baileyhousebnb.com>
Sent: Sunday, October 20, 2024 1:56 PM
To: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Re: Question pertaining to proposed comprehensive plan changes

Thank you so much for this information, Tina.

I have reviewed the documents and feel like they answer my first two questions but still am a little unclear about my third question.

For meetings with the Plan Commissioners, I suggest this agenda:

- Recognize how much time, thought, and effort they put into the comprehensive plan adopted this past April.
- Discuss how the proposed amendments represent our first significant test of our commitment to the plan and ask questions to better understand their perspectives on why they think it is important to recommend /approve or not recommend / approve the proposed changes at this time.
- Learn where the proposed overlay has been proven in the State and whether or not it has ever been legally tested in prior applications.
- Thank them for their time and continued service.

I obviously oppose the proposed changes because as lovely as their plans might be, I don't think it's the right fit for Williams Bay. However, my goal in these meetings is not to push that agenda, but to

ask questions to help me better understand the perspectives of those who are making decisions on behalf of the residents and property owners.

Thank you.

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

From: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Date: Friday, October 18, 2024 at 2:49 PM
To: Susan Franzen <innkeeper@baileyhousebnb.com>
Subject: Re: Question pertaining to proposed comprehensive plan changes

Good Afternoon Ms. Franzen,

I have attached Resolution R-44-24 Formally Establishing the Boundaries of and Approving the Project Plan for Tax Incremental District No. 1 as well as Tax Incremental District No. 1 Project Plan & District Boundary for the Village of Williams Bay. These two documents should answer your questions 1-3 regarding the Tax Increment District No. 1.

I don't have any documents in response to questions 4-6, however, would encourage you to attend the upcoming public hearing to ask those questions.

I would be the point of contact for setting up meetings with the Plan Commission Members and Village Trustees. If you would like to send me what you are proposing I would be happy to reach out to them on your behalf.

Kindest regards,

Tina Kolls
Village Clerk
Village of Williams Bay
262-245-2700
250 Williams Street | P.O. Box 580 | Williams Bay | WI | 53191
www.vi.williamsbay.wi.gov

Upcoming Elections:
* November 5, 2024 - General Election

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Elected Official and Members of Village Committees or Commissions:
In order to comply with Open Meeting Requirements, please limit any reply to only the sender of this electronic communication. Written communication, emails and faxes are generally considered open public records.

From: Susan Franzen <innkeeper@baileyhousebnb.com>
Sent: Friday, October 18, 2024 11:55 AM
To: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Question pertaining to proposed comprehensive plan changes

Hi Tina, hope your day is going well.

At yesterday's Business Association meeting, it occurred to me that there may be misinformation on both sides of this issue, so I have a few questions. I am hoping you can point me in the right direction for the answers.

1. Where can I find the cost/benefit analysis of the TID that encompasses the Aurora U. / George Williams property? Specifically, what is the anticipated tax revenue and anticipated costs – what does the Village anticipate the funds will be used for? Who actually benefits from the TID and in what ways?

2. Related to that first question, what type of impact to the Village's infrastructure is expected and what specific infrastructure changes or improvements would the Village need to plan for / implement should the plans for the Preserve be approved?

3. In the event that the plans for the Preserve are not approved and the property remains "institutional", what happens to the TID? How might the existence of the TID impact any potential institutional development on that land?

4. Is the Village proposing any incentives to Topography for developing the property? If so, what are those incentives?

5. Has the proposed overlay to the land use map been used before in Wisconsin (or elsewhere) and has it proven successful in that use? Understanding the proposed amendment (and related zoning changes) is specific to the GWC / Aurora parcel, there was some question yesterday about whether allowing one lakefront property to be commercially developed might set a precedent for other WB lakefront properties and open the door for potential buyers of those properties to make a similar case to the Village for commercializing the lakefront. Specifically, if Topography is granted what they ask for, how does has the proposed overlay been proven to allow the Village to deny any similar future requests?

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7. Who do I contact to coordinate 1:1 meetings with the Plan Commission members and Village Trustees? I will be traveling next week for a friend's funeral but would like to start scheduling these meetings for when I return to gain a better understanding of their individual perspectives on the pros and cons for these proposed changes.

Thanks for your help in pointing me in the right direction for these answers. I may have more questions as things progress, but these are the ones that I feel are most pressing at this time.

Take care,
Susan

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

Outlook

Re: Question pertaining to proposed comprehensive plan changes

From Susan Franzen <innkeeper@baileyhousebnb.com>
Date Sun 10/20/2024 1:57 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Thank you so much for this information, Tina.

I have reviewed the documents and feel like they answer my first two questions but still am a little unclear about my third question.

For meetings with the Plan Commissioners, I suggest this agenda:

- Recognize how much time, thought, and effort they put into the comprehensive plan adopted this past April.
- Discuss how the proposed amendments represent our first significant test of our commitment to the plan and ask questions to better understand their perspectives on why they think it is important to recommend /approve or not recommend / approve the proposed changes at this time.
- Learn where the proposed overlay has been proven in the State and whether or not it has ever been legally tested in prior applications.
- Thank them for their time and continued service.

I obviously oppose the proposed changes because as lovely as their plans might be, I don't think it's the right fit for Williams Bay. However, my goal in these meetings is not to push that agenda, but to ask questions to help me better understand the perspectives of those who are making decisions on behalf of the residents and property owners.

Thank you.

Bailey House

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

From: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Date: Friday, October 18, 2024 at 2:49 PM
To: Susan Franzen <innkeeper@baileyhousebnb.com>
Subject: Re: Question pertaining to proposed comprehensive plan changes

Good Afternoon Ms. Franzen,

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Take care,
Susan

Bailey House

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

Outlook

Re: Question pertaining to proposed comprehensive plan changes

From Tina Kolls <clerk@vi.williamsbay.wi.gov>
Date Fri 10/18/2024 2:49 PM
To Susan Franzen <innkeeper@baileyhousebnb.com>
Bcc David Lothspeich <admin@vi.williamsbay.wi.gov>

2 attachments (2 MB)
R-44-24 VB Resolution Establishing Boundaries and Approvng Project Plan for TID 1.pdf; TID#1 project plan-boundary Draft 062524 Williams Bay.pdf;

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Take care,
Susan

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

Outlook

Letter to Village Board-Institutional Zoning amendment

From m joanne Kantner <mjoannekantner@gmail.com>
Date Tue 10/22/2024 11:14 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

21 October 2024

Williams Bay Village Board
250 Williams Street
Williams Bay, WI 53191

Dear Members of the Williams Bay Village Board,

I am writing to respectfully express my opposition to a proposed amendment to the village's Comprehensive Plan and Map, which would change the zoning from "Institutional" to "Institutional and Limited Resort" for the George Williams College campus and surrounding areas. I fully support maintaining the current vision set by the Village Comprehensive Plan. I believe that the current institutional zoning plays a vital role in preserving the legacy, charm, and vision of Williams Bay. Our community is cherished for its harmony with nature and its role as a retreat from the more commercialized resort areas, making it a unique village on Geneva Lake.

Amending the zoning codes to integrate an ambiguous concept of "limited resort" with "institutional" will connect two different land uses into a single zoning category. Combining these separate zoning foci (commercial resort with cultural/educational) will conflict with the village's vision as a retreat from the more commercialized resort areas and introduces a level of development that could detract from the character of our village.

I urge the board to preserve the existing institutional zoning as it is to ensure that future development aligns with the village's long-term vision, protecting what makes Williams Bay unique. I believe it is essential to allow more time for community input and thoughtful planning before making any amendments that may have lasting impacts.

Thank you for the difficult work you do in maintaining the balance between growth and preservation in Williams Bay,

Sincerely,
M. Joanne Kantner

Williams Bay Resident
194 Williams Street
Williams Bay, WI
(815) 739.5027
mjoannekantner@gmail.com

Outlook

GWC Zoning Vote

From Paul Atkins <paul.atkins@gmail.com>
Date Tue 10/22/2024 12:35 PM
To Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Dr Duncan and Ms Kolls,

I am writing in reference to the pending vote to change the zoning regulation of the George Williams College Campus.

Although I am not a citizen of Williams Bay, I do have a strong connection to the Village due to my status as a graduate of George Williams College, class of 1978.

My first experience there was in 1974 during freshman orientation. I fell in love with the campus and Wisconsin, where I have lived most of my life, currently in Green Bay.

After that initial exposure to the campus, I sought out any opportunity to take classes there. Everything from learning to teach outdoor education, to my sophomore year Autumn Quarter where I lived full time on the campus to take my core social work courses.

I attended continuing educations courses while serving as a psychotherapist for Marinette County, Wisconsin.

While a student, and while attending many many reunions on the campus, I came to see that beautiful land by the lake as a place of spiritual strength and history. As one walks the campus, one can see the many plaques, testimonials and remembrances by alumni, visitors and guests. Every building is named after people of significance who made this world better.

So many signifiant events occurred on the land beginning with the very first training school by the YMCA founders, to the beginning of the YWCA; Mabel Cratty Hall was named after a pioneering member of the YWCA in 1926.

As I understand it, a proposal exists by a Williams Bay resident to purchase the campus and put in place an educational and cultural institution that will cooperate with Yerkes Observatory and the Center for Women's Leadership, among others.

This seems entirely consistent with your Village Vision Statement: "*The community culture will be that of a retreat from the more intense lifestyles of resort areas, enhancing leisure, opportunity for spiritual renewal, outdoor recreation, and contact with nature.*""

Should zoning change for the GWC property, the floodgate will open for more exclusive resorts/hotels within the Village and desecrate the campus with its historical significance.

My hope is the Village Board will keep zoning as it is.

With Respect,

Paul B Atkins, GWC 1978
Green Bay, Wisconsin

Outlook

Re: Questions re Proposals from Topography re GWC Property

From Susan Franzen <innkeeper@baileyhousebnb.com>
Date Wed 10/23/2024 9:14 AM
To Lowell Wright <lwright@vi.williamsbay.wi.gov>
Cc Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hi Lowell, thank you for being responsive and answering the question about incentives. I am sure you have a lot of residents and property owners vying for your time.

I am glad to hear that there will be an opportunity for the public to ask questions as well as share their perspectives during the public hearing.

Since we won't have an opportunity to meet so that I can learn more about the pros and cons of these changes from your perspective, I'll share my perspective here.

Williams Bay is the best place to live on the lake! To me this is because we have been committed to our Village vision and community culture. I have appreciated how the Plan Commission and the Village have kept that commitment in the past with decisions relative to Kishwauketoe, tourist rooming houses, Yerkes, and the Women's Leadership Center. I believe that residents should drive decisions for changes to our comprehensive plan, not developers. I trust that you all will continue to support the desires of the majority of residents and property owners who contributed to the comprehensive plan.

I welcome any perspectives you have whenever you are able to share them and am always open to hearing alternative view points.

Take care,
Susan

Sent from my iPad

> On Oct 22, 2024, at 12:51 PM, Lowell Wright <lwright@vi.williamsbay.wi.gov> wrote:
>
> Dear Ms. Franzen
>
> The Village Clerk has forwarded to me your several emails regarding the requests put forth by Topography pertaining to their potential development of the GWC property. I certainly appreciate your interest and your concerns.

It seems to me that most of your remaining questions are about my opinions re the requests and an opportunity to share your perspective with me. I look forward to an upcoming public hearing at which you and others will have the opportunity to share your perspectives. I will be in a position to share my point of view and, perhaps, cast a vote following that hearing and any sharing of information that may follow that hearing. There is a well-defined process for amending the Comprehensive Plan, including assuring public input.

I can address one question of fact raised in your email. There have been no incentives promised to Topography to induce them to pursue the development.

I hope that you understand my position. I greatly value your participation in the process and welcome your input. When I have information with which to make any decisions on the matter before the Plan Commission or Village Board, I will share my point of view as well.

I wanted to be as responsive as I can to your emails.

Best regards

Lowell Wright
262.812.6540

Outlook

Re: Zoning of George Williams College campus

From Linda R Buchanan <lindabuchanan@andrewcollege.edu>
Date Sat 10/26/2024 12:45 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Cc Paul B Atkins <paul.atkins@gmail.com>; Mary Langbein <langbein@comcast.net>

Dear Dr. Duncan and Ms. Kolls:

I write regarding the pending vote regarding the sale of the George Williams College campus. I strongly and respectfully request that you deny this attempt to alter the zoning of that property. The birthplace of an international humanitarian movement known as the YMCA,, which has been part of the ethos of your village for well over a century, should not be turned into a high end for-profit resort. The microcosm of which may be the proposal to turn the chapel into a distillery... At least the developer is honest with their intent.

The matter more relevant to your village is the precedent that changing the zoning of the property would mean for Williams Bay, leaving you defenseless against future development attempts that run counter to your comprehensive plan. I am sure your attorney understands the significance of what that precedent would mean to the future of the lake and entire community.

I understand that a resident neighbor to the George Williams campus is willing to match the offer of the developer. This is not necessarily your concern, but if Aurora University must shed itself of the campus perhaps you could encourage them to pursue their desired financial gain by selling to the neighbor, who apparently will uphold your vision statement and zoning with her proposed use of the property.

I am a proud George Williams College alumna and have visited the Williams Bay campus as often as my schedule has allowed. I hope the Village shares my concern about the importance of preserving its essential qualities, and further shares my concern about maintaining your zoning principles.

Thank you for your consideration and best of luck with your important deliberations before you.

Sincerely,

Linda R. Buchanan, Ph.D.

George Williams College class of 1977

President, Andrew College, retired
Captain, United States Navy, retired

Outlook

Strong support for "The Preserve"

From Michael Bishop <mcabishop@gmail.com>
Date Tue 10/29/2024 4:25 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Village Board Members,

We recently closed on a home in Williams Bay, directly next door to The Water Safety Patrol, and just one door down from the property that is currently George William College. Prior to the purchase of the home on Outing, we owned a cottage at the tip of Cedar Point for 20 years. Our family has spent summers on Lake Geneva for over 60 years.

We care deeply about preserving the tranquil nature of the lake, and also treasures such as Music By The Lake, and our Observatory (thank you to The University of Chicago!)

We have grown to trust the vision of Liam Kriebel and Topography. We have seen for ourselves how closely he listens to, and works with our community to ensure that we all feel heard and especially INCLUDED in this beautifully planned property.

We have also witnessed the values of the Kriebel family firsthand. We are very familiar with their work to uplift the youth in the city of Chicago. These are the kind of folks we need in our community.

We strongly support having The Preserve as our neighbors, and thank Liam Kriebel, for listening so closely to the wishes of our beloved community!

Sincerely,

Christine and Michael Bishop

Outlook

Lake Geneva Campus

From Sandra McNeil <sandy.mcneil.12@gmail.com>
Date Wed 10/30/2024 4:29 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Tina,

Please keep the GWC Lake Geneva Campus as a Williams Bay Cultural Campus. I am only one but I, and many others, will be extremely disappointed if the history and legacy of the campus is traded in for a luxury resort of any sort.

Thank you so much for attention to this matter,
Sandra McNeil
GWC Class of 1976

Outlook

RE: The Preserve Project--Article for Southern Lakes Newspapers

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Fri 11/1/2024 3:51 PM
To Susan Steele <info@susansteele.online>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>; David Lothspeich <admin@vi.williamsbay.wi.gov>

9 attachments (33 MB)

R-44-24 VB Resolution Establishing Boundaries and Approvng Project Plan for TID 1.pdf; R-19-24 VB Resolution Expressing Official Intent Re Establishment of TID 1.pdf; 2024-01 PC Resolution Adopting Project Plan and Boundaries TID 1.pdf; Walworth County WB TID Update Memo #2 07172024.pdf; County Finance Committee Letter Re TID #1 07102024 - Updated.pdf; Proposed TIF 1 - Taxing Jurisdictions Potential Impacts 31324.pdf; Draft Improvements and Map DS 05-13-24.pdf; Institutional Campus and Limited Resort - Draft Amendment 6.7.24 (002).docx; Plan Commission Packet - The Preserve and TID 05132024.pdf;

Susan,

Yes, all comments received by the Village will be included as part of the public hearing meeting packet. The Q&A that we exchanged previously will be included as well as these questions. I expect that the meeting materials for the packet will contain answers to most, if not all, of your questions.

I've provided answers to the factual questions below in dark red italicized font.

The public hearing public comment process is up to the Chair but typically the public comments portion is open to all for comment, but it is not an opportunity to engage in a one-on-one question and answer period simply as doing so becomes impractical especially when there are a large number of public wishing to comment. The questions and discussions are generally from and between the elected and appointed officials. The Village is making this making every effort to make the public aware of the project and public hearing and as part of that effort will be posting the application materials by the end of next week so that the Board, Commission and general public has more than a month to review in advance of the meeting. The meeting venue was relocated from the Village Hall to the Williams Bay School Auditorium to provide sufficient space for all those wishing to attend and participate. The Village's reviews of the application materials will be posted the week or two after this posting to provide everyone more than two weeks advance time to review as well. All public comments received will be posted up until the week of the public hearing and all public comments received after that time, basically those received the day of the public hearing, will be provided to the Board and Commission separately.

Please let me know if you have any further questions and if it would work better for you feel free to give me a call.

Best regards,

Dave

David Lothspeich
Village Administrator
Village of Williams Bay

From: Susan Steele <info@susansteele.online>
Sent: Thursday, October 31, 2024 12:12 PM

To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Re: The Preserve Project--Article for Southern Lakes Newspapers

Thanks for the note. So will my comments be considered "a written comment" and included in the public meeting packet with answers or should I ask them during the public hearing?

From other public hearings I've attended in the Bay, it appears general public conversation, discussion, and questions are limited.

Thanks,

Susan

On Tue, Oct 29, 2024 at 5:03 PM David Lothspeich <admin@vi.williamsbay.wi.gov> wrote:

> Susan,
> Thank you for including me.
> I wanted to let you know that I've emailed Village President Duncan and the Trustees as a bcc and advised them to not "Reply To All" as doing so could inadvertently result in a violation of the Open Meetings Act.
> Additionally, I have cautioned them against responding individually as the discussion should be at a public meeting with the Village Board and the Plan Commission.
> The Joint Village Board and Plan Commission Public Hearing has been rescheduled to the Williams Bay School for Monday, December 9 at 7:00 pm.
> Written comments are being accepted and will be included as part of the public meeting packet for the December 9 public hearing.
> Please give me a call if you would like to discuss. 262-245-2700.
> Thank you,
> Dave
>
> ---
>
> **From:** Susan Steele <info@susansteele.online>
> **Sent:** Tuesday, October 29, 2024 3:53 PM
> **To:** Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; David Lothspeich <admin@vi.williamsbay.wi.gov>
> **Subject:** The Preserve Project--Article for Southern Lakes Newspapers
> I am working on an article regarding the GWC/Preserve project for the Southern Lakes newspapers.
> In that connection, I am interviewing the developer, residents, and of course, wish to get comments from the elected officials.
> If you would be so kind as to answer the following:
> 1. How do you feel The Preserve is consistent with the Village's Comprehensive Goal for the Village?
> 2. How do you feel about the "first" plan and the latest?
> 3. I note the Village created a TID for this area. Is this to bond the needed infrastructure? *Yes, to create increment for financing the infrastructure improvements identified in the Project Plan.*
> Meaning the Village will pay for the debt with the increased taxes upon development? *Correct*
> 4. How will this increase the Village general fund to improve rest of the Village's infrastructure as TID revenues can only be used in the District. *The planned projects in the TID are for Village infrastructure that are necessary with or without the TID. Without the TID these projects would be taken on later in future years and supported by new debt to finance the cost of the improvements. With the TID, the incremental revenues generated by the TID will result in these projects occurring sooner and paid for by the TID incremental revenues. Note that the General Fund is responsible*

for all capital projects and the associated debt EXCEPT for water and sewer projects that are each funds responsibility.

5. It appears from the TID documents, the base will be around $800,000 (where it will freeze), the levy for school, county, Gateway, be derived from this assessment. Is this correct? *Not correct. One of the first things that the Village looked into back in March was what impact the proposed TID would have on the other taxing districts and the taxpayers. With the state tax caps that all the taxing bodies are restricted by, the amount that each taxing district would not receive with the TID is very low. The attached presentation by Baird (Proposed TIF 1 Taxing Jurisdictions Potential Impacts) highlights these impacts. The following table from the March analysis is based upon the sale and development of the property based upon $41 million purchase AND improvements value. Also, please note that the TIF Joint Review Board (JRB) consisted of members of all the taxing bodies and all the taxing bodies representatives voted in favor of establishing the TID. The County Finance Committee had some questions that the Village answered in the attached "County Finance Committee Letter Re TID #1" prior to the vote to establish the TID.*

Taxing Jurisdiction	*Equalized Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,698,315,600	$ 2.53	$ 2.52	$ -
Village of Williams Bay	$ 1,436,886,400	$ 2.82	$ 2.74	$ (0.08)
Williams Bay School District	$ 1,989,265,276	$ 5.14	$ 5.03	$ (0.10)
Gateway Technical College	$ 68,367,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.89	$ (0.18)
** Reflects addition of 21 million property sale + 20 Million in construction*				

6. And then the increase will all go to the Village? Is this correct? And to be used in the District? *All correct, note that the Boundaries and Project Plan extends the 1.0 miles beyond the former GWC boundaries and planned improvements extend beyond the property as well.*

7. What is the present zoning and allowed uses? *The full zoning review of existing and proposed changes to the comprehensive plan and zoning will be provided as part of the public meeting packets.*

8. What are you considering as a new zone? *The first step was possible amendments to the Comprehensive Plan. As part of the previous public meetings in May and July 2024, the Plan Commission provided direction as preferred to the preferred approach based upon the analysis from Village Planner Vandewalle. Refer to attached "Plan Commission Packet – The Preserve and TID" for details. The attached "Institutional Campus and Limited Resort – Draft Amendment" is what was presented to the Plan Commission and what the Plan Commission recommended as the preferred approach.*

9. Will this new zone necessitate a zoning ordinance/map change? *I will defer to the Village Planner and Zoning Administrator's review to avoid my creation of any potential confusion.*

10. And if so, when is the public hearing? *The Public Hearing is scheduled for Monday, December 9, 2024 at Williams Bay School Auditorium.*

11. What is going to be done with Outing Road/access to the private homes & Norman B Barr. *Access to these properties will be preserved.*

12. I understand Norman B Barr has concerns as well as the residents next door

13. I also received Ann Drake's letter objecting to same.

13. I read in an "At the Lake" article the Village President and Trustees were excited about this project and feel it is good for the Village.

14. Could each of you expound or state if this is still the case?

15. What is or has been your response to Ms. Drake, Norman B Barr and others?

I understand there is rising opposition/questions about this project. Are you receiving written comments, etc?

I also understand there were requests to move (a hearing?) from the VIllage Hall to another location, which was originally denied, then approved. Is this correct?
The reason being the need for a larger venue due to all the issues arising.
Thank you in advance for your prompt response. My deadline is Saturday/Sunday of this week and I want to give as much information to the reader as possible.
Susan Steele
--
Local Government & Community Specialist
www.susansteele.online
info@susansteele.online
23 Stam Street
Williams Bay, WI 53191
262-245-5854 (business)
814-571-7616 (cell)

Outlook

Rezoning George Williams College property

From Alice Dukelow <amdukerp@aol.com>
Date Tue 11/5/2024 8:41 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

>
> As a homeowner in Williams Bay, CPPA, I wish to go on record as strongly opposing changing the existing zoning for George Williams College property.
> Thank you.
> Sent from my iPhone

Outlook

The Preserve- Topography project

From Frost Williams <williams.frost@gmail.com>

Date Tue 11/5/2024 12:37 PM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Greetings to each of you from 45 Parkhurst Street here in Williams Bay. I write you today to express my support for the Preserve project at the George Williams College Campus (of Aurora University.)
My name is Frost Williams, Son of David B Williams and great grandson of Storrs Barrett.
No relation to George Williams or Capt Esrael Williams, but still a very proud, born and raised resident here in our great village. Along with my wife Heather and son Storrs, we moved back to Wms Bay last August after renovating our family home over a year. Main reason was for Storrs to start first grade here but other reasons, like Yerkes Future Foundation's set plans for their property and our small town's community played a large role. Growing up here, the GWC campus was just down the hill from our home and has always been a treasure for our family. The updates Aurora did over the years enhanced it for their needs and, unfortunately, no longer meet those needs as we all know. What I have read, reviewed and seen in renderings and information from Topography are exciting and the next era, if you will, for this beautiful property. I work in the hospitality world and have represented a number of hotels over the past 25 years. The plans make sense. They present a low density option to the environment and community along with setting Wms Bay up for years to come in a number of ways. Yes, there are a number of resorts here in the Geneva Lake area but none like this in the entire Midwest. Lake Geneva has always been a resort destination going back to the 1870's and it's our time to add this component to Williams Bay with this very well thought out project.
Thank you moving forward with necessary approvals to have The Preserve come to fruition.
Best regards

Frost Williams
(414) 881-4598 |

Outlook

FW: George Williams College

From darren@compoundesign.com <darren@compoundesign.com>
Date Tue 11/5/2024 8:09 AM
To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

4 attachments (9 MB)
The Preserve FAQs - Oct 2024.pdf; Untitled attachment 00011.htm; Topography Preserve Concept.pdf; Untitled attachment 00014.htm;

We support the Topography George Williams College Plan outlined below and in the attached documents. Please vote to proceed with this "once in a lifetime opportunity".

Darren Viss
Williams Bay Resident

From: David Curry <dave@genevalakefrontrealty.com>
Sent: Tuesday, November 5, 2024 7:19 AM
To: David Curry <dave@genevalakefrontrealty.com>
Subject: George Williams College

Good Morning,

In the winter of 1996, during my senior year of high school, I stole a prop sign off of the George Williams College campus during the filming of the Keanu Reeves "thriller" *Chain Reaction*. In my defense, the movie had wrapped shooting and the sign was likely headed to the local landfill, so my only crime was a commitment to recycling. In the spring of 1995 I teed off on the back nine of the GWC golf course as a varsity golfer for Faith Christian High School. (A golfing note on GWC: My dad claims to have hit a hole in one on this course sometime in the late 1980s, but no one else saw it so I'm slightly dubious of this feat.) I was playing against my Williams Bay childhood classmates, so when I stood on that tee with driver in hand it wouldn't have been possible to be more nervous. After a deep breath to steady my nerves I ripped that drive between those pine trees right down the center of the fairway. In a moment of relief I told an old friend turned competitor, *"that's probably the only good one I'll hit all day."* And it was. I tell you this so you understand that my interest in the GWC property is not that of some grifter who recently arrived in town and decided to form an opinion about what's best for this community.

You're likely aware of the concept proposed for the GWC property by Liam Krehbiel's hospitality company, Topography. If not, see the attached documents that outline the vision for the now closed campus. When this property was first listed for sale, I entertained calls from various individuals and groups who wanted to develop the property. A golf course with condominiums. A massive hotel with condominiums. A marina with condominiums. 20 lakefront houses and association homes behind, with condominiums. I told each of these folks that such a development would not work here. And not only would it not work, but we don't want it. Density is not our friend. If you've paid attention to any of my municipal involvement over the past three decades you've likely noticed a pattern: I dislike development and density. When I was introduced to Liam through a mutual friend I took his call out of respect, but mostly out of professional obligation. We chatted. I was intent on telling him what he wanted to do wouldn't work here and that I couldn't support it. I held that thought right up until I realized what he wanted to do here is exactly what I'd personally want to do with this property. I approved of his vision and represented his group (Topography) to a contract. I was thrilled for what this would mean for my hometown.

Nearly a full year and many introductions, concessions, meetings and plans later, we're at the point where the Village of Williams Bay is to vote on the proposal. The positives of this concept are obvious, but allow me to outline my thoughts as to what this plan accomplishes for our community both now and well into the future.

Most notably, the plan brings a large piece of lakefront to the tax rolls. The institutional ownership on the lakefront in Williams Bay is well documented and blindly celebrated, but it's not particularly well understood what that ownership means for the community. Allowing a continuation of institutional ownership at far more aggressive use levels puts strain on a community infrastructure while not contributing a penny of taxes to the village. There's a theory out there that suggests it makes more sense to keep this property as an institutional use. Why? So a non-resident can have a vanity project that monopolizes large swaths of the lakefront without taxpayer or community benefit? So that the property remains a potential source of development well into the future? The hotel concept will bring in both property taxes and room taxes to Williams Bay as well as remove the property from any potentially disastrous development attempts down the road (any continuation of the current use leaves the door wide open for more development). The supporters of institutional ownership say the village doesn't need the tax revenue. If that's true, why did the village feel the need to fundraise to replace trees that were destroyed in this spring's tornado? A community flush with superfluous revenue wouldn't solicit donations to improve the most visible part of town. Referendums on top of referendums continue to find their way to the ballot in Williams Bay. Tax increases for this and tax increases for that: schools, borrowed emergency services, road bonding, and the list goes on and on. What if we had business to help shoulder the burden that currently falls almost exclusively on the residential property owner?

It's apparently gone unnoticed by the community, but although Aurora has been a wonderful steward of the property for the past 20 or so years, the changes on the lakefront are stark. This is how institutional ownership can operate in P&I zoning and build/move/raze with little municipal concern. Impervious surfaces increased dramatically on the GWC lakefront over the past twenty years. Asphalt was introduced to serve new buildings and more patrons. New buildings popped up for various uses. The Topography plan reduces impervious surfaces by

14% on the lakefront. The plan removes asphalt and repurposes buildings where possible. It takes the old golf course and re-wilds it into a nature preserve in perpetuity, (excepting a handful of acres in the Town of Walworth to where the tennis courts will be moved) implemented and maintained by Topography for the benefit of the community. Are we in favor of preservation and lowering density while providing local jobs and local tax dollars? I know I am.

There are those who would suggest that Williams Bay is not a "resort town," and shouldn't have a hospitality component, I question their understanding of this village. The same detractors laud the Lazy Cloud Lodge hotel on the outskirts of town. They celebrate the Chippewa Resort on Walworth Avenue. They had no concern when the Belfry House was built at the entrance of town. Some of them own nearby lodging facilities and voice their opposition as though it is noble and unbiased. A member of the village board owns a motel in town. Williams Bay is a resort community whether some individuals wish it to be or not, and it always has been. In fact, it's more resort town than primary resident town, if measured by assessed valuations. The context of a 68 room inn should be compared to other local resorts. Lake Lawn Lodge has 271 rooms and surrounding condominiums. Grand Geneva has 358 plus a bevy of condominiums. The Abbey has 334 rooms plus a condo ecosystem around it consisting of Abbey Ridge and the Abbey Villas. The Ridge (Interlaken) has 146 rooms, and the typical accompanying condos. The GWC concept, as you can see from these comparisons, has nothing in common with these other local resorts.

Imagine Kohler, Wisconsin without the American Club. Have you ever been to Walland, Tennessee? Probably not, unless you've stayed at Blackberry Farm. Have you ever been to Mackinac Island, Michigan? If so, you likely sat on the Adirondack chairs at The Grand Hotel overlooking that big lake. It was pretty impressive, no? Would anyone hang out in Bachelor Gulch, Colorado if not for the Ritz Carlton that was built on that mountainside in the last 20 years? Why would we live our lives appreciating these iconic points of community pride but not wish for the same here in Williams Bay? To have a further sense of the mission here, Topography team members launched Twin Farms in Vermont, the boutique country inn upon which the Williams Bay project is largely being modeled. https://www.twinfarms.com/gallery/

Some might suggest that the town will "change" with the addition of up to 140 added individuals visiting Williams Bay on any given day. Some are saying the congestion will be intolerable and the town will never be the same… Consider some historical perspective on the population of Williams Bay. When I was a kid, there were no residential developments on Theatre Road. Now, there are as many as 400+ single family homes on that road. There were only farm fields and forest where Geneva National and its 1200+ homes and condominiums along with three 18 hole golf courses and several restaurants and pools and tennis courts are now positioned. Bay Shore Condominiums weren't built yet, nor was Bayside Pointe. Yet when I think back to my childhood I see a town today that very much looks the same. In the 1980s we had a few bars, a restaurant or two, an ice cream shop or two, and a boat dealer on

the lakefront. Today, we have the same business make up, but our boat dealer has become a beautiful restaurant and bustling center of waterfront activity. Have the additional several thousand residents "changed" Williams Bay? Has the addition of Pier 290 with its thousands of summer patrons negatively impacted or otherwise changed Williams Bay? Williams Bay's character will not only "survive" the repositioning of an untaxed college campus into a beautiful world class country inn, but each resident and tax payer will benefit as a result.

I encourage you to review the amazing plans attached to this email. The architecture is stunning and market accurate, the placement of the hotel sensitive to the lakefront, and the overall concept of a boutique country inn absolutely perfect for our town. I couldn't be more excited to see my hometown embrace something of this quality. In a world where we claim so many things to be "once in a lifetime opportunities," this project most certainly is worthy of the title. I would implore you to email the Village officials (all listed below) to express your support of the Topography plan and encourage them to vote in the affirmative (include your address, or other involvement in WB). If you would like to meet with me to discuss this project, or with Liam, I'd be glad to arrange that meeting as he'll be in town several times over the coming weeks (including a visit tomorrow morning, contact me if interested in attending). It's an exciting time for Williams Bay, and I'm hopeful we don't let this opportunity slip through our fingers.

Please forward this email to any Williams Bay residents/owners whom you believe would be interested in this topic and who would be willing to send in emails of support and/or attend the village meeting in December.

Best,

David

Email support for the Topography George Williams College Plan To:

Jdelessandro@vi.williamsbay.wi.gov
Srussell@vi.williamsbay.wi.gov
Rumans@vi.williamsbay.wi.gov
Gvlach@vi.williamsbay.wi.gov
Lwright@vi.williamsbay.wi.gov
Ajaramillo@vi.williamsbay.wi.gov
clerk@vi.williamsbay.wi.gov
Bduncan@vi.williamsbay.wi.gov

Outlook

Topography Plan

From BRENDA RIPKEY <bkripkey@charter.net>

Date Tue 11/5/2024 1:04 PM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Hello,

My name is Brenda Ripkey, I am a resident of Williams Bay, residing at 100 Birch Walnut Drive. I am writing to you with sincere excitement and in full support of the Topography George Williams College Development Plan. I truly hope that you will vote in favor of this once-in-a-lifetime opportunity for our special community. Not only would it enhance the beauty of the lakefront and surrounding roads, improve the existing infrastructure, provide additional jobs and new ways to enjoy our town, it will also provide additional tax dollars to help our community shoulder the burden of the cost of maintaining our town.

Thank you for taking the time to consider my support.
All the best,
Brenda Ripkey

Outlook

Support of Topography GWC Plan

From Megan Reyenga <reyengamm19@gmail.com>

Date Tue 11/5/2024 3:31 PM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Good afternoon,

I am writing as a near lifelong village resident in support of the Topography GWC Plan.

Thank you,

Megan Higgins
56 Conference Point Road
Williams Bay, WI

Outlook

Fw: The Preserve

From Robert Umans <rumans@vi.williamsbay.wi.gov>
Date Tue 11/5/2024 5:39 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Sent from my T-Mobile 5G Device
Get Outlook for Android

From: Jim Graber <jgraber@businessdecisions.com>
Sent: Tuesday, November 5, 2024 4:21:43 PM
To: Robert Umans <rumans@vi.williamsbay.wi.gov>
Subject: The Preserve

Hello, Mr. Umans: After careful thought, I believe that the Topography Preserve plan is good for the greater Geneva Lake community and I believe it would be beneficial to accept it.

I am a 70-year resident at 94 Lakeshore Drive (Pier 94). My parents bought the property in 1954 when my 4 siblings and I were small children.

I understand that the Topography plan is controversial. Additionally, none of us in the community are seeking more density or a more crowded Geneva Lake. That said, I agree with the "arguments" that the pros of the Topography plan outweigh potential negative impacts. Why do I favor the plan?

- I think Lake Geneva will benefit from having an upscale accommodation like The Preserve. In my opinion, many of the other resort locations (e.g. Lake Lawn, The Abbey, etc.), although very nice in their day, have clearly aged and are no longer premier.
- The number of accommodations/guests plan for The Preserve is very limited. I believe that eventually some commercial user will gain control and potentially plan something with a much higher number of guests and be less tasteful.
- I like the improvement suggested for Music by the Lake and the areas designated for nature preserves.
- Adding to the tax base, while fortunately not critical for our area due to its prosperity, still will have benefits such as potentially reducing the tax burden on the rest of us.

Thank you for your consideration of the above.

Jim Graber, Ph.D.
N2262 Chapin Rd.
Lake Geneva, WI
jgraber@businessdecisions.com

Outlook

Fw: support for Topography Liam Krehbiel development George Williams College

From Robert Umans <rumans@vi.williamsbay.wi.gov>
Date Tue 11/5/2024 5:39 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Sent from my T-Mobile 5G Device
Get Outlook for Android

From: rudycsa@aol.com <rudycsa@aol.com>
Sent: Tuesday, November 5, 2024 5:26:57 PM
To: Robert Umans <rumans@vi.williamsbay.wi.gov>
Subject: support for Topography Liam Krehbiel development George Williams College

Dear Robert, we are sending this email to voice our support for Liam Krehbiel's proposed development of the George Williams College property.
We have, over the past several months, reviewed the plans which depict thoughtful development as well as consideration of the property's impact on all of us. We also appreciate the impact of the tax revenue on our village.
We personally lost two beautiful oaks on our lakefront during the June 22nd tornado, which affected us more than the damage to our pier and path. The damage of the lakefront park was devastating We know that, in our lifetime, mature trees like those will not return. We've seen so much change here in the Bay and change is part of life. The Krehbiel plans really do seem the best way to honor our treasured lakefront.
Please consider approval of those plans.
Thank you.
Karen and Rudy Altergott

Outlook

Topography - The Preserve

From joel.reyenga@exprealty.com <joel.reyenga@exprealty.com>
Date Tue 11/5/2024 7:42 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc joelreyenga@gmail.com <joelreyenga@gmail.com>

Please distribute to the Plan Commission and the Village Alderman
Thank you

Please note that Kim and I are in favor of the proposed repurposing of the George Williams Campus.
We approve of the Topography Plan.
We support the annexing of the 43 acres from Walworth Township

We believe this property should be changed from Institutional Zoning contributing virtually nothing to the Tax Roll to a Zoning District that pays its fair share of taxes.
We believe the Village made a huge mistake with the Ann Drake Center which is a Hotel-Conference Center that is masquerading as an educational facility to avoid paying taxes.
We surrendered in the Developers Agreement and gave away the easements that should have been maintained.

Let's not make the same mistake with this property.

We are a Resort Town.
Has been a Resort Town since I moved here in 1988.

This repurposing will supply jobs, taxes, and an upscale reputation to the Village.

Kim & Joel

Kim & Joel Reyenga
50 Cherry St
Williams Bay WI 53191
Village Residents since 1988
262-325-967
joelreyenga@gmail.com

Outlook

Strong Support of Topography Resort at Williams Bay

From Marisa Sulprizio Ryan <marisaryan@live.com>

Date Tue 11/5/2024 7:06 PM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

To Whom It May Concern,

As residents of Williams Bay, my husband and I are writing to express our enthusiastic support for the proposed Topography Resort development. We live at 44 Oakwood Street and, like many in the community, we deeply value the charm, natural beauty, and rustic feel that make Williams Bay so special.

We strongly believe that developing the Topography property into a resort is the best way to preserve and enhance the character of this unique area. Our reasons for supporting this initiative include the following:

1. **Preservation of Aesthetic Harmony**: We trust that the Topography Resort will be designed to complement the lakefront and surrounding landscape, maintaining the aesthetic appeal that makes Williams Bay so beloved.
2. **Alternative Uses are Less Appealing**: More single-family homes or other high-density developments on this site do not align with our vision for the area's future and would detract from its charm.
3. **Prevention of Long-Term Neglect**: Prolonged disputes over the property could leave it neglected, leading to disrepair. A well-planned resort will ensure that the property is actively cared for and appreciated.
4. **Commitment to High Standards**: Topography has the resources and commitment to maintain the property at an excellent level, adding lasting value to the area.
5. **Increased Tax Revenue**: A resort of this caliber would bring valuable tax revenue to Williams Bay, benefiting the community as a whole.
6. **Enhanced Enjoyment for Residents**: A thoughtfully developed resort would offer additional amenities and recreational options for residents like us to enjoy.

We urge you to approve the Topography Resort development. This project promises to be a valuable addition to our community and a respectful steward of our beautiful lakefront.

Thank you for considering our support of this initiative.

Warm regards,
Marisa Ryan
702-848-9350

Outlook

George Williams College Plan

From Pamela Russell <pamelarussell.1@gmail.com>
Date Tue 11/5/2024 8:02 PM

I am writing to you today to let you know that **I fully support the plan from Topography to develop the property.**

I have attended multiple planning committee meetings and read every document and packet that is available. I think it would be a wonderful addition to the village!

I would like to see this property go onto the tax rolls as we have a disproportionate number of non taxable properties. I do not want to see this property being bought by Ann Drake's Women's Center because she was able to kill this deal for her own personal gain.

Sincerely -

Pamela Russell
24 Lower Loch Vista Drive, WB

Outlook

FW: George Williams College

From porritt@wi.rr.com <porritt@wi.rr.com>
Date Wed 11/6/2024 9:14 AM
To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

We are in support of this project and the economic benefits it will provide our community.

Much appreciated,

John and Kris Porritt
42 Upper Loch Vista

From: David Curry <dave@genevalakefrontrealty.com>
Sent: Tuesday, November 5, 2024 7:29 AM
To: David Curry <dave@genevalakefrontrealty.com>
Subject: George Williams College

Good Morning,

In the winter of 1996, during my senior year of high school, I stole a prop sign off of the George Williams College campus during the filming of the Keanu Reeves "thriller" *Chain Reaction*. In my defense, the movie had wrapped shooting and the sign was likely headed to the local landfill, so my only crime was a commitment to recycling. In the spring of 1995 I teed off on the back nine of the GWC golf course as a varsity golfer for Faith Christian High School. (A golfing note on GWC: My dad claims to have hit a hole in one on this course sometime in the late 1980s, but no one else saw it so I'm slightly dubious of this feat.) I was playing against my Williams Bay childhood classmates, so when I stood on that tee with driver in hand it wouldn't have been possible to be more nervous. After a deep breath to steady my nerves I ripped that drive between those pine trees right down the center of the fairway. In a moment of relief I told an old friend turned competitor, *"that's probably the only good one I'll hit all day."* And it was. I tell you this so you understand that my interest in the GWC property is not that of some grifter who recently arrived in town and decided to form an opinion about what's best for this community.

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that such a development would not work here. And not only would it not work, but we don't want it. Density is not our friend. If you've paid attention to any of my municipal involvement over the past three decades you've likely noticed a pattern: I dislike development and density. When I was introduced to Liam through a mutual friend I took his call out of respect, but mostly out of professional obligation. We chatted. I was intent on telling him what he wanted to do wouldn't work here and that I couldn't support it. I held that thought right up until I realized what he wanted to do here is exactly what I'd personally want to do with this property. I approved of his vision and represented his group (Topography) to a contract. I was thrilled for what this would mean for my hometown.

Nearly a full year and many introductions, concessions, meetings and plans later, we're at the point where the Village of Williams Bay is to vote on the proposal. The positives of this concept are obvious, but allow me to outline my thoughts as to what this plan accomplishes for our community both now and well into the future.

Most notably, the plan brings a large piece of lakefront to the tax rolls. The institutional ownership on the lakefront in Williams Bay is well documented and blindly celebrated, but it's not particularly well understood what that ownership means for the community. Allowing a continuation of institutional ownership at far more aggressive use levels puts strain on a community infrastructure while not contributing a penny of taxes to the village. There's a theory out there that suggests it makes more sense to keep this property as an institutional use. Why? So a non-resident can have a vanity project that monopolizes large swaths of the lakefront without taxpayer or community benefit? So that the property remains a potential source of development well into the future? The hotel concept will bring in both property taxes and room taxes to Williams Bay as well as remove the property from any potentially disastrous development attempts down the road (any continuation of the current use leaves the door wide open for more development). The supporters of institutional ownership say the village doesn't need the tax revenue. If that's true, why did the village feel the need to fundraise to replace trees that were destroyed in this spring's tornado? A community flush with superfluous revenue wouldn't solicit donations to improve the most visible part of town. Referendums on top of referendums continue to find their way to the ballot in Williams Bay. Tax increases for this and tax increases for that: schools, borrowed emergency services, road bonding, and the list goes on and on. What if we had business to help shoulder the burden that currently falls almost exclusively on the residential property owner?

