



# VILLAGE OF WILLIAMS BAY

250 Williams Street | PO Box 580 | Williams Bay | WI | 53191 | [vi.williamsbay.wi.gov](http://vi.williamsbay.wi.gov)

Phone: 262-245-2700

## NOTICE

### **BUILDING, ZONING & ORDINANCE (BZO) COMMITTEE MEETING WEDNESDAY, NOVEMBER 5, 2025 AT 6:30 PM**

**Village Hall Council Room  
250 Williams Street  
Williams Bay, WI 53191**

**There may be a quorum of Village Trustees present, no board business will be conducted.**

## AGENDA

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

- I.** Call to Order
- II.** Roll Call
- III.** Public Comments
- IV.** Discussion and Possible Action on Revising Existing Village Ordinance Chapter 205, Article III Short-Term Rental and 390-0310M Tourist Rooming House to improve efficiencies and address safety and compliance requirements
- V.** Adjourn

Susan Franzen  
Building, Zoning and Ordinances Chair

*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: 11/04/2025 5:00 PM

## Village of Williams Bay Short-Term Rental, Chapter 205, Article III

### Proposed Changes (November 2025)

#### Advertising

| Current                                                 | Proposed                                                                                                                                                                                                                |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>None.</li> </ul> | <ul style="list-style-type: none"> <li>Permit required before advertising.</li> <li>License and owner / agent information in all ads / listings.</li> <li>List of advertising sites provided to the Village.</li> </ul> |

Rationale: Compliance, community safety, align with local municipalities.

#### Complaint Response Time

| Current                                                          | Proposed                                                                                            |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Within 1 hour.</li> </ul> | <ul style="list-style-type: none"> <li>Respond within 1 hour and resolve within 2 hours.</li> </ul> |

Rationale: Guest safety, compliance, community safety.

#### Fees

| Current                                                                                           | Proposed                                                                                                                                    |
|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>\$950 + \$25 room tax fee + ACH processing fee.</li> </ul> | ADD <ul style="list-style-type: none"> <li>10% increase in 2026 (last increase was 2023) with a 5% increase per year thereafter.</li> </ul> |

Rationale: Code enforcement contract increases by 3 percent each year.

#### Fines / Penalties / Revocation

| Current                                                                                                                                                                                 | Proposed – escalating penalties and fines                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Revocation possible but limited process.</li> <li>Failure to comply with Article III and / or room tax payment allows for revocation.</li> </ul> | ADD <ul style="list-style-type: none"> <li>\$250 late fee for annual renewal.</li> <li>Operating without a license: \$1,000/day plus past due room taxes for prior rentals (each day counts as a separate offense).</li> <li>Major violations include: marketing that does not include license number or falsely advertises property, no designated operator within 30 miles, failure to display the license number, failure to pay room tax and submit</li> </ul> |

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|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>timely reporting, failure to pay annual fees, failure to report rentals from all forms of advertising in conjunction with room tax payment, having more than one rental arrive in a rental booking period, illegal activity on the property).</p> <ul style="list-style-type: none"> <li>• Major Violation: <ul style="list-style-type: none"> <li>○ 1<sup>st</sup> offense \$250/day plus court costs until rectified.</li> <li>○ 2<sup>nd</sup> offense \$500/day plus court costs until rectified; 3-month suspension of annual license.</li> <li>○ 3<sup>rd</sup> offense \$1,000 per day plus court costs until rectified plus 12-month suspension.</li> <li>○ 4<sup>th</sup> offense permanent revocation of annual license and no future ability to get a license for the property.</li> <li>○ Reinspection fee after major violation required.</li> </ul> </li> <li>• Minor Violation (noise, refuse container violation, law enforcement incidents, disruptive behavior): <ul style="list-style-type: none"> <li>○ First 3 minor violations within 12 months = a major violation; with each additional minor violation in 12 months = major violation.</li> </ul> </li> </ul> |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Rationale: Effective code enforcement, cover costs of code enforcement, reduce potential violations, guest safety, community safety, align with local municipalities.

### Events / Parties

| Current                                                   | Proposed                                       |
|-----------------------------------------------------------|------------------------------------------------|
| <ul style="list-style-type: none"> <li>• None.</li> </ul> | <p>ADD: No events beyond normal occupancy.</p> |

Rationale: Compliance, community safety.

### Guest Registry / Reporting

| Current                                                                                                                    | Proposed                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Registry kept including responsible party name, address, phone number,</li> </ul> | <p>ADD / REVISE</p> <ul style="list-style-type: none"> <li>• Guest registry to include name, address, phone number of all guests</li> </ul> |

|                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>dates of stay, and number of occupants in the party.</p> <ul style="list-style-type: none"> <li>• Available upon request by Clerk.</li> <li>• Retain for one year from the last stay of the occupants.</li> </ul> | <p>and their dates of stay (not just responsible party).</p> <ul style="list-style-type: none"> <li>• Two-year retention (current year and prior year).</li> <li>• Guest registry submitted quarterly with written certification by property owner for guest registration and compliance (even if they don't submit room tax form).</li> <li>• Guest registry inspection upon request by Code Enforcement.</li> </ul> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Rationale: Compliance, community safety, align with local municipalities.