It's apparently gone unnoticed by the community, but although Aurora has been a wonderful steward of the property for the past 20 or so years, the changes on the lakefront are stark. This is how institutional ownership can operate in P&I zoning and build/move/raze with little municipal concern. Impervious surfaces increased dramatically on the GWC lakefront over the past twenty years. Asphalt was introduced to serve new buildings and more patrons. New buildings popped up for various uses. The Topography plan reduces impervious surfaces by 14% on the lakefront. The plan removes asphalt and repurposes buildings where possible. It takes the old golf course and re-wilds it into a nature preserve in perpetuity, (excepting a handful of acres in the Town of Walworth to where the tennis courts will be moved) implemented and maintained by Topography for the benefit of the community. Are we in favor of preservation and lowering density while providing local jobs and local tax dollars? I know I am.

There are those who would suggest that Williams Bay is not a "resort town," and shouldn't have a hospitality component, I question their understanding of this village. The same detractors laud the Lazy Cloud Lodge hotel on the outskirts of town. They celebrate the Chippewa Resort on Walworth Avenue. They had no concern when the Belfry House was built at the entrance of town. Some of them own nearby lodging facilities and voice their opposition as though it is noble and unbiased. A member of the village board owns a motel in town. Williams Bay is a resort community whether some individuals wish it to be or not, and it always has been. In fact, it's more resort town than primary resident town, if measured by assessed valuations. The context of a 68 room inn should be compared to other local resorts. Lake Lawn Lodge has 271 rooms and surrounding condominiums. Grand Geneva has 358 plus a bevy of condominiums. The Abbey has 334 rooms plus a condo ecosystem around it consisting of Abbey Ridge and the Abbey Villas. The Ridge (Interlaken) has 146 rooms, and the typical accompanying condos. The GWC concept, as you can see from these comparisons, has nothing in common with these other local resorts.

Imagine Kohler, Wisconsin without the American Club. Have you ever been to Walland, Tennessee? Probably not, unless you've stayed at Blackberry Farm. Have you ever been to Mackinac Island, Michigan? If so, you likely sat on the Adirondack chairs at The Grand Hotel overlooking that big lake. It was pretty impressive, no? Would anyone hang out in Bachelor Gulch, Colorado if not for the Ritz Carlton that was built on that mountainside in the last 20 years? Why would we live our lives appreciating these iconic points of community pride but not wish for the same here in Williams Bay? To have a further sense of the mission here, Topography team members launched Twin Farms in Vermont, the boutique country inn upon which the Williams Bay project is largely being modeled. https://www.twinfarms.com/gallery/

Some might suggest that the town will "change" with the addition of up to 140 added individuals visiting Williams Bay on any given day. Some are saying the congestion will be intolerable and the town will never be the same… Consider some historical perspective on the population of Williams Bay. When I was a kid, there were no residential developments on Theatre Road. Now, there are as many as 400+ single family homes on that road. There were only farm fields and forest where Geneva National and its 1200+ homes and condominiums along with three 18 hole golf courses and several restaurants and pools and tennis courts are now positioned. Bay Shore Condominiums weren't built yet, nor was Bayside Pointe. Yet when I think back to my childhood I see a town today that very much looks the same. In the 1980s we had a few bars, a restaurant or two, an ice cream shop or two, and a boat dealer on the lakefront. Today, we have the same business make up, but our boat dealer has become a beautiful restaurant and bustling center of waterfront activity. Have the additional several thousand residents "changed" Williams Bay? Has the addition of Pier 290 with its thousands of summer patrons negatively impacted or otherwise changed Williams Bay? Williams Bay's character will not only "survive" the repositioning of an untaxed college campus into a beautiful world class country inn, but each resident and tax payer will benefit as a result.

I encourage you to review the amazing plans attached to this email. The architecture is stunning and market accurate, the placement of the hotel sensitive to the lakefront, and the overall concept of a boutique country inn absolutely perfect for our town. I couldn't be more excited to see my hometown embrace something of this quality. In a world where we claim so many things to be "once in a lifetime opportunities," this project most certainly is worthy of the title. I would implore you to email the Village officials (all listed below) to express your support of the Topography plan and encourage them to vote in the affirmative (include your address, or other involvement in WB). If you would like to meet with me to discuss this project, or with Liam, I'd be glad to arrange that meeting as he'll be in town several times over the coming weeks (including a visit tomorrow morning, contact me if interested in attending). It's an exciting time for Williams Bay, and I'm hopeful we don't let this opportunity slip through our fingers.

Please forward this email to any Williams Bay residents/owners whom you believe would be interested in this topic and who would be willing to send in emails of support and/or attend the village meeting in December.

Best,

David

Email support for the Topography George Williams College Plan To:

Jdelessandro@vi.williamsbay.wi.gov
Srussell@vi.williamsbay.wi.gov
Rumans@vi.williamsbay.wi.gov
Gvlach@vi.williamsbay.wi.gov
Lwright@vi.williamsbay.wi.gov
Ajaramillo@vi.williamsbay.wi.gov
clerk@vi.williamsbay.wi.gov
Bduncan@vi.williamsbay.wi.gov

Outlook

support Krehbiel's planned development George Williams College property

From rudycsa@aol.com <rudycsa@aol.com>
Date Wed 11/6/2024 10:41 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Tina,

We are sending this email voicing our support of Liam Krehbiel's plans to develop the property at George Williams College.

These plans are the best of both worlds as they include preservation of a significant acreage and a tax base that greatly benefits the village. Employment opportunities and a measured draw of visitors to the village are also on the table.

We've reviewed the plans repeatedly for almost a year as well as remembered Mirbeau's proposal for the Yerkes property and subdivisions that have happened all around the village. and at our neighboring lake.

Krehbiel's past developments of destination resorts have been superb and successful. His experience matters.

Please know we respect how serious this issue is for all of us. We support the Topography plans for this very special lakefront property.

Thank you.
Karen and Rudy Altergott
28 Lower Loch Vista Drive
WB
Pier 395

Outlook

Re: TOPOGRAPHY

From Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>
Date Wed 11/6/2024 12:03 PM
To Donald Mason <dsmasons@charter.net>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>

Don,

Thank you for your opinion on this important issue. I believe you and others have as much accurate information as possible. According to our Financial Advisor from Baird and Associates, this 46 million dollar Project will save a taxpayer on a $500 Thousand Dollar property $40 dollars per year on the Village portion, and $55 dollars On the School portion of your taxes. However, a TIF district is already set up, so that money goes to subsidize Topography. So, we will realize less than a penny a year for twenty years.

I'm happy you sent this directly to the Trustee Emails. If you know of anyone who sent emails to the administrator email address, please have them send again to my Trustee email,so I can respond. The Village

Administrator has decided that Trustees cannot see emails until a couple days prior to The December 9th meeting, giving me little time to engage with the Residents. And who knows who is being allowed to see them, or if any are being discarded.

Sincerely,

Trustee Jim DAlessandro

Get Outlook for iOS

From: Donald Mason <dsmasons@charter.net>
Sent: Wednesday, November 6, 2024 11:39:11 AM
To: Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: TOPOGRAPHY

We are supporting the Topography project and hope the village of Williams Bay are also. The revenue from this project would help the village with the needed money to hire the additional police officers, fire department upgrades and etc. without taxing the homeowners for these expenditures.

The George Williams property hasn't given the village ANY tax revenue ever and this would be a huge boost for Williams Bay. Some would say we aren't a resort area, but yes we are. Anyone that has lived here knows that if it wasn't for outside money the village would be a ghost town.

Williams Bay has the opportunity to make a big difference in our community and we hope the board of trustees don't let this get away.

Donald & Sheila Mason
508 Wiswell Dr.
Williams Bay, Wi

Outlook

Letter of Support for the Comprehensive Plan Amendment

From Sharon Maxwell <smaxwell@aurora.edu>
Date Wed 11/6/2024 1:07 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc JOHN AMMONS <jammons@wheatlandtitle.com>

1 attachments (192 KB)
Letter of Support - Village of Williams Bay Board 11.05.24.pdf;

To the Village of Williams Bay Board -

Attached please find a letter of support for the Topography LLC development plans for the George Williams College campus and the associated comprehensive plan amendment as submitted by the Aurora University Chair of the Board of Trustees, John Ammons.

We appreciate your consideration.

Kind regards -

Sharon Maxwell

AURORA UNIVERSITY
Your future. Our promise.

Sharon W Maxwell
Senior Vice President for Business and Finance
630.844.5630 | smaxwell@aurora.edu
aurora.edu | facebook.com/aurorauniversity | twitter.com/aurorau | instagram.com/aurorauniversity

AURORA UNIVERSITY

Board of Trustees

November 5, 2024

Village of Williams Bay Board
Village Hall
250 Williams Street
Williams Bay, WI 53191

Via email: clerk@vi.williamsbay.wi.gov

Dear Honorable Members of the Village Board,

As a representative of Aurora University, I write to express our strong support for the future of the George Williams College (GWC) campus and the exciting plans for its next chapter. Aurora University has been the owner of the GWC campus for nearly twenty-five years, following the long-standing heritage of the property dating back to 1886, first as a YMCA summer camp and later George Williams College. Throughout our stewardship of the property, we have worked diligently to honor its history and significance to the local community and beyond.

Despite our best efforts and significant investment in the GWC campus, Aurora University made the difficult decision to cease operations in 2023 due to the substantial carrying costs of maintaining such a large property to university and community expectations. This decision was not made lightly, as the campus holds a special place in the hearts of many, including Aurora University alumni and donors.

As the steward of this historic property, we care deeply about ensuring its future. It has been of utmost importance to us that the GWC campus finds the right buyer—one who will not only honor the rich history of the campus but also have the resources necessary to maintain and elevate its legacy for generations to come.

Rather than engaging a traditional real estate broker who would prioritize finding a residential development buyer, the university thoughtfully engaged a boutique firm in fall 2022, who has extensive experience in the education and not-for-profit space. This firm contacted over 150 entities from higher education, not-for-profit, healthcare, local organizations, and other businesses that were geographically or strategically relevant to the property.

Due to the unique characteristics of the property, including its large size, zoning limitations, and significant upkeep costs, it was particularly challenging to find the right fit. Only eleven parties expressed interest in further investigating the opportunity. Of the eleven, two were well-resourced higher education organizations. While extremely interested in the well-maintained facilities and amenities, not to mention the profound beauty of the lake, these parties were unable

to develop sustainable business plans for the property. All other parties declined to present the university with a bid to purchase the property for Aurora University's consideration – except for one.

Topography, LLC and the university entertained many conversations about the property and their intentions prior to entering a contract to sell the GWC property in late 2023. After careful consideration, we are pleased to have found an ideal successor in Topography. Topography engaged world-class advisors and visionaries to create a plan for the property, aptly named "The Preserve." The organization's vision for The Preserve represents an exciting and thoughtful next chapter for the GWC campus. Their plans respect the legacy and natural beauty of this special place while offering new opportunities for both locals and visitors to enjoy. Importantly, Topography is well-resourced and experienced to bring this vision to life.

The university had certain key attributes important to its selection of a buyer in order to sustain the legacy of this property and to be good citizens to the community at large: continuation of the Music by the Lake series; low density development; respect and preservation of the natural environment; opportunities for employment and local businesses; and adding to the overall richness and character of Williams Bay.

We believe The Preserve meets all these criteria and more due to key components of the proposed plan:

- A publicly accessible nature preserve with a walking path connecting to the Geneva Lake Shore Path.
- A peaceful, low-density country hotel that complements the natural surroundings.
- A beautiful amphitheater, which will become the new home of the beloved Music by the Lake series.
- The creation of over one hundred jobs during the construction phase and more than one hundred ten permanent jobs once fully operational.
- Contributions to the local tax base through property, sales, and occupancy taxes, helping to reduce the tax burden on Williams Bay homeowners.
- A retreat center to attract businesses and community organizations, providing space for learning and growth.
- Enhancing Williams Bay's reputation as a vibrant area to visit and experience.

Our collaboration with Topography has demonstrated their deep commitment to being an engaged and active member of the Williams Bay community. They plan to work closely with local nonprofit organizations, source materials from local suppliers, and contract with area trades. This thoughtful approach ensures that the project will support the local economy while enhancing the cultural and natural offerings of the community.

AURORA UNIVERSITY

Board of Trustees

In conclusion, Aurora University fully supports the plans for The Preserve and believes that Topography is the best partner to carry the legacy of the George Williams College campus into the future. We are confident that this project will bring significant benefits to the Village of Williams Bay and contribute positively to the community for years to come. We respectfully request your support of the comprehensive plan amendment so that this unique and remarkable vision may move forward to fruition.

Thank you for your consideration of this important initiative.

Sincerely,

John D. Ammons
Chair, Board of Trustees
Aurora University

347 S. Gladstone Ave., Aurora, IL 60506-4892 | aurora.edu

Time is now to help

Dear W.C.,

I am a single mother, and I desperately need your help. I fell down the stairs at my sister's house, fractured my spine and suffered a concussion. After being hospitalized, I have been laid up at home for over a month. I am finally getting over the headaches and dizziness I was experiencing due to my head injury. I must wear a back brace for two more months and am not able to return to work until then. My children are teenagers, so they help around the house and prepare meals. My sister comes during her lunch break to check on me and help when needed. I have help with my physical needs, but no one is able to help with our financial needs, especially our rent. We have already used all my savings for food and gas for our car to get me to my medical visits over an hour away. If I pay our rent, we will have no money left for food or any other expenses this month. My sister is a working single mother and is not able to help financially. I have applied for assistance, but I am waiting for a reply. Meanwhile I am so stressed over our situation I cannot sleep or rest as becoming homeless is all I can think about. I have not told my children the situation we are in because I do not want to worry them. Please help us before I have to tell them due to an eviction notice.



SAL DIMICELI

Dear Readers,

I called the woman who wrote this letter asking for our assistance. We agreed to meet when her sister was there during her lunch break as it is very difficult for her to even get out of her chair on her own to open the door.

When I arrived, the sister was waiting for me by the door and escorted me inside. We got right to work since she was on a time limit due to being expected back at work in one hour.

We walked into the small living room, and I was introduced to the woman resting in a recliner. She had a tray with a sandwich and a drink. Both women asked if I would like anything to eat or drink as the sister brought lunch to her daily when the children were in school. I declined but encouraged the woman to eat her lunch while I looked over the budget she had written out and several overdue bills she had put out for my review.

After going over her budget and asking some questions I had a good grasp on her financial situation. Without any income her small savings had not gone far. She was now late with her rent and unable to pay her car payment. The funds she had in her savings had been used for food and other necessary expenses. I learned she had not received child support for three years as the children's father had moved out of state and been unable to track down.

The woman began to cry as she shared her constant fear over what this injury would do to their future and the risk of becoming homeless. She knew the consequences of falling into debt, paying additional late fees and interest on overdue payments she could not afford. The sister tried her best to comfort her but they both knew she would be paying for this fall far after she was physically healed.

I spoke with the woman about her injuries and when they believed she would be able to return to work. She would be returning to work in seven weeks but with a modified schedule and responsibilities. It would take time to heal properly.

We would help that healing process by providing three months' rent, utilities payments, and car payments. We also would provide gift cards for food, toiletries, gas and other daily necessities. Both women began to cry when they realized the difference this assistance would make. Thanks to your support, this assistance has kept this woman and her children from certain homelessness, hunger and suffering due to poverty that would have had a lasting effect on them for years.

When I checked in on her several months later, I found she is back at work and healed properly. She can support her family once more without the stress of poverty thanks to all of us working together.

Thank you for helping us provide poverty relief throughout our communities. Please donate at this time as all your donations will be matched by the Fall 2024 Helping Hand Up $50,000 Matching Grant, doubling your donation. Thank "You" and God Bless "You".

Health & Happiness, Love & GOD Bless Everyone, Sal

Please Help: There are many coming to us in desperation. Our good fellow creations need our compassion. Together we make a big difference. Make checks payable to: The Time Is Now to Help, P.O. Box 1, Lake Geneva, WI 53147. The Time Is Now to Help is a federally recognized 501©3 charitable organization. You will receive a tax deductible, itemized thank you receipt showing how 100% of your donation was used for providing poverty relief.

Please visit our website to read more of our past and current columns and/or to make a donation: www.timeisnowtohelp.org Please go to the home page, follow the yellow highlighted link that says WC Letters to see current and past columns.

A Very Special Thank You: Kunes Country Auto Group, Paul Ziegler, Clarence W. and Marilyn Schawk Donor Fund, Catherine Schwenn, Mary Fitzgerald, Carolann Lippert, Ziegler Charitable Foundation, Jim and Lynette Heimann, Paper Dolls, Dale and Gail Folkers, Thomas Morrissy, Lake Geneva Area Realty, Knights of Columbus Lake Geneva, Joan Baron, Mr. and Mrs. Peter Vanderveld, Al and Dorothy Hermansen, Larry and Kelly Happ, Carol Brathol, Anthony Zwirgzdas, Mr. and Mrs. Robert Schuberth, LuAnn Himebauch, Denise Hubbard, John and Rita Race, Bob and Millie McCormick, Nancy Ferguson, Stanley Roelker, James Dyer, Richard and Carol Kerkman, Richard and Dianne Dunham, William and Jean Isaacson, Bruce and Nancy Johnson, Robert and Patricia Davis, Timothy and Margaret Kumbier, Gregory Swanson, Diane Emerson, Kelly Tomaske, all of our anonymous donors and ALL of you who support The Time Is Now to Help donation boxes. Anyone who would like a Time Is Now donation box in your business, please call (262) 249-7000.

Prayer Chain: The power of prayer and positive thoughts comes from the true healer, our Lord answering our prayers. Please pray for healing for the following people: Brian, Mike, Sylvia, Megan, Kayla, Maria C., Judy, Scott, Annie, Marilyn, Brandon, Helen, Dennis, Mary, Joseph, Jordan, Jean, Tom L., Dr. Peter, Matthew, Pam E., Jenene B., John S., Patricia H., Wendy, Eric, Anthony, Mary, Charlie, Tom P., Christina, Billy, Mike, Cheryl, Bryan E., Betty, Ellie, Concetta and Cheryl.

Please visit www.timeisnowtohelp.org

The true enemy from within

John Kelly remained silent as long as he could.

Four-star generals aren't in the habit of criticizing presidents or ex-presidents.

Keeping your opinions from the press is a matter of pride in the military.

But Kelly could no longer keep silent.



JOHN HALVERSON

His brethren—former generals Mark Milley, James Mattis, H.R. McMaster and Stanley McChrystal—had already said or implied that Trump isn't fit to be president.

With the clock ticking ever so quickly toward election day, Kelly finally spoke up.

He knows the true "enemy within"—his former boss Donald Trump is a whisker away from power once again. It's a fate none of us could imagine after he became a felon, after implying the Constitution is simply a piece of paper and certainly not after the January 6 insurrection.

But we were all wrong.

Trump already declared he'll rid the country of those who disagree with him—the people he calls "vermin" and "traitors."

What he calls "the enemy from within."

That includes duly elected representatives in Congress.

And media organizations like ABC, CBS, public radio, the New York Times and any other news outlet that tells a truth he doesn't like.

When Kelly has joined his fellow generals to warn us, we'd be fools not to take heed.

He said Trump fits the definition of a fascist.

Kelly said Trump wanted generals like Hitler had who would follow orders. His orders.

And Trump's supporters beware.

Yes, much of what Trump will do will be favorable to you. But what happens if he does something that you don't like?

There's no one to stop him. His advisors will be "yes men."

He won't surround himself with anyone who disagrees with him.

The Constitution?

He's already stacked the Supreme Court in his favor—who'll rule on anything related to the Constitution.

The judge that's thrown out his criminal case for keeping government documents is on his short list for attorney general.

Trump's words, his wild conspiracy theories, his harsh talk and belittling attitude and lies that now count in the thousands can no longer be written off as "Trump being Trump."

They are Trump. That's the point.

I used to think comparisons to Hitler were far-fetched but the fact that Kelly—the most reticent general—would use them shouldn't be ignored.

Kelly said Trump, "has never accepted the fact that he wasn't the most powerful man in the world – and by power, I mean an ability to do anything he wanted, anytime he wanted."

Kelly also confirmed what others have said, that Trump had referred to World War II soldiers buried in France as "suckers" and "losers."

Fake news? You thinking four-star generals are liars?

Kelly, who lost his son in combat, heard this from a man who dodged the military claiming "bone spurs."

That should be enough for anyone who honors the military not to vote for him.

Trump has already said it would be our last election, so take him at his word.

Was he being serious? His words taken out of context?

Perhaps... and then again, maybe he's a man of his word for once. Someone who's warning us in broad daylight of what's to come.

Remember what Milley said.

"We don't take an oath to a king, or queen, or tyrant or a dictator, and we don't take an oath to a wannabe dictator."

"He is the most dangerous person ever," Milley said in an interview. "I had suspicions when I talked to you about his mental decline and so forth, but now I realize he's a total fascist."

Milley is already fearful that he'll be reenlisted and tried for treason. Trump has gone even further saying Milley should be executed.

Those aren't the words of someone who we should want to be our president.

On January 6, rioters were ready to hang Vice President Mike Pence—they had the gallows all built, the noose hanging from it, when told of Pence's predicament Trump reportedly said he deserved it even though Pence was only following the law.

Kamala Harris has already moderated her views on the border and other issues.

She has had to bend her views to win election. Because nothing is more important than keeping Trump out of office.

Harris may not be a great president. She may not even be a good one.

But at least she's not Donald Trump—the true enemy from within.

The man his former general called, "the most dangerous man in the world."

The robbery of the First National Bank

One of the most significant events that occurred in Lake Geneva during the 1950s was the robbery of the First National Bank which happened on Wednesday, December 7, 1955.

In those days the First National Bank was located on the north side of the 700 block of Main Street in the middle of the block. The First National Bank building was where "Champ's Sports Bar" is located today. I was a student in Dale Wolff's 8th grade class at Central School at the time and I recall Evelyn Pahl, the school principal's secretary, announcing over the loudspeaker in our classroom at about 11:00 a.m. that the bank had been robbed.



PATRICK QUINN

The Thursday, December 8, 1955 edition of the Lake Geneva Regional News had an extensive, front-page account of the bank robbery. The news of the bank robbery had spread like wildfire throughout Lake Geneva.

Apparently the robber had entered the bank, probably through the bank's back door, prior to 8:15 am. He later bragged to a bank employee that he had made "wax impressions" of keys to 12 banks.

The robber was described by a bank employee as being about 5'7" tall, weighing about 150 pounds and being 30 to 35 years old. He wore a blue gray topcoat and gloves, and had brown shoes. His head was wrapped in a scarf and his face was covered by a flesh-colored Halloween mask. The robber told the bank's employees that he would not be nervous because he "had done this before." The bank robber carried a 9 millimeter Lugar pistol.

As the nine employees of the bank arrived, the robber herded them into the "coin vault." He then told the bank's Vice President George Allen to place all of the bank's currencies except for a few $50 and $100 dollar bills in a box which he had found in the bank's basement. He then told George Allen to give him a list of the serial numbers of the currency.

The robber tied George Allen to a post in the basement and then called the fire department and reported a fire at a house in the Crawford neighborhood. He then left the bank exiting through the back door and got into a car parked behind the bank owned by one of the bank employees, Warren Huber.

He was seen by witnesses to drive west in the alley behind the bank, turn north on Broad Street and drive to the Chicago and Northwestern Railway station where he left Warren Huber's car and disappeared. The bank's Vice President, George Allen, told the Lake Geneva Regional News that the robber had stolen $74,293.

During the week following the robbery, approximately 30 FBI agents arrived in Lake Geneva, set up a headquarters at the Lake Geneva City Hall, and interviewed hundreds of Lake Geneva residents, but their efforts were of no avail and they eventually left the city. The person who robbed the bank was never caught. However, many questions about the bank robbery have never been answered.

Questions, Questions

1. How did the bank robber get keys to 12 banks, including the First National Bank?

2. How did the bank robber arrive at the bank? Did he walk there or did an accomplice drop him off?

3. If so, was his accomplice a woman?

4. Did the robber stay in Lake Geneva after he drove Warren Huber's car to the railroad station or did he take the train to Williams Bay or Chicago or simply drive away?

5. Since the robber possibly had left a car at the railroad station did he drive away from Lake Geneva before the Sheriff's Department had set up road blocks on all of the roads leading from Lake Geneva?

6. How did the robber know that most bank employes arrived at the bank shortly after 8:15 a.m.?

7. Did the robber know that bank employee Warren Huber always parked his car behind the bank? If so, how did he know which car keys were Warren Huber's?

8. Did anyone notice a man near the railroad station carrying a box (in which George Allen had placed the bank's currency)?

9. Wasn't Mrs. George Allen suspicious when a stranger answered her phone call when she called her husband at the bank?

10. Why did the bank robber select the Merlin Brandt house on Haskins Street in the Crawford neighborhood as the house which he reported being on fire?

11. Who did the bank robber call when he made a phone call from the bank? Was it an accomplice?

Op-Ed: Why I oppose the Williams Bay 2023 comprehensive future land use plan and map

Who are we as a community, truly? Who do we want to be?

Every time change comes knocking, we ask ourselves those questions. Change brings choices, and choices have consequences—sometimes small and simple but often significant and complex.

We're facing a choice now with the proposed amendment to the Village of Williams Bay 2023 Comprehensive Future Land Use Plan and Map relating to the George Williams College/Aurora University campus property. The amendment would change the land use designation from the current "Institutional Campus" to "Institutional Campus and Limited Resort."



ANN DRAKE

Soon, on a date to be announced, the Williams Bay Village Board and Plan Commission will jointly hold a public hearing to gather public input and potentially vote on the proposed changes.

The choice we make will have a profound impact on the future, the character, and the identity of Williams Bay. It will echo through our lives; I believe it will echo through the lives of those coming after us for a very long time.

I'm not opposed to change; I asked this community to embrace building a Women's Leadership Center, bringing new things to Williams Bay. What we are building, how we're building it, and how the Center will enhance our community is very much in keeping with the identity and character of this special place. From the moment I stepped on the land where the Women's Leadership Center is rising now and imagined it, I felt in my bones the importance of respecting the essential nature of this place. We have so much history that tells us who we are ... and we have put much good thought into who we want to be.

The 2023 Comprehensive Plan for Williams Bay speaks to that identity. It says we want to keep our small-town character; that we want to provide a retreat from "the more intense lifestyles of resort areas;" that we want to remain primarily a residential community offering a diverse range of housing options; and that we hope to preserve and leverage the cultural heritage of Williams Bay, which has been called our "heart and soul."

The Village's 2023 Comprehensive Plan designation for the George Williams campus property is "Institutional Campus." The Institutional Campus land use designation was developed and mapped specifically to preserve large, long-held uses like George Williams College, Yerkes Observatory and the Women's Leadership Center.

One last push



JOHN HALVERSON

Last Thursday, I woke up feeling afraid.

Afraid Donald Trump might win and become President again.

Since I have to turn in this column Sunday night, I'm writing blindly—not knowing who the victor will be.

You'll be reading this Wednesday at the earliest, the day after the election.

So you'll know.

Usually, we'd all know late Tuesday night or early Wednesday morning who are next president would be.

Only twice in my lifetime has the verdict gone later than that. Last election when Joe Biden won and when George Bush beat Al Gore in 2000.

I had to look up the details of Gore vs. Bush. The election ended with Gore conceding for what he said was "the good of the country" on Dec. 13.

That's an unlikely scenario for this election.

If Trump appears to have lost, he'll no doubt pursue any legal or illegal routes to appeal—up to and including another insurrection.

There'll be no talk of doing anything for "the good of the country."

I remember election eve eight years ago when Trump beat Hillary Clinton.

We were watching the results at a friend's house.

We gathered, all expecting Clinton to win.

A dark sadness fell over the house as our hopes died. My girlfriend sat outside on the porch, crying.

The balloons at the Democratic headquarters that were there to "break the glass ceiling," were taken down.

Starting to write this column last Friday morning, I tried to ignore the news, but everywhere I turned, there it was, stalking me.

So I retreated to my favorite coffee shop to write.

Out the window across the street, I saw a Harris sign in the midst of signs for Trump and other Republicans.

I'd noticed it several weeks ago and it was still standing. A little worse for wear, but standing nonetheless. Like the little house that could.

I took it as a good omen.

On Sunday, I went house to house, canvassing for Harris with my girlfriend.

I'd been canvassing a few weeks earlier and wasn't that excited about doing it again, but my girlfriend reminded me of something Michelle Obama said at the Democratic convention. She'd pleaded with us to "do something."

"I owe it to Michelle," my girlfriend said.

Halfway through our knocking on doors, we came upon a house that wasn't on our list of Democratic-leaning voters. There were no signs out, nothing to indicate who the occupant favored.

Two small dogs barked at us from behind a picket fence. Then we heard a woman from behind a screen door.

"Don't worry," she said. "They're just barkers."

She came to the door in a bathrobe and apologized for not lingering to talk.

"We're out canvassing," my girlfriend said. "Just reminding people to vote. One last push."

We all agreed it was a beautiful day.

"I've already voted," the woman said, "or I'd be out there too... if I didn't have cancer."

We said how sorry we were to hear that and wished her all the best.

"We'll pray for you," my girlfriend added.

As we walked away, I whispered, "who do you think she voted for?"

Somehow it didn't matter.

The election, who won, who lost, didn't seem as important anymore.

Time is now to help



SAL DIVICELI

Dear W.C.,

I have been struggling for quite a while and when I finally spoke with someone at my church last week they suggested I write a letter to The Time Is Now to Help. So, I find myself writing this letter asking for help with my utility bill and this months rent. My elderly mother lives with me and she suffers from dementia. I have had to give up more and more hours at my job as her needs become greater and I can no longer leave her alone. I have applied for assistance as her caregiver so I can remain home full-time now but have not gotten a reply yet. This past month was especially difficult as I needed a root canal and other dental work done after trying to ignore the pain for several months. My mother also needed to have a filling repaired that would only have gotten worse if I did not have it fixed. This has put us even further behind in our financial obligations. I would be forever grateful if you would be able to help us out of this mess.

Dear Readers,

Often, I find people ask for the bare minimum of what they require to successfully lift themselves out of poverty, either out of embarrassment or not wanting to appear too needy. That does not work in our fellow creations' favor as poverty continues to grow and spread as each month they fall further and further behind.

Once I met this caring daughter and her mother, and reviewed their budget, I found what this caregiver was requesting was the bare minimum of what they needed. If we provided only the currently owed rent and utility bill, I saw there were other bills that would continue to be unpaid. The large dentist's bill had been placed on a credit plan and that payment each month would make all the following months' expenses impossible to pay.

The caring woman and her mother sat patiently with me while we went through all areas of her budget. She had omitted some things out of embarrassment, the required toiletries and personal care items and her car payment. When I asked the woman about these additional items not on her budget, she admitted she had left them out intentionally. I asked the woman how she expected me to save them from poverty and get them back on the track with a balanced budget if she does not share all the details with me? I assured her I have looked over thousands of budgets over the years and knew what should be included for the obvious needs I saw before me.

The caring daughter wiped her tears away but not quick enough before her mother looked at her with concern and asked, "Why are you crying?" She quickly put a smile on her face and reassured her mother she was fine. She whispered to me how her mother became very upset when she saw her sad. It could take her hours to recover from it. I nodded my head that I understood, and she did her best to keep her emotions in check as she shared the full details of what they needed to survive the next few months.

The Time is Now to Help would be providing their current rent and an additional month, their current utilities, two car payments, gift cards for food, gas and toiletries as all were an expense they could barely afford. We would pay their dental bills to prevent that monthly payment from continuing to ruin their monthly budget. When I asked if there was anything else we could do for them, the caring daughter again tried to hide the tears in her eyes. She turned her head as I saw tears of gratitude and relief fall. I again nodded my head and did my best to hide my own tears of gratitude for the poverty relief we were able to provide thanks to your support.

Several weeks later the caring daughter left me a voice mail sharing she had finally been approved for assistance. I could hear her crying as she thanked us for all we had done for her mother and herself. This time I did not have to hide my own tears.

Thank you for helping us provide poverty relief throughout our communities. Please donate at this time as all your donations will be matched by the Fall 2024 Helping Hand Up $50,000 Matching Grant, doubling your donation. Thank "You" and God Bless "You".

Health & Happiness, Love & GOD Bless Everyone, Sal

Please Help: There are many coming to us in desperation. Our good fellow creations need our compassion. Together we make a big difference. Make checks payable to: The Time Is Now to Help, P.O. Box 1, Lake Geneva, WI 53147. The Time Is Now to Help is a federally recognized 501(c)3 charitable organization. You will receive a tax deductible, itemized thank you receipt showing how 100% of your donation was used for providing poverty relief.

Please visit our website to read more of our past and current columns and/or to make a donation: www.timeisnowtohelp.org Please go to the home page, follow the yellow highlighted link that says WC Letters to see current and past columns.

A Very Special Thank You: Kunes Country Auto Group, Paul Ziegler, Clarence W. and Marilyn Schawk Donor Fund, Linda West, Catherine Schwenn, Mary Fitzgerald, Carolann Lippert, Ziegler Charitable Foundation, Jim and Lynette Heimann, Paper Dolls, Dale and Gail Folkers, Thomas Morrissy, Lake Geneva Area Realty, Knights of Columbus Lake Geneva, Joan Baron, Dr. Mark and Cynthia Drower, Mr. and Mrs. Peter Vanderveld, Al and Dorothy Hermansen, Larry and Kelly Happ, Carol Brainol, Mr. and Mrs. Robert Schuberth, Leslie Marcello, Aileen Hodges, Rita's "My Salon", Kathleen Gallagher, Christine Larsen, Dennis and Carol Gilhooley, Doris Wiechmann, Beth Pizzo, Duane and June DeYoung, Carol Hinners, Charles and Rebecca Miller, Michael and Kathe Beach, all of our anonymous donors and ALL of you who support The Time Is Now to Help donation boxes. Anyone who would like a Time Is Now donation box in your business, please call (262) 249-7000.

Memorials: Richard and Linda Urbach in memory of Delores Evans.

Prayer Chain: The power of prayer and positive thoughts comes from the true healer, our Lord answering our prayers. Please pray for healing for the following people: Brian, Mike, Sylvia, Megan, Kayla, Maria C., Judy, Scott, Annie, Marilyn, Brandon, Helen, Dennis, Mary, Joseph, Jordan, Jean, Tom L., Dr. Peter, Matthew, Pam E., Jenene B., John S., Patricia H., Wendy, Eric, Anthony, Mary, Charlie, Tom P., Christina, Billy, Mike, Cheryl, Bryan E., Betty, Ellie, Concetta, Cheryl, Kirubel M., and Wanda L.

Please visit: www.timeisnowtohelp.org

Big Foot Emergency Food Pantry-2024 Yearly Report

JACK MEREDITH

For those of you not familiar with us, the Big Foot Emergency Food Pantry is responsible for the towns and rural areas of Walworth, Fontana, Williams Bay, and most of Linn Township (Reek School). That covers an area of about 100 square miles. We are open at 1:00-3:00 Friday afternoons and 9:00-11:00 Saturday mornings.

We are a community food pantry in Walworth located at 111 Fremont Street in the north wing of the Immanuel United Church of Christ right across the street from the Walworth Grade School.

Each family we assist is only allowed to come to us once each calendar month, but will receive about two weeks of food when they do.

Every year has special challenges. Let me start by saying that our pantry is not an island.

All of the other pantries are basically experiencing the same things we are.

The numbers of families we are serving is about double what we had during Covid, and the numbers of new families and homeless people/families is off the charts. In talking with the some of the homeless people and also volunteers from other pantries on this subject, one of the main reasons for the drastic increase in homelessness is rent increases. $200-$400 a month increases are common.

Some have even gone up $1,000 a month. If you are trying to get by on minimum wages or have a fixed income, then those increases are devastating. Toss in one of life's speed bumps and you are on the street.

Another issue we had and will continue to have was what everyone reading this has faced, inflation. Big time inflation.

Along with our numbers almost doubling, the food costs have been unreal.

Since even before we started keeping records we averaged about $5.00 per person for purchased food and hygiene supplies.

In 2021 we only averaged a little over $4.00 per person. Inflation started heavily in 2022 and this year we will finish at well over $16.00 per person.

The last few months we have been over $20.00 per person. Inflation and the economy are a major concern.

On a very positive note, the support our pantry has been getting from so many people, clubs, businesses, churches, and organizations continues to be heartwarming.

We truly live in a very very special area.

We also got some nice grants from Kwik Trip and Alliant Energy.

Thank you!

If you know of anyone that needs a helping hand, then please inform them that they should call 211 to get in touch with trained professionals that will assist and direct them to resources available. That would include help with things like energy assistance, medical concerns, housing and food.

On behalf of the many needy local families, thank you so much for all your generous support.

May you all have a blessed and happy 2025.

A critical choice impacting the future of Williams Bay

Editor's note: A headline correction has been issued for this story



ANN DRAKE

Who are we as a community, truly? Who do we want to be?

Every time change comes knocking, we ask ourselves those questions. Change brings choices, and choices have consequences—sometimes small and simple but often significant and complex.

We're facing a choice now with the proposed amendment to the Village of Williams Bay 2023 Comprehensive Future Land Use Plan and Map relating to the George Williams College/Aurora University campus property. The amendment would change the land use designation from the current "Institutional Campus" to "Institutional Campus and Limited Resort."

Soon, on a date to be announced, the Williams Bay Village Board and Plan Commission will jointly hold a public hearing to gather public input and potentially vote on the proposed changes.

The choice we make will have a profound impact on the future, the character, and the identity of Williams Bay. It will echo through our lives; I believe it will echo through the lives of those coming after us for a very long time.

I'm not opposed to change; I asked this community to embrace building a Women's Leadership Center, bringing new things to Williams Bay. What we are building, how we're building it, and how the Center will enhance our community is very much in keeping with the identity and character of this special place. From the moment I stepped on the land where the Women's Leadership Center is rising now and imagined it, I felt in my bones the importance of respecting the essential nature of this place. We have so much history that tells us who we are ... and we have put much good thought into who we want to be.

The 2023 Comprehensive Plan for Williams Bay speaks to that identity. It says we want to keep our small-town character; that we want to provide a retreat from "the more intense lifestyles of resort areas;" that we want to remain primarily a residential community offering a diverse range of housing options; and that we hope to preserve and leverage the cultural heritage of Williams Bay, which has been called our "heart and soul."

The Village's 2023 Comprehensive Plan designation for the George Williams campus property is "Institutional Campus." The Institutional Campus land use designation was developed and mapped specifically to preserve large, long-held uses like George Williams College, Yerkes Observatory and the Women's Leadership Center.

There is a wholeness and goodness in that vision. I think the proposed amendment to the Village's 2023 Comprehensive Plan for the George Williams Campus would impair it. That's why I am opposed to the amendment to the 2023 Comprehensive Plan. I encourage the Village Board to honor the 2023 Comprehensive Plan for our Village into which so much good thought and care for our present and our future was invested.

Yes, change is inevitable—but let's make changes consistent with the values that have served us well for so long.

Written comments may be submitted to the Village Clerk via email to clerk@vi.williamsbay.wi.gov prior to the public hearing date.

Yours truly,
Ann Drake
President & Chair
Women's Leadership Center at Williams Bay, NFP
womensleadershipcenter.org

Michael and Jennifer Covey
251 Constance Blvd.
Williams Bay, WI 53191
224-805-1961

November 15, 2024

Tina Kolls
Village Clerk
250 Williams Street
Williams Bay, WI 53191

RE: George Williams College / The Preserve

Ms. Kolls,

I have been a Williams Bay resident for over 10 years and have enjoyed watching our wonderful community evolve and grow each year. With the beautification of the Conference Point path to the enhanced presence of Pier 290 to the construction of the new Clearwater Spa building and refurbishing of several historic homes along Geneva Street, our Village continues to rethink how to provide a special experience for our residents and guests alike. Now it is time to rethink the purpose of George Williams College.

I am writing to express my strong support for the redevelopment of the former college campus into The Preserve. This boutique resort would benefit both the local community and the surrounding area.

With the college campus no longer in use, the opportunity to transform the space into a thriving resort would bring much-needed economic development, create jobs, and enhance the quality of life for residents. The resort would not only generate significant tax revenue for the village but would also attract visitors, benefiting local businesses and creating a sustainable tourism economy.

In addition to the economic benefits, I am particularly excited about the proposal's commitment to preserving and improving public walking paths and green spaces. The integration of accessible trails and recreational areas within the resort development will enhance the appeal of our community, offering residents and visitors alike a chance to enjoy the natural beauty of the area. Public access to these spaces will promote outdoor activity, foster a healthy lifestyle, and improve overall well-being for those who live and work here.

I believe this redevelopment project is a forward-thinking plan that aligns with our village's long-term goals of sustainability, community engagement, and economic growth. By repurposing this underutilized campus into a resort that supports both visitors and residents, we have the chance to revitalize the area and create a positive, lasting impact for our entire community. I encourage the board to consider this proposal favorably and look forward to seeing this vision come to life.

Sincerely,

Michael Covey Jennifer Covey

Outlook

Proposed development

From sarah howarth <maiersgrouprentals@gmail.com>

Date Fri 11/15/2024 11:00 AM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Good morning,

I'm writing you today to offer my support as you navigate the generational stewardship of Williams Bay.

Specifically as it pertains to the proposed development currently under review.

I realize that there are many options and opinions, and it must be a difficult task for the commission to sort through.

Therefore, I will make my sentiments as brief as possible.

Growing up, our family business was the Chippewa Resort, the Normandie Hotel, Bay Springs, and also the Bay Warehouse.

These are all still in our family today, but have been spread out amongst its members respectively.

I understand that growing up in this hospitality centered environment is not typical. But it does offer me some unique perspective, which I think may be helpful to you.

The multiple generations of guests that I have personally witnessed have taught me that hospitality, especially paired with the natural offerings of the general locale, can be a great benefit. Not only to the owner, not only to the guest, but to the soul of a community as a whole.

I consider it one of the great gifts of my life being able to witness visiting families go from first generation to second generation etc. of people who value, support, and hold a very special place for Williams Bay in their heart. Many of these visitors became my lifelong friends and extended family. Some now live locally full time.

None of this would have been possible or started had the planning commission of eras past not allowed there to be beautiful offerings for people to come visit, or the infrastructure and shops to support it. In short, I am in full support of the current proposal and see much benefit to be had for the community long term.

I hope that you will consider green lighting the proposed project. I feel the offerings before you have been crafted by very reputable and proven hands that hold the best interests of the current and future communities at heart.

Sincerely,

Sarah (Maiers) Howarth

Outlook

Support for Topography Preserve project

From George Burchfield <george5burchfield@gmail.com>

Date Thu 11/14/2024 9:27 PM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Dear Williams Bay Village Board,

I live at 393 Hawthorne in Williams Bay, which is my first home that I purchased this spring with the help of my mom and stepdad. I am in my first year as a high school math and science teacher at Williams Bay School, which I am really enjoying.

My mom has been coming to Williams Bay since 1985 when she absolutely fell in love with Geneva Lake. We came here many times over the years, and we all worked very hard to relocate to this area a few years ago. (My parents live in a condo in Fontana.) Our family is frequent customers at all the restaurants in Williams Bay, and we love Edgewater Park, Kishwauketoe, and Yerkes.

I have been following Topography's Preserve project for a while, and I support this plan for its commitment to nature, dark skies preservation, low density, and tax revenue. Many of my students are proud employees of local establishments, and the Preserve will provide more employment opportunities for our community. I checked out the websites of the other properties that Liam Krehbiel has done (Twin Farms and Ballyfin) and found both to be excellent in terms of their blending in with the natural surroundings and their customer reviews.

Today my mom attended Topography's presentation at Bay Cooks (I was teaching). She said that hearing directly from Topography and having questions answered in an open forum confirmed our family's support of the Preserve.

We appreciate all of your efforts for the Village of Williams Bay.

Sincerely,
George Burchfield

Outlook

Re: Support for the Topography George Williams

From Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>
Date Thu 11/14/2024 6:10 PM
To Karen Hermes <hermes_karen@yahoo.com>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Cc Mark Hermes Hermes <markhermes@yahoo.com>; Pete Hermes <phermes1@hotmail.com>; Pete Hermes <peterhermes@hotmail.com>; Kate Hermes <katerhermes@gmail.com>; Beth Hermes Bamouni <bethhermes@gmail.com>; Sara Geoghan <saradoss@gmail.com>

Thank you Karen

Please join me in asking for a public Participation plan for residents only, that allows us to break up into focus groups that looks comprehensively on zoning and all the effects that comes with it, like traffic for example. . This request from Topography is opposite of what we just passed in the village last year, . The village went through a full process to create our master plan for the future that took years.. How about we go for a full process before we overturn the will of the residents, instead of just one night? The full process should only take no more than three months.

I like topography, if we let the full process play out, and that is the consensus, I'm all in. I also believe topography will be in a much stronger position with a full amendment process.

If this has to decided in one night, it will be hard for me to go through years of planning and listening to residents, giving them what they want, and turn around one year later and say never mind. Once trust is broken, hard to get back.

Again, please join me and trust a full amendment process, instead a short one night decision.

Jim DAlessandro

Get Outlook for Android

Get Outlook for Android

From: Karen Hermes <hermes_karen@yahoo.com>
Sent: Thursday, November 14, 2024 5:58:08 PM
To: Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Cc: Mark Hermes Hermes <markhermes@yahoo.com>; Pete Hermes <phermes1@hotmail.com>; Pete Hermes <peterhermes@hotmail.com>; Kate Hermes <katerhermes@gmail.com>; Beth Hermes Bamouni

<bethhermes@gmail.com>; Sara Geoghan <saradoss@gmail.com>
Subject: Support for the Topography George Williams

I agree, the architectural addition to the lakefront is stunning, the placement of the hotel sensitive to the lakefront, and the overall concept of a country inn absolutely perfect for Williams Bay.

I couldn't be more excited to see Williams Bay to embrace something of this quality.

Please note WB certainly is worthy. I support the Topography plan and encourage a vote in the affirmative.

Please do not let this exciting time for Williams Bay, and opportunity slip through our fingers.

Karen Hermes , Peter Hermes,

103 Cedar Point, Williams Bay, WI

Outlook

Support for Topography

From Bill Plachinski <plachin5@aol.com>
Date Thu 11/14/2024 4:24 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Ms. Kolls,

I am a year-round, full time resident of Williams Bay and a registered voter. The purpose of this email is state my support for the Topography George Williams College Plan.

Thank you for your consideration.

William J. Plachinski
91 Potawatomi Road F2
Williams Bay

Outlook

The Preserve at Williams Bay

From Lauren Foster <lfoster312@gmail.com>
Date Thu 11/14/2024 2:29 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hi,

I just returned from the meeting at Bay Cooks regarding the proposed use of the George Williams property. My husband and I could not wish for a better use of this very special land on our lakefront, and believe that Topography will be good stewards of the land.

We love that we will all have access to the property and preserves, both via the lakefront path and the road.

We understand that there are those that don't want any change at all, but that is simply not an option. The Preserve will be a low density, quiet, beautiful, resort that will ultimately contribute truly significant tax revenues to our little village.

We wholeheartedly endorse the project and hope that the village approves it quickly.

Sincerely,

Lauren Foster
Conference Point Rd.

Outlook

GWC proposal

From carol wilkinson <crwilkinson1@gmail.com>
Date Thu 11/14/2024 9:09 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

1. How does the Williams Bay community actually benefit from this development compared to everything the village might lose as they pay the costs ($10 million) in rebuilding the streets, adding sidewalks and infrastructure in this confined area?
2. Topography has changed, modified, added to their plan numerous times so how does the Village Board and community really know what the actual final plans are? On the latest October site plan, there is the Inn, 20 or so 2-3 bedroom cabins, a restaurant, spa, a boat house lodge with rooms, a retreat center and the recreation center on the golf course. What is the traffic impact and including staff?
3. I'm old enough to remember the controversy of developing Kishwauketoe and some plans to commercialize that property with hotels, restaurants and stores. Is anyone disappointed that it never went through thanks to one man saving it as the conservancy nature preserve which is a gift to all of us and visitors from afar? It's an iconic part of the Bay and an important part of the ecosystem that makes Geneva Lake so beautiful.
4. The Yerkes property could have become a dense housing development but was saved and now is another gem and iconic part for everyone in the Bay and beyond to enjoy.
5. Changing the zoning for GWC and changing the conceptual plan could very well set precedent for other camp properties including the parcel that once was GWC East Camp.
6. Vision Hill with its old growth forest is another important part of our ecosystem with amazing wildlife and adds purification to the Geneva Lake Watershed area. What impact would all the deconstruction of that area have? Where will all the rain run- off go when that green space is covered with a retreat center and parking? Does the DNR or Geneva Lake Conservancy have any impact information?
7. We would all like to see taxes reduced but it's probable that taxes could increase until the village pays off the loans for all the infrastructure improvements the Preserve requires. Because of the special delayed tax incentive for the development, any revenue is likely years down the road.
8. The Village Board now has an opportunity to delay the vote or vote no on the proposals until everyone has time to hear and consider all the comments, both negative and positive, review all the pros and cons, consider how this development will truly benefit the community at large, and how it will impact the lake and infrastructure systems. This project is a private, exclusive club which may or may not be open occasionally for Williams Bay residents. Yes, there might be an amphitheater for Music By the Lake but that location destroys Vision Hill and would be a pedestrian and traffic nightmare on North Lake Shore Drive. Now that there are informational meetings, public access to Topographys plans and more details about the proposals and tax implications, there may be other interested parties and other options for the GWC campus that would not only benefit all residents but honor the visions of the original owners of the GWC property. Some people say, it's a shame it's sitting empty and we could use a tax break. However, once sold, will people say "what a shame they didn't fight to save this special, treasured area for the Williams Bay community and for generations to come".

Outlook

Re: TID/TIF

From Scott LeBaron <scott@scottlebaron.net>
Date Wed 11/13/2024 5:17 PM
To David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc Ruechel, Adam <aruechel@rwbaird.com>; Tina Kolls <clerk@vi.williamsbay.wi.gov>

Thank you again.

Scott

On Wed, Nov 13, 2024, 5:15 PM David Lothspeich <admin@vi.williamsbay.wi.gov> wrote:

> *Scott (the Village Board is blind copied),*
>
> *In response to your questions,*
>
> - *Without the development - the Village could afford $1.2M of capital projects without increasing property taxes.*
> - *With the development - the Village could afford 11M of capital projects without increasing property taxes.*
>   - *projected to fund the phase 1 improvements identified in the project plan of $5,551,000 with the potential to fund phase two improvements of $5,885,000 which arrives at the estimated over $11,000,000 of capital projects.*
>
> *The difference between the "without" and "with" the development is the $9.8M.*
>
> *Beyond the TID, Topography is estimating generating $1M in Hotel Tax revenues to the Village. $700K are restricted to tourism related activities and $300K would be unrestricted revenues to the General Fund that would be used to fund operations. With the increased revenues it would be reasonable to conclude that Topography would reduce the need for the Village to increase property taxes.*
>
> *Hopefully this helps to clarify.*
>
> *Best regards,*

Dave

From: Scott LeBaron <scott@scottlebaron.net>
Sent: Wednesday, November 13, 2024 3:12 PM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Ruechel, Adam <aruechel@rwbaird.com>; Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Re: TID/TIF

Thank you for your reply and for the information.

I'm still not 100% sure I understand this all, but I'll keep investigating to try to find out.

I do notice I'm never answered the main question of "how does this affect MY property taxes?". (and any residents).

And this line I keep seeing: "*The projected maximum financial benefit to the Village of having the TIF and The Preserve Development is $9,800,000 ($11,000,000-$1,200,000)*"

Where is the math coming from? What is $11,000,000? What is $1,200,000?

Still many questions out there with no direct answers or guarantees.

Thanks for your time.

Scott

On Wed, Nov 13, 2024 at 2:59 PM David Lothspeich <admin@vi.williamsbay.wi.gov> wrote:

> *Scott,*

Thank you for your email.

Note that the Village Board is blind copied (bcc) on this email so that they are informed and to avoid any potential violation of the Open Meetings Act (OMA) which prohibits "discussions" on Village matters among multiple board members outside of public meetings.

Please note that the following answers are based upon the maximum projected revenues that will be generated if The Preserve Development is approved.

- If this Topology project goes forward, how does that affect my taxes? Will my taxes go up, down, stay the same? (Vs. if the project is denied).

- *The Topography Development is projected to increase total revenues to the Village up to $1.5M annually as follows:*
  - *Maximum $500K from annual property tax increment from Tax Increment District #1 (restricted for Village capital infrastructure projects).*
    - *Maximum $1M total Hotel Room Taxes ($300K to Village General Fund plus $700K for tourism related activities).*

- If this Topology project goes forward, how does this affect taxes going INTO Williams Bay for various projects and infrastructure?

- *Property tax increase of $500K annually to fund replacement of existing aged Village infrastructure.*
  - *The former GWC property is located in Village Tax Increment District (TID) #1 and Topography is projected to generate property taxes of up to $9.8M over the 20 years of the TID existence.*
    - *TID #1 Project Plan (attached) lists these projects totaling $9.8 M. All of these capital projects includes replacement of existing aged Village infrastructure that the Village has identified as needing replacement in the next 5 years, regardless of The Topography project.*

-Will the village be getting a large amount of tax revenue, thereby helping out residents and lowering our taxes while benefitting the village as a whole?

- *The Topography Development is projected to increase revenues to the Village up to $1.5M annually.*
- *The former George Williams College (GWC) property historically pays very little property taxes as it is tax-exempt, for tax year 2023 GWC paid $6,178 in property taxes.*
- *If purchased by Topography the property will no longer be tax exempt. Topography purchasing the GWC property for $25M with the Assessor estimating that the assessed value of this property will be $21M. Topography improvements to the property are valued at $20M. The total projected $41M in increased assessed values is projected to generate a maximum of $9.8M in property taxes over the next 20 years.*
  - *When the TID expires, all the taxing bodies will capture the increased values and associated property taxes.*

- If this Topology project goes forward, how does this affect taxes paid by Topograpy?

    - *Topography is projected to pay a maximum of $9.8M in property taxes over 20 years (roughly $500K per year vs $6K for GWC).*

From what I've read about a TID - it sounds like Topography would be "getting a break" on taxes - and Williams Bay would not get any additional revenue as any "savings" would go back to the developer - is that true? The only benefit would be to the developer?

- *Topography has not requested and is not getting a tax break.*

    - *Estimated to pay $500K annually to the Village for 9.8M in property taxes to the Village through TID #1 for the replacement of existing Village-owned, aged infrastructure.*

The projected maximum financial benefit to the Village of having the TIF and The Preserve Development is $9,800,000 ($11,000,000-$1,200,000). This incremental revenue would be used by the Village for infrastructure improvements that otherwise would likely require new borrowing(s) funded entirely by Village property taxes through increased tax levy. One of the reasons why TID #1 was established now is that if The Preserve Development proceeds, the TID would collect the incremental value generated by the significantly increased assessed value based upon the reported $25M purchase and the conversion of the property from non-profit to for-profit. If the Preserve purchases the property and their development is approved but does not move forward, the Village will still realize this portion of the increased revenues.

While TID's can be used as a tool to help finance project development costs, TID #1 does not provide financial assistance to the developer of The Preserve. Rather, TID#1 was created by the Village Board (The Preserve did not request the TID or any financial assistance) to pay for replacement of existing aging Village infrastructure to support The Preserve project or other potential future projects for the former GWC campus if The Preserve does not more forward. This Village infrastructure supports more than just the former GWC property and eventually will need to be replaced by the Village. If the Preserve Development moves forward this infrastructure would be replaced much sooner and paid for through TID #1 and if The Preserve Development does not move forward, then the Village would postpone replacing this infrastructure. Additional information on TID#1 is attached for your reference.

If this is true, why would we want to give a developer a break on highly valuable property? *Not true, no breaks are being are requested or offered*. Any developer should pay full/all taxes due just like any other property. *The developer will be paying full/all taxes*. They will be the one making a ton of money - why would they need to receive a tax break/subsidy?

I'm hopeful that this fully answers your question but if not please let me know and feel free to share my response.

FYI, emails received by the Village that are related to the December 9th Public Hearing re: proposed Preserve Development are being shared with the Village Board, Plan Commission and general public.

Thanks,

Dave

From: Scott LeBaron <scott@scottlebaron.net>
Sent: Monday, November 11, 2024 5:18 PM
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>
Subject: Re: Rezoning

A follow-up as I've heard and read various things, but would like the correct answers. Please help me answer this questions which should be straightforward.

- If this Topology project goes forward, how does that affect my taxes? Will my taxes go up, down, stay the same? (Vs. if the project is denied).

- If this Topology project goes forward, how does this affect taxes going INTO Williams Bay for various projects and infrastructure? Will the village be getting a large amount of tax revenue, thereby helping out residents and lowering our taxes while benefitting the village as a whole?

- If this Topology project goes forward, how does this affect taxes paid by Topograpy?

From what I've read about a TID - it sounds like Topography would be "getting a break" on taxes - and Williams Bay would not get any additional revenue as any "savings" would go back to the developer - is that true? The only benefit would be to the developer?

If this is true, why would we want to give a developer a break on highly valuable property? Any developer should pay full/all taxes due just like any other property. They will be the one making a ton of money - why would they need to receive a tax break/subsidy?

Thanks for any explanation you can give.

Scott LeBaron

432 Fair Oaks Dr.

Outlook

RE: Question pertaining to proposed comprehensive plan changes - Draft Responses Review Requested

From Liam Krehbiel <lkrehbiel@topography.com>
Date Tue 11/12/2024 11:08 PM
To David Lothspeich <admin@vi.williamsbay.wi.gov>; innkeeper@baileyhousebnb.com <innkeeper@baileyhousebnb.com>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dave and Susan,

Hope you're well.

Please see below for my comments in blue.

Regards,
Liam

From: David Lothspeich <admin@vi.williamsbay.wi.gov>
Sent: Tuesday, November 12, 2024 5:19 PM
To: innkeeper@baileyhousebnb.com
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>; Liam Krehbiel <lkrehbiel@topography.com>
Subject: Question pertaining to proposed comprehensive plan changes - Draft Responses Review Requested

Susan,

Thank you for your questions, I've provided responses below and please let me know if I can be of further assistance.

Best regards,

Dave

From: Susan Franzen <innkeeper@baileyhousebnb.com>
Sent: Saturday, November 9, 2024 10:57 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Re: Question pertaining to proposed comprehensive plan changes

Hi David, here are some additional questions I have (#1-14) and #15 is from someone else.

1. How did Topography's plans presented in January 2024 as a boutique "country inn" expand so significantly to a resort by September? *This is question better answered by Topography (The Preserve) but the plans presented in January 2023 were labeled as "Concept". In my experience Topography has been very open in their plans directly with the public from the onset and it is my understanding that Topography made these changes as they refined their business model. The Topography application incudes a summary of the changes to their plans*

(screenshot attached). Our initial plan from January 2024 included a 90-acre nature preserve, an amphitheater and retreat center, and 52-room country inn. Our current plan includes a 90-acre nature preserve, an amphitheater and retreat center, and a 68-room country inn. Overall, I think our plan has remained pretty similar. We did add some rooms (going from 52 to 68). And, we did increase the number of racquet courts. But, given the overall size of this property, I think those changes are relatively modest.

2. Why was a TIF district created specifically for this project before the project was approved? *TID #1 was presented to the Village Board by staff as a means to maximize village revenue from this proposed project. The Village proceeded with the process to establish the TID sooner than later in order to maximize the potential revenues to the Village. Roughly half ($20,000,000 of the $41,000,000 of the projected increment will be the result of simply the purchase of this property and the conversion from non-profit that generates zero property tax income to for-profit. This $20M of incremental property tax revenue would be generated without any changes to the site buildings, etc. Additionally, after the Village initiated this process Baird informed the Village of a change to state law in 2025 that would significantly reduce the property tax increment to the Village. The road, water, sewer infrastructure improvements that are included in the TID #1 Project Plan are projects that the Village already had long-term plans for and are necessary to support The Preserve and the TID creates the financial support for these projects. The projected maximum financial benefit to the Village of having the TIF and The Preserve Development is $9,800,000 ($11,000,000-$1,200,000) for Infrastructure Improvements that otherwise would likely require new borrowing(s) that would be funded entirely by Village property taxes and associated increased property tax levy. If not but for the TIF, the Village would not have these funds to make these improvements necessary to support The Preserve without new borrowing(s) paid for by property taxes through increased tax levy. When the TIF expires in 20 years, all taxing bodies will benefit from this growth in EAV.* Related to taxes, I want to add that the big win for Williams Bay from a tax perspective is the room tax. Five percent of all room revenue from The Preserve will go to Williams Bay, with 70% going to support tourism and 30% going to the Village's general fund. We are projecting that The Preserve will pay $1 million in room tax revenue to Williams Bay by 2029. By comparison, Williams Bay generated about $70,000 in room tax revenue in 2023.

3. Why is the annexation being discussed before this project is approved? If we annex and this project doesn't go through, we lose that as a bargaining chip for another opportunity. *The Village does not have the legal authority to zone property that is not located within the Village boundaries. The Comp Plan calls for the full 80 acres west of N. Lakeshore Drive to be annexed and developed in the Village. The Preserve plans include the racquet club on the south 40 as part of their overall plans for the total property. The proposed annexation of the south 40 is planned to occur first with the north 40 to be annexed shortly thereafter.*

4. Why is a developer agreement being negotiated before the project has been approved? *The developer agreement is part of the overall approvals for this project much the same as for other recent projects including the Willabay Meadows and the Women's Leadership Center. Requirements for the developer and development will be included in the zoning, PDO and developer agreement and in this instance many items that would otherwise be included in the developer agreement are contemplated to be included in the zoning and PDO.*

5. Why did Topography distribute an investment packet for this property before the project was approved? Seems presumptive to me unless they have reason to believe the proposed changes will pass. *This would be a question for Topography. This wouldn't be something that the Village has involvement with and I wasn't aware of this. That being said, I would think that any prospective developer for any kind of development lines up their finances and potential investments to support their project in anticipation of approval.* It is very common for real

estate developers to line up their financing prior to gaining their approvals. That way, they are ready to close once they secure their approvals.

6. Why is there a rush to move this forward? Can we take the time needed for residents to decide whether they want a resort? Could we put it to a vote somehow? I recognize there have been Village meetings and that agendas and minutes have been posted, but there has been no broad attempt that I am aware of. Many residents have commented that they had no idea this was happening. In the most recent Bay Quarterly, this proposal was not even mentioned. How do we get better at creating awareness of decisions that impact the entire community? *As noted, the Village became aware of this potential project and the December 9 public hearing is nearly one year later. There have been public meetings before the Plan Commission prior to this as The Preserve was looking for direction and input. The residents and general public is very much aware of this potential project and the rescheduling and moving of the meeting to the Williams Bay School is in response to the amount of public interest in this project.*

7. Shouldn't the residents know where each of the Plan Commission and Village Board members stand on this issue? Not everyone can attend meetings. *The Village Board and Plan Commission make decisions at public meetings after they have considered all the information, including public comment.*

8. I keep hearing from those affiliated with Topography that "the Village wants this" when referring to the resort. Do you know who are they referring to? Broad public comments have not yet been solicited for this project. *I cannot speak for others but the Village has received comments from the public that are in support and that oppose the project.*

9. Before this project is approved, shouldn't residents vote on what this means for our community vision to be a retreat from intense resort lifestyles? Seems if we allow a resort to be developed, we need to revise our vision statement too. I believe that changing the vision statement requires public support, doesn't it? *Amendments to Comp Plans require public input and the public hearing and public meetings processes are where this invaluable input is provided. The process being followed to amend the Comp Plan, annexation and zoning for the prospective Preserve Development will be a very public discussion. While The Preserve requested amendment is limited to the former GWC property the updates from the 2010 to the 2020 Williams Bay Comp Plan included numerous changes, including changing what was allowed in the Institutional category that the 2010 Comp Plan limited to "public buildings". The Village amended the 2020 Comp Plan increasing the allowed uses to include among other things the Women's Leadership Center.*

10. Does the Board give more weight to letters or comments from residents than they do for those who do not live or own property in the Village? Or is equal consideration given to non-resident opinion or from those who stand to gain financially (realtors, Aurora board members, Topography and its investors or potential investors) when considering their stance on the proposed changes? *Other than they will be thoughtfully considering all public input, I cannot speak for any individual elected or appointed officials.*

11. Some non-residents affiliated with Topography have suggested that the reason "resort free" was part of the vision statement and that there is no reference to "resort" in the land use categories is because the Plan Commission and Board were not yet aware of this potential project. I heard from other residents that scenarios related to a potential sale of the GWC campus were discussed and the Plan Commission and Board intentionally did not include the word "resort" in the land use categories – is this correct? I have not been able to attend every meeting, but don't think our elected officials were that naïve to not consider multiple scenarios in developing our Comprehensive Plan, especially given Aurora's financial challenges in recent years. *I was not with the Village when the Comp Plan amendments were being considered but*

my understanding is that the Plan Commission and Village Board did discuss whether or not to include some form of "limited resort" and it was a conscious and strategic decision to not include this use in order to protect the Village as much as possible and require amendment to the Comp Plan if there was a "resort" proposal in the future.

12. Some non-residents affiliated with Topography have suggested that the Village of Williams Bay is broke and this deal is needed to "save" the Village from financial ruin. Is that accurate? *The Village is a great steward and is very focused on its finances and is not "broke". The Village has modest reserves and will be considering approval of a balanced budget for 2025. That being said, the fiscal constraints imposed by the State are increasingly making it difficult for the Village to live within it's means and have a balanced budget. Under the State's property tax limits the Village's property tax increase is capped at $16,000 from 2024 to 2025 which equates to an 0.04% increase while expenses even in non-inflationary times increase at a much higher rate. It is my understanding that the State Legislature designed these limited with the intention of requiring local governments (schools, village's, etc) to be forced to go to referendum in order to maintain their current level of operations. The Williams Bay School District was the first of the Williams Bay local governments to go out for referendum to maintain their current funding levels.* I have to say that I haven't heard anyone suggest that the Village of Williams Bay is broke, or that this deal is needed to save the Village. That said, The Preserve would provide the Village with a meaningful new source of tax revenue. This would take pressure off existing local taxpayers to cover current and future Village expenditures.

13. How do our elected officials anticipate benefits to the revitalization of our downtown area as identified in the plan? For example, the owners of Clear Waters spa are investing heavily there and we have several smaller massage therapy or cosmetic services. With an onsite spa at the proposed resort, how does this benefit our local business owners? *The Village is very supportive of our businesses and partnered with Clear Waters Spa to obtain a $250,000 grant through the State in support of their new building. The Village has not limited or restricted the number of spa's in the Village. The Village would certainly not want to negatively impact any existing business, but as a free market the Village cannot choose or support one business over another.* The Preserve is going to be very supportive of Williams Bay's business community. To start, we are committed to buying from local businesses and farmers and contracting with local trades. Second, through the room tax, The Preserve will become the largest funder of Williams Bay's budget to promote tourism. Finally, The Preserve will promote Williams Bay's local restaurants, shops and attractions with its guests.

14. This question is from a prior email and hasn't yet been answered. I have done some additional research. In Wisconsin overlays are typically used for environmental protection, historic preservation, or maintaining community character rather than expanding a land use category. Using an overlay in this instance would be an unusual application which may face legal or public opposition. I have personally paid for advice from a couple of attorneys who have indicated that, if approved, the precedent would be set for other lakefront properties currently zoned institutional to go through a similar process with the Village to develop a resort and if not granted, they could legally contest that decision Here was my original question: Has the proposed overlay to the land use map been used before in Wisconsin (or elsewhere) and has it proven successful in that use? Understanding the proposed amendment (and related zoning changes) is specific to the GWC / Aurora parcel, there was some question yesterday about whether allowing one lakefront property to be commercially developed might set a precedent for other WB lakefront properties and open the door for potential buyers of those properties to make a similar case to the Village for commercializing the lakefront. Specifically, if Topography is granted what they ask for, how has the proposed overlay been proven to allow the Village to deny any similar future requests? *I will defer to the Village's experts to better answer your questions but I would note that the Village Planner, Zoning Administrator, Village Attorney and I all reviewed the possible options, including not making any changes, which were then*

presented to the Plan Commission for direction and their direction was to proceed with the overlay district. Of all the options available, staff believes that this provides the greatest protection for the Village as well. The PDO is an extra layer of protection above and beyond the general zoning regulations and is widely used in Wisconsin and elsewhere. In Illinois, my experience was for any larger development to be considered as a Planned Unit Development (PUD) the equivalent to PDO in Wisconsin. The PUD's were the strongest form of zoning and development control and were proven to be very successful in accomplishing these goals.

15. Someone in the Friends of Williams Bay Facebook group has also asked about the outdoor chapel and grave on Chapel Hill. Do you know what is happening with this? I think at one point the chapel was identified as a "distillery" but that use was not encouraged. *I'm not aware of these things and will defer to Liam and The Preserve to respond.* There is a chapel on the GWC campus by the Mabel Cratty Building. In our earlier plans, we proposed converting the chapel to a "distillery", where guests could try different spirits, similar to a wine room. The term "distillery" was misleading because we weren't planning to have a working distillery there. Based on some feedback we received, we decided to repurpose the chapel to an event space.

I am sure there will be more questions. Thanks for answering as many as you can and pointing me in the right direction for others. Liam and I are trying to coordinate schedules for a discussion this week as well so I can learn more. *I have copied Liam on this email so that he is aware of my responses and will be including this email along with all others received as part of the public hearing meeting packet materials so that the Village Board, Plan Commission and general public are aware as well.*

Thanks,
Susan

Bailey House Bed & Breakfast

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

From: David Lothspeich <admin@vi.williamsbay.wi.gov>
Date: Tuesday, October 22, 2024 at 9:06 AM
To: Susan Franzen <innkeeper@baileyhousebnb.com>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: RE: Question pertaining to proposed comprehensive plan changes

Susan,

Glad to help, don't hesitate to contact me if you have any further questions.

Thanks and have a great week as well.

Dave

From: Susan Franzen <innkeeper@baileyhousebnb.com>
Sent: Tuesday, October 22, 2024 8:44 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Re: Question pertaining to proposed comprehensive plan changes

Thank you for clarifying this, David. Hope you have a great week!

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

From: David Lothspeich <admin@vi.williamsbay.wi.gov>
Date: Monday, October 21, 2024 at 11:04 AM
To: Susan Franzen <innkeeper@baileyhousebnb.com>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: RE: Question pertaining to proposed comprehensive plan changes

Susan,

Thank you for your inquiry.

If The Preserve project is not approved and built, the TID remains regardless.

The projected revenues shown in the TID Development Plan are based upon the $25M purchase price and $25M of improvements by The Preserve. The Village projects and expenses for these projects are dependent upon the projected revenues from the TID if The Preserve purchase and development of the property occurs. If The Preserve development does not occur, the TID revenues would not be in play necessary to fund these projects and the projects would occur in the future years with residents paying for these improvements through water/sewer rates and property taxes.

If a development other than The Preserve occurs, the property tax increment from the purchase and improvements would be dependent upon the property being a taxable property plus the value of any planned improvements. If the property remains as non-profit then the TID would not capture any increase revenues to help fund these projects.

I am hopeful that this answers your question.

Best regards,

Dave

David Lothspeich
Village Administrator
Village of Williams Bay

From: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Sent: Monday, October 21, 2024 10:48 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Susan Franzen <innkeeper@baileyhousebnb.com>
Subject: Fw: Question pertaining to proposed comprehensive plan changes

Hi Administrator Lothspeich,

Could you please assist in answering Ms. Franzen's question "3. In the event that the plans for the Preserve are not approved and the property remains “institutional”, what happens to the TID? How might the existence of the TID impact any potential institutional development on that land?" in which she is referring to in the email below?

Kindest regards,

Tina Kolls
Village Clerk
Village of Williams Bay
262-245-2700
250 Williams Street | P.O. Box 580 | Williams Bay | WI | 53191
www.vi.williamsbay.wi.gov

Upcoming Elections:
* November 5, 2024 - General Election

CLICK HERE TO REGISTER TO VOTE/OR TO REQUEST AN ABSENTEE BALLOT

Elected Official and Members of Village Committees or Commissions:
In order to comply with Open Meeting Requirements, please limit any reply to only the sender of this electronic communication. Written communication, emails and faxes are generally considered open public records.

From: Susan Franzen <innkeeper@baileyhousebnb.com>
Sent: Sunday, October 20, 2024 1:56 PM
To: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Re: Question pertaining to proposed comprehensive plan changes

Thank you so much for this information, Tina.

I have reviewed the documents and feel like they answer my first two questions but still am a little unclear about my third question.

For meetings with the Plan Commissioners, I suggest this agenda:

- Recognize how much time, thought, and effort they put into the comprehensive plan adopted this past April.
- Discuss how the proposed amendments represent our first significant test of our commitment to the plan and ask questions to better understand their perspectives on why they think it is important to recommend /approve or not recommend / approve the proposed changes at this time.
- Learn where the proposed overlay has been proven in the State and whether or not it has ever been legally tested in prior applications.
- Thank them for their time and continued service.

I obviously oppose the proposed changes because as lovely as their plans might be, I don't think it's the right fit for Williams Bay. However, my goal in these meetings is not to push that agenda, but to ask questions to help me better understand the perspectives of those who are making decisions on behalf of the residents and property owners.

Thank you.

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

From: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Date: Friday, October 18, 2024 at 2:49 PM
To: Susan Franzen <innkeeper@baileyhousebnb.com>
Subject: Re: Question pertaining to proposed comprehensive plan changes

Good Afternoon Ms. Franzen,

I have attached Resolution R-44-24 Formally Establishing the Boundaries of and Approving the Project Plan for Tax Incremental District No. 1 as well as Tax Incremental District No. 1 Project Plan & District Boundary for the Village of Williams Bay. These two documents should answer your questions 1-3 regarding the Tax Increment District No. 1.

I don't have any documents in response to questions 4-6, however, would encourage you to attend the upcoming public hearing to ask those questions.

I would be the point of contact for setting up meetings with the Plan Commission Members and Village Trustees. If you would like to send me what you are proposing I would be happy to reach out to them on your behalf.

Kindest regards,

Tina Kolls
Village Clerk
Village of Williams Bay
262-245-2700
250 Williams Street | P.O. Box 580 | Williams Bay | WI | 53191
www.vi.williamsbay.wi.gov

Upcoming Elections:
* November 5, 2024 - General Election

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In order to comply with Open Meeting Requirements, please limit any reply to only the sender of this electronic communication. Written communication, emails and faxes are generally considered open public records.

From: Susan Franzen <innkeeper@baileyhousebnb.com>
Sent: Friday, October 18, 2024 11:55 AM
To: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Question pertaining to proposed comprehensive plan changes

Hi Tina, hope your day is going well.

At yesterday's Business Association meeting, it occurred to me that there may be misinformation on both sides of this issue, so I have a few questions. I am hoping you can point me in the right direction for the answers.

1. Where can I find the cost/benefit analysis of the TID that encompasses the Aurora U. / George Williams property? Specifically, what is the anticipated tax revenue and anticipated costs – what does the Village anticipate the funds will be used for? Who actually benefits from the TID and in what ways?

2. Related to that first question, what type of impact to the Village's infrastructure is expected and what specific infrastructure changes or improvements would the Village need to plan for / implement should the plans for the Preserve be approved?

3. In the event that the plans for the Preserve are not approved and the property remains "institutional", what happens to the TID? How might the existence of the TID impact any potential institutional development on that land?

4. Is the Village proposing any incentives to Topography for developing the property? If so, what are those incentives?

5. Has the proposed overlay to the land use map been used before in Wisconsin (or elsewhere) and has it proven successful in that use? Understanding the proposed amendment (and related zoning changes) is specific to the GWC / Aurora parcel, there was some question yesterday about whether allowing one lakefront property to be commercially developed might set a precedent for other WB lakefront properties and open the door for potential buyers of those properties to make a similar case to the Village for commercializing the lakefront. Specifically, if Topography is granted what they ask for, how does has the proposed overlay been proven to allow the Village to deny any similar future requests?

6. As the proposed comprehensive plan changes do not align with the vision for Williams Bay to be "...a retreat from the more intense lifestyles of resort areas..." is there a proposal to also change the vision statement for the Village should the comprehensive plan changes be approved?

7. Who do I contact to coordinate 1:1 meetings with the Plan Commission members and Village Trustees? I will be traveling next week for a friend's funeral but would like to start scheduling these meetings for when I return to gain a better understanding of their individual perspectives on the pros and cons for these proposed changes.

Thanks for your help in pointing me in the right direction for these answers. I may have more questions as things progress, but these are the ones that I feel are most pressing at this time.

Take care,
Susan

Susan Franzen
Innkeeper
innkeeper@baileyhousebnb.com • 262-607-2122

Outlook

Proposal for George Williams.

From dianeschlicting@aol.com <dianeschlicting@aol.com>
Date Tue 11/12/2024 10:16 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I would like to voice my opinion regarding this land. Conference Point is really trying to attract people as they are updating many of their facilities. I hate to see this plan come into reality and compete with Conference Point, therefore I am asking you to vote against this plan for George Williams. Thank you, Diane Schlicting

Outlook

Fw: Form submission from: Comments

From Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Date Tue 11/12/2024 4:15 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Tina,

Please see the message below.

Warm regards,
Cynthia Stanek
Utility Clerk/ Administrative Assistant
262-245-2700 Option 1

Please note my email address has changed to Assistant@vi.williamsbay.wi.gov

---

From: Williams Bay, WI via Williams Bay, WI <cmsmailer@civicplus.com>
Sent: Tuesday, November 12, 2024 3:53 PM
To: Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Subject: Form submission from: Comments

Submitted on Tuesday, November 12, 2024 - 3:53pm
Submitted by anonymous user: 2600:6c44:10f0:100:6db5:49f8:b435:6ab1
Submitted values are:
==Your Message Details:==
Subject: Protect our Lakefront Community
Message:
To the Village Planning Commission and Board of Trustees for
Williams Bay
I am reaching out to you to share my concern with the proposal to rezone the George Williams College campus. Our family had a home in Fontana for 15 years (until late 2022) and still continue to visit the area on a regular basis. The GW College property was always a favorite place for our family to walk and enjoy time at the ice cream shop and sitting on the porch. It is important to preserve this area and continue to keep it zoned as institutional so that it doesn't turn into a resort.
I hope that you will listen to concerns and not proceed with a rezoning of this historic property.
Thank you for listening.
Julie and Mike Harper
==Your Contact Information:==
Full Name: Julie Elizabeth Harper

E-mail Address: julieharper646@gmail.com
Phone Number: 6306995525
==Address:==
Street: 4214 Morris Park Road
City: McFarland
State: Wisconsin
Zipcode: 53558
The results of this submission may be viewed at:
https://www.williamsbay.org/node/2/submission/13621

Outlook

TID/TIF

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Mon 11/11/2024 4:56 PM
To Rachel Rockwell <rrockwell1998@gmail.com>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>; David Lothspeich <admin@vi.williamsbay.wi.gov>

3 attachments (2 MB)

TID#1 project plan-boundary Draft 062524 Williams Bay.pdf; County Finance Committee Letter Re TID #1 07102024 - Updated.pdf; Resolution R-44-24 Village Board Establishing Boundaries and Approving Project Plan for TID 1 (2).pdf;

Rachel,

Thank you for your email.

Note that the Village Board is blind copied (bcc) on this email so that they are informed and to avoid any potential violation of the Open Meetings Act (OMA) which prohibits "discussions" on Village matters among multiple board members outside of public meetings.

There are various types of TIF's allowed in the State of Wisconsin, one of which is "Blight". The Village of Williams Bay TIF is a "Mixed Use" which does not include the blight criteria.

The projected maximum financial benefit to the Village of having the TIF and The Preserve Development is $9,800,000 ($11,000,000-$1,200,000). This incremental revenue would be used by the Village for infrastructure improvements that otherwise would likely require new borrowing(s) funded entirely by Village property taxes through increased tax levy. One of the reasons why TID #1 was established now is that if The Preserve Development proceeds, the TID would collect the incremental value generated by the significantly increased assessed value based upon the reported $25M purchase and the conversion of the property from non-profit to for-profit. If the Preserve purchases the property and their development is approved but does not move forward, the Village will still realize this portion of the increased revenues.

While TID's can be used as a tool to help finance project development costs, TID #1 would not provide financial assistance to the developer of The Preserve. Rather, TID#1 was created by the Village Board (The Preserve did not request the TID or any financial assistance) to pay for replacement of existing aging Village infrastructure to support The Preserve project or other potential future projects for the former GWC campus if The Preserve does not more forward. This Village infrastructure supports more than just the former GWC property and eventually will need to be replaced by the Village. If the Preserve Development moves forward this infrastructure would be replaced much sooner and paid for through TID #1 and if The Preserve Development does not move forward, then the Village would postpone replacing this infrastructure. Additional information on TID#1 is attached for your reference.

I'm hopeful that this fully answers your question but if not please let me know and feel free to share my response.

FYI, emails received by the Village that are related to the December 9th Public Hearing re: proposed Preserve Development are being shared with the Village Board, Plan Commission and general public.

Thanks,

Dave

From: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Sent: Monday, November 11, 2024 9:11 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Subject: Fw: TID/TIF

Would you like to reply to this email?

Tina Kolls
Village Clerk
Village of Williams Bay
262-245-2700
250 Williams Street | P.O. Box 580 | Williams Bay | WI | 53191
www.vi.williamsbay.wi.gov

Upcoming Elections:
* November 5, 2024 - General Election

CLICK HERE TO REGISTER TO VOTE/OR TO REQUEST AN ABSENTEE BALLOT

Elected Official and Members of Village Committees or Commissions:
In order to comply with Open Meeting Requirements, please limit any reply to only the sender of this electronic communication. Written communication, emails and faxes are generally considered open public records.



From: Rachel Rockwell <rrockwell1998@gmail.com>
Sent: Saturday, November 9, 2024 10:01 PM
To: Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Subject: TID/TIF

Evening,

A few months back Mr Curry posted the link on the Topography project. I didn't pay too much attention at the time because the project looked lovely so I was content with the development coming.

In his recent posting on various pages which I'm assuming you all have read, the TID/TIF came up as being a part of the deal in a comment.

These districts are typically created by a municipality in areas that have a variety of blight as you are all aware. I am less familiar with TID but have read up a bit on it.

I have spoken to Topography's attorney and the developer has said the Village wanted this TIF/TID creation not them, which on a parcel on the lake doesn't make any sense to me.

I am reaching out to all of you to inquire why they were created on a highly desirable parcel?

I am pretty involved at our main home but have been completely out of touch here. I am not up to speed but realize the village with water mains and other aging infrastructure improvements this might be a vehicle to do those improvements without doing a referendum or if a referendum is required it might make it less.

Was a TIF/TID created for this project to help the village with infrastructure improvements? If not, what was the reason?

Thank you I appreciate your time.

Rachel Rockwell
Sent from my iPhone

Outlook

A great opportunity on so many fronts: The Preserve by Topography @ George Williams College

From Kurt Farrell <globalrealestatepro@gmail.com>

Date Mon 11/11/2024 11:42 AM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; gulach@vi.williamsbay.wi.gov <gulach@vi.williamsbay.wi.gov>; laright@vi.williamsbay.wi.gove <laright@vi.williamsbay.wi.gove>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>

Dear Village Officials of Williams Bay,

I am writing to express my family's enthusiastic support for the proposed redevelopment of George Williams College into "The Preserve" by Topography Hospitality. This project represents a remarkable opportunity to welcome a community-oriented development group with a commitment to environmentally responsible hospitality, ecological preservation, natural beauty, and respect for the unique character of the area.

In my research of Topography Hospitality, including Liam Krehbiel and his organization A Better Chicago, I've seen evidence of their dedication to acting responsibly with a clear vision for sustainability and community alignment. Their approach for The Preserve will ensure that the development honors the people, place and the environment.

My professional background in community-based partnerships reinforces my enthusiasm for this project. Most recently, I worked with the Milwaukee Metropolitan Sewerage District (MMSD) on the Fresh Coast Protection Partnership, a public-private initiative where we installed over $29M in green infrastructure capable of capturing more than 11 million gallons of stormwater with each rainfall. This partnership created jobs, supported local businesses, and set aside land for public use and environmental preservation. A similar commitment to setting aside land for public benefit is a key component of The Preserve, which includes a nature preserve dedicated in perpetuity. This aspect alone will enrich the community, benefiting both residents and the natural landscape while addressing potential concerns about future development.

In conclusion, I believe Topography's thoughtful approach will help guide Williams Bay through this exciting evolution, balancing growth with respect for the environment and community well-being. I hope the board shares this confidence and considers supporting The Preserve as a beneficial addition to Williams Bay.

Thank you for your time and consideration.

Sincerely,

Kurt Farrell and family

Outlook

Topography George Willams College plan

From Bill Bobbitt <papabob1120@gmail.com>

Date Sat 11/9/2024 2:16 PM

To Jdelessandro@vi-williamsbay-wi.gov <Jdelessandro@vi-williamsbay-wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bduncan@vi.williambay.wi.gov <Bduncan@vi.williambay.wi.gov>

Sirs, My name is William Bobbitt my wife and I are 25 year residents of our great village of Williams Bay. We have found this a wonderful community in which to live. We are aware that being such a great place to live ,others surely wish to be here too. Time and progress march forward and things inevitably change.

We have become aware of the proposed plan for the George Williams property and are pleasantly surprised at the scope and intent of this project. The Village is in dire need of additional tax revenue,as the infrastructure of the roads and water supply wells and delivery systems need upgrades. The plan also seems to limit the density and will provide additional open spaces and walking paths for our residents and guests.

I have researched some of the other properties of this company and they all appear to be top notch destinations.The qualities of the buildings and the surrounding landscaping is nothing but 1st. class. I believe this project will become the jewel of our village.

My wife and I strongly support this undertaking and are hopeful that you and the board will give your approval and encouragement for it's completion.

Thank you for your time and service, William Bobbitt

Outlook

The Preserve project by Topography/Krehbiel

From richard.katz1@gmail.com <richard.katz1@gmail.com>

Date Sat 11/9/2024 10:41 AM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Cc Richard Katz (Home) <richard.katz1@gmail.com>

Dear Village Officials:

I am writing to you to voice my support for the proposed Topography project in Williams Bay. I love Williams Bay. I miss Daddy Maxwell's. Williams Bay is a beautiful community blessed with an abundance of natural resources. My wife and I are proud to own a home here.

I do not know Liam Krehbiel, but as a banker of some 50 years, I have born witness to communities that prosper and those that decline. My own personal commitment has been to support and encourage investment in small towns. I invite you spend a moment to see my bank's small-town website *Inspire, Renew, Enjoy*, www.inspirerenewenjoy.com.

The Sigmoid Curve (S-shaped curve) can be used as a metaphor for the life of a person, and for that matter, a community. Following birth, comes infancy, adolescence, maturity, decline….and death. All of us, as people, die. Do communities have to stagnate and die? From experience, I have found that there are tipping points along the way that often determine the fate of a community. If only…

The question must be asked; is this decision a tipping point for Williams Bay? Is this a once in a lifetime opportunity for the community to benefit from the ability and willingness of Mr. Krehbiel to invest in Williams Bay? I believe that it is. I encourage you to grab hold of this opportunity and don't let go. All of Williams Bay will benefit.

Kind regards,

Richard Katz

Outlook

Resort

From jappro <jappro@genevaonline.com>
Date Sat 11/9/2024 9:20 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

A loud NO to allowing a resort on George Williams property. We are the quiet side of the lake and the residents want to keep it that way. We already notified you through our current comprehensive plan.

Sincerely,

Annaliesa Prohuska

Sent from my Boost Samsung Galaxy A32 5G

Outlook

George Williams College Project

From Pamela Russell <pamelarussell.1@gmail.com>
Date Fri 11/8/2024 1:07 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I am writing to you today to let you know that **I fully support the plan from Topography to develop the property.**

I have attended multiple planning committee meetings and read every document and packet that is available. I think it would be a wonderful addition to the village!

I would like to see this property go onto the tax rolls as we have a disproportionate number of non taxable properties. I do not want to see this property being bought by Ann Drake's Women's Center and to increase the size of her non taxable property.

Sincerely -

Pamela Russell
24 Lower Loch Vista Drive, WB

Outlook

TOPORGRAPHY

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Fri 11/8/2024 11:38 AM
To Don Mason <dsmasons@charter.net>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>; Ruechel, Adam <aruechel@rwbaird.com>; David Lothspeich <admin@vi.williamsbay.wi.gov>

1 attachments (5 MB)
Emails dated 10-8-2024 to 11-6-2024.pdf;

Don,

Thank you for your inquiry.

Note that the Village Board is blind copied (bcc) on this email so that they are informed and to avoid any potential violation of the Open Meetings Act (OMA) which prohibits "discussions" among multiple board members outside of public meetings.

As additional response to your November 6, 2024 email to the Village Board, the following is offered to provide clarification on financial impact of the proposed Preserve project through the Tax Increment District #1. Please see Financial Advisor Adam Ruechel (copied) response below.

In summary, the projected maximum financial benefit to the Village of having the TIF and The Preserve Development is **$9,800,000** ($11,000,000-$1,200,000) for Infrastructure Improvements that otherwise would likely require new borrowing(s) that would be funded entirely by Village property taxes and associated increased property tax levy. If not but for the TIF, the Village would not have these funds to make these improvements necessary to support The Preserve without new borrowing(s) paid for by property taxes through increased tax levy. When the TIF expires in 20 years, all taxing bodies will benefit from this growth in EAV.

The Village is committed to being transparent in providing the public with the same information (with the exception of confidential materials) that the Village Board and Plan Commission will be provided as part of their deliberations during the upcoming December 9 Public Hearing. To that end, the Village is posting the application materials, public comments received and staff reviews on the Village's website as these materials become available. The final plans for The Preserve and the public comments received to date (attached) are being posted to the Village's website and will be updated on a weekly basis leading up to the Public Hearing.

https://www.dropbox.com/scl/fo/amehufuj8cq94fg8zjhnm/AHtps7924zpXXCA603EWq0E?rlkey=9fivbq0nu1e5apgd8xnfes9aj&dl=0

As there is a lot of materials, providing this information now (4 weeks prior to the public hearing) and every week leading up to the public hearing with the intention of providing everyone interested with adequate time for review prior to the public hearing. The public notice requested that public comments be sent to Village Clerk Tina Kolls as the keeper of the Village records and the Village Board and Plan Commission members have been asked to forward any communications that they may receive that Clerk Kolls was not included. This direction goes for village staff as well, myself included, and I can assure you that all communications that we are aware of are being shared with the Village Board, Plan Commission and the general public. The Village encourages all interested to attend the public hearing and appreciates your involvement.

Please feel free to contact me if you have any questions.

Thanks,

Dave

From: Ruechel, Adam <aruechel@rwbaird.com>
Sent: Thursday, November 7, 2024 8:15 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Mullen, Kevin <KMullen@rwbaird.com>
Subject: RE: TID # 1 Tax Rate Impact Information Summary

Hey Dave,

Thanks for reaching out with the response.

That question came when talking with Jim on the phone regarding the current taxes the property pays to the other entities which I calculated out to be $6,959.71. I believe Jim was trying to determine if the TIF district wasn't created and the development

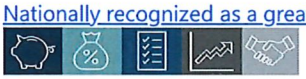
occurred the potential levy rate deduction was 0.18 cents. If that 0.18 cent reduction was deferred over the life of the TIF district's 20 years it would equate to an estimated reduction around 0.009 cents per year. I believe that is what he was trying to arrive at with his thought, but I apologize if I misinterpreted his question. I didn't put that into my response as that is hard to express and explain to residents where it would be clear for them.

One thing I would clarify in the response below is the statement about the money going to subsidize Topography. Since you don't have a development agreement in place which is providing Topography with any form of an incentive payment, I would be cautious in using that language. The tax increment that is being generated from Topography's development is being utilized to fund improvements that yes benefit topography but also help offset the cost to other taxpayers and in the end benefits them as well with improved village infrastructure.

Adam M. Ruechel
Vice President
Public Finance
Office Phone (920) 433-7373 I Cell (920) 265-8894



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From: David Lothspeich <admin@vi.williamsbay.wi.gov>
Sent: Wednesday, November 6, 2024 4:25 PM
To: Ruechel, Adam <aruechel@rwbaird.com>
Cc: Mullen, Kevin <KMullen@rwbaird.com>
Subject: RE: TID # 1 Tax Rate Impact Information Summary

Adam,

Please review the following and let me know if this is accurate. I've reviewed your response to Jim and I'm not tracking the conclusion that "the Village realizes less than a penny a year from twenty years"

> Thank you for your opinion on this important issue. I believe you and others have as much accurate information as possible. According to our Financial Advisor from Baird and Associates, this 46 million dollar Project will save a taxpayer on a $500 Thousand Dollar property $40 dollars per year on the Village portion, and $55 dollars On the School portion of your taxes. However, a TIF district is already set up, so that money goes to subsidize Topography. So, we will realize less than a penny a year for twenty years.

Thanks,

Dave

From: Ruechel, Adam <aruechel@rwbaird.com>
Sent: Tuesday, November 5, 2024 1:50 PM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>
Cc: Mullen, Kevin <KMullen@rwbaird.com>
Subject: TID # 1 Tax Rate Impact Information Summary

Good afternoon, Dave, and Jim,

Jim and I spoke on the phone just a bit ago that you both were working on running some analysis on the Tax Rate Impact of the creation of TID # 1 and using a home equalized value at $500,000.

When we presented to the Village Board back in March, we had used the following below as a calculation estimate of the tax rate impact on the overall Equalized Value tax rate if the Village did not create a tax incremental district and realized the addition of $21 million in property sales and $20 million in construction incremental increases after full build out.

Taxing Jurisdiction	*Equalized Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,698,315,600	$ 2.53	$ 2.52	$ -
Village of Williams Bay	$ 1,436,886,400	$ 2.82	$ 2.74	$ (0.08)
Williams Bay School District	$ 1,989,265,276	$ 5.14	$ 5.03	$ (0.10)
Gateway Technical College	$ 68,367,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.89	$ (0.18)
** Reflects addition of 21 million property sale + 20 Million in construction*				

So, for a home with an equalized value of $500,000 here is the calculation I was able to come up with to show the reduction a homeowner could potentially see in their tax rate if the district had not been created and the construction increment was fully realized on the Village's equalized value.

Assessed Value	$500,000.00				
Taxing Jurisdiction	Pre Project EV Tax Rate	Post Project EV Tax Rate	Pre Tax Bill	Post Tax Bill	Variance
Walworth County	$ 2.53	$ 2.53	$1,265.00	$ 1,265.00	$ -
V of Williams Bay	$ 2.82	$ 2.74	$1,410.00	$ 1,370.00	$ 40.00
Williams Bay SD	$ 5.14	$ 5.03	$2,570.00	$ 2,515.00	$ 55.00
Gateway Tech	$ 0.59	$ 0.59	$ 295.00	$ 295.00	$ -
TOTALS	$11.07	$ 10.89	$5,540.00	$ 5,445.00	$ 95.00

Although this is showing a taxpayer may see a $95 dollar reduction in their taxes, if the Village were to take on any projects related towards this development that cost would have to be spread throughout all the village taxpayers. Any borrowing would only be able to utilize the Village Equalized Tax rate of $2.74 vs the Tax Incremental Districts multiple taxing entities rate of $11.07. This would more than likely result in future increases in the equalized tax rate to cover the costs of the improvements as our analysis showed the Village would be able to fund about $1,200,000 worth of projects without a tax increase and the projects are projected to be over $11,000,000 if you include the Phase 2 work in the TID project plan.

Currently the TIF District Proforma is showing the base value of the property to be at $628,700 which results in an overall tax payment using the combined equalized value of $11.07 of $6,959.71 ($1,772,94 would be the Village Share) which will still be paid to all the taxing jurisdictions throughout the life of the district.

What the TIF district is projecting is if the project has a construction increment addition of $46,000,000 and if the tax rate stays flat at $11.07 the property would pay into the TIF district an estimated $400,000 when fully built out and with annual inflation increases of 1% goes over $500,000. This increment is what is projected to be utilized for any project costs related directly to the development or improvements within a half mile radius of the development over the life of the district until 2044 when the district would close and then the entire $46,000,000 would then be added to the property tax roll.

Please let me know if you have any other questions or need me to provide anything further.

Adam M. Ruechel
Vice President
Public Finance
Office Phone (920) 433-7373 I Cell (920) 265-8894

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****

Outlook

Fwd: Rezoning

From Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Date Fri 11/8/2024 10:54 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Begin forwarded message:

From: Scott LeBaron <scott@scottlebaron.net>
Date: November 8, 2024 at 10:23:15 AM CST
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>, Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>, Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>, Robert Umans <rumans@vi.williamsbay.wi.gov>, George Vlach <gvlach@vi.williamsbay.wi.gov>, Lowell Wright <lwright@vi.williamsbay.wi.gov>, Steven Russell <srussell@vi.williamsbay.wi.gov>
Subject: Rezoning

No.

Just no.

Do not turn Williams Bay into Lake Geneva. We do not need a resort (no matter what they call it) and once you allow one, you'll be forced to allow others.

The Comprehensive Plan directly states the community does not want to be a resort town.

Developers, (and their Real Estate buddy, David Curry), each with a lot of money will try to sell you and anyone else on a big story so they can profit off our community. Do not be fooled by their promises. Or simply taken. What they say is not what will happen. The only "benefit" will be for them at the detriment of our village.

Scott LeBaron
432 Fair Oaks Dr.
Williams Bay, WI 53191

Outlook

Fw: Support for The Preserve

From Robert Umans <rumans@vi.williamsbay.wi.gov>
Date Wed 11/6/2024 5:26 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Sent from my T-Mobile 5G Device
Get Outlook for Android

From: Michael Bishop <mcabishop@gmail.com>
Sent: Wednesday, November 6, 2024 4:05:44 PM
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Cc: Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>
Subject: Support for The Preserve

Dear Board Members,

Thank you for your service to our beautiful community.

We are decades long residents of Williams Bay and new owners of the property next door to The Water Safety Patrol (453 Outing St).

We have attended all meetings as well as town gatherings, the most recent of these, at Bay Cooks this morning. We have listened carefully to the concerns of our fellow residents (possible increases in traffic, etc). We witnessed Liam Krehbiel give thoughtful response, after thoughtful response to each and every question.

We are impressed with his plan to bring such beauty to our lakefront as well as our surrounding area. We have seen the decline of the land that was once a groomed golf course, and are excited at the thought of a nature preserve that includes the public.

We believe that The Preserve would be the perfect compliment to what is soon to become The Women's Leadership Center. We would be so proud to have them as our neighbors.

We appreciate how closely Liam has listened to the requests and concerns of our community members, and love the idea of being able to dine at their restaurants when availability permits. This is a

wonderful perk for Williams Bay.

We believe that the extra tax dollars that would be generated by The Preserve would also be extremely positive for our community. With only 2 extra cars predicted through town per hour, we think that this is a wonderful plan for Williams Bay, and we certainly hope that you will approve this proposal.

Sincerely,
Chris and Mike Bishop

Outlook

Fwd: support for Liam Krehbiel's planned development for George Williams College

From Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Date Wed 11/6/2024 4:30 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Begin forwarded message:
Tina:
Sending emails that appear to only be sent to me.

Bill

> **From:** rudycsa@aol.com
> **Date:** November 6, 2024 at 10:35:31 AM CST
> **To:** Bill Duncan <bduncan@vi.williamsbay.wi.gov>
> **Subject: support for Liam Krehbiel's planned development for George Williams College**
>
> Dear Bill,
> We are sending this email to voice our support for Liam Krehbiel's planned development of the property at George Williams College.
> This plan is so different from the Mirbeau proposal for Yerkes all those years ago and avoids another subdivision blight on the lakefront like our neighboring lake has occurring right now.
> We appreciate that thankfully Yerkes is still standing and that thanks to Williams Bay Kishwauketoe backs up our lakefront park and beach.
> Topography's plans are a very considered and careful use of the land, providing preservation of significant acreage and experienced, expert development of the highest possible level of a resort destination. The large tax base it provides would be a boon to the village.
> Another nonprofit next door to GWC is not desirable when we have this compromise on the table.
> Please consider supporting Krehbiel's plans which is the best of both worlds.
> Thanks for your attention.
> Karen and Rudy Altergott
> 28 Lower Loch Vista Drive
> Williams Bay
> Pier 305

Outlook

George Williams College Plan

From Pamela Russell <pamelarussell.1@gmail.com>
Date Tue 11/5/2024 8:02 PM

I am writing to you today to let you know that **I fully support the plan from Topography to develop the property.**

I have attended multiple planning committee meetings and read every document and packet that is available. I think it would be a wonderful addition to the village!

I would like to see this property go onto the tax rolls as we have a disproportionate number of non taxable properties. I do not want to see this property being bought by Ann Drake's Women's Center because she was able to kill this deal for her own personal gain.

Sincerely -

Pamela Russell
24 Lower Loch Vista Drive, WB

Outlook

Topography - The Preserve

From joel.reyenga@exprealty.com <joel.reyenga@exprealty.com>
Date Tue 11/5/2024 7:42 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc joelreyenga@gmail.com <joelreyenga@gmail.com>

Please distribute to the Plan Commission and the Village Alderman
Thank you

Please note that Kim and I are in favor of the proposed repurposing of the George Williams Campus.
We approve of the Topography Plan.
We support the annexing of the 43 acres from Walworth Township

We believe this property should be changed from Institutional Zoning contributing virtually nothing to the Tax Roll to a Zoning District that pays its fair share of taxes.
We believe the Village made a huge mistake with the Ann Drake Center which is a Hotel-Conference Center that is masquerading as an educational facility to avoid paying taxes.
We surrendered in the Developers Agreement and gave away the easements that should have been maintained.

Let's not make the same mistake with this property.

We are a Resort Town.
Has been a Resort Town since I moved here in 1988.

This repurposing will supply jobs, taxes, and an upscale reputation to the Village.

Kim & Joel

Kim & Joel Reyenga
50 Cherry St
Williams Bay WI 53191
Village Residents since 1988
262-325-967
joelreyenga@gmail.com

Outlook

Fwd: The Preserve: Topography George Williams College Plan

From Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Date Wed 11/6/2024 4:33 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Begin forwarded message:

From: Jim Graber <jgraber@businessdecisions.com>
Date: November 5, 2024 at 4:15:55 PM CST
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Subject: The Preserve: Topography George Williams College Plan

Hello, Mr. Duncan. After careful thought, I believe that the Topography Preserve plan is good for the greater Geneva Lake community and I believe it would be beneficial to accept it.

I am a 70-year resident at 94 Lakeshore Drive (Pier 94). My parents bought the property in 1954 when my 4 siblings and I were small children.

I understand that the Topography plan is controversial. Additionally, none of us in the community are seeking more density or a more crowded Geneva Lake. That said, I agree with the "arguments" that the pros of the Topography plan outweigh potential negative impacts. Why do I favor the plan?

- I think Lake Geneva will benefit from having an upscale accommodation like The Preserve. In my opinion, many of the other resort locations (e.g. Lake Lawn, The Abbey, etc.), although very nice in their day, have clearly aged and are no longer premier.
- The number of accommodations/guests plan for The Preserve is very limited. I believe that eventually some commercial user will gain control and potentially plan something with a much higher number of guests and be less tasteful.
- I like the improvement suggested for Music by the Lake and the areas designated for nature preserves.
- Adding to the tax base, while fortunately not critical for our area due to its prosperity, still will have benefits such as potentially reducing the tax burden on the rest of us.

Thank you for your consideration of the above.

Jim Graber, Ph.D.
N2262 Chapin Rd.
Lake Geneva, WI
jgraber@businessdecisions.com

Outlook

The Preserve- Topography project

From Frost Williams <williams.frost@gmail.com>

Date Tue 11/5/2024 12:37 PM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Greetings to each of you from 45 Parkhurst Street here in Williams Bay. I write you today to express my support for the Preserve project at the George Williams College Campus (of Aurora University.)
My name is Frost Williams, Son of David B Williams and great grandson of Storrs Barrett.
No relation to George Williams or Capt Esrael Williams, but still a very proud, born and raised resident here in our great village. Along with my wife Heather and son Storrs, we moved back to Wms Bay last August after renovating our family home over a year. Main reason was for Storrs to start first grade here but other reasons, like Yerkes Future Foundation's set plans for their property and our small town's community played a large role. Growing up here, the GWC campus was just down the hill from our home and has always been a treasure for our family. The updates Aurora did over the years enhanced it for their needs and, unfortunately, no longer meet those needs as we all know. What I have read, reviewed and seen in renderings and information from Topography are exciting and the next era, if you will, for this beautiful property. I work in the hospitality world and have represented a number of hotels over the past 25 years. The plans make sense. They present a low density option to the environment and community along with setting Wms Bay up for years to come in a number of ways. Yes, there are a number of resorts here in the Geneva Lake area but none like this in the entire Midwest. Lake Geneva has always been a resort destination going back to the 1870's and it's our time to add this component to Williams Bay with this very well thought out project.
Thank you moving forward with necessary approvals to have The Preserve come to fruition.
Best regards

Frost Williams
(414) 881-4598 |

November 15, 2024

Tina Kolls, Village Clerk
250 Williams Street
Williams Bay, WI 53191

Dear Ms. Kolls:

As former George Williams College (GWC) students and faculty members, we are writing regarding the sale of the GWC Lake Geneva campus of Aurora University. At present we are aware of two proposals under consideration for the property: a) Topography Hospitality Company plan to develop an exclusive resort and b) Ann Drake's proposal to develop the Williams Bay Cultural Campus.

The Williams Bay Cultural Campus proposal embodies the educational and cultural mission/legacy of George Williams College Lake Geneva campus. Moreover, this plan complies with the 2023 Williams Bay Vision Statement, "The community culture will be that of a retreat from the more intense lifestyles of resort areas, enhancing leisure, opportunity for spiritual renewal, outdoor recreation, and contact with nature."

The Topography proposal is nowhere close to using the property in any way consistent with its rich historical past. We strongly support the **Williams Bay Cultural Campus** proposal and oppose amending the Village of Williams Bay Vision statement.

Sincerely,

Walter Langbein, PhD

Mary Langbein, M.S.

Outlook

Rezoning

From Richard Hill <rdhill50@att.net>
Date Thu 11/21/2024 6:24 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

AGAINST the Rezoning of George Williams property.

Richard D. Hill
26 Lincoln Parkway
Williams Bay, WI 53191

Outlook

Open records request

From Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>
Date Thu 11/21/2024 8:17 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>; David Lothspeich <admin@vi.williamsbay.wi.gov>

Tina,

I spoke with the Village Attorney today, and he said I can give you permission to access my Village email account . I give you permission to access my account and send him all emails from myself and Ann Drake, Liz Stigler, and Jennifer Nix, to satisfy an open records request.

Any questions, let me know.

Jim DAlessandro

Get Outlook for iOS

Outlook

FW: Good Evening

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Thu 11/21/2024 11:48 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Bonnie Schaeffer <zoning@vi.williamsbay.wi.gov>; Sonja Kruesel <skruesel@vandewalle.com>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Tina,

Please include the following emails with the public comments' materials for this week.

Thanks,

Dave

From: David Lothspeich
Sent: Thursday, November 21, 2024 11:47 AM
To: Susan Steele <info@susansteele.online>
Cc: Bonnie Schaeffer <zoning@vi.williamsbay.wi.gov>; Sonja Kruesel <skruesel@vandewalle.com>
Subject: RE: Good Evening

Hi Susan,

My apologies for the late response.

The annexation process was originally scheduled for earlier this month was deferred by Chair Duncan as the annexation is dependent upon the requested Comp Plan amendments. The Plan Commission did not consider the annexation and will only be considering at some point in the future if the Comp Plan Amendments are approved. Similarly, the annexation will need to be approved before the zoning and PDO can be considered by the Plan Commission.

Yes, the WLC property and the former GWC property both have environmental corridor overlay. Village Planner Sonja Kruesel and Village Zoning Administrator Bonnie Schaeffer (both copied) are aware and will be including as part of their reviews. My understanding is that both the WLC and The Preserve development plans impact the environmental corridor overlay below the allowed threshold which I believe is a maximum percentage. As I'm not the expert in this area, I would suggest waiting for their reviews so that how this was handled for WLC and will be considered for The Preserve is accurate. In summary, the Village and The Preserve are aware of this limitation and will be addressing as part of the public review process.

I hope I've fully answered your questions and please let me know if I can be of any further assistance.

Dave

From: Susan Steele <info@susansteele.online>
Sent: Thursday, November 21, 2024 11:30 AM

To: David Lothspeich <admin@vi.williamsbay.wi.gov>; Susan Steele <info@susansteele.online>
Subject: Re: Good Evening

Hi, David. I didn't receive a response from my Tuesday email, so I tried calling you today, Thursday, 11/21/24 at 11:25 am. and left a voicemail.

My questions are for my article for Southern Lakes Newspapers:

1. Re: annexation process and where the Village is in it
2. Is the AG Holding going to be Parks and Institutional Zoning as noticed, or Public & Institutional as rest of the property is.

In addition, I left a question on your voicemail as to how many times the comp plan has been revised in the last five years?

As well as (and didn't leave this on your voicemail) I notice on the comp plan future land use map the part of the property now undeveloped in the Village side has an environmental corridor overlay. So does the Women's Conference Center, all along Constance on the South Side, almost up to Park Avenue. Any ideas if this will need to be changed as well for any vision hill development? And did Women's Conference Center have to address this?

Thank you,

Susan Steele

On Tue, Nov 19, 2024 at 6:56 PM Susan Steele <info@susansteele.online> wrote:

> I am working on my Preserve Dec 9 article for Southern Lakes.
>
> I've reviewed the public documents.
>
> I'm trying to condense what has happened and more importantly what is pending.
>
> In reviewing the public documents I was wondering where you are on the annexation? What is the process?
>
> From what I can tell this what still needs to be done:
> The village will annex
> It will be in the AG Holding District
> From there--there will be a zoning change from AG Holding to the P&I
>
> Is this correct?
>
> One thing I need to point out since it might make a difference --I think the PC Hearikng notice is incorrect--
>
> It states the AG Holding will be moved to P& I **Parks** and Institutional, not Public & Institutional. I think you meant Public & Institutional zoning so all the parcels are currently zoned the same.
>
> Not sure if you need to correct, if you do, if you need to re-publish?
>
> Thanks,
>
> Susan

Outlook

In favor of proposed amendment

From Sandy Stearns <sseamans350@aol.com>
Date Wed 11/20/2024 11:28 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>; Brian Stearns <brian@alpinesnowguards.com>

Hello - I write in support of the proposed amendment to the comprehensive plan. I am a resident of Williams Bay. The continued assumption that it will be used by an educational institution is naive and outdated. Aurora's failure should highlight that point. The future of higher education will look much differently than the original creators of the comprehensive plan could ever have predicted. Colleges with expensive brick and mortar campuses are failing nationwide as more accredited online degree programs become available. The property should not sit forever in limbo.

We need limited development along with the tax revenue benefits that it will bring to our community. We already support numerous nonprofit, non-tax paying entities in Williams. This proposal would balance those interests well.

We strongly support the change.

Sincerely, Sandy and Brian Stearns
695 Cedar Point Dr
Williams Bay
520-904-5241

Sent from the all new AOL app for iOS

Outlook

George Williams College development plans

From Scott Stellar <scottstellar@icloud.com>
Date Wed 11/20/2024 11:26 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I strongly appose the old George Williams College campus being turned into yet another for profit resort. I am '75 graduate of GWC and have no financial interest in regards to this issue. The land has a long history...since 1890...of nonprofit education for community service tradition. Education for all not for a small segment of society that can afford it. Please keep the for betterment of land and people the educational purpose of this beautiful land.

Thank you,

Scott Stellar (Howard)

Outlook

Proposed Resort

From sluczak <sluczak@aol.com>
Date Wed 11/20/2024 9:51 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To the Village Board of Williams Bay.

As a resident of Williams Bay for some 35 years we strongly oppose the current plans for the redevelopment of George Williams property into a resort. As residents we see no significant benefits under the current plan other than added congestion and no monetary gain to the residents. Thank you for hearing our voice.

Sincerely,

Carole and Edward Luczak
30B Driftwood Court
Williams Bay Wisconsin 53191

Email sluczak@aol.com

Sent from my T-Mobile 4G LTE Device

Outlook

Campus/development

From Dan Lehrman <dan46msw@yahoo.com>
Date Wed 11/20/2024 9:04 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I strongly oppose the real estate plans / hotel business plans. I have no political or financial interests in maintaining what is currently present. I am a graduate/ MSW 1977.

Outlook

An important discussion in Williams Bay, a critical time for input

From Ann Drake <ann.drake@womensleadershipcenter.org>
Date Wed 11/20/2024 10:31 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Women's Leadership Center
At Williams Bay

Dear Friends and Neighbors,

I'm writing because changes have been proposed to the 2023 Comprehensive Land Use Plan for Williams Bay. I want to share my thoughts about these changes with you and invite you to share your thoughts, too, with our Village leaders.

As you may know, on December 9 at 7:00 PM, the Village Board of Trustees and the Plan Commission will hold a joint meeting at Williams Bay High School, 250 Theatre Road. On the agenda will be proposed amendments to the Village's 2023 Comprehensive Plan and Map.

These changes are under discussion because the future of the Aurora University/George Williams College campus is in question. A resort and spa project has been proposed for the site, but to move forward, the Village will need to amend the existing Institutional Land Use designation for the property. The Future Land Use designation has been "Institutional Campus." It would be changed ultimately to "Institutional Campus and Limited Resort."

The planned resort and spa cannot be built without amendments to the 2023 Comprehensive Plan and Map for Williams Bay. I am not in favor of the proposed amendments, for many reasons. I strongly endorse continuing with the 2023 Plan as written, which was completed after a significant investment of time, effort, and taxpayer dollars to obtain expert consultation from a professional land use planner. The Plan defines an approach to land use in Williams Bay that recognizes the special nature of our village and preserves the non-commercial 125-year history of the site.

For more than a century, it's provided opportunities for learning, growth, social service, and health in mind and body. Significant community input was part of that Plan design process.

I am opposed to now abandoning the 2023 Plan and the thinking behind it so quickly. As the plan itself states, "Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless." The point of the 2023 Comprehensive Plan was to give us "a star to steer by" as inevitable change comes our way. Let's stay the course and the values that informed it.

Here are some things we said we wanted, according to the Village Plan:

- The Village as a place apart from the more intense lifestyles of resort areas.
- Preserve key campuses to advance the Village's image as a place for education, tourism, and outdoor recreation.
- Support community events and destination uses to provide year-round cultural attractions.
- Preserve, enhance, and promote the Village's unique historic character and cultural offerings.

I think all those things – and our vision for our unique home – are at risk now.

My support is for keeping the 2023 Comprehensive Plan and Map as is and saying "no" to any amendments at this time.

I invite you to make your thoughts and feelings known to our Village leaders. They are working hard to make the right decision on this issue. They care a great deal about what you think. Please know they truly want to hear your voice on this matter.

If you wish to provide input, Williams Bay elected officials will be accepting public comments via writing (clerk@vi.williamsbay.wi.gov) by noon on Dec. 9, and in person at the meeting when it takes place. But time is of the essence; don't delay in sharing your thoughts.

You can review the Comprehensive Plan and the proposed amendments online at https://www.williamsbay.org.

Thank you so much for your consideration.

Sincerely,

Ann Drake
President and Chair
Women's Leadership Center at Williams Bay, NFP

For More Information:

Linked here is a document outlining a vision for a Williams Bay Cultural Campus, which illustrates the importance of protecting the site's institutional status and incorporates ideas from various local leaders and stewards of Williams Bay.

To read the full announcement about the public hearing to be held at the Williams Bay High School Auditorium on December 9, 2024 at 7:00 PM, and to view related documents, click here.



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Our mailing address is:

Women's Leadership Center at Williams Bay NFP 303 E Wacker Dr., Suite 339 Chicago, IL 60601 USA

Want to change how you receive these emails?

You can update your preferences or unsubscribe

Outlook

Information

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Tue 11/19/2024 4:40 PM
To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>
Cc Mullen, Kevin <KMullen@rwbaird.com>; Ruechel, Adam <aruechel@rwbaird.com>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Williams Bay Treasurer <treasurer@vi.williamsbay.wi.gov>

3 attachments (4 MB)
Copy of ex debt williams bay (Baird) 112024.xlsx; Village of Williams Bay - Final Audit Results.pdf; Moodys credit rating 2022.pdf;

Jim,

Please see my responses below and attached and let me know if you have any further questions.

Dave

From: Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>
Sent: Tuesday, November 19, 2024 11:04 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Subject: Information

Dave,

What is the village bond rating?

The Village is currently rated "Aa2" by Moody's Investors Service (most recent credit opinion attached).

An Aa2 rating signifies a high credit quality for bonds. It indicates that the issuer has a strong capacity to meet its financial obligations and presents a relatively low risk of default. It falls within the investment-grade category and is slightly lower than the highest ratings (AAA or AA1) within that category.

What is our borrowing capacity?

Wisconsin statute (see below) limits village borrowing to a maximum of 5% of EAV. Williams Bay EAV for 2024 is $1,596,387,028 x .05 = $79,819,351
See the final snippet below for the summary of all debt vs. max borrowing for details.

67.03 Grant of power to borrow; general limitations of indebtedness.
(1)
(a) Except as provided in s. 67.01 (9), municipalities may borrow money and issue municipal obligations therefor only for the purposes and by the procedure specified in this chapter. The aggregate amount of indebtedness, including existing indebtedness, of any municipality shall not exceed 5 percent of the value of the taxable property located in the municipality as equalized for state purposes except that the aggregate amount of indebtedness of any school district that offers no less than grades 1 to 12 and that at the time of incurring the debt is eligible to receive state aid under s. 121.08 shall not exceed 10 percent of the equalized value of the taxable property located in the school district.

Date: 08/12/2024

WISCONSIN DEPARTMENT OF REVENUE
2024 STATEMENT OF CHANGES IN EQUALIZED VALUES BY CLASS AND ITEM

EQVAL912WI
PAGE 27 OF 38

County 64 Walworth
Village 192 Williams Bay

REAL ESTATE	2023 RE Equalized Value	Removal of Prior Year Compensation	% Change	$ Amount of Economic Change	% Change	$ Amount of New Constr	% Change	Correction & Compensation	% Change	$ Amount of All Other Changes	% Change	2024 RE Equalized Value	Total $ Change in R.E. Value	% Change
Residential														
Land	552,926,300	-9,655,000	-2%	78,198,000	14%	360,900	0%	0	0%	1,300	0%	620,839,500	67,913,200	12%
Imp	792,522,400	6,988,200	1%	111,928,100	14%	9,333,300	1%	9,900	0%	-288,400	0%	919,453,700	126,931,300	16%
Total	1,345,448,700	-1,666,800	0%	190,126,100	14%	9,702,200	1%	9,900	0%	-287,100	0%	1,540,293,200	194,844,500	14%
Commercial														
Land	17,378,900	-69,900	0%	2,077,200	12%	0	0%	0	0%	0	0%	19,387,200	2,008,300	12%
Imp	32,694,200	-244,700	-1%	3,893,900	12%	0	0%	0	0%	0	0%	36,343,400	3,649,200	11%
Total	50,073,100	-313,600	-1%	5,971,100	12%	0	0%	0	0%	0	0%	55,730,600	5,657,500	11%
Manufacturing														
Land	85,000	0	0%	900	1%	0	0%	0	0%	0	0%	85,900	900	1%
Imp	151,000	0	0%	15,100	10%	0	0%	0	0%	0	0%	166,100	15,100	10%
Total	236,000	0	0%	16,000	7%	0	0%	0	0%	0	0%	252,000	16,000	7%
Agricultural														
Land/Total	25,600	0	0%	2,900	11%	0	0%	0	0%	-800	-3%	27,700	2,100	8%
Undeveloped														
Land/Total	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0	0%
Ag Forest														
Land/Total	73,500	0	0%	10,500	14%	0	0%	0	0%	0	0%	84,000	10,500	14%
Forest														
Land/Total	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0	0%
Other														
Land	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0	0%
Imp	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0	0%
Total	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0	0%
Total Real Estate														
Land	570,489,300	-9,723,900	-2%	78,289,500	14%	360,900	0%	0	0%	500	0%	640,424,300	69,935,000	12%
Imp	825,367,600	6,723,500	1%	115,837,100	14%	9,333,300	1%	9,900	0%	-288,400	0%	955,963,200	130,595,600	16%
Total	1,395,856,900	-2,000,400	0%	194,126,600	14%	9,702,200	1%	9,900	0%	-287,900	0%	1,596,387,500	200,530,600	14%

PERSONAL PROPERTY	Non-Mfg Personal Property			Manufacturing Personal Property			Total of All Personal Property			
	2023	2024	% Change	2023	2024	% Change	2023 Total	2024 Total	Tot. $ Chg in PP	% Change
Watercraft	0	0	0%	0	0	0%	0	0	0	0%
Machinery Tools & Patterns	0	0	N/A	7,500	0	-100%	7,500	0	-7,500	-100%
Furniture Fixtures & Equip	569,500	0	-100%	400	0	-100%	569,900	0	-569,900	-100%
All Other	103,400	0	-100%	600	0	-100%	104,000	0	-104,000	-100%
Prior Year Compensation	-22,200	0		0	0		-22,200	0	22,200	
Total Personal Property	649,700	0	-100%	8,500	0	-100%	658,200	0	-658,200	-100%

TOTAL EQUALIZED VALUE	2023 Total	2024 Total	Total $ Change	% Change
Real Estate & Personal Property	1,398,515,100	1,596,387,500	199,872,400	14%

*Includes value allocated to/from another property class due to a correction that resulted in a negative total class value

What is our village surplus, including water and sewer, all accounts?

See below snippets of the attached 2023 audit. As year-end 2024 is not finalized.

General Fund = $2,224.187

Water Fund = $5,095,989
Sewer Fund = $3,687,028

- ***Note that the 2023 balances include the interest earned from borrowed funds (Investment Income) which has been changed for the 2025 budget. Interest earned on borrowed funds will remain with borrowed funds.***

2023 Audit - Page 6

Balance Sheet -
Governmental Funds
December 31, 2023

	General Fund	Special Revenue Fund: EMS Fund	Debt Service Fund	Capital Projects Fund	Nonmajor Governmental Funds	Total Governmental Funds
Assets						
Cash and investments	$ 2,268,993	$ 384,101	$ 541,471	$ 2,761,033	$ 686,670	$ 6,642,268
Taxes receivable	1,763,209	928,077	899,347	-	340,602	3,931,235
Accounts receivable	118,179	-	-	-	24,654	142,833
Due from other funds	21,122	-	-	-	-	21,122
Prepaid items	23,651	-	-	33,756	2,424	59,831
Total assets	$ 4,195,154	$ 1,312,178	$ 1,440,818	$ 2,794,789	$ 1,054,350	$ 10,797,289
Liabilities, Deferred Inflows of Resources and Fund Balances						
Liabilities						
Accounts payable	$ 139,083	$ 151,158	$ -	$ 103,666	$ 20,167	$ 414,074
Accrued liabilities	65,975	-	-	-	10,642	76,617
Deposits	2,700	-	-	-	-	2,700
Unearned revenues	-	-	-	-	276,220	276,220
Due to other funds	-	-	-	-	21,122	21,122
Total liabilities	207,758	151,158	-	103,666	328,151	790,733
Deferred Inflows of Resources						
Unearned revenues	1,763,209	928,077	899,347	-	340,602	3,931,235
Fund Balances						
Nonspendable	23,651	-	-	-	2,424	26,075
Restricted	-	232,943	541,471	2,340,313	266,127	3,380,854
Committed	760,000	-	-	350,810	117,046	1,217,856
Unassigned (deficit)	1,450,536	-	-	-	-	1,450,536
Total fund balances	2,224,187	232,943	541,471	2,691,123	385,597	6,075,321

2023 Audit – Page 10

Village of Williams Bay
Statement of Revenues, Expenses and Changes in Net Position - Proprietary Funds
Year Ended December 31, 2023

	Business-Type Activities - Enterprise Funds		
	Water Utility	Sewer Utility	Total
Operating Revenues			
Charges for services and sales	$ 922,993	$ 1,225,770	$ 2,148,763
Other	88,338	-	88,338
Total operating revenues	1,011,331	1,225,770	2,237,101
Operating Expenses			
Operation and maintenance	676,585	1,011,078	1,687,663
Depreciation	212,323	150,544	362,867
Total operating expenses	888,908	1,161,622	2,050,530
Operating income (loss)	122,423	64,148	186,571
Nonoperating Revenues (Expenses)			
Investment income	323,890	165,137	489,027
Interest expense	(229,791)	(113,807)	(343,598)
Total nonoperating revenues (expenses)	94,099	51,330	145,429
Income (loss) before transfers and capital contributions	216,522	115,478	332,000
Transfers Out	(74,355)	(2,890)	(77,245)
Capital Contributions	59,803	85,500	145,303
Change in net position	201,970	198,088	400,058
Net Position, Beginning	4,894,019	3,488,940	8,382,959
Net Position, Ending	$ 5,095,989	$ 3,687,028	$ 8,783,017

How much total debt do we have? And all the maturity dates.

Please see attached "Copy of ex debt Williams bay (Baird) 112024" spreadsheet from Baird with the following Debt Summary notes:

Attached the summary of debt service.
The first tab summarizes all debt on the second tab
The second tab is the summary of general obligation debt. It is apportioned by source of payment using the allocations for the 2022 borrowing described on the call.
The Summary also includes tabs for the revenue debt that has been issued for the water & sewer utilities through the clean & safe water programs. There are separate tabs for the total amount of each borrowing and separate tabs that reflect the payments based on the current draws for each program.
Of note , the General Obligation summary shows the scheduled balloon payment for the water utility coming due in 2025.

Williams Bay Debt Summary			Nov-24
	Year/Description	Original Amount	Current Balance
	2016A	960,000	295,000
	2017A	3,635,000	2,420,000
	2020	2,270,000	1,500,000
	2020 (Water promisory)	520,000	321,787
	2022	11,610,000	10,775,000
	Total	**18,995,000**	**15,311,787**

Max Debt = 5% Equalized Assessed Value (EAV)		
	2024 EAV WB	% of EAV
	1,596,387,500	
Max 5% =	79,819,375	19.2%

Max Debt 2024	$79,819,375
Debt Amount	$15,311,787
Remaining Debt Capacity	**$64,507,588**

If you can get me this information in the next couple of days, I would appreciate it.

Jim D

Outlook

George Williams

From Kevin Hart <hehboom@outlook.com>
Date Tue 11/19/2024 3:59 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello,
I am not a Williams Bay resident so do not have as much skin in the game as others, however I grew up in the area and went to church at Williams Bay Lutheran church.
I learned to play golf at the golf course and worked for a few summers and as a regular employee at George Williams.
I care very deeply about the area and would be very cautious to go with the proposed development. Never a good idea to go for the first offer without seeking other opportunities.

I grew up halfway between the Bay and Lake Geneva so there will always be a place in my heart for the area.

Thanks for listening.
Sincerely,
Kevin Hart
Hehboom@outlook.com

Outlook

Williams Bay Development

From Joanne Campanile <jcampanile@msn.com>
Date Tue 11/19/2024 12:54 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I am in favor of the development.
The plan to add the nature acreage into a Conservation Easement is brilliant. Please allow the land to be native, and planted with native plants and trees, and only require mowing of paths and as necessary.
The town is fortunate to have found such a developer that isn't totally focused on making a profit.
Thank you,
Joanne Campanile
45 Garfield Parkway
Williams Bay
630-975-2865

Outlook

Fw: Form submission from: Comments

From Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Date Tue 11/19/2024 10:46 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Tina,

Please see the message below.

Warm regards,
Cynthia Stanek
Utility Clerk/ Administrative Assistant
262-245-2700 Option 1

Please note my email address has changed to Assistant@vi.williamsbay.wi.gov

---

From: Williams Bay, WI via Williams Bay, WI <cmsmailer@civicplus.com>
Sent: Tuesday, November 19, 2024 10:33 AM
To: Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Subject: Form submission from: Comments

Submitted on Tuesday, November 19, 2024 - 10:33am
Submitted by anonymous user: 2600:6c44:77f:2acc:595b:59e0:3ea6:b1ea
Submitted values are:
==Your Message Details:==
Subject: The Preserve Proposal
Message: NO to any further action on this project. STOP (big)
commercial/ residential development in Wms.Bay.
==Your Contact Information:==
Full Name: Karen Reinhardt
E-mail Address: gramkaren@charter.net
Phone Number: 6083355419
==Address:==
Street: 208 0ak Hill Rd
City: Williams Bay
State: Wisconsin
Zipcode: 53191
The results of this submission may be viewed at:
https://www.williamsbay.org/node/2/submission/13691

Nov. 18, 2024

ATTN: City Clerk, Village of Williams Bay
TO: Members of the Village of Williams Bay Board of Trustees and Planning & Zoning Committee
RE: Topography's Proposal for Redevelopment of George Williams College Property

As a property owner in Willabay Shores in Williams Bay, I am planning to come to the Dec. 9 meeting with an open mind. At first, I was strongly **opposed** to the current plan to turn the property into a high-end resort. Although the drawings and plans are very impressive, and the emphasis on green space laudable, I feel that many important issues need to be resolved before any project involving this large and valuable piece of property should be approved.

My recommendation is that a series of public hearings be held during which the following issues can be discussed and resolved to everyone's satisfaction:

1. If the property is rezoned to "Institutional/Resort" and it was to be sold in the future, or Topography's ownership changed hands, could the plan ever be altered and the "preserved" (and very valuable) land be sold off for redevelopment?
2. Why is the village burdening itself with a $10 million debt for infrastructure with no obvious ROI for village property owners? Exactly how much money will the Village of Williams Bay gain from this commercial enterprise? I hope this will be explained at the Dec. 9 meeting.
3. Will the TID/TIF only pay for infrastructure on the Topography grounds or does that also include new pumping stations/lift stations for the entire bay? Does it include additional water and sewer lines where needed for all the village? And is it in the contract that Topography is the guarantor for the 10 year Village Bond required to update the infrastructure?
4. How will the amphitheater's size and guest artist schedule affect the village's traffic and ongoing costs, i.e. wear and tear on nearby roads and the Williams Bay high school parking lot and the need for improved infrastructure, more police, fire and EMT's, etc. ?
5. Will the entertainment venue continue to be owned and operated by Topography, or will they be able to turn over control of that operation to a profit-making enterprise bent on taking full advantage of this desirable location for outdoor summer concerts?
6. How did George Williams College initially win rights to the property (were there any specific covenants around that re: land usage?) and how much will George Williams receive from Topography for the property once the project is approved? It would be helpful to have full transparency on this transaction, including real estate commissions and consultants to be paid. Bottom line, is the College due to receive a "windfall" from this sale while the Village of Williams Bay takes on additional financial obligations?

I believe Williams Bay's quiet strength is found in its quaint/small town feel that differentiates it significantly from the municipalities of Lake Geneva and, even, nearby Fontana. Are we jeopardizing the longstanding small town nature of our community by opening the door to a major resort? Williams Bay has a long and storied tradition of institutional use for this prime property which offers one of the most beautiful shorelines and vistas of Lake Geneva. Have we **fully explored** the potential to attract an institutional user who could continue this proud legacy without turning it into a commercial operation? In particular, has anyone explored the possibility to create another nature conservancy or park, protecting this last visage of beautiful shoreline and woods for everyone to enjoy?

I plan to attend this important Dec. 9 evening and look forward to hearing the answers to these questions.

Thank you in advance for considering these issues.

Respectfully submitted,

Barbara W. Pierce
21 Wildwood Ct., Unit A
Williams Bay, WI 53191
Email: M2Pierce@barbpierce.com
Cell: 314-580-8593

Outlook

Proposed amendments to the 2023 comprehensive plan

From Cindy Conlon <cindykconlon@gmail.com>
Date Mon 11/18/2024 4:50 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Village of Williams Bay Plan Commissions and Board Trustees:

I am writing to object to the proposed amendments to the 2023 Comprehensive Plan which would change the designation from "Institutional Campus" to "Institutional Campus and Limited Resort." Although I do not own property in Williams Bay, we are area residents who spend a significant amount of time in Williams Bay and regard it as the jewel of the entire area. It is an amazing gift to the area to have such a unique community which centers on a nature conservancy as well as so many incredible institutions.

I do hope that you will keep the designation as it is and NOT destroy the unique campus orientation of Williams Bay as a special place.
Best,
Cindy and Bob Conlon
Area residents

Outlook

FW: [Williams Bay, WI] The Preserve (Sent by Christopher Caraher, caraher10@gmail.com)

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Mon 11/18/2024 4:07 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Tina,

Please add to the comments group.

Thanks,

Dave

From: Contact form at Williams Bay, WI <cmsmailer@civicplus.com>
Sent: Monday, November 18, 2024 3:07 PM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Subject: [Williams Bay, WI] The Preserve (Sent by Christopher Caraher, caraher10@gmail.com)

Hello dlothspeich,

Christopher Caraher (caraher10@gmail.com) has sent you a message via your contact form (https://www.williamsbay.org/user/376/contact) at Williams Bay, WI.

If you don't want to receive such e-mails, you can change your settings at https://www.williamsbay.org/user/376/edit.

Message:

Hello,

Hopefully this is the right contact point.

I am a full time resident and want to voice my full support for the redevelopment at GWC. There are three registered voters in the house and we all support the plan,

Thank you

Chris Caraher
530 Glenview Rd

Outlook

GWC proposal

From Mary Bartholomew <m.bartholomew4144@gmail.com>
Date Mon 11/18/2024 9:48 AM
To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello Village Board Trustee Member,

I was born and raised in the village of Williams Bay. I am writing to strongly oppose the proposed rezoning and development of the Aurora University campus at George Williams College Camp.

I encourage the Village Board to adhere to the 10-year comprehensive plan that the community drafted last year.

This is a once in a lifetime decision and community members are only now becoming aware of the full implications of this plan. Primarily my concerns pertain to the environmental impact and the dangerous precedent it will set. I fear we will lose all of our camps which (along with Kishwauketoe and Yerkes) are the jewels of our community.

Please vote no and take more time to fully explore the implications.

Sincerely,
Mary Bartholomew
397 Observatory Pl
Williams Bay

Outlook

The Preserve proposal

From Karen Reinhardt <gramkaren@charter.net>
Date Sun 11/17/2024 8:45 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

NO

Shame on you for allowing this issue to spiral. You're poor leaders and representatives of the interests of Wms.Bay. and it's residents.

Outlook

Vote "Yes" on December 9th for the Comp Plan Amendment / Formal Request to the Developer on Tax Payers Behalf

From Rachel Rockwell <rrockwell1998@gmail.com>
Date Sun 11/17/2024 10:22 AM
To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; David Lothspeich <admin@vi.williamsbay.wi.gov>

Dear Village Board, Administrator, Planning Commission, and Staff,

My name is Rachel Rockwell, and I am a resident of Williams Bay. I am reaching out to discuss the proposed development by Topography on the property that was formerly home to George Williams College. When Topography's renderings were released a few months ago on social media, I reviewed the marketing materials and concept renderings and initially thought the project appeared lovely and would be a wonderful addition to our community.

However, a few weeks ago, I noticed the same renderings on social media, accompanied by numerous negative comments concerning the comprehensive plan and the creation of a TIF district for the project. Since then, I have been delving deeper into understanding why a TIF district would be established on such prime lakefront property. Below are the list of reasons why I am encouraging all of you to vote "Yes" for this proposed development.

- Due to the village's need for substantial surpluses to address its infrastructure requirements, this proposed development could generate enough surplus to significantly support those needs.
- From a comprehensive land use perspective, I believe this proposed development plan is quite similar to the use of George Williams College with respect to traffic and daily activity on the property.
- The anticipated impact of this development appears to be considerably less negative, as many of the existing buildings will be retained, updated and reused.
- It is projected that the village will generate a million dollars each year from the room tax, a sustainable source of income that won't be available for alternative uses.
- Ninety acres of natural preserve will be permanently designated as conservation land. Additionally, the expenses related to planting native species, trees, and other vegetation, as well as the maintenance of this land, will be paid for by Topography rather than the village.
- The developer is granting the Water Safety Patrol perpetual use of the land where their current building is located and will also enhance the building's exterior without requesting any donation dollars. From what was provided at the Topography meetings, the Water Safety Patrol supports this project.
- Community access during off peak times to the restaurants and the spa.
- Continued outdoor concerts at the park.

- The creation in the nature preserve of a walking path that will connect to the existing lakeshore path.
- This plan encompasses a good balance of all things that benefit the community.

Usually, a developer approaches a village with a request to establish a TIF district to support a development. However, when I discovered that the village initiated the TIF creation without a developer's request and that the "But For" standard was satisfied because the village couldn't cover the infrastructure costs for this or any future development on the parcel, I decided to delve deeper into the village's budget and the project's list related to the TIF district. I, as a taxpayer, appreciate the Village Board considering this option in lieu of raising taxes or by way of referendum. Under the circumstances, I believe the creation of this TIF district was the correct approach. With 40% of Williams Bay zoned Public and Institutional with a zero percent tax generation, the average household income within the Bay being approximately $70,000 per annum, and the fraction of property taxes that is captured by the Village to complete these types of infrastructure projects, creation of the TIF district for this development is a good leverage while also providing a projected annual income of $1 million generated by the room tax and the additional increment created from the district going directly to the Village.

For the reasons stated above, I am asking the Planning Commission to approve the amendment request by Topography at the meeting on December 9, 2024. Delaying this vote will only further delay the needed infrastructure projects while also ensuring the increase in the costs associated with these projects.

There are a couple of points of conjecture on social media that need to be clarified. First, that the 2010 Comprehensive Plan has never been amended. The Comprehensive Plan was amended in 2023. As shown in the graphics below, the description of the Comprehensive Plan for Other Land Use Categories was completely changed to fit the inclusion of the Women's Leadership Center while also eliminating various other institutions (churches, power substations, schools, etc.). The basis for that change was brought forward by the Women's Leadership Center project.

Comprehensive Plan (2010):

Other Land Use Categories

1. Institutional

Description: This future land use category is intended to encompass larger-scale public buildings, hospitals, power substations, schools, churches, and special-care facilities, and similar public and quasi-public uses. Some types of smaller institutional such as churches and parks may be included under other land use categories. Institutional uses have been shown on Map 5 in areas of the Village where these uses existed at the time this *Plan* was written and includes the observatory property, the various campgrounds in the Village, and George Williams College grounds, among others.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the I-1 Institutional district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

a. Update the Village's zoning ordinance to require conditional use permits for institutional buildings over 10,000 square feet and multi-building developments. Adopt detailed design requirements for such large-scale buildings and projects as part of the zoning ordinance.

b. Require site plan review and high-quality site design, building design, landscaping, lighting, and signage for all institutional developments.

c. Integrate appropriate institutional uses such as school and churches into new residential areas and provide an adequate distribution of institutional uses throughout the Village.

d. Buffer nearby residential uses from institutional uses through the use of decorative fencing, vegetative screening, berms, or similar features.

e. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for large-scale institutional uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.

f. Design institutional uses to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.

g. Preserve key institutional uses such as Yerkes Observatory and the Holiday Home Camp to advance the Village's image as place for education, spiritual renewal, and outdoor recreation.

Comprehensive Plan (2023):

Institutional Campus

Description: This future land use category is intended to encompass large-scale campuses for George Williams College, Women's Leadership Center, and Yerkes Observatory. Institutional Campus uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Preserve key campuses to advance the Village's image as place for education, tourism, and outdoor recreation.
2. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for campus uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
3. Encourage campus uses to be designed to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
4. Leverage these uses long-term to promote tourism in Williams Bay. See the Economic Development Chapter for more information.

Secondly, there is great concern about the conservation of old forest on the GWC property. At the meeting, the developer and his team stated that it appears there will be around 14 old trees that would need to be removed from the property for the retreat center and spa cabins to be built. While I am a conservationist at heart, I believe that every project in the Bay should be adhering to the Strict Tree Ordinance. It is my understanding that the Women's Leadership Center has cleared 36% of the property's trees in order to build the structure and install infrastructure. While tree removal for any structure on private property is permitted, let's not just focus on the minimal amount of trees to be removed by this proposed project. I am sure the Women's Leadership Center will be replacing a large number of trees, however, they will not be doing so with 100 to 200 year old trees.

As the elected officials and administrator of this community, you have the authority to negotiate favorable financial outcomes that impact taxpayers. In many TIF development agreements, a land-cash value is negotiated for the municipality. However, upon reviewing the documents for the TIF's creation, I did not find a specified land-cash amount for this prime lakefront development.

To gain more insight, I contacted the developer's attorney and briefly met with Mr. Dave Curry, the developer's real estate agent, to discuss the TIF's parameters, its initiation, and the project details. During our meeting, I learned that the TIF was not established at the developer's request and that Mr. Curry would arrange for the developer's attorney to reach out to me for further discussion. I expressed my enthusiasm for the project and indicated that, as a taxpayer, I would be advocating for deeper negotiations on behalf of the community. Specifically, I proposed that $1 million be donated to the Williams Bay lakefront tornado recovery and restoration project fund. When I inquired if his client might consider this request, Mr. Curry noted that while he couldn't predict his client's response, he believed further discussions could take place if the village initiated the inquiry.

I also attended an informational meeting with the developer and the community at Pier290 last Thursday. After the meeting, I had a conversation with Mr. Liam Krehbiel and two other participants. I shared my hope that, in the spirit of conservation and community engagement, Mr. Krehbiel would consider my request for the village board and administrator to approach him about a potential $1 million donation on behalf of the taxpayers to the Williams Bay lakefront tornado recovery and restoration project fund. Mr. Krehbiel responded positively, indicating that if the village felt the request would benefit the community, they would be happy to assist.

I appreciate his willingness and would like to formally request that the village officials and administrator pursue this $1 million donation from Mr. Krehbiel, specifically earmarked for the Williams Bay lakefront tornado recovery and restoration project fund, and include it in the developer's agreement. Should this project proceed and the donation be made to the fund, I am ready to lead future fundraising initiatives for the restoration of our lakefront if called upon.

I understand that this email is lengthy and that doing the hard work on behalf of the people is a thankless job that often goes unnoticed. I have noticed and appreciate your time and energy that you have given to the community on our behalf.

Kind Regards,
Rachel Rockwell

Outlook

YES to The Preserve

From Nancy Sorensen <nanzs01@gmail.com>
Date Sun 11/17/2024 12:57 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello Tina,
I just wanted to send you an email in support of The Preserve. It seems like so many people are upset, but perhaps it's because they were not paying attention early on. Now that it's beginning to take shape, they have questions.
I've spent my summers in Williams Bay since 1958. My husband and I eventually bought the house my grandfather built. We then chose to retired here in 2019.
I think the plans for The Preserve look beautiful. The village would benefit from such a project, as would anyone walking the lake path. To me it sounds as if much thought has been put into this project. Topography seems to be trying so hard to please as many people as possible. What I would HATE to see happen is another Hilmore! That would be a disgrace!
It's pretty inevitable that eventually something will happen with the project! The devil you know is far better than the one you don't!
Thanks for taking time to read my letter!

Sincerely,

Nancy Sorensen
586 Roger Parkway
Williams Bay, Wi. 53191

Outlook

We Support Topography George Williams

From Timothy Allen <tsallen4353@gmail.com>
Date Sat 11/16/2024 9:10 AM
To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Hello there!

Our family supports the Topography plan at George Williams. We feel it is the best option for our community given the fact that a larger developer would likely have different plans. The nature preserve would be great and the lakefront wouldn't suffer. It is not much different than what is already there and we would hate to see the golf course be developed.

Current resident of Williams Bay and lifelong resident of Fontana.

Tim Allen
(708)712-4147

136 Park View Ln
Williams Bay

Sent from my iPhone

Outlook

Please Support Topography Proposal for George Williams College Plan

From Guita B. Griffiths <gbgriffiths@yahoo.com>

Date Fri 11/15/2024 6:56 PM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Cc Bill Griffiths <whgriffiths@gmail.com>

We are writing to you today to ask you to vote in the affirmative to support the Topography plan to redevelop the George William College property. We are homeowners in Williams Bay and my extended family has lived on Geneva Lake for 50 years in each of Williams Bay, Fontana and Lake Geneva. We all remember a time where the lake had a "northwoods" feel and of course we are sentimental about those days of quiet enjoyment of our lake.

Today, we do not have the option to turn the clock back or freeze it in time. Unless someone come up with the funds to buy this property and place a full conservation easement on it, I believe that the Topography plan is the next best option for the future of this property -- a plan that provides something for all the factions opposing it, just not everything that each faction wants. To me, that's a good political outcome.

It will be impossible to please all of your constituents, so I do not envy your position, however, I believe that the Topography plan offers a little bit to everyone:

1- Development of 68 room Inn is not going to increase traffic or demands on infrastructure materially.

2- Turning the golf course into a nature preserve will provide conservationists with a win, and protect that land from being developed in future

3- Tax revenue will help the schools and town

We also believe that the high-quality of the development will provide high-paying, good jobs to the community. If it rivals other boutique, high-end Inns, as it appears to have as a goal, it will help support the success of all other restaurants, hotels and businesses locally.

We ask you to support this plan and hope that you can see that it represents a very thoughtful approach and a shrewd balancing act of reflecting the needs and desires of many different constituents.

Best regards

Bill and Guita Griffiths
246 Circle Parkway
Williams Bay, WI 53191

Outlook

Fwd: support of the Topography development proposal

From Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Date Fri 11/15/2024 6:15 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Begin forwarded message:

From: Bret Kimes <bretkimes@gmail.com>
Date: November 15, 2024 at 4:33:01 PM CST
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Subject: Fwd: support of the Topography development proposal

Resending as this did not go through first time.

Thanks

---------- Forwarded message ---------
From: **Bret Kimes** <bretkimes@gmail.com>
Date: Sun, Nov 10, 2024 at 1:08 PM
Subject: support of the Topography development proposal
To: <bduncan@vi.williams>

Dear Mr. Duncan:

We are writing asking that you vote YES in favor of the Topography development proposal for the George Williams College campus. We understand and agree that most residents of Williams Bay want to maintain our small town feel, it's what we love about our Village, but our leaders also need to be forward thinking and approve projects that are a good fit and will offer long-term benefits to the community. We believe the Topography development is just that. The primary reasons we are supportive of this development are:

1. Topography is a very high end developer, the architectural renderings are stunning, the project is low density and will beautifully transform the GWC campus.

2. Topography has listened to input from Williams Bay and its residents to ensure everyone benefits from the project. We especially like that the golf course area will be

maintained as a nature preserve, how wonderful.

3. This is the best use for the GWC campus. Williams Bay will not approve, nor do we want the other proposals that have been made for the site, a golf course, high density resort, a marina and condo development etc.

4. Let's get this land producing revenue for Williams Bay. By adding this project to our tax base the Village will benefit from property and room taxes and we need the revenue. Williams Bay has critical infrastructure needs, especially in the areas of roads, water and sewer and we don't have don't have the resources to do everything we need to do. Adding this project to the tax roles will help support the Village's finances.

5. A no vote also means the GWC campus to be sold to the next developer, maybe to another nonprofit, but who knows what will be proposed and if it's similar to past proposals they will most likely be denied. If you are on the fence, I encourage you to take this "half-a-loaf" and let this project move forward. We don't want this land to sit undeveloped and in decline, what a shame that would be. We already have the old school that sits in decline, overgrown and undeveloped year after year, such an eyesore for the community. (BTW can you please make the redevelopment of the school a priority).

Thank you for your thoughtful consideration of this request.

Bret and Angie Kimes
34 Lower Loch Vista
Williams Bay,

Outlook

Zoning and Purchase of the GWC Property

From Chuck Coughlin <msccmerlin@att.net>

Date Fri 11/22/2024 2:14 PM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; ajarmillo@vi.williamsbay.wi.gov <ajarmillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Chairman Duncan and Williams Bay Village Board Members:

I write to you regarding the sale of the George Williams College property on Geneva Lake in Williams Bay. I understand you will be meeting to consider changing the zoning regulations to permit Topography Hospitality Company to purchase the campus and develop a "high end" exclusive resort. I am deeply concerned about this decision because of the history and mission of GWC and the place the Williams Bay campus plays in the lives of thousands of people who have set foot on that soil. It began in 1844 with the unlimited energy of Pastor Robert Weidensall and later his partners William Lewis and Isaac Eddy Brown. These three men were the Mind, Body, and Spirit of the growing YMCA movement in America and the need for a place to educate and train future YMCA "Secretaries." They choose the beautiful setting on Geneva Lake.

Despite moves to Chicago and Downers Grove. Illinois, the Williams Bay Conference/Education Center played a central role in education and training for decades.

I have been "visiting" the GWC site in Wisconsin since i was seventeen years old. I was raised on the west side of Chicago and spent my formative years at the Austin YMCA as a member, and part time employee. My grandfather ran the sandwich and soda shop at the Y and my uncles were active Board members. Later my mother supervised the "front desk," which managed the men's residency. My seven siblings all were active members and were leaders, employees, and camp staff.

Influenced by the YMCA and GWC students and graduates, my first choice of colleges was GWC. In 1966 I was in the first freshmen class at the new Downers Grove campus. I received my undergraduate degree in 1970 and my masters degree in 1973. I joined the GWC administrative staff in 1970 in the Admissions Office, Development Office and coached baseball. My three children have experienced the campus on family trips as well as school programs in outdoor education.

The role this property has played in my life has been transformational. I understand there is an alternative vision for the property that builds on the the heritage of the campus and should be closer to what the citizens of Williams Bay wish to see. The adjoining property owned by Ann Drake will create a Women's Leadership Center, She offers a new future for the GWC property and advances the cultural history of the YMCA, GWC, and Williams Bay. A high-end resort will never accomplish this objective and you will not have to change your zoning regulations.

I strongly urge you to oppose amending the Village's vision statement and support the Williams Bay Cultural Campus proposal.

Sincerely,

Charles E. Coughlin
GWC, 70', 73"
1409 Burr Oak Rd, 111A
Hinsdale, Illinois 60521
708-638-5001

Outlook

Development of George Williams Site

From Mark Reno <mark.reno@icloud.com>
Date Sat 11/23/2024 1:58 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I strongly urge the village board to approve and support the development of the George Williams site as proposed by the Topography group. The plan proposed by this group enhances the site and will be an improvement that all village residents can enjoy with open spaces for all to use and retention of music by the lake. The village comprehensive development plan, so often quoted by people resisting change is a vision of Williams Bay that can only be achieved by a blend of thoughtful development with natural space retention and enhancement. Over the several decades we have lived in Williams Bay, we have watched continual resistance to development slowly erode the infrastructure while property taxes continue to rise. Along with this there is increasing development of pieces of the village that are basically limited access sites designed to serve a segment of the population – and at the same time are operating tax free and thus not contributing to the health of the village. Two cases in point – the Conference Point site and the new Womens Leadership Center. Don't misunderstand, I am not disputing the value these organizations bring to the people who use them. The point is – these types of entities benefit from the reduced development by existing at the shores of a beautiful lake while operating tax free.

For the sake of people who think Williams Bay is overdeveloped, here are some numbers:

- Village total area – 1792 acres
- Tax free parcels in the village
  - Village parks – 10 acres
  - Churches – 6 acres
  - Schools (Faith and Willams Bay) – 20 acres
  - Womens leadership Center – 9 acres
  - Kishwauketoe Nature Conservancy – 230 acres
  - Yerkes – 50 acres
  - Conference Point Camp – 21 acres, 3000 ft shoreline
  - George Williams Site – 137 acres, 860 ft shoreline
  - Holiday Home Camp – 26 acres, 284 ft shoreline
  - Norman B Barr Camp – 6 acres
  - Wesley Woods Conference Center
  - Total – 515 acres

So, reducing this list to two numbers that everyone will understand – we have 29% of our small village land locked up in non tax paying entities. The tax value of this property, based on village mill rates and current developed plots is over $6 Million, and that doesn't factor in the higher value of 4000 feet of lake frontage. Would this extra revenue allow the village to upgrade our fire protection services, add police, buy new equipment to serve village needs – or maybe even reduce the tax rate for the average village resident? If we are concerned about Topography doing what they say they will do, lets require a performance bond from them. Have them put $5 Million in an escrow account that is governed by performance metrics – when they do what they promise, they get it back.

Please do not let the George Williams site become another abandoned, undeveloped drag on Williams Bay – if you want an example of this future vision go down Collie street and look at the old school building. Allow reasonable, controlled development that moves Williams Bay into a better future – support the Topography development plan!

Mark Reno
414 Lakewood Dr.
Williams Bay, Wisconsin, 53191

Outlook

Not in favor of proposed comprehensive plan

From Cassandra Hawkinson <cassandrahawkinson@me.com>
Date Sat 11/23/2024 4:12 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To the Village Board and Plan Commission,

As local residents in the Baywood Heights community with children in Williams Bay middle school, we are NOT in favor of the proposed amendments to the Comprehensive Plan which would change the designation of the future land use of the GWC property from "Institution Campus" to "Institutional Campus and Limited Resort."

If a "resort" moves into our community we fear the long term effects will be detrimental to the shoreline, traffic, congestion and our quaint way of life in our village.

We are in favor of exploring ideas to keep this land open to our community — such as the proposed culture center to all to enjoy.

Cassandra & Rob Hawkinson

Cassandra Hawkinson
Fitness Expert | Nutrition Coach
cell 773.505.3945

A goal without a plan is just a wish.

Reed Organization

Gloria L. Donaldson, Ph.D.
1235 Clybourn Ave. Ste A #333 • Chicago, Illinois 60610 • 708-205-4493

To Village of Williams Bay Plan Commissioners and Board Trustees:

As a 30-year part-time resident of Lake Geneva, I am deeply concerned regarding the proposed amendments. Further, I have been an approximate 40-year participant and visitor to the former George Williams College for seminars, training, and supervision of social work students at the college.

I am not in favor of the amendments. The intention for the property is, and should be, for the ongoing education, growth, culture, and learning of people and the community. Further, the "limited resort" idea could compromise the surrounding environment and serenity of the area. Williams Bay is unique in that it does not have typical strip malls, excessive traffic, or new and crowded resorts.

I, along with our many guests, thoroughly enjoy Williams Bay. It is quaint, authentic, and friendly. A resort or excessive business could lead to a deterioration of that uniqueness. I have watched this happen to other places, including Lake Geneva. The tranquility and aesthetic of the George Williams area and Williams Bay in general cannot be quantified. Rather, its uniqueness provides residents and visitors with the opportunity to appreciate nature, learning, culture, and growth in a peaceful setting.

Ms. Drake's vision provides for the above learning, development, culture, and growth amidst an aesthetic and serene setting. This enhances the natural environment. I'm hoping to continue my visits in the above milieu for many years to come.

Sincerely,

Gloria Litos Donaldson, Ph.D.
Principal Consultant/Organization Consultant
662 Eagleton
Lake Geneva, WI 53147

Outlook

Topography feedback

From Lilan Marunde <lbmarunde@yahoo.com>
Date Sun 11/24/2024 4:01 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To all village trustees:

In general, I am in favor of the proposed development by topography. I do think the community has brought up many valid concerns that expose how the terms of this development could be better structured to the benefit of the community. I hope there is still opportunity & appetite to advocate for the community.
The positives of this proposal are the tasteful design, proceeds from taxes, non developed parcels, and access to nature walking paths for the community.

It's incredibly disappointing that a similar level of scrutiny did not occur for the "women's leadership center".

Just because a development is "institutional" does not mean it is inherently net benefit to the community. As the "women's leadership center" demonstrates, institutional development results in cutting down of mature trees, increase of non porous surfaces, light pollution, traffic ...and no guarantee of public access or thoughtfulness to community culture.

Below were some questions posed by another community member on a Facebook site. These questions are just as applicable to topography as they are to the "women's leadership center" or any future development deemed "institutional".

-Will Topography convey ownership of the "preserve" portion of the property to Williams Bay to ensure that it maintains full public access in perpetuity?

-How will the public access the "preserve" from both the lake path and from the north?

-How will public access be ensured on this privately-owned publicly-accessible (aka POPS) site? What legal enactments will be put into place to guarantee daily access from sunrise to sunset 365 days a year? See: https://www.theguardian.com/cities/2017/jul/24/revealed-pseudo-public-space-pops-london-investigation-map Note also that POPS are frequently used internationally with problematic results. In Chicago, public access to space guaranteed by legislation to be perpetually accessible has been rescinded with no punitive results to the developers, and no recourse for the public.

-Does Topography plan to close the "preserve" off to public access for private events?

-Will Topography consult quarterly with a, to be formally established, public Williams Bay Preserve Advisory Council to respond to public sentiment, ensure access, and respond to the lake's special ecological setting?

-Given importance of trees to the lake's ecology (consider blue-green algae), will Topography consider the potential of oak savanna inclusion within the preserve?

-Will Topography include an agreement to maintain and improve the ecology of the preserve, including control and clearing of invasive species such as buckthorn, garlic mustard, lesser celandine, and trees of heaven?

Public Benefits Agreement

-Particularly given subsidy via TIF district and upzoning, has a Community Benefits Coalition been formed to craft and negotiate a Community Benefits Agreement (CBA)?

Possibilities for inclusion:

-legal enforceability of public access to the preserve and the shore path

-establishment of a public advisory council to track the development and ensure its compliance to development agreement in years to come

-using on site buildings to host community meetings and not-for-profit meetings/ events at no cost

-use of the concert amphitheater venue to host Williams Bay school concerts or events

-living wage and health insurance provision requirements; continuing education benefits

-hiring of local labor for construction and on staff

-create job training/ internship program for Williams Bay youth and adults at Topography (e.g., hotel management, culinary arts, ecological stewardship, garden produce, activities management)

-provide shore path drinking fountain and bathroom access for those walking around the lake

-drafting specific limitations on amphitheater capacity, number of shows, and obligation to provide safe and manageable traffic control for their events

-reduced prices for residents at amphitheater events and/or setting aside of subsidized tickets for each concert

-a provision to provide produce and goods from local farms and artisans in their restaurants and stores

-access to portions of Topography grounds

-aesthetic input to ensure open feeling within ecologically and historically important site on lake

-What is the timeline of drafting the CBA prior to the approval of the development?

Lilan Marunde
521 prairie view rd

Clerk@vi.williamsbay.wi.gov

Pathfinder CONSULTING
140 North Euclid Avenue, Apartment 203, Oak Park, IL 60302
Phone 312.498.7166 carolwyant@mindspring.com

24 November 2024

To Village of Williams Bay Plan Commissioners and Board Trustees:

I am writing to express my concern regarding proposed amendments to the Aurora University/George Williams College property.

As an expert in community development, zoning, and architecture, my involvement with this parcel of land began in the summer of 2006. Richard Driehaus was concerned about the future of Yerkes Observatory because its owner, the University of Chicago, had announced its plan to sell the property to spa developer Mirbeau whose intent was to build luxury homes throughout the property. On Geneva Lake shoreline - protected by Wisconsin statute because of its evidence of early Native American occupation - Mirbeau planned to build a parking garage.

With financial support from The Richard H. Driehaus Foundation, I became deeply involved working directly with the University of Chicago and three teams of architects: their charge was to seek alternative visions that would protect the Yerkes structures and site and be economically feasible and sustainable.

During a heavy December 2nd snowstorm with standing room only attendance from Williams Bay officials, citizens, and a contingent representing the University of Chicago, design alternatives were presented by three architecture firms: Walker Johnson (Johnson – Lasky Architects), John Nelson (Harley-Ellis Devereaux) and Stefanos Polyzoides (Moule and Polyzoides). It is important to note that no one – not the Driehaus Foundation, the Village of Williams Bay or any special interest group had seen these presentations in advance. We were all seeing them for the first time.

Interestingly all three presentations recommended not only preserving the Yerkes structures and Olmsted designed landscape but also envisioned collaboration with the George Williams College/Aurora University campus as a critical partner for the sustainability of both entities.

At the end of the day, the local community strongly agreed the Mirbeau spa proposal should be rejected. As a result, the University of Chicago formed a task force comprised of Williams Bay Village officials, other local entities, and U of C representatives to seek common ground. Subsequent strong support for creation of Yerkes Future Foundation and its ultimate negotiation to acquire the site from the University of Chicago flowed naturally from this broad community agreement.

It should be no surprise that I strongly oppose adding the additional land use category of "limited resort" to the zoning map and comprehensive plan. The development of the future Women's Leadership Center now underway builds upon and enhances the vision and values shared by the Village of Williams Bay, many citizens and other local entities since 2006. The resort proposed by Topography for the George Williams College/Aurora University campus is starkly at odds with that vision.

Eighteen years ago, residents wondered what would happen to Yerkes if the spa development was turned down. Once the Village affirmed its values, it created an opening for a compelling alternative, one that greatly benefits residents and visitors alike.

Today, the similarities facing Village leaders and members regarding the future of the GWC site are striking. Please keep our strongly held vision and reject the limited resort additional land-use proposal.

Warm regards,

Carol Wyant

To Williams Bay Plan Commission

Re Petition to rezone George Williams Campus of Aurora University

Date: 11/24/2024

From: Victoria Gillio

33 Williams St., Williams Bay, Wi 531911

Initially, a thank you to the Plan Commission and the Village Board for allowing for full public participation and input by community members and interested parties to help make an informed decision regarding the Petition to rezone George Williams Campus of Aurora University, from "Institutional Campus' to "Institutional Campus and Limited Resort."

I am writing as a concerned full-time resident of 10 years, when I retired from serving as an in-house Counsel at Northern Illinois University, and a part time resident of 14 years. While at NIU, I lived in DeKalb and served on the Plan Commission. There, I appreciated the role of public input in planning decisions. A tribute to the citizens of Dekalb was the outpouring of sentiment in support of expanding their beautiful Art Deco library consonant with the period design and the historical significance to the residents of Dekalb. I would therefore like to share my perspective in keeping the zoning consistent with the 2023 Comprehensive Plan.

As an attorney in the Illinois Bar Association, I became familiar with the historic charm of the Bay, when attending annual conferences since I was a young attorney. But my love of the unique history of the Bay began when my late father drove our family up from Chicago specifically to discover Yerkes and learn of the amazingly talented scientists who visited and worked in the observatory. When I discovered that the 1901 home, I purchased was on land near where Native Americans appreciated the natural beauty of Geneva Lake, and the birds and animals native to this area, I felt honored to walk on these grounds. I later learned that my parcel was originally registered by the founding father of Williams Bay, Israel Williams and that it was located two doors down from the late Edith Kellman, one of the talented mathematicians and scientists who worked at Yerkes. Scientists and Astronomers have lived and worked in this community and now do once again. I then learned of the creation of Kishwauketoe as a natural preserve in an area where a 1906 plat of the area shows dense cluster of tiny lots, and I appreciated the foresight of Village leaders and residents in maintaining the natural beauty of the environment.

As a member of this amazing community, I learned of year-round concerts, and lectures offered freely to the public at the George Williams Campus of Aurora University, together with the paid venue of Music on the Lake. Friends and family enjoyed seeing Judy Collins, and Doris Kearns Goodwin, and dancers from the Jeoffrey Ballet. And what a marvelous philanthropic community this is, that when the University of Chicago decided to divest itself from Yerkes Observatory, interested citizens came together and created a vehicle for not only Yerkes to continue to exist, but to be restored to its previous glory, as well as expand its horizons for relevance to this century and the next. And members of this community have been volunteering to help restore its grounds to the 1906 Olmsted Plan. This community came together again, when lots surrounding the Observatory were to be sold to be developed into lakefront homes, not consistent with the public use. Once again leadership came forward to develop the Women's International Leadership center, where synergies with Yerkes, and then George Williams Campus, as well as area schools and Kishwauketoe and Geneva Lake Conservancy could be created.
These synergies are recognized in the Comprehensive Plan passed 2023 to look forward towards the next 20 years. The Vision Statement states in part: "Retain small town community character" "support community events and destinations to provide year-round cultural attractions" "partner with institutions, "preserve, embrace the village's unique historic character."

As under Policies, the Comprehensive Plan provides; "Follow the land use recommendations that are mapped and described in this plan when reviewing new zoning requests and making detailed land use decisions." It is submitted that a review of the Comprehensive Plan together with the unique history of the Village should result in maintaining institutional land use.

Thank you for your consideration.

Victoria Gillio

Cherry Tree
& ASSOCIATES, LLC

301 Carlson Parkway, Suite 103
Minnetonka, Minnesota 55305
Voice: 952.893.9012 | Fax: 952.893.9036
www.cherrytree.com

November 25, 2024

To Interested Parties:

My name is Mike Buttry and I am a Managing Director at Cherry Tree and Associates, LLC. We are a boutique investment bank based in Minnetonka, Minnesota. Our firm specializes in mergers and acquisitions and my practice is focused on education, including work with colleges and universities.

In late 2022, Cherry Tree was engaged by Dr. Rebecca Sherrick (then President of Aurora University) to find a new owner for the George Williams College ("GWC") campus in Williams Bay, Wisconsin. President Sherrick communicated that Aurora University had made the difficult decision to discontinue its academic programs at the George Williams campus by December, 2023.

Cherry Tree was hired to create materials describing the institution, its history, operations, location and facilities, and potential future uses. We were also asked to develop a list of potential acquirers for the GWC campus. In development of the buyers list, Aurora University's leadership was highly focused on optimizing for buyers who had a high likelihood of closing, would pay a fair value for the campus, and would be a good steward of the campus location consistent with its history. These were the guiding principles of our process.

Starting in early 2023, Cherry Tree began the process of engaging with over 150 entities across higher education, national non-profits, healthcare, local organizations, large-scale businesses looking for a retreat center, and government. We worked directly with Aurora University Board Chair John Ammons and Aurora University Chief Financial Officer Sharon Maxwell following President Sherrick's departure. On Aurora University's behalf, we signed non-disclosure agreements with dozens of organizations. While there was interest in the property, a consistent theme from potential buyers was that interest would be greater if AU was willing to break the property up into multiple salable pieces. AU's leadership declined to consider this option because they believed the future of the property was most secure in the hands of a single owner.

Over the course of the summer in 2023, we held multiple visits from interested parties to the campus. Parties expressed interest in using the GWC campus as a drug and alcohol rehabilitation center, an extension campus for continuing professional education, and a faith-based camp and retreat center. We also had discussions with local parties who were understandably interested in the future of the property. John Ammons and I strongly encouraged those parties to submit a bid

for the property, but they declined to do so. When the sale process became public, we received strong interest from developers interested in developing the property as residential or commercial real estate. Aurora University did not engage these parties because they wanted to sell the property to a buyer who would be welcomed by the community.

Topography's vision for the campus and commitment to stewardship of the property, their ability to close, and their willingness to put forward the most compelling financial offer set them far ahead of other potential owners for the GWC campus. Over the last year Topography has been a remarkable partner and only reaffirmed the judgement that they are the right safe set of hands to own this historic property.

The AU leadership's commitment to being good neighbors in the Williams Bay community and their determination to identify a buyer for the George Williams College campus who will build on the foundation laid there has been steadfast. Cherry Tree is grateful for the opportunity to work with them on this project.

Best regards,
Mike Buttry

Managing Director
Cherry Tree Companies

Robert and Joan Franzen

P. O. Box 1374

Williams Bay, Wisconsin 53191

November 14, 2024

Re: George Williams College Future

Attn: William Duncan and all the directors of the Village of Williams Bay board.

Being the 3rd generation resident of Williams Bay, Robert and I oppose the George Williams College sale to Liam Kriebiel and Topography Group.

We are against this project totally.

Should this take place, we would end up becoming another Lake Geneva. This will ruin Williams Bay and Geneva Lake.

Advancement and growth are good for the community. However, we should accomplish growth by taking a metered approach. This massive project has all the earmarkings of a disaster for our community.

C. Robert Franzen

Joan Franzen

11.30.24

PLEASE REGISTER MY OPPOSITION TO THE REZONING OF PROPERTY FOR THE PURPOSE OF THE PRESERVE PROJECT.

WILMA HUNTER
Wilma Hunter
28 DRIFTWOOD CT
54R FULL-TIME
RESIDENT OF WARS BAY WI

Outlook

SUBJECT: Say NO and DENY rezoning the George Williams College/Aurora College Campus ("GWC") from its current "Institutional Status" to any other status and say NO to the proposed INN/SPA/RESORT at GWC.

From Jeff Feedar <jfeedar@att.net>
Date Fri 12/6/2024 2:17 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; David Lothspeich <admin@vi.williamsbay.wi.gov>; Williams Bay Treasurer <treasurer@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Cc jfeedar@att.net <jfeedar@att.net>

December 6, 2024

To the Williams Bay Plan Commission and Board of Trustees:

clerk@vi.williamsbay.wi.gov; jdalessandro@vi.williamsbay.wi.gov; lwright@vi.williamsbay.wi.gov; srussell@vi.williamsbay.wi.gov; ajaramillo@vi.williamsbay.wi.gov; rumans@vi.williamsbay.wi.gov; gvlach@vi.williamsbay.wi.gov; admin@vi.williamsbay.wi.gov; treasurer@vi.williamsbay.wi.gov; clerk@vi.williamsbay.wi.gov; bduncan@williamsbay.org; Plan Commission Term William Duncan, Chair 2025 Lowell Wright, Village Trustee 2025 Pat Watts, Parks & Memorial Board Rep 2025 Maggie Gage 2027 Jess Haak 2025 Marianne Klemke 2026 Matt Robbins 2025 James Killian, Alternate 2025

SUBJECT: Say NO and DENY rezoning the George Williams College/Aurora College Campus ("GWC") from its current "Institutional Status" to any other status and say NO to the proposed INN/SPA/RESORT at GWC.

I am a resident of Williams Bay, WI for the past 40+ years.

I implore you to say NO and DENY rezoning the George Williams College/Aurora College Campus ("GWC") from its current "Institutional Status" to any other status.

The village residents voiced their opinions 2 years ago regarding RESORTS/SPAS/INNS in Williams Bay and the residents said NO to further commercial development of this type. The comprehensive plan was put into place and needs to remain in place for the good of our community.

People came to live in Williams Bay because of its small town atmosphere and because it is NOT Lake Geneva with all the traffic and commercialization.

Do not be fooled by the developers flowery language how it will benefit us residents. Once the small town feel of Williams Bay is lost, it will be lost forever.

How did Williams Bay survive all these years without tax revenue from GWC? Just because there is a seller and a potential buyer of this property does NOT mean the previous comprehensive plan and the will of the residents should be ignored.

I implore you to deny the rezoning of the GWC property and deny the construction of the proposed RESORT/SPA/INN.

Thank you for listening.

Sincerely,

Jeff Feedar
Resident of Williams Bay, WI for the past 40+ years.

Outlook

Topography

From Diane Buckel <dianebuckel@gmail.com>
Date Fri 12/6/2024 2:06 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I am so excited about the plans to build a small resort as described by Liam. I feel they have been very forthcoming with their vision and their willingness to work with our village.

Keeping Music by The Lake is a bonus to us. Maintaining a wildlife habitat similar to Kishwauketo with the goal of creating a conservancy is a wonderful idea.

Having access to the resort amenities, the restaurants etc gives our residents more local dining options. Abbey Springs, Geneva Lake Sailing Club offer a club membership to locals especially during off seasons. It's a win, win.

Actually receiving tax revenue is another benefit.

If the college was closed for either lack of attendance or cost to maintain it, why would we want to keep it zoned educational? We're all painfully aware of the still vacant grade school building also zoned educational.

Time to move on. I firmly believe Williams Bay will retain its small town vibe with the addition of the preserve.

Respectfully
Diane Buckel

Outlook

The Preserve

From David Wall <wall_wip@yahoo.com>
Date Fri 12/6/2024 1:58 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello Village of Williams Bay,

I am a 50 year resident of Linn Township and live on the lake. I am not pro development but in this case I am in full support of the Preserve by Topography.

I truly don't foresee that such a low impact high revenue proposal will come along again.

You have been blessed with an opportunity that I never thought would materialize.

PLEASE Don't squander the opportunity.

Regards,

David Wall
N1830 Valley Park Rd.
Lake Geneva, WI
53147

Outlook

Rezoning for The Preserve by Topography

From therese lalonde <thereselalonde@yahoo.com>
Date Fri 12/6/2024 1:42 PM
To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; ajaramillo@vi.williamsbay.wi <ajaramillo@vi.williamsbay.wi>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; lwright@vi.williamsbay.wi <lwright@vi.williamsbay.wi>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello, my name is Therese Turnbaugh. I am a Williams Bay resident and am writing to you today to voice my thoughts about the rezoning being considered at the GWC property. I reside at 62 Clover St. I have been a Walworth County resident for over 22 years and have lived in the Bay for about 8 years. I am a retail business owner and have owned and operated my business for 13 years in the Village of Walworth.

I first became aware of the proposed plan by Topography through social media. Facebook. I confess I did not pay much attention to what was being proposed. I saw the plan and renderings and it looked like a beautiful, "quaint" Inn in a beautiful setting. I imagined being able to go there, have family or friends go there, use the spa, dine in a restaurant and enjoy the lakefront. I liked the idea of the old golf course being used for the public with walking trails. As more chatter went back and forth on facebook, I became aware that this wasn't a resort but rather a member's only club, that would cater to the top income earners or very wealthy. Ordinarily I would say, it's their right to buy and sell property but they are wanting rezoning from the village.

So, my thoughts are whether or not there has been discussion that the residents have been a part of that discusses options for the property? Some options that came to my mind were the following:

1) The Village purchase the property. Divide the purchase price among the property owners with a sliding scale so that lower property values would pay less and higher property values pay more until the mortgage is paid off. Hire a management company to run Music by the Lake and the "Inn".....I haven't number crunched anything, but at $20 million, with 20% down and a 30 year loan, the mortgage payment would be around 123,000 per month. If there were 2000 properties and that payment was equally distributed, that would be around $62 per month. Again, maybe the range is $25-$100 based on property values. The campus would generate it's own revenue and pay for maintenance and/or pay off the mortgage faster than the term. Something to ask the property owners if they would be willing to explore?

2) Have the County or State purchase and have a public park. Again, taking advantage of revenue through music or theatre in the park. A couple State Parks that I have visited and think are beautiful and well run are Kettle Moraine and Peninsula State Park.

3) Keep the property zoned "as is" and establish a learning school. The best example for this would be

The Clearing Folk School in Ellison Bay. Started by Jens Jensen, landscape architect. I have provided a link. I think the residents would love this.

So, in conclusion, the rezoning is what's being proposed and I feel that the Village residents need more time to consider other options. Perhaps a think tank of ideas that are mailed out to the residents to weigh in on. Maybe Topography's proposal is the best idea, but so far, it appears to be the only one. This is obviously a beautiful piece of land and lakefront that could benefit the residents through direct revenue or learning/experience, rather than profiting a select few. There is a lot of fear in this decision and I don't think it's wise to make decisions based on fear. The majority of the residents should feel really secure in this decision.

here is the link to the school I was talking about.
https://theclearing.org/wp/

Thank you for your time and consideration.

Sincerely,
Therese Turnbaugh

VILLAGE OF WILLIAMS BAY PROPOSED CHANGE TO COMPREHENSIVE PLAN

Comments

Mary and Peter Connolly

305 Circle Parkway

We have owned homes in Cedar Point Park since 1988, and became full-time residents of the Bay in 2015. We are both attorneys. Mary's practice was in land use, zoning and municipal law with a firm that represented municipalities in the Chicago suburbs. Peter has been in the hotel business for the last forty years, serving as general counsel of a major hotel company, practicing hospitality finance law in Los Angeles, managing operations and development for a Midwest hotel management company, and most recently as a consultant to hotel owners, including two major hotels in the Geneva Lake market. Both of us have experience with tax increment financing.

At the outset, we want to make it clear that we support the redevelopment of the George Williams College campus. We believe that a thoughtful redevelopment plan can be developed and implemented which will respect both the land and the lake, and which will bring economic benefits to the Village. It would be unrealistic to expect the property to lie fallow forever, given its prominence on the lakefront, and frankly, it would be unfair to deny Aurora University the ability to harvest the value of its long-term commitment and stewardship of the property.

However, we have concerns about the current plan, and do not believe that the Village should amend the comprehensive plan to accept the development currently proposed or to provide it with the tax increment financing sought.

THE COMPREHENSIVE PLAN SHOULD NOT BE AMENDED TO SPECIFICALLY PROVIDE FOR THE DEVELOPMENT OF A CATEGORY OF LODGING THAT DOES NOT EXIST.

There is no such thing as a "limited resort" in the U.S. lodging industry. There are numerous categories of lodging products, ranging from economy to luxury in quality level, and from transient to convention and resort in describing the type of lodging customer sought for the facility. Resorts are generally facilities which, in addition to lodging, offer access to recreational amenities, in this case the lake. There are no "limited resorts."

There are some membership club programs like Exclusive Resorts, whose business model is predicated on buying and selling real estate, using the membership initiation fees as equity, and harvesting value from the subsequent sale of the property, not from its operations. We don't believe that such a program is appropriate for the Village , since on the day it fills its membership roster, the developer generally is beginning the disposition process.

The proposed hotel offers what appear to be major operational challenges. Sixty-eight rooms is too big to operate as a bed & breakfast hotel and too small to support the needed infrastructure, particularly in management, to operate profitably. This is important, as the economic health of the hotel as an operating business is tied directly to its long-term evolution from one owner to the next.

The proposed hotel will likely not generate the projected tax benefits for the Village. The Lake Geneva market, which Peter has worked in since 2009, runs about fifty percent occupancy on an annualized basis (the average percentage of total rooms occupied over the course of a year) at an average daily rate, since the pandemic, of about $200 (the average rate paid per night over the course of a year). These numbers reflect the seasonality of the market. One might expect to pay $400 to $500 a night to stay in this area on a summer weekend, but on a Tuesday in January, the rate for the same room will likely be less than $100. These numbers can be historically verified by obtaining a market report from Smith Travel Research, the hotel industry scorekeeper.

While the developer is projecting much higher occupancies and rates than the market as the basis of his tax forecast, our experience is that the laws of economics apply to everyone, and as a result those numbers will not be realized. Even granting the proposed hotel a twenty-five percent premium on both occupancy and rate to the market, which no hotel underwriter would ever do, the resulting tax revenues fall far short of projections. The math is simple: 62.5% occupancy equals 15,512 occupied rooms X $250 ADR equals $3,878,000 total room revenue X Transient occupancy tax of .05% equals $193,900 or roughly $800,000 less than the developer's projections. Even allowing for inflation over the next five years of 3-4%, generally a hotel underwriting standard, the resulting tax revenues in 2029 will be more like $230,000, not the projected $1 million.

Moreover, amending the comprehensive plan as proposed, which would allow only this project to be built on the site, is in our view inappropriate. If this project fails, which we believe it will, the plan will require the site continued to be used for a failed concept which will clearly not benefit the Village. Keying a comprehensive plan amendment to a specific project also smacks of spot zoning which at best is an improper use of zoning power, if not outright illegal.

If the plan is to be amended to allow lodging, it should be for a high-end lodging product with a limited number of rooms, amenities appropriate to support such a business and perhaps a mixed use of a modest number of residential units. We believe such a plan would have broader appeal to developers, lenders, and the hotel investment community. We also believe that developing a plan amendment of this type requires further study by the Village.

THE PROPOSED DEVELOPMENT IS NOT APPROPRIATE FOR TAX INCREMENT FINANCING.

Tax increment financing is a development tool that is used by municipalities to foster redevelopment of a blighted area of a town or city. The notion is simply that freezing the real estate taxes for a blighted property at the level paid while it was blighted for a future period of 20 or so years, would encourage the development of improvements which would benefit the area in the district, and presumably lift the surrounding area of the TIF district or TID. If all boats rise on the tide, so the theory goes, then what the municipality gives up in revenues from the frozen tax parcel, it would get back from the presumably higher taxes from the surrounding area.

The developer takes the projected tax savings resulting from the frozen taxes to the financing market and is able to borrow against them to finance its project. Because of this potentially, very large pecuniary benefit to the developer that would otherwise be unjustifiable, the municipality needs to apply a "but for" test before establishing a tax increment financing district. That is, the Village must conclude that but for the existence of the TID, the development of the site would not occur. Note that this test applies to the site, not the developer, as it is inappropriate to grant TIF assistance to a particular project if other

projects with similar characteristics could be developed on the site without tax increment financing being made available.

The proposed project does not meet the standards for tax increment financing. First, no one would argue that a 137-acre campus with 860 feet of frontage on Geneva Lake is in blighted condition. Second, the site was "privately marketed" as opposed to being marketed more generally by one of the major real estate brokerages who deal in lodging, like CBRE or JLL, so to reach the conclusion that the proposed project is the only deal out there in the universe is at best premature.

The other element of tax increment financing is the establishment of the value of the site for tax purposes to be used to calculate real estate taxes during the frozen period. In truly blighted areas this is a fairly simple process as the then taxable value of a property generally reflects its blighted condition. In this case, the matter is a bit more complicated since the subject property has never been on the tax rolls. However, since Wisconsin is a fair market value tax state, one should look at the fair market value as of the time of the establishment of the TID to determine the baseline amount.

We understand that the project is proposing to establish the frozen tax value at $628,700. That amount suggests a fair market value for the property of about $4,600 per acre. Since unimproved farm land in Wisconsin sold in 2023 for an average of about $6,000 per acre, according to the UW Madison annual survey, it is hard to accept that this property, with its prominent lake front position has a fair market value that is less than farm land. We do not know what the actual price to be paid for site is as that number has not been disclosed, but at a minimum, that number should be the starting point for a fair market value discussion for tax increment financing.

The frozen value, if the Village concludes that TIF is appropriate, will determine what revenues the Village receives to help offset the costs of improvements in the area for the next twenty years, so the Village should be incented to maximize that number. We, however, do not believe that the parcel qualifies for TIF assistance at all.

THE VILLAGE SHOULD CAREFULLY STUDY PROPOSED USES OF THE PROPERTY AND AMEND THE PLAN ACCORDINGLY.

As noted, we believe that there are thoughtful and appropriate development opportunities for this property that would bring solid economic benefits to the Village, both from visitors and tax revenues. And we believe that such a development can be accomplished in a manner that is consistent with the character of Williams Bay. However, further study is clearly needed on this front before the amendment of the comprehensive plan. Following such an amendment, Aurora should be invited to more generally market the site in accordance with the amended plan.

We welcome any questions or thoughts from the Village, and thank you for your service to our community.

Mary and Peter Connolly

Outlook

The Preserve

From Carmella Olsen <carmella.marie@yahoo.com>
Date Fri 12/6/2024 11:48 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Gunnar Olsen <gunnaro@ymail.com>; liam@thepreservewilliamsbay.com <liam@thepreservewilliamsbay.com>

Hello,

My Name is Carmie Olsen. I am married to Gunnar Olsen and we both have been born and raised in the Bay and are currently raising our own children in Williams Bay.

My husband has run a business in Williams Bay for over 30 years. He has been on the Planning Commission, the Enhancement Committee, a Fireman and a Lions Club Member. To say we are deeply invested in this town is an understatement.

I wanted to write because there are so many loud voices that are opposed to the Preserve Project. We are a voice in favor.

I have walked the lake front for all my life and Wiliams Bay has so many run-down camps that are not a benefit to us. I would love to see money come into our lake front and make it look beautiful again.

Our town used to be bustling when I was a kid. We had 3 gas stations on Geneva Street alone. More restaurants and businesses than there are now. It seems that our downtown has become more run down and business have come and mostly gone.

I believe this is a perfect solution for our town. It brings in money and hopefully our town can start benefitting from tax dollars coming in, unlike camps that pay no taxes and just take away from our lake.

I hope that this gets approved, and we can start re-beautifying Williams Bay.

Sincerely,
Carmie Olsen
523 Woodlawn Dr.
Williams Bay, WI 53191
262-745-4430

Outlook

Support

From Quigley, Elizabeth <quigley.elizabeth@bcg.com>
Date Fri 12/6/2024 12:44 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello
We support the Preserve and we have been residents in Williams Bay since 2005.
Thanks
Brian and Beth Quigley
93 Upper Loch Vista
Williams Bay

—

Elizabeth Quigley
Practice Area Senior Coordinator
T +1 312 586 4032
M +1 847 9423128
Chicago, USA

BCG BOSTON CONSULTING GROUP

The Boston Consulting Group, Inc.

This e-mail message may contain confidential and/or privileged information. If you are not an addressee or otherwise authorized to receive this message, you should not use, copy, disclose or take any action based on this e-mail or any information contained in the message. If you have received this material in error, please advise the sender immediately by reply e-mail and delete this message.
We may share your contact details with other BCG entities and our third party service providers. Please see BCG privacy policy https://www.bcg.com/about/privacy-policy.aspx for further information.
Thank you.

Outlook

(No subject)

From Douglas Swangren <dwswany1@gmail.com>
Date Fri 12/6/2024 12:35 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

The rezoning request should be past so that the project can start...I have been in WB more than 50 years and think this the best way to use this land !!!

Outlook

Fwd:

From Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Date Fri 12/6/2024 12:33 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Begin forwarded message:

From: Douglas Swangren <dwswany1@gmail.com>
Date: December 6, 2024 at 12:32:30 PM CST
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Dr.Bill...having been around THE BAY for more than 50 years, I think that the rezoning of GWC is the best way to use the land..please vote in favor of this project..

Outlook

In response to amending the comprehensive plan

From Cynthia Rosenthal <cynrosenthal@icloud.com>
Date Fri 12/6/2024 11:44 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>

Dear Village Board Members,
I hope this message finds you well. As a concerned resident of Williams Bay for over 20 years, I am writing to express my strong opposition to any proposed amendments to our comprehensive plan regarding changing it to allow for resorts. It is vital that we **uphold the integrity of our community's vision** and ensure that **any developments align with our shared values** and the best interests of **all residents**.

At the minimum, I'm concerned that not every resident has had the opportunity to learn about and engage with the proposed development or ask questions. In the last 30 days, I myself have only heard about the upcoming change to our comprehensive plan due to social media! There are many residents unaware of the events that have taken place, and I strongly **URGE** us to at least **stop these proceedings and allow others to catch up to the activities and communicate better with residents who are not on social media or other electronic media platforms.** I feel that there are **many residents** who are unaware of this meeting and the changes you plan to pursue.

I was able to attend the first evening meet and greet with the developers this past week and I'm glad I attended! It provided an opportunity to ask questions and discuss the financial details, and many attendees shared similar concerns and sentiments.

Here are my key takeaways that I would strongly encourage the village to consider and **NOT** amend the comprehensive plan.
1) The project will result in net neutral tax revenue after accounting for fire and emergency services, their projected room tax revenue (occupancy rates, the number of rooms, room rates,) offsets the TIF bond repayment, etc. I believe their financial models are more inline with a country club via membership dues versus a country resort. At the end of the day, the numbers don't add up. **The potential rewards are balanced by equivalent risks. During the meet and greet, many people started calculating and all came up with the same sentiment- if we do this, it's not for any tax relief.**

2) Liam is a genuinely nice guy and generally trustworthy. If he proposed building this resort on a camp property that residents rarely use, it would be an easy decision. However, **GWC holds significant value for our community.**

3) Since we won't have access to the property, restaurants, or other facilities, it's challenging to see the benefits for residents—this sentiment was echoed by many at last week's meet and greet.

In Conclusion, as a full time Williams Bay resident, **this is <u>not</u> just a country inn resort; it's a private club (aka gated membership/country club style development) that seeks to privatize what is currently public/institutional land—land that belongs to all of us in Williams Bay. This project threatens to create a divide in our community, restricting access and benefits for residents while prioritizing the interests of a select few.**

Please consider not only the immediate implications but also the long-term impact on our shared resources and community spirit. Our collective voice matters, and until all residents are aware of the impacts, what is changing, what isn't changing, and evaluating other alternatives, we should NOT change our comprehensive plan and should gather feedback as to what should GWC evolve into and consider alternative solutions.

Thank you for listening,
Cynthia Rosenthal
440 Park Lane
& 74 Oakwood Street

Outlook

(No subject)

From Gerry Taplin <gerrytaplin1958@gmail.com>
Date Fri 12/6/2024 12:54 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

No! Thank you on resort changes

Outlook

Preserve at Williams Bay

From Jack Marshall <jackkmarshall1@yahoo.com>
Date Fri 12/6/2024 12:50 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I am writing to the Village Board and Plan Commission regarding Topography's proposed development The Preserve at Williams Bay. Provided that Topography can obtain the financing to develop the Preserve in accordance with their presentation "The Preserve at Williams Bay"and their answer to frequently asked questions, I support the project. I am a part time resident at 529 Highland Rd, Williams Bay, Wi.

Jack Marshall

Sent from Yahoo Mail for iPad

Outlook

Support Amendment for George Williams Property

From Jim Phillip <phillipjim@aol.com>
Date Fri 12/6/2024 1:16 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To The Appropriate Village Officials:

As a family who has enjoyed Williams Bay lakefront property for 45 years (and paid higher real estate taxes on it than we do on our permanent home), we are glad that village officials are carefully considering any zoning changes to the GWC property that could detract from the environment we all value. While we have heard of concerns by some residents and businesses, we do not feel that the proposed development by Topography will diminish the beauty and serenity of the area. On the contrary, everything we have heard and read about the plans *and the people behind them* sound very good, as well as how the village intends to fund any related infrastructure improvements. In fact, what is being proposed sounds much less intensive than a non-profit college campus might have become under previous zoning if it had successfully attracted more students and events. We also can envision many different uses that *other* developers might wish to do with the GWC property that WOULD be detrimental.

Thank you for your careful deliberation on this matter. We are confident that when all concerns and questions are addressed with the buyer under contract, a win-win can be achieved without setting undesirable precedents for other properties that might face future development plans in ways *not* supported by the community. In summary, I would be in favor of an amendment to the comprehensive plan relative to the George Williams property to enable Topography to move forward, addressing along the way any concerns that the Village Board and Plan Commission may feel are necessary.

Respectfully,

James R. (Jim) Phillip, Jr.

Second home address:
244 Circle Parkway
Williams Bay

Permanent address:
Hinsdale, IL

Outlook

RE: Questions for December 9 meeting, for Comprehensive Plan Amendment

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Fri 12/6/2024 1:13 PM
To richard.jais@sbcglobal.net <richard.jais@sbcglobal.net>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>

Richard and Wenel,

Thank you for your email, please see my responses below and let me know if you have any further questions.

As this is considered public comment, our emails will be included in the public packet for the upcoming PC and VB Board Meeting on Dec 9.

Best regards,

Dave

From: Richard Jais <richard.jais@sbcglobal.net>
Sent: Friday, December 6, 2024 11:48 AM
To: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Questions for December 9 meeting, for Comprehensive Plan Amendment

1. the way the current language in the plan is written "The future land use designation for the former golf course parcel is 'Planned Neighborhood' does this mean it could be sold for a housing development? versus keeping it as open green space?

You are correct that this is the current Comp Plan designation for the former golf course parcels. The future zoning of this property would still need to be approved by the PC and Village Board so long as this use is consistent with the Comp Plan.

2. If the Topography project is not approved and no other buyer found, does this mean the buildings and property on the campus would just sit there, again paying no taxes and slowly deteriorating.

As is, the former GWC property is being well maintained by Aurora University and I don't expect that to change. The property is currently generating roughly $7,000 in annual property taxes to the Village and The Preserve Development is projected to generate roughly $500,000 annual property taxes to the Village. The property is very valuable so I wouldn't expect that it would remain as is and Aurora would likely sell to another buyer and developer.

3. If Topography was given the go ahead for their project what would be the timeline for the various phases and expected completion of the project?

Topography would be replacing all the water and sewer infrastructure on their property in addition to the refurbishment of existing buildings and construction of new buildings and site improvements with a projected opening in 2027.

Richard and Wenel Jais
6 Lackey Drive

From: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Sent: Friday, December 6, 2024 11:55 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Subject: Fw: Questions for December 9 meeting, for Comprehensive Plan Amendment

Would you like to respond to the email below?

Tina Kolls
Village Clerk
Village of Williams Bay
262-245-2700
250 Williams Street | P.O. Box 580 | Williams Bay | WI | 53191
www.vi.williamsbay.wi.gov

Upcoming Elections:
* February 18, 2025 - Spring Primary Election
* April 1, 2025 - Spring Election

CLICK HERE TO REGISTER TO VOTE/OR TO REQUEST AN ABSENTEE BALLOT

Elected Official and Members of Village Committees or Commissions:
In order to comply with Open Meeting Requirements, please limit any reply to only the sender of this electronic communication. Written communication, emails and faxes are generally considered open public records.

From: Richard Jais <richard.jais@sbcglobal.net>
Sent: Friday, December 6, 2024 11:48 AM
To: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Questions for December 9 meeting, for Comprehensive Plan Amendment

1. the way the current language in the plan is written "The future land use designation for the former golf course parcel is 'Planned Neighborhood' does this mean it could be sold for a housing development? versus keeping it as open green space?

2. If the Topography project is not approved and no other buyer found, does this mean the buildings and property on the campus would just sit there, again paying no taxes and slowly

deteriorating.

3. If Topography was given the go ahead for their project what would be the timeline for the various phases and expected completion of the project?

Richard and Wenel Jais
6 Lackey Drive

Outlook

new building

From Jasmin Turner <jturner@faithchristianschool.org>
Date Fri 12/6/2024 1:23 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To Whom it may Concern,

I am not in favor of any additional building in the Williams Bay area along HWY 50. As a resident that lives on Geneva ST. the highway already attracts high traffic, especially in the summer. Snake Road, Theater RD. and Geneva ST. are an area of residential homes and schools. Having two schools in the vicinity that are both K-12 I believe would add more and unnecessary risk to the children. These "New"buildings and projects do little to better the lives of Williams Bay citizens. The noise and light pollution is not wanted or needed in this area. We residents of The Bay have no desire to become Lake Geneva, with its over crowded beaches, restaurants, and loud hotels. If any developers wish to come in our area then they should build structures to better the lives of Williams Bay residents, these groups are looking to capitalize on our community and nothing more, to allow this would be ignorant and it should be put to a stop.

Sincerely,

Jasmin Turner

360 W. Geneva ST.
Williams Bay, WI. 53191

Outlook

Proposed Preserve project

From Jim Dee Hamill <jamesphamill@icloud.com>
Date Fri 12/6/2024 11:29 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

This use of the former college property is a positive move on several fronts. It will be a tax generator. Provided employment. Little or no impact on character of our quaint town.
Let's be realistic, this property will be used for some purpose. I believe this proposed use is sensible!
James Hamill
Williams Bay Resident
Sent from my iPhone

Outlook

Opinion letter input for Village Meeting December 9, 2024

From Maggie Feedar <gantzmm@yahoo.com>
Date Fri 12/6/2024 11:00 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To the Williams Bay Plan Commission and Board of Trustees:

The village residents voiced their opinions 2 years ago regarding SPAS/INNS in Williams Bay and said NO to further commercial development. The comprehensive plan was put into place and needs to remain in place for the good of our community.

I find that the current proposal of "The Preserve" for the GWC property contains far more negatives than positives **for the residents of Williams Bay** and essentially
will make the grounds another "playground for the ultra rich" rather than an asset to our community. (For example the cost of an overnight stay ranges from $800 to $1600 per night, the initiation fee of $70,000 to $100,000 PLUS annual fees of $8,000 to $15,000 per year, access to the lake path, despite the claims provided to us, will be significantly limited, i.e. park at the high school to get to the lake path---really!!??).

I could go on.....but, in other words, WE, the residents of Williams Bay, will be on the outside of the gate, looking in. Again, I fail to see how this would be a benefit to our community.

I FIRMLY believe that there are far better options for this select piece of property that conform to the vision that the residents put forth in the 2023 Comprehensive Plan.

I continue to firmly support the 2023 Comprehensive Plan for
our village and say **NO** to the current plan proposed for the GWC property.

Sincerely,
Mary M. Feedar
Resident of Williams Bay, WI

Outlook

The Preserve

From Kim Kmiecik <kimkmiecik3@gmail.com>
Date Fri 12/6/2024 11:12 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Liam@thepreservewilliamsbay.com <Liam@thepreservewilliamsbay.com>

Please record my approval of the Topography proposal for the Village of Williams Bay.

I can only hope that the minority which tend to yell the loudest do not win here.

This proposal will enhance the Village and preserve open space...I would hate to see something like the Womens Center which does nothing for this community.

Kim Kmiecik
129 Potawatomi Rd, Williams Bay, WI 53191 Kimkmiecik3@gmail.com
Mobile 847-612-8489

Outlook

2024 Village of Williams Bay Comprehensive Plan Amendment

From Richard Jais <richard.jais@sbcglobal.net>
Date Fri 12/6/2024 11:17 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To: Village of Williams Bay Plan Commission and Village Board

I am writing this letter in SUPPORT of making the changes/amendments to the Williams Bay Comprehensive Plan which will then allow Topography Hospitality (TH) to proceed with their plans for The Preserve At Williams Bay.

I believe this proposed project would be plus for the Village.

First, it would ensure that former golf course would be converted into a 90 acre nature preserve, open to the public,
would be placed in a conservation easement and permanently protected against any future development, paid for by TH.

Second, increased tax revenue. While I am not against non-profits I would like to see future development in WB with something that pays taxes.

Third, I like the fact that they would be using the footprint of the current college to build on. Not looking to greatly expand/enlarge the build area.

One thing I do not want to see is a ghost college sitting there, slowly deteriorating, no taxes being paid if no other entity came forward to buy it. Which would be highly likely based on the fact they have already reached out to 150 prospects without any success.

Fourth, the new/revised amphitheater would be a plus. We have enjoyed Music by the Lake.

We have had a home in WB for almost 50 years, 12 years as full time residents and believe this project would be a plus for Williams Bay.

Richard and Wenel Jais
6 Lackey Drive

Outlook

No Resorts or Country Clubs in Williams Bay

From zac cassel <zcassel@yahoo.com>

Date Fri 12/6/2024 8:45 AM

To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Cc jdalesandro@VI.WILLIAMSBAY.WI.GOV <jdalesandro@VI.WILLIAMSBAY.WI.GOV>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>

This message is to voice my opposition to the "Preserve" development in Williams Bay. My name is Zac Cassel and I own 440 Park Lane. I have lived in Williams Bay for 15 years, since 2009.

Until I received the recent postcard, I was unaware of what was happening with this development. I am disappointed that there has not been more communication from the Village for something that could be so impactful to our community.

Liam seems like a very nice person and is very well spoken, but everything he communicated seemed to be spun in a way to couch the real truths.

Here is how I understand it:

The Village (and its residents) sell a bond to build infrastructure for this new resort. We take all of the risk.

The new resort pays $500k per year in property taxes to pay off this bond. Basically, they are paying for their own property improvements, but not really contributing much else to the community.

As a reward, they get to privatize the lakefront, restrict residents from access, and make a playground for the ultra wealthy. A resort with $100k initiation fees and $800-$1,600 per night room fees is not something that the majority of us residents will be able to enjoy, and we will have no access to the property (aside from perhaps a reservation to their restaurants in the offseason.)

Additionally, they will contribute a 5% "room tax" directly to Williams Bay. This tax is not coming from the developer; this is paid by the guests. I find the $1M number quite aspirational and even at that number, only $300k will go to the WB general fund. They will be using all of our municipal services, paramedics, police....basically there is little benefit to us EVEN IF they can generate $20M per year in room rates. The 5% tax does NOT apply to their exorbitant membership fees either.

Basically, we are committing 20 years of infrastructure spending to a developer to privatize our lakefront and build a facility that the residents will not be able to access or enjoy. This property is very desirable and I know that if we show some patience we can find a better opportunity that is more inclusive to the people who live and work here.

Please adhere to our Comprehensive Plan - NO RESORTS IN WILLIAMS BAY!!!!!

-Zac Cassel

Outlook

Topography Development

From Michele Moore <michelevosbergmoore@gmail.com>

Date Fri 12/6/2024 8:51 AM

To Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Jim D'Alessandro <Jdalessandro@vi.willamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>

December 6, 2024

Noel & Michele Moore
W4356 Basswood Drive
Lake Geneva, WI 53147

Dear Mr. Duncan & fellow trustees:

My husband Noel and I whole heartedly support the Topography development project. We firmly believe Topography will enhance the community by providing jobs, revenue, and world class accommodations.

This September Noel and I stayed at Ballyfin in Ireland which is a Topography restoration project. We were very impressed with the quality of the work, the dedication to employing local people and the preservation/enhancement of the 600 acre property.

We hope you and your fellow board members endorse this project.

Gratefully yours,

Michele & Noel Moore
708-738-3366

Sent from my iPhone

Outlook

Topography plan

From Brian Chalupny <bcsv650@gmail.com>

Date Fri 12/6/2024 7:44 AM

To Jdelessandro@vi.williamsbay.wi.gov <Jdelessandro@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello Village of Williams Bay Trustee,

My name is Brian Chalupny. My wife (Amanda) and I have lived at 269 W Geneva Street for 13 years. We are excited to see the town improved by the Topography plan that we have read about online. My family wants you to vote yes at the upcoming meeting. It is important for the future of the bay and for the jobs and taxes it will create.

Thank you,
Brian Chalupny

Outlook

GWC project

From Malgorzata Kotlarska <malko65@gmail.com>
Date Thu 12/5/2024 8:20 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I would like to verbalize my concerns regarding the Topography project and plans on building high end elite resorts in place of GWC.
Me and my wife moved into Williams Bay 27 years ago, attracted by the beauty and tranquility of this town , which for us was much more superior than Lake Geneva. We appreciate unrestricted access to the lake and the quiet , laid off atmosphere of the town.
We did not have any problems accepting property tax increases for purposes benefiting our community like :building a new school, merging of our EMS services with Fontana etc.
We don't look for any tax benefits from questionable tax relief projects like Topography presents. The idea of expensive resort in our town has, in my opinion, a small chance to succeed, considering the seasonal attractiveness of the area.
Further concern is what will happen after zoning change is done and the Topography project fails? Building a resort that has restricted access , high membership fees that most WB residents would not afford, in my eyes creates no benefits for us residents, and in effect takes away more than it gives .
We vote to postpone the amendment and look for different projects that truly benefit the community.
Sincerely
Andre Zaremba
Margaret Orynczak
444 Park Ln
Williams Bay

Outlook

(No subject)

From Gene Freitag <chergene3@gmail.com>
Date Thu 12/5/2024 4:49 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

No support for resort plus we do not want to spend one penny so that a group of people can have a private resort on our tax dollars. How close are we having to put up another water tower for the community

Outlook

Topography Development- in support. Please vote yes.

From martha burke <marthaburke86@gmail.com>

Date Thu 12/5/2024 2:26 PM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Cc Jack Burke <jvburke1@gmail.com>

This letter is to inform you of our support for the Topography Project on the current George Williams Campus.

We have been homeowners in Williams Bay for the past 13 years. We raised our children and had our careers in Illinois prior and chose Williams Bay as our full time retirement home. We chose Williams Bay because of its small town character and strong community involvement of many individuals.

We believe change is good. After careful consideration in listening to both viewpoints on the future development and attending an informational meeting, we
strongly feel this will be a positive impact for our community. Liam and team have answered many of our personal questions. We believe Liam and his team are transparent and willing to work with the residents of Williams Bay.

Yes, the Lakeshore is our greatest asset. We have a developer who is taking that into consideration and listening to the "wants" of the residents.
We believe the resort will be an asset to the Lakeshore, the music amphitheater will benefit many, as well as the walking and nature paths that will be open to residents.
The tax benefits will provide needed support in the future.

Thank you for your time in this critical matter of the future of Williams Bay. Please vote yes in support and allow Williams Bay to continue to be the best place to live and call home.

Martha Burke
Jack Burke

120 Cedar Point Dr.
Williams Bay, WI 53191

Outlook

Topography proposal

From Kyle Cudworth <kcudwort@uchicago.edu>
Date Thu 12/5/2024 10:51 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To the Williams Bay Plan Commission and Board of Trustees:

I have been a resident of Williams Bay for over 50 years, having come here as a University of Chicago faculty member at Yerkes in 1974. I served as director of Yerkes 2001-2012 and taught several courses at GWC in those years when we had close cooperation between Yerkes and GWC.

As I understand it, the purpose of a Comprehensive Plan is to set forth our philosophy and goals for the future of Williams Bay, involving a great deal of public input, and preferably when not faced with an immediate crisis. This is what happened last year. We are now faced with an immediate issue that was not foreseen, but the work done on the Comprehensive Plan still stands, or at least it should. The current proposal from Topography is contrary to what was then set forth in the Comprehensive Plan, hence the desire by some to make changes or exceptions to the Plan. It is good for Aurora University, but is it good for Williams Bay?

Let us think back to another developer's plan. About 20 years ago The University of Chicago proposed to sell the Yerkes property to a developer for a resort and residences. This put me in an awkward position as director of Yerkes as I opposed the leadership of my university, and I was very pleased when the people of the Village made their opposition so clear that the proposal was eventually withdrawn. An official from UC told a Village meeting then that there was no other option. Many in the audience doubted this then, and time has certainly given us a better option. It was over a decade until UC forced the issue and shut down Yerkes. We have ended up in a much better situation with the new management at Yerkes, and some of the peripheral Yerkes property was sold off and there are now many acres and several houses on the tax rolls that were previously on tax-exempt land. UC did not get as much money as they had wanted, but Williams Bay ended up in a far better situation.

We have a detailed (but changing) proposal from Topography, and a very rough alternative proposal, with the latter probably consistent with the Comprehensive Plan. We should not rush into changing the Plan, especially when there seems to be an alternative. Aurora and Topography

would like a quick decision, of course, but a quick decision may not be best for Williams Bay. From the emails that were made public and the signs around town it is clear there is not a consensus in favor of the proposal.

However, IF something like the current Topography proposal is allowed to go forward, then there are a few points that should be addressed. First, the former golf course property especially east of North Lake Shore Dr. should be set aside in a permanent conservancy, whether through Geneva Lake Conservancy or some other such entity, to close off any possible future proposal for condos or other development on this land. If the paths through the meadows will be open to the public, as similar paths are at Yerkes, there needs to be plenty of parking near the meadows - nearby streets cannot accommodate this parking. Second, there should be a clear way for the public to access the shore path, and there needs to be adequate public parking near that access.

Kyle Cudworth
Prof. Emeritus, The University of Chicago
410 Observatory Pl.

Outlook

Voicing opposition to change our comprehensive plan to allow a "limited resort" The Preserve at Williams Bay

From chester olszewski <rebelco1@att.net>
Date Thu 12/5/2024 10:38 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

My wife and I are full time residents of Williams Bay relocating here, choosing to live in an older home living in Williams Bay for its charming small-town feel. We value the low-key, quiet nature of our village and we respect ongoing attempts to remain a charming small town.

Having participated in comprehensive plan public meetings we voiced our onion about the type of community we want, and The Preserve tests our resolve. It would require significant changes to our 2023 Comprehensive Plan. As our plan states "Frequent amendments to accommodate specific development proposals shall be avoided or else the plan will become meaningless". Approving an amendment for The Preserve goes against the wishes of the community set by our comprehensive plan and creates mistrust of our planning process.

Overtime the impact to the character of Willliams Bay could be irreversible.

The Preserve also sets a precedent, in allowing other lake front camps to follow suite.

In short, we need to find a feasible alternative in tune with our 2023 Comprehensive Plan honoring our citizens vision and our villages' legacy.

We need to protect our small-town community for our shelves and the future of our families!

Let's do the right thing and have our elected officials stop The Preserve from going forward!!!!!

Women's Leadership Center
At Williams Bay

December 4, 2024

Board of Trustees and Plan Commissioners
Village of Williams Bay
250 Williams Street
Williams Bay, WI 53191
clerk@vi.williamsbay.wi.gov

Cc:
Bill Duncan, bduncan@vi.williamsbay.wi.gov
Jim D'Alessandro, jdalessandro@vi.williamsbay.wi.gov
Adam Jaramillo, ajaramillo@vi.williamsbay.wi.gov
Robert Umans, rumans@vi.williamsbay.wi.gov
George Vlach, gvlach@vi.williamsbay.wi.gov
Lowell Wright, lwright@vi.williamsbay.wi.gov
Steven Russell, srussell@vi.williamsbay.wi.gov

RE: Proposed Amendments to the 2023 Comprehensive Plan and Map

Dear Williams Bay Trustees and Plan Commission members:

The Village of Williams Bay drafted the 2023 Comprehensive Plan and Map to be "an inspirational, positive view of the Village's long-term future." The plan's stated purpose was to provide a framework defining how "the community will look, feel, and function" over the next 20 years. To ensure the plan was thorough and reflected community sentiment, Village leaders went to considerable effort to comply with state requirements for public participation and comment on the process and plan. From the start, we've embraced the opportunity to collaborate with you and the community to design a future that both honors the unique character of Williams Bay and works to preserve it.

Why are we now questioning that work?

The Women's Leadership Center is actively investing time and resources in planning our future partnerships, programming, and operations. The plans we're making rely to a significant degree on the 2023 Comprehensive Plan, which emphasizes Williams Bay's cultural resources as "critical parts of how a community views itself and is perceived to the outside world." The plan also talks about maintaining and capitalizing "on the Village's historic legacy of institutions and facilities dedicated to education, research, and spiritual rejuvenation." At the same time, the pristine nature of our lakefront in Williams Bay — an idyllic piece of land on a flawless body of water, carved by glaciers — distinguishes it.

In our planning, I've also been inspired by the vision of a cultural campus along the lakefront that stands shoulder-to-shoulder with the revitalized Yerkes Observatory and the Women's Leadership Center — on a par with destinations like Chautauqua and the Aspen Institute. This vision is achievable because the 2023 Comprehensive Plan states specifically that the "future

land use category is intended to encompass large scale campuses for George Williams College, Women's Leadership Center, and Yerkes Observatory." Currently, Yerkes and the Women's Leadership Center look for opportunities to share our missions and resources for mutual advantage. What's possible if three sites could work together? Something unique and extraordinary for our region could emerge.

Topography is now proposing a commercial re-imagining of the GWC campus property. They're asking for amendments to the Comprehensive Plan that will forever alter the character of our lakefront. I feel certain this beautiful resource and key piece of Williams Bay's legacy, once commercialized, will stay a commercial entity, which means its value and growth in value will accrue to its owners always — not the community.

While I truly appreciate the financial concerns and pressures of running the Village, I am asking: How much certainty is there that the developer's projections really add up to tax relief? Are we ready to forever trade the centuries-old legacy we've been given for potential tax improvements that might be realized in 20 years? We are balancing dollars and cents against an irreplaceable natural resource. What would our children's children want us to choose?

Recognizing the complexity of the decision you face, I welcome the opportunity to collaborate with Village leadership, community members, and other groups on crafting an alternative future for the GWC campus — one that honors the heart, mind, and community insight that gave us the 2023 Comprehensive Plan.

Yours sincerely,



Ann M. Drake

President & Chair
Women's Leadership Center at Williams Bay
333 Constance Blvd.
Williams Bay, WI 53191
womensleadershipcenter.org

Outlook

Support for The Preserve in Williams Bay

From Karen Rappaport <rappaportk@gmail.com>
Date Wed 12/4/2024 2:07 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Good Afternoon,
I am writing to express my support for The Preserve at George Williams College. I have attended several Meet and Greets and was able to speak directly to Liam and his associates and more than one occasion. I have read and listened to everything I can find regarding both sides of this issue. While I do not live in Williams Bay, I work there and the Bay has been a big part of my life in various ways for six decades. I deeply care about the community of Williams Bay as well as what happens on the lakefront. It is quite evident that whoever buys this property is never going to get full support of every community member, no matter what is done with it. However, to find a thoughtful developer who listens, cares and reacts accordingly to community feedback is truly a rare occurrence. A considerable chunk of the property will be conserved forever and the part that will be developed is going to be a beautiful improvement. Change can be good or bad. It is inevitable that this property will change. I feel The Preserve would be a wonderful, positive change and feel fortunate that Topography has chosen this location.
Thank you,
Karen Rappaport
Fontana, WI

Outlook

December 9th Village Board Meeting

From Brian McPartlin <brianjmcpartlin@gmail.com>
Date Wed 12/4/2024 12:22 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Plan Commission Members and Village Board Members,

For nearly the last 70+ years, the McPartlin Family have been property owners and residents of Williams Bay. This journey started with my grandparents long ago, first in Knollwood, then to Cedar Point and onto Willabay Shores. Currently of my nine siblings, five of us still have property within the Bay or greater Bay area, not to mention many of my Higgins Family cousins are property owners as well within the Bay limits.

Williams Bay has always been a diamond in the rough for lake life living, and the George Williams College Campus property site has been an integral part of that life. I can remember attending camp there as a kid, 4H classes and lectures, music by the lake concerts, or just riding my bike through its winding roads, respecting nature, its beauty, peace, and tranquility. In essence, this is the character of Williams Bay, and this property is part of the Village's historical, cultural, and educational identity and needs to be preserved. That is why I am strongly opposed to any change in ordinance to the Village's Comprehensive Plan that would result in this property being commercialized and rezoned as a resort. This land use needs to continue under the public and institutional designation it has and in keeping with the historic legacy of institutions and facilities dedicated to education, research, and spiritual rejuvenation that the Village in known for.

Furthermore, I am extremely disappointed that a development of this size, scope and potential impact to the community has not been fully disclosed to the taxpaying public. The fact that this meeting has been scheduled on a cold December night, two weeks before the Christmas holiday speaks volumes to a rushed, hurried, and non-transparent process. I do hope that is not the case

Respectfully,

Brian J. McPartlin

Outlook

George Williams

From James Labuz <james.labuz@msgmi.com>
Date Wed 12/4/2024 10:39 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To whom it may concern,

I am a full time Lake Geneva resident as of May 2024.
Gina and I live in the Sunset hills subdivision where her Grandparents first bought in 1957.

We have been part of the Gages in and out service for the last 15 years.

Every summer we anchor in front of George Williams and marvel at the natural beauty of the lake and lake front.

Then we drive west on 50 and scratch our heads asking how Delevan allowed the monstrosity of a development on its north east shoreline.

We understand the allure of this special place but also recognize the downside of overdevelopment.

From everything I have seen and read about the Topography development of the George Williams property we fully support it. I cannot imagine any other use of the land that would better preserve the natural beauty and health of the Lake and community.
More importantly protect it for generations to come .

James R. Labuz Sr.

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Outlook

Comment on the Proposed Comprehensive Plan Amendment

From Dave Yost <dyost@dgymail.com>
Date Tue 12/3/2024 7:23 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Carol Neumann <cjneumann@cjnmail.com>

Village of Williams Bay,

I have done a personal review of the various aspects of the proposed plan to allow the village to amend its Comprehensive Plan in order to allow what is termed a "Limited Resort" to be developed in our community. My wife and I have also received information from the developer that summarizes what they intend to develop if the Comprehensive Plan is amended. We have also received numerous emails and other information from local groups that seem to be very much against any kind of resort development in our village.

At first glance, the proposed development seems like a very high end resort development; the purpose of which is to make money for the development firm. If this firm was to commit to paying for a major portion of the required infrastructure improvements such as water, sewer, electric service, and cable, then the cost to our village would be minimal. However, it is now my understanding that the village would be required to invest millions to improve the existing infrastructure but not receive much of an increase in tax revenue until the TIF is complete; perhaps in 20 years.

Over the years, the Village of Williams Bay has been able to limit major development within our borders. The purchase of the property that became Kishwaukeetoe is an excellent example. The village streets and access to the lake front where the GLC of Aurora University was located have been satisfactory for the former campus but, based on the need for over $9 million dollars devoted to improving the infrastructure, it appears that the community will end up paying the bill for this thing to get started. This poses a substantial financial risk, with no guarantees from the developer, that this project will be successful in the long run. I'm saying this based on their stated business model which would mostly cater to fairly wealthy individuals.

One issue I'm not in sync with is the idea that the base value of former GLC campus is only $628,700. This seems very low for a large 137 acre lakefront property. I'm also not supportive of a plan to build a very large amphitheatre on the hilltop with minimal attention to things like parking. If the town wants a big music venue, lets build one in a cornfield with a parking lot and roof that can be used year around.

This leads me to suggest that our village board and planning commission should deny this change to the Comprehensive Plan in order to defer this type of development at the present time. There has been a few other suggested models for a community focused development that

are better uses for this site. The current developer, Topography Hospitality LLC, should review their plans.

David G Yost
Retired Engineer, ATT /Lucent Technologies Bell Labs
Resident in Williams Bay since 1989.

Outlook

George Williams College campus property

From Joel Ihde <jlihde@gmail.com>
Date Tue 12/3/2024 6:41 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

We believe that additional time is needed to look at other options for this property. A high end resort and spa is not what our community needs. Williams Bay is a unique and wonderful community that wants to stay that way and NOT become a resort community!

Thank You
Joel and Laurie Ihde
84 Lincoln Parkway
Williams Bay

Outlook

Topography proposal

From Anna Gagliardo <annagagliardo@live.com>
Date Tue 12/3/2024 6:15 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I am not in favor of the proposal of the Preserve. I believe there is a more suitable

Sent via the Samsung Galaxy Note10+, an AT&T 5G Evolution capable smartphone
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Outlook

Comprehensive Plan

From Chris Cilio <chrissy6452@gmail.com>
Date Tue 12/3/2024 5:51 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Please do not approve amendments to the Williams Bay Comprehensive Plan. Keep our village as the majority of residents want it to be. I believe it would set a dangerous precedent for our future.
Thank you,
Christine Cilio
14 Bay View Rd.
Williams Bay

Outlook

Proposed Resort for George Williams College Property

From Ray Copeland <rooting1@aol.com>
Date Tue 12/3/2024 5:12 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To the Williams Bay Village Board :

I'm am the president of the Cedar Point Park Association, the largest subdivision in Williams Bay, and feel it imperative to comment on the proposed "Resort" to be constructed on the former George Williams College property. After reading the details of the project, as well as who the resort will benefit, I do not feel it is in any way beneficial to our wonderful community. I highly urge the board to reject the proposal and consider other development alternatives just as the Village did in the 1980's with the Harris property which is now the beautiful Kishwauketoe Nature Conservancy enjoyed by all.

Sincerely,

Dr. Raymond R. Copeland
President
Cedar Point Park Association

Outlook

GWC Proposal

From David Curry <dave@genevalakefrontrealty.com>
Date Tue 12/3/2024 4:59 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>

Good Afternoon,

I'm writing today to express my thoughts about the upcoming December 9th vote on the Topography redevelopment plan for Aurora's lakefront campus. I write as a kid who grew up at 19 Upper Loch Vista Drive. A house that my parents bought in 1971 and still live in today. I write as a kid who attended grade school on Congress Street and church on Geneva Street. A kid who pumped gas at Herb's for my lawn mower and gas at Mel's for my fishing boat. A kid who bought his first house at the age of 18 at 133 Clover Street. I operated my real estate brokerage out of Williams Bay from 1996 to 2021, and have spent every day of my life invested in and concerned about my hometown. I write today as that kid and I hope you'll give my 46 years spent living and working in this village due acknowledgment and consider this email in its entirety.

Jim D'Allesandro took to social media to claim that I'm supporting this project because I'm representing the buyer group. Regardless of his online tirades, the rest of you should know about my position related to development. My opinions about my hometown have never been, and will never be, for sale. I have spent my business life fighting development and developers. I hate development. I hate misplaced development where density is crammed up against open spaces. Where commercial is set next to residential. Where tall buildings are placed next to short ones. I hate things that don't belong. That's why I'm in favor of the Topography plan for George Williams College. The development here has already occurred, and it's just time to clean it up and make the property pay taxes for the privilege of operating on our lakefront.

That's the key thing here to consider. This land is already developed. It's not virgin forest like the Yerkes lakefront was. Remember when the townspeople lost their minds and put up signs that read "SAVE OUR WOODS" to convince you to turn down the University of Chicago's request for three large residential lots on that lakefront? How do those woods look today? The answer is 300+ trees were cut down on that parcel, and all the village gets out of it is a measly $37,500 per year for 10 years worth of PILOT venue. All of that in the name of "keeping this as they are".

But back to the GWC Campus— It's a hodgepodge of density, with asphalt and new buildings galore. This Topography plan is a redevelopment of a property that lowers lakefront density, preserves open land, and adds tax revenue. What more could a municipality ever ask for? This is a once in a lifetime opportunity, and I hope you realize what's standing in front of you. We get so used to thinking development is wrong, we never stop to realize that sometimes it's a gift. This is one such time.

Those who are in favor of keeping untaxed land inside the municipality suggests that the whole reason to vote no is to adhere to the comprehensive plan. That *"residents don't want resorts here"*. This assumes the word resort has a singular meaning and an obvious interpretation. What if a "resort" is really a 68 room boutique inn that lowers density and preserves open spaces for public use? What if the word resort is the wrong word?

The vocal opposition to the revitalization of George Williams College from tax-free private college to taxable hospitality and preserve has been using the word "Resort" as a pejorative. Never mind that they're comparing a 68 room inn to the Dells resorts (Kalahari is 760 rooms, for comparison), they're claiming Williams Bay is not a resort town and that it's up to the current elected officials to prevent that dastardly word from finding a foothold in the village. They're claiming that a modification of the Comprehensive Plan to include the words "*and limited resort*" would be tantamount to sacrilege. I would like to direct those vocal naysayers to the 1922 Development Plan For Williams Bay, which is proudly posted on the Village's website.

What was Williams Bay built to be? Let's ask the people who built it (quotes from the 1922 plan):

"**It is, then, as a great summer resort that the future of Williams Bay holds greatest promise, and it is for resort purposes that the needed facilities should be provided and the natural beauty of the place preserved and developed....**

The summer and winter resort resources should be developed, and the facilities of the town designed to accommodate the resort growth. Williams Bay may become the great winter resort of this whole region. The village might promote the idea and perhaps build some equipment, but mostly the development should be financed by private interests such as the hotels and railroad.

If the people of Williams Bay can catch the vision of the future possibilities in the wonderful location of their town, adopt a far sighted, adequate program for development and persist in that program, the writer firmly believes that this will be one of the the most distinctive and beautiful of all resort towns. It will be a good business center, a unique resort for both summer and winter, and the work of pride to the men and women who create it."

Check out the 1907 plat map for Williams Bay—it's available via google or in the old history books in the library. Let's be glad municipal visions for future land use are often flawed and corrected. If not for changes in use, Cedar Point Park would belong to three private owners and Kishwauketoe would be a neighborhood. Take a look to the western edge of the map and see houses on what is now hoping to be nature preserve. Proper progress always requires change. When density is limited and land is preserved, that's a good thing. Comprehensive plans are important, but thankfully they're written on paper.

Growth, while often times misplaced, misjudged, and misaligned with a municipal theme, can be a wonderful thing, as we've already seen in Williams Bay. Without growth Pier 290 would be an old boatyard, not a bustling center of activity with tens of thousands of patrons annually. Without growth the World's Tallest Glass Christmas Tree wouldn't be welcoming 20,000 visitors this month alone. Those who pretend the Topography plan will bring in too much congestion cannot be taken seriously in light of 20,000 visitors in one month to one location at the end of a dead end road off of Geneva Street... It was growth that approved the addition of 500 single family homes on Theatre Road in the past 34 years. Growth approved Geneva National to add 1200+ homes less than a mile from our municipal border. Growth brought Bayshore Villas and Bayside Point. Growth has occurred all around us, yet here's a chance to control the growth and add revenue without stressing our infrastructure and schools.

The point here is rather simple. The village can be beautified and protected while lowering density and adding tax revenue. This is the goal of any responsible municipality and those charged with ensuring its future. I urge you to approve this plan and leave your mark on this village. Not a mark that hid from improvement, but one that endorsed it.

Most Sincerely,

David Curry

David C. Curry
Geneva Lakefront Realty, LLC
323 Broad Street Suite 101
Lake Geneva, WI 53147
genevalakefrontrealty.com

#1 Agent Wisconsin 2016, 2020, 2021, 2022, 2023
#1 Agent Walworth County 2014, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, YTD 2024

Outlook

Disdain for GWC Rezoning and Topography Plans

From Braiya Nolan <braiya.nolan@yale.edu>
Date Tue 12/3/2024 4:34 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Tina Kolls,

My name is Braiya Nolan and I am a Williams Bay resident and former Williams Bay School District student. I am writing to you to express my extreme disapproval of the current plans for the GWC campus.

Williams Bay **CANNOT** support this level of supremacy and exclusivity that will occur if Topography is allowed to build as is. This is not going to help the community, and frankly, the property tax value generated of $628,700 is pathetic. Topography's request to use a Planned Development Overlay and the possibility of them building within 75ft of the shoreline is selfish, and further demonstrates how they plan to prioritize profit over the needs of this land and people. I am not going to list all of the ways in which this plan is pitiful to our community, as I am sure you have already read the summary sent to local residents.

I am about to graduate from Yale - I know exclusive. I know the mega-elite, the mega-rich. I know what it is like to be surrounded by wealth, but still not benefit from it. Topography does not care about this community, about this lake, and about our way of life.

I am disturbed by the current plans and furious.

It was just this past summer that the lake was closed for the rise in algae blooms, and yet, the Village is still supporting this monstrosity to be built right in the heart of our community? This plan as currently proposed does not make sense environmentally, or even financially for the Village.

Throughout my time at Yale, I have thought about coming back to my hometown, to returning some of the knowledge and skills I have gained. Knowing that the Village is allowing profit over education, over environment, over our community, does not encourage me and other highly motivated and successful individuals to return to my once beloved community.

I hope you and the rest of the Village Board do not take your community's needs lightly.

Thank you for your consideration.

Braiya Nolan

George Williams College Concerns

My name is Richard Lyons, my family and I have been living in Williams Bay, both as full-time residents and seasonal residents since the 1960's. Like many people of Williams Bay, I grew up on George Williams College campus and in fact worked there as a dishwasher. My friends and their families lived and worked on campus in every sort of administrative position, and as counselors, cooks and greenskeepers.

I remember a GWC campus that employed a lot of students from WBHS, and I remember anyone from Williams Bay could go to eat or play foosball at the Campus Inn; anyone could play ping pong beside the Administration building; anyone could swim off the pier if they asked the lifeguard. The golf course was open to everybody – you did not need a country club membership. Tuesday nights were WB league nights after work and weekends were for the family, to teach the kids how to play.

When Aurora University took over the campus, promising it would never change from its Institutional zoning, everything changed.

The Campus Inn became a student's only eatery, then it vanished. The golf course was closed to residents, then it was completely closed; the pier was closed to Bay residents, then it was closed completely... I took a bike ride down Constance Blvd., and an Aurora U. guard came out of his car to tell me I could no longer ride there, where I had been welcome, literally, all of my life. So, for me, as well as many, many people of Williams Bay, the change to Aurora in 2000, changed a lot; and we are now being asked to change the Camp's zoning, and therefore, to bury the Campus and it's unique and welcoming history in a development... It is a very personal thing, about which the whole town of Williams Bay should be concerned.

To the Trustees I would say that I have spoken with a number of people you would know among your fellow residents, and we have some questions:

1. Why did the Village not follow the law, Wisconsin Statute 66.1001 (4)(a), to allow resident's input at regular open meetings of the Planning Committee and meetings of the Trustees over the past year, when there might have been meaningful resident participation?

2. Some residents wonder whether the new development is in anyway consistent with the 10 year Comprehensive Village Plan, which states: "The community culture will be that of a retreat from the more intense lifestyles of resort areas..." One does not maintain a lifestyle unlike a resort area - by creating one.

3. Why does the Village need to take out a bond of $10 Million to fund the infrastructure of a resort at the resident taxpayer's expense, if the developers have sufficient funds to build the resort? In fact, as proposed, the residents gain negligible tax advantages from the proposed resort for the next 20 years, while carrying all of the liability.

4. Why can't Topography (the developer) and the Village be definitive, before any change of zoning is made, about exactly how many structures will be built (rather than proposed),

about exactly how many piers, slips and buoys will be installed (rather than be referred to as "minimum number.") If the developers have planned this so well, the residents deserve to know "in writing" precisely what is being planned, before any zoning is changed.

5. Is the proposed "Preserve" to be a preserve in perpetuity? Is that in writing? Is the wording stronger than that of the "2023 Comprehensive Village Plan?" Is the preserve open to Williams Bay residents? Or is it only open to persons who can afford a $100,000 membership entry fee and a $12,000 annual subscription?

6. Are the Village and its residents prepared to watch every camp from Conference Point, to Wesley Woods, to Norman B. Bar to Holiday Home camp lost to the chaos this precedent of a change of zoning will form? It is not just George Williams College campus that will be lost by this. It will be every remaining camp between Williams Bay and Fontana. And, all of the under advantaged guests who have made our lake their Summer's retreat will be lost with it.

7. Will the Village Trustees allow a regular process whereby the residents have some input to take place now, and for the next six months to discover all of the implications of this rezoning?

8. Will the Village give residents the time to discover real alternatives to this development, by citing other Cultural campuses in America, more in keeping with the original GWC, such as the Chautauqua Institution of New York or the Aspen Institute?

9. Will the Village Trustees allow so important a rezoning, affecting so much of Williams Bay and every one of its residents be put to a Village wide referendum?

We and *our* Williams Bay stand at crossroads between returning *our* George Williams College Campus to its original purposes and to a cultural, educational campus that is interactive and welcoming to all Williams Bay residents... and a Williams Bay that loses that community campus into being just another exclusive club. It is a choice between keeping Williams Bay unique and open to all, or just another resort town only for the wealthy...

I urge you all to also read the Fact Sheet accompanying this letter, there is a lot there to learn prior to December 9th. And please, everyone, show up if you care about *our* future in Williams Bay.

Outlook

FW: Baird Math

From David Lothspeich <admin@vi.williamsbay.wi.gov>
Date Tue 12/3/2024 1:07 PM
To scott@scottlebaron.net <scott@scottlebaron.net>
Cc Tina Kolls <clerk@vi.williamsbay.wi.gov>

2 attachments (2 MB)
Staff Note -Williams Bay TID Overview and TID # 1 Creation Synopsis.pdf; TIF # 1 Overview - Village of Williams Bay.pdf;

Scott,

Thank you for your email. The Village Board is blind copied on this email so that they are informed and to avoid any potential Open Meetings Act violations.

Please refer to the following from Baird addressing the discrepancies that you noted. The Baird report includes rounded numbers the resulted in the discrepancies and the following and attached includes the numbers going out many decimal places.

Please let me know if you have any further questions.

Best regards,

Dave

From: Ruechel, Adam <aruechel@rwbaird.com>
Sent: Tuesday, December 3, 2024 12:40 PM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>; Mullen, Kevin <KMullen@rwbaird.com>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: RE: Baird Math

Good afternoon, Dave,

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Gateway Technical College	$ 68,357,822,504	$ 0.593365618494512	$ 0.59318878973401	$ (0.000176828760502512)
TOTAL		$ 11.0742422307622	$ 10.978358228793	$ (0.095884001969177)
** Reflects addition of 21 million property sale*				

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** Reflects addition of 21 million property sale + 20 Million in construction*				

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Below are the charts when accounting for excel rounding based on adding in the formulas for Walworth and Gateway:

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Village of Williams Bay	**$ 1,416,886,400**	**$ 2.82**	**$ 2.77**	**$ (0.04)**
Williams Bay School District	**$ 1,969,265,276**	**$ 5.14**	**$ 5.08**	**$ (0.05)**
Gateway Technical College	$ 68,357,822,504	$ 0.59	$ 0.59	$ (0.00)
TOTAL		$ 11.07	$ 10.98	$ (0.10)
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Gateway Technical College	$ 68,367,822,504	$ 0.59	$ 0.59	$ (0.00)
TOTAL		$ 11.07	$ 10.89	$ (0.19)
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I have included this information in our updated Baird Documentation and have attached them to this email.

Any questions please let me know.

Adam M. Ruechel
Vice President
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Subject: FW: Baird Math

Kevin and Adam,

Please see below.

If my memory serves me correctly, we discussed this and made note that the numbers are rounded so the totals are off. Please confirm if this is correct and provide the full numbers with multiple decimals that I can share with the resident.

Thank you,

Dave

From: Scott LeBaron <scott@scottlebaron.net>
Sent: Tuesday, December 3, 2024 10:34:44 AM
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>
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With basic Math mistakes like this, I'm not confident in anything portrayed from Baird or anything related to this project.

Please ensure ALL the homework is done and the numbers correct before any decision is made.

In other words, it's a NO or at least a table/delay vote on December 9th.

Tax Rate Impact Projection Property Sale Only

BAIRD

Taxing Jurisdiction	* Equalize Value	Previous EV Tax Rate	New EV Tax Rate	Variance
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Village of Williams Bay	$ 1,416,886,400	$ 2.82	$ 2.77	$ (0.04)
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* Reflects addition of 21 million property sale				

- *Without creation of Tax Increment District Village could borrow approximately $600,000 for projects to assist development area without impacting village tax rate.*
- *With Creation of a Tax Increment District, it would allow the district to borrow approximately $2,450,000 to assist development area with projects.*
- *Difference of $1,850,000.*

Tax Rate Impact Projection Property Sale + $20 Million Construction

BAIRD

Taxing Jurisdiction	*Equalized Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,698,315,600	$ 2.53	$ 2.52	$ -
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- *With Creation of a Tax Increment District, it would allow the district to borrow approximately $4,800,000 to assist development area with projects.*
- *Difference of $3,600,000.*

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Outlook

RE: Baird Math

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Sent: Tuesday, December 3, 2024 11:18 AM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Subject: Fw: Baird Math

Sharing..

Tina Kolls
Village Clerk
Village of Williams Bay
262-245-2700
250 Williams Street | P.O. Box 580 | Williams Bay | WI | 53191
www.vi.williamsbay.wi.gov

Upcoming Elections:
* February 18, 2025 - Spring Primary Election
* April 1, 2025 - Spring Election

CLICK HERE TO REGISTER TO VOTE/OR TO REQUEST AN ABSENTEE BALLOT

Elected Official and Members of Village Committees or Commissions:
In order to comply with Open Meeting Requirements, please limit any reply to only the sender of this electronic communication. Written communication, emails and faxes are generally considered open public records.



From: Robert Umans <rumans@vi.williamsbay.wi.gov>
Sent: Tuesday, December 3, 2024 11:15 AM
To: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: Fw: Baird Math

Sent from my T-Mobile 5G Device
Get Outlook for Android

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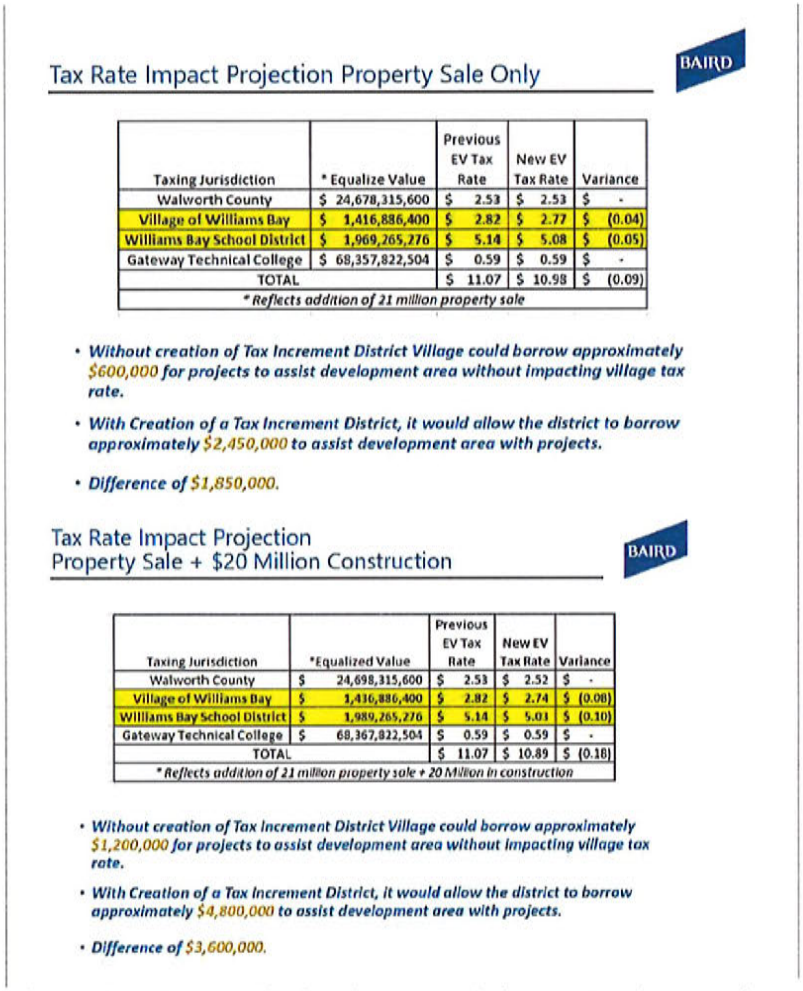
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BAIRD

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Tax Rate Impact Projection
Property Sale + $20 Million Construction

BAIRD

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- *Difference of $3,600,000.*

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****

Outlook

(No subject)

From Ellen Dragonetti <ellendragonetti@gmail.com>
Date Tue 12/3/2024 11:34 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

From strictly a gut level reaction to this proposal I can say NO WAY!!!

The beauty of our entire lake area is in the preservation of it. This is what makes us special. Not a Las Vegas/ Disneyland for the mega wealthy who could give a crap for our area.....go to the Dells if you embrace ridiculous.

Progress is one thing...in small well thought out tidbits..done slowly in small bites..in ways we can all be proud of. People come up here for our small town charm.

My family comes out from California and is amazed at the liveabilaty here...the safety, beauty, history and nod to those who went before us.

The native Americans are turning in their graves at the notion of such ridiculousness.

Do not let this happen

Sincerely,

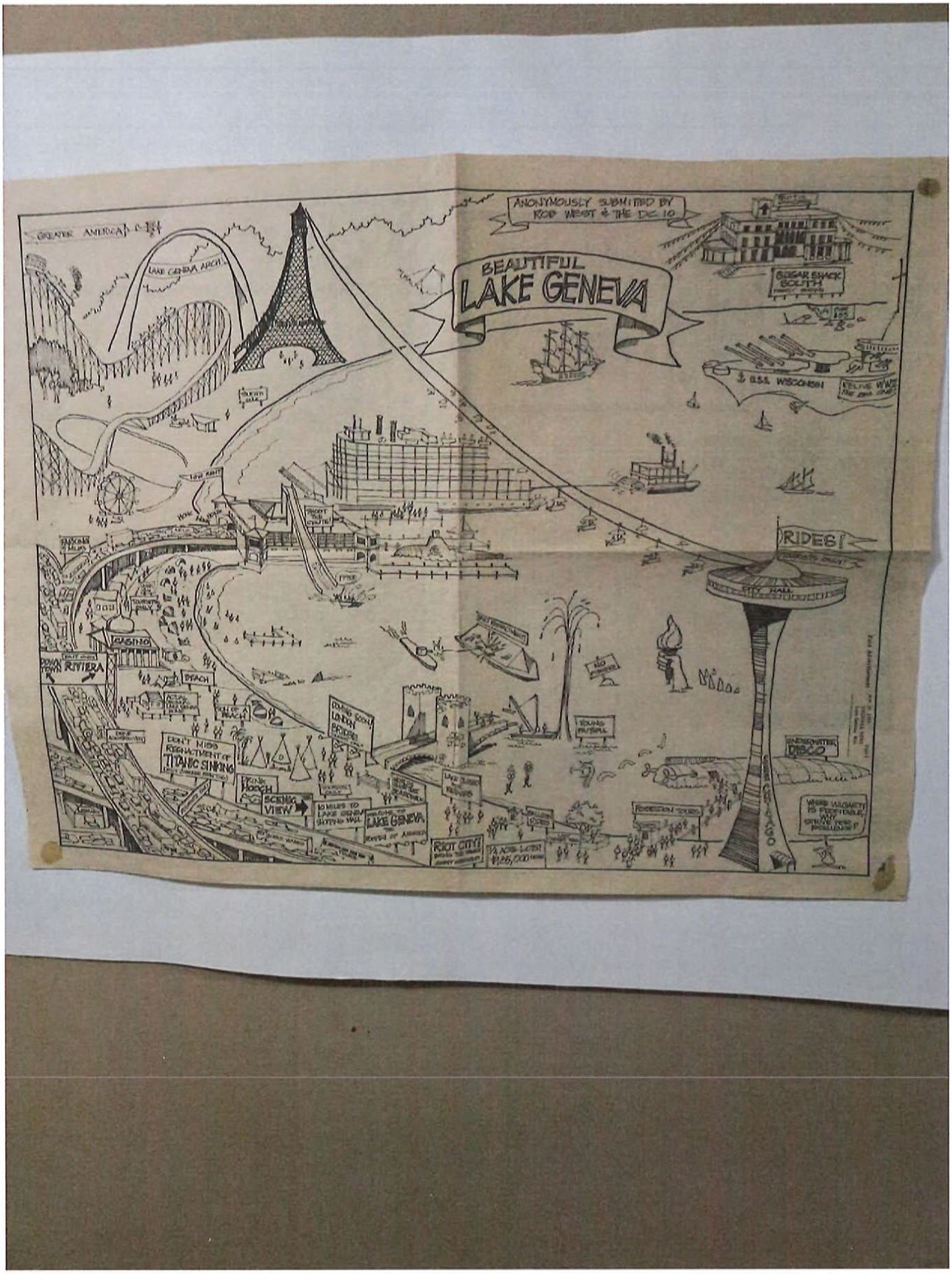
Ellen Dragonetti

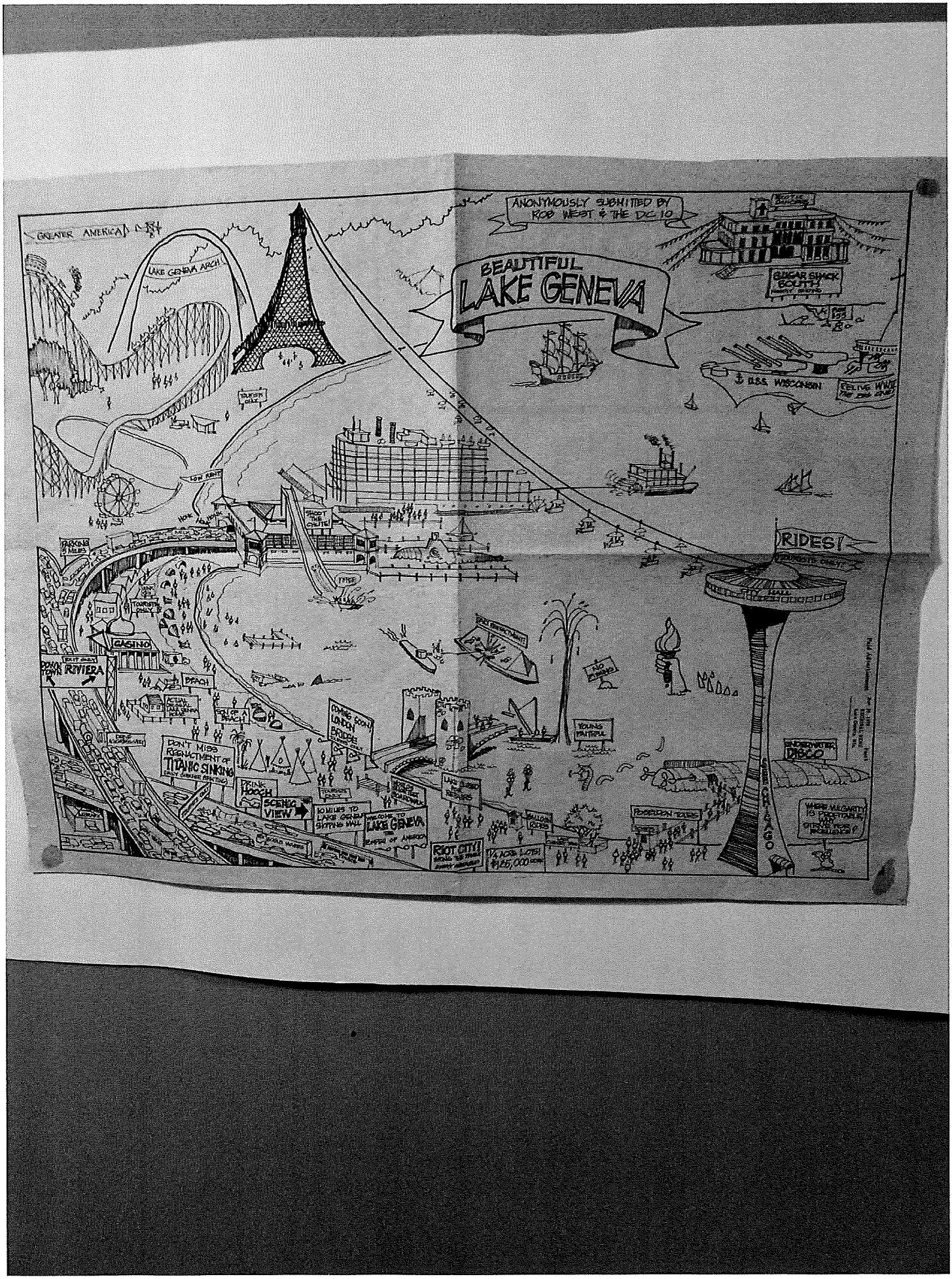
Outlook

(No subject)

From Ellen Dragonetti <ellendragonetti@gmail.com>
Date Tue 12/3/2024 11:38 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I meant to include this local newspaper article from years ago...depicting what some people would have our area look like...


ANONYMOUSLY SUBMITTED BY ROB WEST & THE DC 10
BEAUTIFUL LAKE GENEVA
GREATER AMERICA
LAKE GENEVA ARCH
SUGAR SHACK SOUTH
U.S.S. WISCONSIN
RIDES!
CITY HALL
CASINO
RIVIERA
BEACH
DON'T MISS REENACTMENT OF TITANIC SINKING
SCENIC VIEW
WELCOME TO LAKE GENEVA
RIOT CITY
UNDERWATER DISCO


ANONYMOUSLY SUBMITTED BY ROB WEST @ THE DC 10
BEAUTIFUL LAKE GENEVA
GREATER AMERICA
LAKE GENEVA ARCH
SUGAR SHACK BOUTIQUE
USS WISCONSIN
RIDES!
CASINO
DOWN TOWN RIVIERA
BEACH
DON'T MISS RESTATEMENT OF TITANIC SINKING
DRINK HOOCH
SCENIC VIEW
WELCOME TO LAKE GENEVA
RIOT CITY!
SHOOT THE CHUTE
COMING SOON LONDON BRIDGE
YOUNG & RUTHFUL
UNDERWATER DISCO
WHERE MCCARTHY IS PROSTRATED AND STRUCK DOWN BY LIGHTNING
POSEIDON TOURS

Outlook

Fw: Baird Math

From Robert Umans <rumans@vi.williamsbay.wi.gov>
Date Tue 12/3/2024 11:15 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Sent from my T-Mobile 5G Device
Get Outlook for Android

From: Scott LeBaron <scott@scottlebaron.net>
Sent: Tuesday, December 3, 2024 10:34:44 AM
To: Bill Duncan <bduncan@vi.williamsbay.wi.gov>; Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>
Subject: Baird Math

From the Public Packet -

Williams Bay School District goes from 5.14 to 5.08, which is .06, but table shows .05

The next table shows it going down from 5.14 to 5.03, which is .11, but table shows .10

And if you add the columns, the totals are also incorrect.

This should not happen.

With basic Math mistakes like this, I'm not confident in anything portrayed from Baird or anything related to this project.

Please ensure ALL the homework is done and the numbers correct before any decision is made.

In other words, it's a NO or at least a table/delay vote on December 9th.

Tax Rate Impact Projection Property Sale Only

Taxing Jurisdiction	* Equalize Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,678,315,600	$ 2.53	$ 2.53	$ -
Village of Williams Bay	$ 1,416,886,400	$ 2.82	$ 2.77	$ (0.04)
Williams Bay School District	$ 1,969,265,276	$ 5.14	$ 5.08	$ (0.05)
Gateway Technical College	$ 68,357,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.98	$ (0.09)
* Reflects addition of 21 million property sale				

- *Without creation of Tax Increment District Village could borrow approximately $600,000 for projects to assist development area without impacting village tax rate.*
- *With Creation of a Tax Increment District, it would allow the district to borrow approximately $2,450,000 to assist development area with projects.*
- *Difference of $1,850,000.*

Tax Rate Impact Projection Property Sale + $20 Million Construction

Taxing Jurisdiction	*Equalized Value	Previous EV Tax Rate	New EV Tax Rate	Variance
Walworth County	$ 24,698,315,600	$ 2.53	$ 2.52	$ -
Village of Williams Bay	$ 1,430,886,400	$ 2.82	$ 2.74	$ (0.08)
Williams Bay School District	$ 1,989,265,276	$ 5.14	$ 5.03	$ (0.10)
Gateway Technical College	$ 68,367,822,504	$ 0.59	$ 0.59	$ -
TOTAL		$ 11.07	$ 10.89	$ (0.18)
* Reflects addition of 21 million property sale + 20 Million in construction				

- *Without creation of Tax Increment District Village could borrow approximately $1,200,000 for projects to assist development area without impacting village tax rate.*
- *With Creation of a Tax Increment District, it would allow the district to borrow approximately $4,800,000 to assist development area with projects.*
- *Difference of $3,600,000.*

eliminating racism
empowering women
ywca
metropolitan chicago

December 3, 2024

Village Trustees and Plan Commissioners
Village of Williams Bay
250 Williams Street
P.O. Box 580
Williams Bay, WI 53191
clerk@vi.williamsbay.wi.gov
Attn.: Tina Kolls, Village Clerk

Dear Williams Bay Village Trustees and Plan Commissioners:

As CEO of YWCA Metropolitan Chicago, I am a passionate student of our organization's rich history which dates back to 1866 nationally and 1876 locally. And I am very proud that our history is intertwined with that of the Village of Williams Bay.

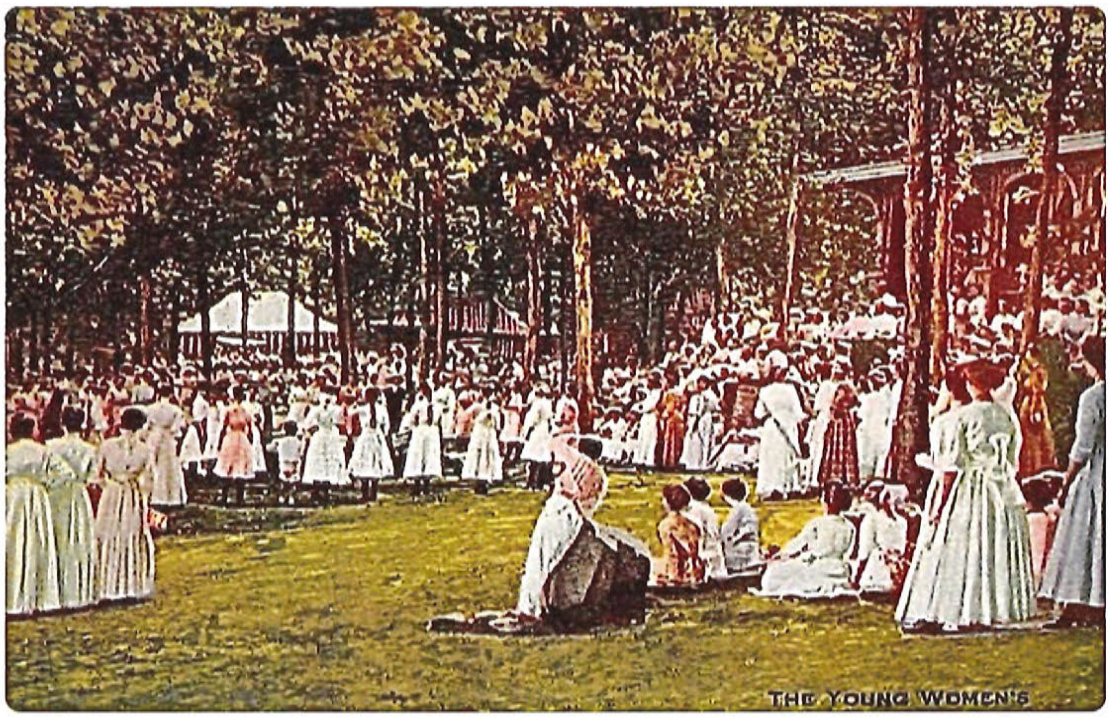
One example is depicted in the attached image of a postcard commemorating a YWCA convention held in 1914 on the site which became George Williams College. Another example is the beautiful building in the middle of campus—built in 1926—which was renamed in honor of Mabel Cratty in 1930. Ms. Cratty was an educator who served as the General Secretary of the National Board of the YWCA from 1906-1928.

I applaud the Village for adopting a comprehensive plan in 2023 that is consistent with this history of service and learning. As you stated in the Vision Statement, "The community culture will be that of a retreat from the more intense lifestyles of resort areas, enhancing leisure, opportunity for spiritual renewal, outdoor recreation, and contact with nature."

My hope is that you continue to be guided by the Village's history and the comprehensive plan's compelling vision. An amendment to commercialize the historic campus into luxury resort would represent a seismic deviation from what has made this site and surrounding community a special destination. As you write the next chapter of this important site, the YWCA hopes that you remain committed to delivering recreational, cultural, and intellectual benefits to community members and far beyond.

Thank you,

Nicole Robinson
CEO
YWCA Metropolitan Chicago


THE YOUNG WOMEN'S

Outlook

12/9 Village Board Meeting.

From Pat OBrien <pjobrien33@gmail.com>
Date Tue 12/3/2024 10:53 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Plan Commission members and Village Board Members. I am vehemently opposed to the proposed Resort Hotel on the George Williams property. I am shocked that no public notice has previously been given to the general public regarding the scope and size of this planned development..
It is my hope that no violations of the Wisconsin Open Meetings Act have been abridged or violated in this rushed and hurried process.
To be continued.
Patrick J.O'Brien
60 Garfield Pkwy.
Williams Bay, Wi.

Sent from my iPhone

Outlook

The Preserve

From jajohnson39@charter.net <jajohnson39@charter.net>
Date Tue 12/3/2024 10:38 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

As a part time resident since 1991 and full-time resident since 1999 I am hoping you will not change the comprehensive plan we paid for and hoping you will not change the zoning on the former George Williams at Aurora property to limited resort.
I am concerned about the number of mature trees that will be removed and the amount of materials that will go to the dump from buildings that will be torn down. I am concerned about the number of boats that they will have for their guests if they are at full capacity. I do not want Wake Boats that pull up vegetation from the bottom of our lake and cause erosion when used in shallow areas. I am concerned about landscapers using fertilizer that contains phosphorus. I do not want another algae bloom like last summer.
I do not want a concert venue. We moved here because it was a quiet village on the lake. We turned down a spa on the Yerkes property
once. I am concerned about the use of water with a spa, possibly a pool, a restaurant, and am concerned about water use by all of those bathrooms in the main building and cottages. I am concerned the cottages may have more than one bedroom, which makes the number of residents higher than thought. Our current room tax is 5% the total bill. Our only local financial benefit is room tax. If they are not at full capacity in the winter, we get $40.00 or 5% of each $800.00 occupied room. This would be paid monthly, I hope. It seems like that being the only financial benefit to our village, it is not worth even considering. Our Village Board is comprised of intelligent businessmen and women, public servants, who have always studied issues and done what is best for the residents. I do not think a large corporation that is pushing for this development deserves any more than the usual consideration of what is best for our village. I am hoping you vote no.
Please do not change our comprehensive plan. Let's wait for another offer on this lovely piece of institutional property.
.
Thanks for considering my concerns.
Judy Johnson
680 Washington Pkwy.
Wms. Bay
jajohnson39@charter.net

Outlook

FW: Questions and Issues Re: Proposed GWC Rezoning

From [redacted]
Date Tue 12/3/2024 9:22 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hi Tina,
I received the following email. I don't know if you have already received a copy. I don't know how this person got my work email address but if you use this will you please black out the email address it was sent to.
Thank you.
Marianne

From: Jack Modzelewski <jmodzelewski2021@gmail.com>
Sent: Monday, December 2, 2024 10:25 PM
To: [redacted]
Subject: Questions and Issues Re: Proposed GWC Rezoning

Dear Williams Bay resident,

You may be aware there is an important Williams Bay meeting on **December 9th at 7 p.m. at the Williams Bay School** that may decide what happens next with the George Williams College campus property.

On close examination, there are elements which the Williams Bay public is not fully aware of about the Topography Hospitality LLC proposal to build a resort and spa on the GWC property -- one which would target high- and ultra-high net worth patrons and club members. Working with local residents and groups like Friends of Williams Bay, we have highlighted some of the key issues in this matter in the enclosed Q & A format (below).

Some of these questions are not discussed at Topography's community meetings or in its own FAQ. But they are important and controversial dimensions to the Village's proposed Comprehensive Plan change being considered next Monday night.

During the last 20 years I have attended many concerts and lectures at GWC and Music by the Lake, and supported the campus in other ways. I've also supported Geneva Lake nonprofit organizations devoted to preserving the character and sustainability of the lake region in the best ways.

Many in the community want to preserve the historical, cultural, and educational benefits to the community that the GWC campus has provided to Williams Bay and the region for decades. We strongly believe that the Village with more time can consider a better, economically-beneficial, less exclusive alternative to the proposed Topography resort and spa.

You still have time to express your opinions on this matter to the Village of Williams Bay by sending an email to Tina Kolls at **clerk@vi.williamsbay.wi.gov**.

Jack Modzelewski
Concerned local citizen, Town of Geneva resident

What's happening with the George Williams College campus? Who owns it now?

Aurora University in suburban Chicago became the owner and operator of George Williams College more than two decades ago. Aurora University announced in 2022 it would discontinue classes at George Williams College at the end of 2023. In the summer of 2023, Aurora privately put the 137-acre campus property up for sale and solicited bids. In December 2023, Aurora University announced that it was entering into a contract to sell the property to Chicago developer Topography Hospitality, LLC.

Who is Topography Hospitality, LLC and what is it planning to do with the GWC property?

Topography Hospitality, LLC is a Chicago-based hospitality company founded in 2021 by Liam Krehbiel. Topography announced early in 2024 its plans to build a resort and spa on the GWC property. It is targeting prospective patrons who are considered in the high- to ultra-high net worth category. Their plan also calls for restaurants, a racquet pavilion, a new amphitheater seating 3500 people, and other features and amenities.

How is Topography seeking to change the zoning status for the GWC property?

For Topography's project to go forward, Williams Bay elected officials would need to approve an amendment to the Village's Comprehensive Land Use Plan to allow a Planned Development Overlay (PDO). PDO is a customized zoning overlay district, yet to be negotiated between the Village and Topography Hospitality LLC, which will permit Topography to construct the project with the ability to deviate from standard building regulations and restrictions.

During a two-year planning process culminating in 2023, residents and elected officials intentionally excluded the word "resort" from land use categories and created a vision statement which includes this language: "…The community culture will be that of a retreat from the more intense lifestyles of resort areas…"

What is a Planned Development Overlay (PDO) and why is Topography requesting this for its zoning amendment?

Topography's request to use Planned Development Overlay (PDO) zoning involves a customized zoning overlay district It would permit Topography to construct the resort and spa development pursuant to a specialized set of regulations relating to issues like density of development, building setbacks, building height, and other bulk requirements. This concept is being sold to the public as an advantage to the Village as an extra layer of control over the project.

But in reality it can provide the developer with the ability to deviate from standard building restrictions and regulations. Further development of the GWC property within 75 feet of the Geneva Lake shoreline, density of development and architectural style are areas of regulation from which Topography will likely seek some flexibility from the Village.

Negotiations over the "Final Development Plan" will not take place, however, until AFTER the Comprehensive Plan and zoning district amendment applications are approved, creating somewhat of a mystery as to what the final development will be. As a result of the request for PDO zoning, in addition to needing a rezone to accommodate the new Institutional and Limited Resort zoning district, the Village zoning ordinance must also be amended to permit the establishment of the PDO district for the GWC property.

Why is this proposed development controversial?

The people of Williams Bay have embraced educational and cultural land uses for over 100 years to the significant benefit and enrichment of its residents. The George Williams College campus has long been a part of the Village's identity. Topography's dramatic change in the use of this long-time community asset will negatively affect the core values of the Village and adversely affect its character. How? By developing a luxurious resort and spa targeted at "high net worth to ultra-high net worth" patrons and operating it for the profit of outsiders expecting a high return on their investment, which may conflict with the best interests of the community.

The Williams Bay Comprehensive Plan states that the official Village policy regarding three institutional properties (Yerkes, GWC, and the Women's Leadership Center) is "to preserve key campuses to advance the Village's image as a place for education, tourism and outdoor recreation." It further states the Village pledges to "leverage these uses long-term to promote tourism in Williams Bay." The proposed development represents a departure if not an abandonment of these goals.

Topography is also planning that its resort and spa will be open not only to guests but to "private club" members. What does that mean?

According to a presentation to prospective investors, Topography plans to offer club membership to its resort with a $100,000 initiation fee and $12,000 annual dues. "This membership is mainly for people who have a home in the area," according to Topography.

Targeting both high-net worth guests and club members from outside of the community may be a questionable business strategy, as wealthy individuals have a wide spectrum of travel/leisure choices as well as multiple club memberships already.

Proposed accommodation rates would range from $1,200-3,900 per night in peak season, according to Topography. That's many times the average cost of local lodging. Topography has not disclosed any marketing forecasts or data specifying future demand for its proposed resort/spa.

How would approving these amendments for Topography affect other properties in Williams Bay that are now zoned "public and institutional"?

Approving this amendment for Topography's proposed development potentially sets a precedent. What's to stop other lakefront camps in Williams Bay from selling their properties to potential developers? It would be nearly impossible to reverse course if the Village opened the door to that possibility. Over time, the character of Williams Bay could be irreversibly altered, leaving us with a Village that prioritizes profit over people, community, education and culture.

The Comprehensive Plan states that "Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless."

How would the Topography development impact Williams Bay financially?

The TID plan establishes the projected base value of the George Williams College property at $628,700. During the life span of the TID the property taxes generated from the property will be calculated on the $628,700 projected base valuation. Property taxes generated from the $628,700 will be allocated among all the taxing authorities (County, Village, School District and Technical College). This tax revenue will remain constant during the life of the TID, which could be as long as 20 years according to the TID plan approved by the Village.

Construction of the resort and spa improvements will increase the base value of property in the TID. The Village will collect taxes on the increased value (the value "increment") of the property caused by its development but may only use this additional tax revenue to pay back the loan the Village takes out to fund the infrastructure improvements. None of the increased tax "increment" will go to the Village or to the other taxing authorities until the TID loan is paid back. Given all of this, what would happen if the resort project was not financially successful? The Village would be obligated to repay its bonds and loans through other funding means.

The tax on rooms would be Topography's primary contributor of revenue to the Village. Topography estimates $1 million of room tax revenue going to the Village by 2029 (its projected third year of operation). That is based on a high year-round occupancy rate – an untested proposition in a northern U.S. location where hotel and resort occupancy is typically seasonal.

The state and Walworth County would also collect sales taxes from the Topography resort, but only a portion of that money would go to the Village of Williams Bay.

It is also uncertain whether Williams Bay residents would benefit from Topography's resort guests spending additional money in the WB community outside of the resort itself. While economic opportunities are being touted as the primary benefit of this resort, similar experiences from other small towns reveal a far more complicated reality. While similar developments initially brought jobs and tax revenue, they also introduced skyrocketing housing costs, environmental degradation, and an "us versus them" mentality that has left many locals feeling excluded in their own town.

Some have said that the Topography project will save residents a lot of money on their property taxes. Is that true?

According to a long-term analysis by Baird and Associates, the Village's financial and bond advisor, additional property taxes from the Topography development could save the owner of a $500,000 property $95 per year in property taxes.

However, recent comments indicate that property taxes collected for the TID district would pay for Topography's new water and sewer mains and other infrastructure. Under phase one of the TID plan the Village will incur $5,551,000 in project costs and $3,580,988 in costs related to debt financing, fees and interest for a total cost to the Village of $9,131,988 to fund the TID. The Village will take out a loan (bond issue) to raise this money. Theoretically the Village will pay back the loan from the increased tax "increment" revenue, but there are no guarantees the Village will receive that increased revenue over the life of the TID to pay the loan back. If the development is financially unsuccessful, the Village is still responsible for paying back the loan.

What is the Tax Incremental Financing District (TID) and why did the Village of Williams Bay create it?

According to the intent of Williams Bay's Tax Incremental Financing District (TID), property taxes collected from the Topography resort would go toward Village infrastructure improvements, including new water and sewer mains for the resort itself. The TID, if implemented, will involve the Village incurring debt through a bond issue. The bond issue would raise funds to pay for the infrastructure that will primarily serve the Topography resort project (proposed improvements would benefit the property within a half-mile radius).

The increased tax revenue generated by the resort improvements will not go to the Village coffers (or to any of the other local taxing authorities) until 2044. The increased tax "increment" will be used to pay off the debt incurred by the Village to fund the infrastructure improvements.

Has the Village reviewed any other proposals for the GWC property?

Not that the community is aware of.

However, some prominent citizens and stewards of the Williams Bay community have offered a vision for the GWC property which reimagines it as a new cultural institution – not a high-end resort. That vision in brief envisions a Williams Bay Cultural Campus that will honor the storied history of the site and the natural beauty of its surroundings. With minimal disruption, smaller impact on Village infrastructure and future employment for residents, the Cultural Campus could become a sought-after destination for personal growth, recreation, music, arts, and learning. Its concept is inspired by destinations like the Chautauqua Institution and the Aspen Institute, both of which are successful institutions located in small communities.

That alternative to Topography's plan for the George Williams campus is supported by many who have provided considerable past financial support to the college, including five and six-figure financial gifts for general and infrastructure projects. Local benefactors also gave substantial amounts for ticket purchases and underwriting for Music by the Lake performances. Community support for sustaining the future of Yerkes has also been substantial.

What happened to the Music by the Lake summer music festival held at GWC?

Its last year was 2023. It was held in the Ferro Pavilion, which Topography plans to demolish and replace with a spa. Their plans include a new amphitheater way up the hill from the current campus, seating 1,000 more patrons plus lawn seating. How parking and remote parking transportation for concerts or events accommodating 3,500 guests will work has not been disclosed.

Is Topography the firm that recently demolished two historic buildings in Chicago that were built in the 1870s?

Yes, Topography reportedly plans to build a four-story private club on that site at the corner of north Wells Street and Superior Street in Chicago, according to a *Chicago Tribune* article. Details about the purpose of the club have not been disclosed.

Shouldn't Williams Bay's Plan Commission and Village Trustees give this matter a little more time to consider an alternative -- before locking into something that may not be in the true longer-term interests of the community?

Taking another three to six months to make any permanent decisions about the GWC property might be in Williams Bay's best interest, especially since many Village residents are still confused or in the dark about the proposed Topography development.

Outlook

GWC

From nolan carrie <tobibetnolan13@yahoo.com>
Date Mon 12/2/2024 10:54 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello
As a proud resident of Williams Bay, I would like to convey my objection to the proposed resort on GWC campus. I am concerned about the environmental, social and potential financial burden it could put on our peaceful town. We have a little sliver of paradise that we need to preserve.
Sincerely,
Carrie Nolan
358 Forest Dr
WB

Outlook

Managing and Leading Change - and the George Williams College redevelopment plan

From William Landwehr <william.landwehr@yahoo.com>
Date Mon 12/2/2024 8:04 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

2 attachments (100 KB)
Williams Bay ALICE and Poverty Levels 12-07-24.pptx; WILLIAMS BAY AREA HIGH SCHOOL ENROLLMENT 2024.pptx;

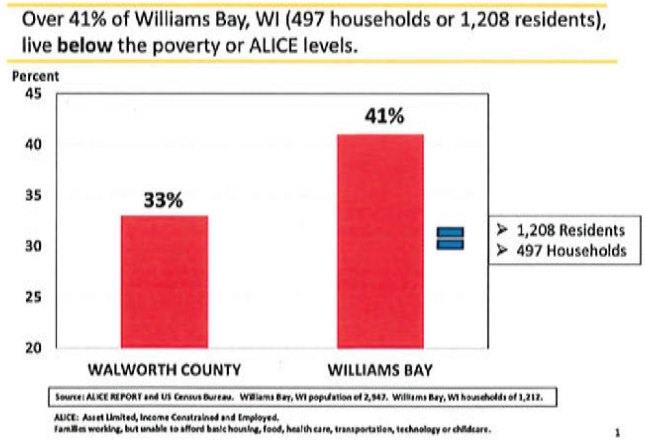
Dear Williams Bay Planning Commission and Board,

Wow - managing and leading change - often very difficult. I've sat in numerous town hall type sessions on the George Williams College redevelopment plan. Very well organized and very receptive to sharing different viewpoints. What a great Village of Williams Bay!

The one comment in all three sessions I sat in - and our biggest challenge: is convincing people to change. That the future will be better - if we change.

Well - change is already happening in Williams Bay - everyday. Maybe these points will help our residents that change is needed.

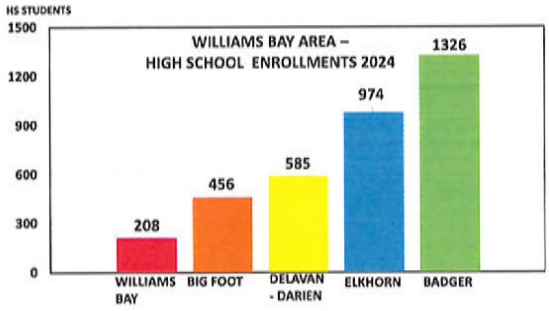
1. Over 41% (over 1,200 residents and almost 500 households), are living below ALICE (asset limited, income constrained and employed) and poverty levels - one of the highest in Walworth County and the State of Wisconsin. As a community leader, YOU represent these struggling residents, who probably are not represented in these meetings.



2. Williams Bay has one of the highest percentages of non-taxable acreage, in the State of Wisconsin. We are blessed with abundant non-taxable land.

3. Please have those against progress and increasing available tax revenue, come over to our Walworth County Food and Diaper Bank, on a Thursday afternoon, or Friday morning, where we have OVER 50 HOUSEHOLDS lined up into the street, awaiting supplemental nutritious food.

4. Williams Bay has the smallest high school enrollment in Walworth County, and the families of the 208 students are at risk, with long term sustainability a concern. And we just approved another $1 million to keep the school financially sound. I hope the parents of these students are also fairly represented at these meetings.



5. On Geneva Lake, at one time, there were over 18 camps on the lake, along with colleges and a military academy. Those days are unfortunately gone.

After sitting in three sessions and listening to the different views of CHANGE to Williams Bay, **I strongly believe and in favor of the George Williams College redevelopment plan. Key reasons:**

1. **A beautiful transition of the George Williams College property**
2. **Maintains a major attraction to Williams Bay and area residents**
3. **Provides a sizable tax base increase, when our Village needs it**
4. **A reputable firm to conduct the development and manage the property**
5. **Increase area jobs (employees, events and suppliers) and spendable income**

Sincerely,

Bill

William Landwehr
531 Park Ridge Road
Williams Bay, WI 53191
Mobile: 847-302-5417
E-mail: william.landwehr@yahoo.com

Outlook

[Williams Bay, WI] proposed resort on College Camp property (Sent by Anna Mae Joyce, ajoyce@sbcglobal.net)

From Contact form at Williams Bay, WI <cmsmailer@civicplus.com>
Date Mon 12/2/2024 7:31 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello tkolls,

Anna Mae Joyce (ajoyce@sbcglobal.net) has sent you a message via your contact form (https://www.williamsbay.org/user/656/contact) at Williams Bay, WI.

If you don't want to receive such e-mails, you can change your settings at https://www.williamsbay.org/user/656/edit.

Message:

Greetings Tina,

As a seasonal resident of The Bay for 65years and a former lifeguard at College Camp I am very concerned about the proposed plan for the College Camp property and the proposed changes being considered by the Village Trustees. Shortly after The Abbey was built, a similar proposal to build a new resort was made by a group of developers to the Village of Williams Bay. Having seen what the new resort in Fontana did to The Village of Fontana and hearing from the Village residents, the brave and determined trustees decided this wasn't what they or the residents of Williams Bay wanted. They walked away from the big money high powered developers. So here we are again, a new generation of trustees and residents deciding what the vision of our beloved Village will be. I hope that the current trustees will listen very carefully to the residents and not be blinded by the promises and money being dangled by this new group of developers. The original proposal by Topography has already morphed into something very different from what they originally proposed...proving that promises and proposals can be and often are broken or changed by those offering them.

Sincerely,
Anna Mae Joyce

Outlook

Resort Proposal

From Kay Argo <kay.c.argo@gmail.com>
Date Mon 12/2/2024 5:38 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Village Officials:
We received a postcard in the mail encouraging us to let our Village Officials know our thoughts about the proposed resort. I worked for a number of municipalities over my career in Illinois. I am in favor of economic development when it is thoughtfully done. In reading about the proposed resort there seem to be many advantages to the Village and residents.

Here are some of the advantages I see to the proposal:
(1) the property developer seems to have sought out local opinions and incorporated many suggestions into the plan.
(2) the public may have access to the property when attending a concert, eating at a restaurant or walking on a nature path.
(3) the resort seems to be a good fit for the space available. It will not overwhelm the site with building size or number of guests.
(4) there was little to no other interest in purchasing the property.
(5) tax revenue will be generated and guests will bring additional livelihood to other businesses in town.

I understand the reluctance of residents to make changes in a community they love. It seems to me that this proposal will bring benefits to the community without being an intrusion on the lifestyle residents currently enjoy.

Sincerely,
Kay Argo Fuess
511 Prairieview Road
Sent from my iPad

Outlook

Limited Resort Feedback

From Tom Martin <m_thomas_martin@yahoo.com>
Date Mon 12/2/2024 5:09 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I'm not able to attend Monday, December 9th's meeting regarding the "Limited Resort," so sending my comments here...

I would like to keep William Bay the "Lazy town" that it is, in complete contrast to the "Resort Town" of Lake Geneva. We don't need another Lake Geneva. End of story.

Mervin Martin
402 Maple Ln
262-374-1246

Sent from Yahoo Mail for iPhone

Outlook

No change to our comprehensive plan

From Gene Freitag <chergene3@gmail.com>
Date Mon 12/2/2024 4:43 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

My husband and I are firmly and completely opposed to the vote to change our comprehensive plan in the Bay; and are opposed to the limited resort in the community. None of our residents' taxes should go to a "limited resort" in the Bay

Outlook

George Williams College Proposal

From Moore <bkmoore1051@yahoo.com>
Date Mon 12/2/2024 2:33 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Village Board and Planning Committee:

I am in favor of the change to the comprehensive plan allowing a limited resort. I request you have The Preserve modify their proposal to include the following:

Continue the sidewalk along Constance from the Women's Conference Center extending the length of the property along Constance.

Request a parcel of land from the golf corse along Geneva Street for future development of a new fire and safety building.

Safety of the residents who walk on Constance is imperative for the health and safety of the residents. Creating a parcel of land for a new Fire Station will have a financial savings for the taxpayers.

Sincerely

Robert G. Moore Jr.

Resident of Williams Bay

Outlook

I support the George Williams purchase

From Kate Anagnos <kateanagnos28@gmail.com>
Date Mon 12/2/2024 1:11 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Please note this email is show my support of Liam and the purchase if George Williams project

Kate Anagnos

Outlook

The Preserve

From Kurt Marunde <kwmarunde@mac.com>
Date Mon 12/2/2024 11:22 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Kurt & Lilan Marunde <lbmarunde@yahoo.com>

1 attachment (6 MB)
Photo.pdf;

Greetings,

My name is Kurt Marunde and I am a full time resident in Williams Bay.

I am writing today in support of the preserve development. I believe the development is well thought out and well sized for the former George Williams college property.

I will add that I believe it's important for the Board to specify that the approval is based on the proposed 68 room resort and that any expansion above that amount would require additional approval.

Lastly, I would also like to voice my concern for a postcard I received in the mail (PDF version attached). Similar to political ads, I believe the author/money behind the postcard needs to be disclosed, especially since, by listing the Williams Bay Board email address at the bottom, the postcard almost appears to be coming from the Village.

It's obvious to me that someone, with very strong financial backing, has engineered a movement to try and crush the Preserve development for their own personal gain.

Without knowing the who is financially behind the postcards, and Facebook site against the development, it is difficult for residents of Willimas Bay to make an informed decision on what's best for the community. It is my strong belief that the motivation will become clear once the "who" is disclosed.

Thank you for your time and efforts for the betterment of our community.

Best Regards,
Kurt

521 Prairie View Rd
Williams Bay
847.910.7818

The Williams Bay Plan Commission and Board of Trustees will vote on changing our comprehensive plan to allow a "limited resort" with lodge, cabins, boathouse, pool house, spa, restaurants, and racquet pavilion at George Williams College Campus.
WE OPPOSE THIS CHANGE.

JOINT PLAN COMMISSION AND VILLAGE BOARD MEETING

DECEMBER 9, 2024, 7:00PM

WILLIAMS BAY HIGH SCHOOL

REASONS TO OPPOSE CHANGES TO OUR COMPREHENSIVE PLAN:

- The proposed amendment is at ***odds with the vision and spirit*** of our 2023 Comprehensive Plan and an amendment now would create ***mistrust of our planning process***.
- If we allow Aurora to sell GWCC to be developed into a ***private resort***, it ***sets a precedent*** for other lakefront camps to request a similar opportunity.
- College Camp is a ***highly desirable*** piece of institutional ***lakefront property*** on Geneva Lake. We don't believe privatization is our only option.



Resident
Williams Bay WI 53191

LET'S PROTECT OUR SMALL TOWN COMMUNITY FOR FUTURE GENERATIONS!

The Plan Commission and Board are reviewing opinion letters. Email your concerns to clerk@vi.williamsbay.wi.gov and plan to attend the meeting.

Outlook

George Williams Redevelopment Plan

From Tom Darley <TomDarley@Darley.com>

Date Mon 12/2/2024 11:30 AM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

As a property owner (9 S. Walworth) I would like to voice my support for the Preserve at Williams Bay plan.

Thank you
Tom Darley

708-902-0010

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Outlook

Fw: The Preserve

From Robert Umans <rumans@vi.williamsbay.wi.gov>
Date Mon 12/2/2024 12:09 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Sent from my T-Mobile 5G Device
Get Outlook for Android

From: Walsh, Matthew <mwalsh@walshgroup.com>
Sent: Monday, December 2, 2024 12:02:27 PM
To: Robert Umans <rumans@vi.williamsbay.wi.gov>
Subject: The Preserve

Dear Trustee
We are 40 plus year home and land owners in the Williams Bay/Linn Township/Lake Geneva area. From that perspective I strongly support The Preserve development.
A 68 unit development is not large, will be accretive and surely is totally different from The Lodge or The Abbey or other such properties in our area.
We have stayed a number of times at other properties around the world owned and managed by these manager/invesors. They are all World Class and the PReserve will be an outstanding addition to their legacy
Matthew and Joyce Walsh
Sent from my iPad

Outlook

George Williams College: focus on the economics

From Ed O'Reilly <Ed.O'Reilly@citadel.com>

Date Mon 12/2/2024 12:18 PM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Ladies and Gentlemen,

Thank you for your service to the Williams Bay community. As a summer resident, I'm delighted to state that we have something special in comparison to the towns of Fontana and Lake Geneva.

I'm in favor of the project proposed by Liam Krehbiel and the Topography team. I think it could be fantastic for the local community and a great addition to the local economy, but the point of my email today is not to try to convince you either way.

As fiduciaries, I would only suggest you look closely at the economics of the existing project with Ann Drake. I believe it is called "Lincoln Road"

In the absence of any operating model nor any operating income, you approved Ann's vision of a thriving institution for women's leadership. It is inspiring, but will it work? I hope it does, but in the absence of any revenue coming from the Drake project, how does she intend to fund the property in the coming years and after her death? Is there a endowed foundation that has been set-up, funded and capital invested to generate the returns required to meet the operating budget of the property? What is Ms. Drake's estate plan? It is clear who will lead this initiative upon her death? If the endowment has been set-up, who oversees the investments of the endowment assets? Is there a governance structure in place and who serves on the endowments investment committee? How does governance change upon her death?

I have every confidence that Ms. Drake is a terrific person and has the best intentions, I'm not challenging her integrity in any way. I've never met her. I would only caution you to look at the details of the long-term financial plan for her project, so that the town is not caught off guard.

My email does not require a response. You all are busy people. Good luck on your decision. If I can be helpful, please let me know.

Edward O'Reilly
Partner, Global Head, Client and Partner Group
CITADEL
33 Benedict Place, Greenwich, Connecticut 06830
T: +1.203.900.6021 | M: +1.312.785.1499
Edward.OReilly@citadel.com

Outlook

The Preserve

From Walsh, Matthew <mwalsh@walshgroup.com>
Date Mon 12/2/2024 12:47 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Trustee

AS a 40 plus year land and home owner in the Willams Bay/Lake Geneva/Linn Township area i highly support the approval of The Preserve. A 68 unit property is not very large and this development is surely more high end than The Preserve of the Abbey. It will be very good for the area. We have stayed at other resorts owned by this management team and they are all World Class. It will quickly become a destination for the Williams Bay Area. A proud destination.
I highly recommend your support for this development.
Matthew and Joyce Walsh
Sent from my iPad

Outlook

Support for Proposal at GWC

From John Hansen <johnandershansen@gmail.com>
Date Mon 12/2/2024 9:46 AM

I don't typically get too involved in local politics, but I felt compelled to weigh in on this proposal given the onslaught of fear and misinformation I have seen on many social channels. While I, like many WB residents, would like the community to remain unchanged over time, change is inevitable. When GWC closed and the property went up for sale, my fear was that it would either fall into disrepair or turn into some medium to high density housing development. The proposal put forth by Typography not only sets those fears to rest, but adds a wonderful asset to Williams Bay.

An old boss of mine used to harp on never letting perfect stand in the way of progress. There will always be someone concerned about any proposal that isn't GWC simply resuming operations (which is not going to happen). I would encourage you to support this project moving forward and continuing to evolve the details to make it the best possible version of progress for this property.

Thanks for your consideration,
John Hansen

521 Wilmette
Williams Bay, WI 53191

Outlook

FW: [EXTERNAL] George Williams College Support

From Paul Darley <PaulDarley@Darley.com>
Date Mon 12/2/2024 11:15 AM
To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>
Cc dave@genevalakefrontrealty.com <dave@genevalakefrontrealty.com>; Heidi Darley <hadarley@gmail.com>

Our family has been summer residence of Williams Bay for over 100 years.

I am unable to attend the meetings this week, but I am writing to express support for the below project.

Paul C. Darley
President & CEO
e: pauldarley@darley.com
o: 630-735-3500
c: 708-267-6288
Darley.com
@wsdarley

From: David Curry <dave@genevalakefrontrealty.com>
Sent: Monday, December 2, 2024 9:32 AM
To: David Curry <dave@genevalakefrontrealty.com>
Subject: [EXTERNAL] George Williams College Support

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning,

I trust you had a nice Thanksgiving weekend.

My last email to you regarding the George Williams College redevelopment plan was met with some interesting replies. While a vast majority of Williams Bay residents I've spoken with support the plan, there are plenty of those with opposing views who have deemed my endorsement of the plan to be disqualified due to the fact that I am representing the purchaser. I find it disheartening that after a lifetime of devotion to this community I could be labeled a selfish grifter who wishes simply to obtain a single pay check. I assure you that my opinions on development and my hometown have

never been for sale, nor will they ever be. Instead, I'm trying to champion what I feel is a windfall of both revenue and pride for this community (see the website link below that spells out the Topography proposal for the redevelopment of GWC). This once in a lifetime opportunity will either be realized or killed next Monday, December 9th, by the municipal board.

There are those who suggest this plan is going to "change" Williams Bay. That this will be the beginning of the end for our small town way of life. Did our small town way of life end when Geneva National built out 1200 homes less than a mile from our municipal borders? Did our way of live end when the World's Largest Glass Christmas Tree brought in 20,000 visitors to Geneva Street in just one month? Did our village suffer intolerable congestion when there were more than 500 single family homes added to Theatre Road in the past 34 years? When Pier 290 was converted from old boat yard to bustling restaurant and bar with tens of thousands of summertime patrons, did we lose our sense of self? The obvious situation here is that a 68 room boutique hotel property will not only enhance our way of life and both protect and beautify our village, it will be a perpetual dose of revenue for the municipal coffers.

There is a vocal trustee loudly proclaiming that there is no municipal tax benefit to be had here. He's claiming the tax incremental district, for which he voted no, stating it will cost the village. Such assertions are untrue. The TID was drawn by Williams Bay prior to Topography even viewing the George Williams property, and the benefits to the municipal infrastructure are robust. The room tax revenue alone is projected to bring $1,000,000 in annual revenue to the village and its associated entities. The alternative is to see another individual buy this property and keep it untaxed. The use will be ramped up regardless, so wouldn't we rather see revenue generated from that use? I know I would.

We have a choice for this property. We either embrace a beautification project that promises to preserve 90+ acres of land for public use while lowering lakefront density and generating substantial revenue for town (and more than 100 full time jobs), or we proclaim that we wish our lakefront to be monopolized by untaxed not-for-profit entities that will use our municipal infrastructure for free while building out all varieties of revenue models to help fund their untaxed lakefront parcels. I choose the former, and I hope you'll do the same.

This week, Liam and the Topography team will be at Pier 290 on Wednesday at 5 pm for their last local meet and greet ahead of the December 9th meeting. If you'd like to meet Liam and ask questions, this is your chance. If you'd like to discuss this plan with me, I'm available anytime.

Your support is needed to help our elected officials vote yes, so please do take a moment to email the below trustees and clerk to voice your support. Without making your support known, the result next week is anyone's guess. Please send an email in support and plan to attend the December 9th meeting at the high school.

Thank you for your time and consideration,

David

The Preserve | A New Legacy for Williams Bay
thepreservewilliamsbay.com

Jdalessandro@vi.williamsbay.wi.gov

Srussell@vi.williamsbay.wi.gov

Rumans@vi.williamsbay.wi.gov

Gvlach@vi.williamsbay.wi.gov

Lwright@vi.williamsbay.wi.gov

Ajaramillo@vi.williamsbay.wi.gov

clerk@vi.williamsbay.wi.gov

Bduncan@vi.williamsbay.wi.gov

David C. Curry
Geneva Lakefront Realty, LLC
323 Broad Street Suite 101
Lake Geneva, WI 53147
genevalakefrontrealty.com

#1 Agent Wisconsin 2016, 2020, 2021, 2022, 2023
#1 Agent Walworth County 2014, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, YTD 2024

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representative of a foreign government or interest, even in the U.S., without prior Government authorization is prohibited and violation of such Export Control Laws is subject to significant penalties. If you have received this communication in error, please notify its sender immediately by replying and then permanently delete this communication from your IT system. Any wire transfer or electronic payment instructions contained in this email should be verbally confirmed with the sender of this email prior to initiating payment.

Outlook

YES for Resort

From Jerry Van Ness <jerryvan2112@yahoo.com>
Date Mon 12/2/2024 9:42 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello,

I am a full-time resident of WB but I am not going to be able to attend the meeting on 12/9. If this is going to be a voting process, is there another way I can cast my vote?

Thank you,

Jerry Van Ness
529 Free Church Dr.

Outlook

The Preserve

From Matthew Gleason <mateogleason@gmail.com>

Date Mon 12/2/2024 9:54 AM

To Jim Dalessandro <jdalessandro@vi.williamsbay.wi.gov>; Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Tina Kolls <clerk@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

Hello -

I wanted to send a quick message to voice my support in favor of The Preserve project proposed for development.

I grew up in Williams Bay, my family has been in the area for over 100 years, and the lake holds a special place in my heart.

I can't think of a better plan or project to both add value to the community and hold true to the history of the location. The Preserve looks to be the type of place that my family will visit many times throughout the year moving forward.

The developers have done a great job of holding true to the history of the location while also creating a beautiful new space for many to appreciate and utilize as we move into the future. The natural beauty of the location is protected for future generations.

I hope that this project is approved as I'll be one of the first to take advantage of all that it has to offer.

Best,
Matthew Gleason

Outlook

Fw: Form submission from: Comments

From Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Date Mon 12/2/2024 8:47 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Tina,

Please see the message below.

Warm regards,
Cynthia Stanek
Utility Clerk/ Administrative Assistant
262-245-2700 Option 1

Please note my email address has changed to Assistant@vi.williamsbay.wi.gov

---

From: Williams Bay, WI via Williams Bay, WI <cmsmailer@civicplus.com>
Sent: Sunday, December 1, 2024 11:47 AM
To: Cynthia Stanek <Assistant@vi.williamsbay.wi.gov>
Subject: Form submission from: Comments

Submitted on Sunday, December 1, 2024 - 11:47am
Submitted by anonymous user: 2600:6c44:5e3f:ad54:f556:6ce:7cc7:b9a6
Submitted values are:
==Your Message Details:==
Subject: No support for a resort
Message: I OPPOSE this comprehensive plan to allow a Limited Resort . Regretfully can not make the meeting on Dec 9th as I will be out of town. Please let me know how I can Vote on this proposal absentee?
==Your Contact Information:==
Full Name: joseph Rago P.O.B. 11
E-mail Address: jragojr@sbcglobal.net
Phone Number: (773) 640-0970
==Address:==
Street: 62 Conference Point Rd
City: Williams Bay
State: Wisconsin
Zipcode: 53191
The results of this submission may be viewed at:
https://www.williamsbay.org/node/2/submission/13791

Outlook

Fwd: Not in favor of amending 2023 Comprehensive Plan and Map!

From JM <jilla.maeder@gmail.com>
Date Wed 11/27/2024 4:04 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Correction in my letter below: our family lived in Cedar Point from 1973 to 1993 . . .

---------- Forwarded message ---------
From: **JM** <jilla.maeder@gmail.com>
Date: Wed, Nov 27, 2024 at 3:55 PM
Subject: Not in favor of amending 2023 Comprehensive Plan and Map!
To: <clerk@vi.williamsbay.wi.gov>

Dear William's Bay Village,

My family lived in Cedar Point for 20 years, from 1993 to 2003. My dad even attended the former YMCA camp (as an underprivileged youngster from the Milwaukee area) that the George Williams campus was in a previous incarnation. It was there that he told his younger self that '*he would one day own a home in the area*'. He kept that promise to himself, as his second home was in William's Bay in Cedar Point where his 3 daughters spent many idyllic summers working on the Water Safety Patrol with one of them (myself) working as a Camp Arts and Crafts instructor when George Williams operated as camp for churches and individual groups to come, stay and experience '*lake life*'.

My parents, as residents of the Bay, also helped to fight to keep Kishwaukitoe from being developed and saved to be a reserve for wildlife and trails that everyone could enjoy. The local community also '*came to together*' to make Yerkes the amazing educational resource that it is today.

Please do the right thing and keep the 2023 Comprehensive Plan and Map as it is. William's Bay is the only town on the lake that has maintained its original, uncommercialized character. Please keep it that way. I am a Fontana resident and feel strongly that I do not want any large, commercialized 'boutique/resort' at George WIlliams. I would also love to see the wonderful outdoor 'music on the lake festival/venue' continue at that location. I miss that there also.

Sincerely,
Jill Maeder
116 Lake Vista Ct.
Fontana, Wi 53125

Outlook

The preserve

From Debbie McGoldrick <dlmcg@hotmail.com>
Date Sat 11/30/2024 1:26 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Board Members,

My mother came to Cedar Point Park as a young child. When she was 17 and dating my father, he said, we need to have a cottage here for when we have children. In 1950 that dream came true. I spent every summer at the lake. I now own 2 homes in Cedar Point Park. It has always been God's green acre to our family. I believe so many stories are just like mine.
Williams Bay is quaint and subdued and has the nostalgic charm of yesteryear.

In the late 60's, early 70's there was a group that came in wanting to put in a resort and marina like the Abbey. My parents along with all the neighbors went to many meetings and were able to STOP that. What did we get instead? Our beautiful Kishwauketoe and how blessed we all are to have THAT preserve.

PLEASE take the longer participation process that includes focus groups for maximum residential input. PLEASE NOT the minimal process.

I have attended several of the meetings and if we allow this change to take place, it opens pandora's box. Aurora has said they reached out to 150 nonprofit. That is such a round number. Can they name them? All 150? I believe they just want their money and when this offer came in, they just want our lovely Williams Bay to approve it. PLEASE don't approve a change. A property on S Lake Shore Dr just sold for 21.85 million dollars. It's for one house.... a very large house, but one house. Liam is getting so so so so so so much more and it is affecting the Williams Bay residents. I walk to Fontana many times a week. The area is the ONLY place on the lake that still offers some greenery on both sides of the path. They will put in yet more piers and boats on our beautiful lake and so much more foot traffic, car traffic and boat traffic.

I am disappointed in the timing of all of this. The majority of home owners are not here for all of this important discussion and that is most unfortunate. I moved here full time 3 years ago and continue to embrace all that our very special Williams Bay has to offer. I have worked at Alpine Valley for concerts and Williams Bay does NOT need a music venue that holds over 3,500 people. They bus in workers from the city to accommodate all the traffic, police, emt, etc etc. NO to any kind of venue. Williams Bay has the Belfry. THAT is the music venue that fits in perfectly with our village. PLEASE let us keep Williams Bay as is. I believe with more time a far more appropriate nonprofit will find its way to our community and not change the zoning.

I know you work very hard and what you do is appreciated. PLEASE do not change the zoning. Let's keep our village as is and not turn it into a Lake Geneva or Fontana.

I appreciate your time and attention to this most important matter.

Thank you,

Deborah McGoldrick
545 Glenview Road
Williams Bay, Wi 53191
dlmcg@hotmail.com

Outlook

The Preserve

From Carol Egenes <carolegenes@outlook.com>
Date Sun 12/1/2024 5:35 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

To the Plan Commission and Board,
Sounds like there are some very big issues with changing our comprehensive plan about this College Camp Lake Front Property.
We need to **slow down** and let all Village citizens either vote on this or have the board hear all our views.

I am sickened to hear that the Preserve plans to tear down the current Music By The Lake Pavillion. This is wasteful and insulting to the couple that donated the money for this.
And to clear hundreds of trees for a new amphitheater and parking lot is **horrible.** Using the high school parking lot was a smart environmental decision. Much better than clearing 800 trees !! Shows they do not care about the environment.
And still call it music by the lake? On their postcard drawing, it is not near the lake anymore. We don't need an Amphitheater. People enjoyed sitting on the grass and having picnics.

Will we still be able to walk on the Lake Path there?
I wonder.
Somehow, I do not trust this Topography Group.

I wish, at the very least, the Village could buy the land that was the former Municipal Golf Course. Everyone truly loved that use of the land and the care given to keep it up.

Thank you for taking more time to consider what steps are being taken here.

Sincerely
Carol Egenes
Williams Bay WI

Outlook

Geo Williams Plan

From Peter Russell <petermrussell72@gmail.com>
Date Sun 12/1/2024 9:47 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>
Cc Steven Russell <srussell@vi.williamsbay.wi.gov>; Robert Umans <rumans@vi.williamsbay.wi.gov>; George Vlach <gvlach@vi.williamsbay.wi.gov>; Lowell Wright <lwright@vi.williamsbay.wi.gov>; Adam Jaramillo <ajaramillo@vi.williamsbay.wi.gov>; Bill Duncan <bduncan@vi.williamsbay.wi.gov>

I am writing to you today to let you know that **I strongly support the plan from Topography** to develop the George Williams property.

I have attended multiple planning committee meetings and read all the documentation and packets that are available. It would not only be an excellent addition to the village - but is also the only good alternative available.

Importantly, the plan provides much needed tax revenue to the village, continues Music by the Lake, supports the Water Safety Patrol, reduces occupancy and hard-cover, increases environmental conservation, all while maintaining the look and feel intended by the Village long range plan.

It would be a terrible outcome if this property ended up being another "Women's Center" fiasco.

Regards, Peter

Peter Russell
24 Lower Loch Vista
Williams Bay

Peter Russell
+1-847-910-6220

Outlook

concerns about the preserve

From Jane Blair <divamomjane@gmail.com>
Date Sun 12/1/2024 11:08 AM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

to whom it may concern,

i am a concerned citizen who wonders why williams bay would EVER allow a luxury hotel to buy the property of george williams college without the appropriate tax liability. i am wondering what the tax bill would be for the property if it were the same as the private property owners (lake frontage by feet X $what) to compare with the estimated $1.5M they are offering now.

our family relocated to this area last year after visiting for 20 years and we could not afford lake front property, so instead chose a lovely home off of the lake for a much reduced tax liability. as a responsible and tax paying citizen, i am strongly opposed to making special amends for the rich who already have access to so very much.

i find it interesting to note that the increased parking fees in lake geneva raised their tax revenue by $3M last year and they do not have to sell out to the luxuriously wealthy forever, just a few hours at a time!

thank you for taking a moment to help me understand the potential loss of tax income. this piece of information seems very relevant to the conversation.

sincerely,
jane blair

Outlook

Comment on amending Comprehensive Plan

From nkoenigd@yahoo.com <nkoenigd@yahoo.com>
Date Sun 12/1/2024 12:25 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Hello,
I am a Williams Bay resident and I support the current Williams Bay Comprehensive Plan, developed only a year ago, which states, "community culture will be that of a retreat from the more intense lifestyles of resort areas…"
I support that vision and keeping the GWC land for institutional use.

I read the comments from the community that were posted on the Williams Bay website, and agree with the creative and inspiring ideas of Ann Drake…
"To be a proactive steward of the glacial land, pristine lake, historic buildings and rich legacy of learning since 1886 consistent with the Village's Comprehensive Plan."

I also read the Lake Geneva News Opinion page and am in agreement with Susan Franzen's thoughts:
"During our two-year planning process, residents and elected officials intentionally excluded 'resort' from land use categories…
A comprehensive plan is a commitment we make to each other about the type of community we want… If we keep an open mind, I am sure we can find thoughtful alternatives that honor our village's legacy and benefit its future." I believe keeping the GWC land as institutional use is the right path at this point in time.

My parents purchased the house we live in now in 1978 so my association with the Bay has a long runway. It is a place dear to us and our whole family… we just love it!

Thank you for your consideration,

Nancy Davis

Sent from Yahoo Mail for iPhone

Outlook

I oppose the Preserve

From Carol Aalund <aalundc@yahoo.com>
Date Sun 12/1/2024 12:37 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Sir / Madame,

I am writing to say that I strongly oppose Topography's plan to turn the GW campus into an exclusive resort. I am not able to attend the meeting on Dec. 9 due to my work schedule so if this email can count as an absentee NO vote please let that be the case.

My biggest concern is the complete disregard by the Village leaders to try to amend the Comprehensive Plan that was adopted BY THE RESIDENTS in 2023. It was adopted after a village-wide survey to see what the RESIDENTS would like the future of Williams Bay to look like. In comes the promise of big money and out goes the Plan. What a terrible thing to do to us.

This is creating an atmosphere that has already caused many of us to lose trust in our village leaders. We get enough of that on a state and national level now. Let's not bring that problem to our beautiful little village.

The concern about this unwanted project even extends to Fontana. Just 2 weeks ago I was approached by one of my clients who lives near the end of Lakeshore Drive. She said that they can already clearly hear Music by the Lake but that the traffic associated with it is doable. She said that she and many of her fellow neighbors are VERY concerned about heightened noise and of course it will create a LOT more traffic.

In addition, these plans keep changing, or maybe it's a case of they are slowly being shown to us with more clarity. For example, I was under the impression that Topography would buy only the land at the GW campus. Then I found out later that the land they plan to buy stretches all the way to Geneva Street on both sides of the the road!!!

It is foolish for anyone to think that Topography is buying all that land to "be nice to us" and turn the whole area along Lakeshore Drive into a supposed "nature preserve". That is laughable on it's face. Developers buy land for one reason only - to make a profit on it.

It is also laughable for anyone to believe that the trees will remain untouched. There will be the need for wider roads, huge parking lots and more sidewalks. The idea that everyone can park at the high school and be bussed in is a joke. There are how many parking spaces out at the high school? Maybe 400-500? If the new amphitheater is going to hold 3,500 people (we were originally told 5,000 so who knows what the actual truth is) they are certainly going to have to build some big parking lots.

Also, there will need to be parking space for the members of the music groups that come with all their busses full of staff and entertainers and all their equipment.

I asked someone from Topography about that and it being so much bigger than the current venue for Music by the Lake and the flippant response I got was that the additional amount of people will be nominal, only about 1,000. That number is ONE THIRD the size of the entire population of Williams Bay!!! If that person lives in Chicago or Milwaukee or any other huge city then yes, that number is nominal to THEM, but they don't live here and have our perspective.

I could list many, many more reasons why I oppose this...the huge loan for infrastructure, possible property tax increases despite what we are being told, foot traffic on Constance Drive and Lakeshore Drive, no conservation studies being shown to the public or even done for that matter, who knows??? etc., etc.

NO, 100 times NO!!!!!!!!!!!!!!

Carol Aalund

Outlook

Concerns. About the limited resort

From Helen Greig <hdgreig@gmail.com>
Date Sun 12/1/2024 12:41 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I would like to say that I hope to not have the trustee s and planning board allow changes to our town , to develop small resorts. I also would like them to know, that Yerkes grounds look horrible. Is there any laws about letting lawns go that long ? I bet the residents could not get away with that look, no matter , what you want to call it ??native or natural, looks like Hillmore did !!! Sad .
Sent from my iPad

Outlook

Topography at George Williams College

From Beth Pizzo <eaton7083@comcast.net>
Date Tue 11/26/2024 12:12 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

I,m in favor of this project. I think it will be a great addition to our town. Elizabeth Pizzo. 227 W. Geneva St. Williams Bay

Outlook

2023 Comprehensive Plan

From Susan Olson <milkywaysusan@gmail.com>
Date Tue 11/26/2024 6:14 PM
To Tina Kolls <clerk@vi.williamsbay.wi.gov>

Dear Village Leaders,
As a Fontana resident and fond resident of our small communities, please keep the 2023 Comprehensive Plan and Map as is and say "NO" to any amendments to add a huge private resort to our area. We don't want it!

Susan Olson
Fontana, WI

RESOLUTION 2024-02
RESOLUTION RECOMMENDING AMENDMENTS TO THE VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN

WHEREAS, the Village of Williams Bay on September 20, 2010 adopted the Village of Williams Bay Comprehensive Plan and subsequently amended the plan most recently in 2023 (hereinafter "Plan") as the Village's comprehensive plan under Section 66.1001(4), Wisconsin Statutes, with said Plan including procedures for consideration of amendments to it; and

WHEREAS, Section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to amend a comprehensive plan once it has been initially adopted; and

WHEREAS, the Village of Williams Bay Plan Commission has the authority and responsibility to recommend amendments to the Plan to the Village Board, under Section 66.1001(4)(b); and

WHEREAS, on December 9, 2024, the Plan Commission reviewed proposed amendments to the Comprehensive Plan's Future Land Use Map (Map 5) which involve changing the future land use categories for 1 parcel in the Village from "Planned Neighborhood" to "Institutional Campus and Limited Resort." The proposed text amendment includes changing the existing "Institutional Campus" land use category to "Institutional Campus and Limited Resort" which affects all parcels mapped in this category. Amendments to the text of this category allow limited resort uses to be considered within certain parameters. The proposed amendments to the Future Land Use Map are described in a map provided by the Village Planner dated August 23, 2024, copies of which are attached hereto and incorporated by reference herein as Exhibit A and the proposed text amendments to the "Institutional Campus" land use category are attached hereto and incorporated herein as Exhibit B; and,

NOW, THEREFORE, BE IT RESOLVED that, following a public hearing, the Plan Commission of the Village of Williams Bay hereby recommends that the Village Board adopt an ordinance to constitute official Village approval of the proposed amendments to the 2023 Village of Williams Bay Comprehensive Plan, as listed above.

This Resolution was adopted at a meeting of the Plan Commission of the Village of Williams Bay on the 9th day of December 2024.

PLAN COMMISSION

By: _____

William Duncan, Plan Commission Chair

ATTEST: _____

Tina Kolls, Village Clerk

EXHIBIT A

VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN AMENDMENTS

FUTURE LAND USE MAP AMENDMENTS - AUGUST 23, 2024

(Next Page)

Proposed Amendment: August 23, 2024

EXHIBIT A

Planned Neighborhood to Institutional Campus and Limited Resort

Future Land Use

5

Village of Williams Bay Comprehensive Plan

- Village of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- 22 Sections w/Section Numbers
- Parcels
- Extraterritorial Jurisdiction Boundaries
- Sewer Service Area Boundaries
- Right of Way

Land Use Categories

- Agriculture/Rural
- Single-Family Residential Unsewered
- Single-Family Residential Estate
- Single-Family Residential Sewered
- Two-Family Residential
- Multi-Family Residential
- Planned Neighborhood
- Private Recreation
- Neighborhood Mixed-Use
- Planned Mixed-Use
- Downtown Mixed-Use
- Industrial
- Institutional Campus and Limited Resort
- Community Facility
- Camps
- Parks & Open Space
- Environmental Corridor
- Surface Water

Village of Fontana-specific Districts:

- Planned Mixed Use
- Special Use/Resort

Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision.

1 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: April 3, 2023
Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; WI DNR,

EXHIBIT B

VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN AMENDMENTS

TEXT AMENDMENTS TO THE "INSTITUTIONAL CAMPUS" LAND USE CATEGORY

(Next Page)

Exhibit B

Institutional Campus and Limited Resort

Description: This future land use category is intended to encompass large-scale campuses for George Williams College, Women's Leadership Center, and Yerkes Observatory. Institutional Campus uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written. This category also includes potential for limited resort and resort-related incidental uses.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district and the P&R Parks and Recreation Zoning District. A Planned Development Overlay zoning district may be used to enable limited resort and resort-related land uses consistent with the policies and programs listed below.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Preserve key campuses to advance the Village's image as place for education, tourism, and outdoor recreation.
2. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for campus uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
3. Encourage campus uses to be designed to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
4. Leverage these uses long-term to promote tourism in Williams Bay. See the Economic Development Chapter for more information.
5. -Limited resort land uses may include visitor accommodations such as hotels, motels, cottages, cabins and similar uses made available for short-term commercial indoor lodging. The overall density shall not exceed a density of 2 commercial indoor lodging units per acre.
6. Resort-related incidental uses may include indoor and/or outdoor recreational facilities, and commercial, professional, or conference facilities and activities that support and are integrated with the resort in a setting of significant natural amenities. These facilities shall be primarily designed to serve the resort visitors, either day visitors or overnight visitors, but may provide some goods and services for the public. Related facilities shall be incidental to the resort itself and may not be established without a resort facility as the primary land use.
    a) Indoor and outdoor recreational facilities may include, but are not necessarily limited to, tennis and other sport courts, swimming pools, hiking and nature trails, and other limited impact recreational facilities. Waterfront related facilities may be limited through establishment of the Planned Development Overlay zoning district.
    b) Visitor-oriented commercial, professional, or conference facilities may include eating and drinking establishments, meeting facilities, on-site retail business and services, and cultural and educational facilities including but not limited to indoor and outdoor theaters and entertainment facilities.
    c) Outdoor recreational facilities, theaters, or entertainment may have limited development and/or operational parameters established through the Planned Development Overlay zoning district to ensure compatibility with the surrounding area.
7. A limited resort campus should include significant natural amenities and open space, with the overall character reflecting a low-intensity development compatible with nearby institutional uses, with the natural environment, and with Geneva Lake.
8. Pedestrian access along the Geneva Shore Path shall be preserved. Public pedestrian access through the property to on-site natural amenities that are available to the public and to the Geneva Shore Path is encouraged.

ORDINANCE 2024-06
ORDINANCE TO ADOPT AMENDMENTS TO THE
VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN

The Village Board of the Village of Williams Bay, Wisconsin, does ordain as follows:

WHEREAS, pursuant to sections 61.35 and 62.23(2) and (3) of Wisconsin Statutes, the Village of Williams Bay is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Village Board amended its Comprehensive Plan most recently in 2023 entitled "Village of Williams Bay Comprehensive Plan"; and

WHEREAS, as part of the Village's original adoption of a Comprehensive Plan the Village Board adopted and has since followed written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes; and

WHEREAS, the Plan Commission of the Village of Williams Bay, by a majority vote of the entire Commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of amendments to the Future Land Use Map (Map 5) which involve changing the future land use categories for 1 parcel in the Village from "Planned Neighborhood" to "Institutional Campus and Limited Resort." The proposed text amendment includes changing the existing "Institutional Campus" land use category to "Institutional Campus and Limited Resort" which affects all parcels mapped in this category. Amendments to the text of this category allow limited resort uses to be considered within certain parameters. The proposed amendments to the Future Land Use Map are described in a map provided by the Village Planner dated August 23, 2024, copies of which are attached hereto and incorporated by reference herein as Exhibit A and the proposed text amendments to the "Institutional Campus" land use category are attached hereto and incorporated herein as Exhibit B; and,

WHEREAS, the Village of Williams Bay has, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes, provided opportunities for public involvement per its adopted public participation plan; and

WHEREAS, the Village Board held a public hearing on the proposed amendments on December 9th, 2024, considered the public comments made and the recommendations of the Plan Commission and staff, and has determined to approve the recommended amendments.

NOW, THEREFORE, the Village Board of Williams Bay, Wisconsin, does ordain that the proposed amendments are hereby adopted as amendments to the Village's Comprehensive Plan pursuant to section 66.1001(4)(c) of Wisconsin Statutes.

First Reading: December 9, 2024

Second Reading: _____

Date Adopted: _____

VILLAGE OF WILLIAMS BAY

By: _____

William Duncan, Village President

ATTEST:

_____

Tina Kolls, Village Clerk

EXHIBIT A

VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN AMENDMENTS

FUTURE LAND USE MAP AMENDMENTS - AUGUST 23, 2024

(Next Page)

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VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

Date: April 3, 2023
Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; WI DNR,

EXHIBIT B

VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN AMENDMENTS

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