### Insurance

| Current                                                  | Proposed                                                                                                                 |
|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• None</li> </ul> | <ul style="list-style-type: none"> <li>• Proof of valid property and liability insurance with annual updates.</li> </ul> |

Rationale: Guest safety, compliance, community safety, align with local municipalities.

### Licenses, Permits, and Inspections

| Current                                                                                                                                                                                                                                    | Proposed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• License required for more than 10 nights/year.</li> <li>• State Tourist Rooming House license posted conspicuously.</li> <li>• Village Short-Term Rental license posted conspicuously.</li> </ul> | <p>ADD:</p> <ul style="list-style-type: none"> <li>• Licenses must be posted near the door (not kept in a binder).</li> <li>• WI Department of Revenue Seller's Permit.</li> <li>• Village of Williams Bay Room Tax Permit License # displayed on all advertisements.</li> <li>• License renewal application and fee due 45 days before license expires; change renewals to 1 year from application approval vs. calendar or fiscal year.</li> <li>• Mandatory building and fire inspection report prior to license approval and annual inspections required.</li> </ul> |

Rationale: Guest safety, assurance of State requirements met, efficiency for code enforcement, eliminates the need to reapply within a 12-month period, align with local municipalities.

### Minimum Stay / Spacing

| Current                                                         | Proposed                                                                          |
|-----------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Not stipulated.</li></ul> | ADD <ul style="list-style-type: none"><li>7-day minimum booking period.</li></ul> |

Rationale: Compliance, community safety, align with local municipalities.

### Occupancy

| Current                                                                                     | Proposed                                                                                                                                                         |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>State Tourist Rooming House license limits.</li></ul> | <ul style="list-style-type: none"><li>No change – State allows for rental of up to four units and limits occupancy to 2x the number of legal bedrooms.</li></ul> |

### Operator / Local Agent

| Current                                                                                                                                                                     | Proposed                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Not specified other than there needs to be an individual available to respond to the property within one hour in the event of an emergency or complaint to the Police Dept. | <ul style="list-style-type: none"><li>Property owner / agent must reside within 30 miles of property.</li><li>If agent, agent and owner names, addresses and 24x7 phone number plus copy of contract provided to Village Clerk.</li></ul> |

Rationale: Guest safety, Village retains contact information for emergencies, align with local municipalities.

### Parking

| Current                                                                                         | Proposed                                                                             |
|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Minimum of 2 parking spaces, no street parking.</li></ul> | ADD: <ul style="list-style-type: none"><li>No more than 1 car per bedroom.</li></ul> |

Rationale: Compliance, community safety.

### Property Rule Posting

| Current                                                                                                                                                                                      | Proposed                                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Requirement to post at the property with a copy submitted with the license application.</li><li>Indicates posting in “conspicuous location.”</li></ul> | ADD <ul style="list-style-type: none"><li>Revise “conspicuous location” to Post property rules near the front door.</li><li>Share property rules with property owners within 500 feet of property.</li></ul> |

Rationale: Guest safety, compliance, community safety, align with local municipalities.

## Solid Waste

| Current                                                                                                                                          | Proposed                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Weekly waste removal within 24 hours of placement for pickup.</li><li>• Container size limits.</li></ul> | <ul style="list-style-type: none"><li>• Mirror Williams Bay resident requirements for container size and placement of containers limited to 24 hours in advance of pickup and 12 hours after pickup.</li></ul> |

Rationale: Compliance, community safety, align with Village waste ordinance.

## Village of Williams Bay Tourist Rooming House, Code 390-0310M

### Proposed Changes – November 2025

#### Advertising

| Current                                                 | Proposed                                                                                                                                                                                                                |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>None.</li> </ul> | <ul style="list-style-type: none"> <li>Permit required before advertising.</li> <li>License and owner / agent information in all ads / listings.</li> <li>List of advertising sites provided to the Village.</li> </ul> |

Rationale: Compliance, community safety, align with local municipalities.

#### Complaint Response Time

| Current                                                 | Proposed                                                                                            |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>None.</li> </ul> | <ul style="list-style-type: none"> <li>Respond within 1 hour and resolve within 2 hours.</li> </ul> |

Rationale: Guest safety, compliance, community safety.

#### Fees

| Current                                                                                           | Proposed                                                                                                                                           |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>\$450 + \$25 room tax fee + ACH processing fee.</li> </ul> | <p>ADD</p> <ul style="list-style-type: none"> <li>10% increase in 2026 (last increase was 2023) with a 5% increase per year thereafter.</li> </ul> |

Rationale: Code enforcement contract increases by 3 percent each year.

#### Fines / Penalties / Revocation

| Current                                                                                                                                                                                 | Proposed – escalating penalties and fines                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Revocation possible but limited process.</li> <li>Failure to comply with Article III and / or room tax payment allows for revocation.</li> </ul> | <p>ADD</p> <ul style="list-style-type: none"> <li>\$250 late fee for annual renewal.</li> <li>Operating without a license: \$1,000/day plus past due room taxes for prior rentals (each day counts as a separate offense).</li> <li>Major violations include: marketing that does not include license number or falsely advertises property, no designated operator within 30 miles, failure to display the license number, failure to pay room tax and submit timely reporting, failure to pay annual</li> </ul> |

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|  | <p>fees, failure to report rentals from all forms of advertising in conjunction with room tax payment, having more than one rental arrive in a rental booking period, illegal activity on the property).</p> <ul style="list-style-type: none"> <li>• Major Violation: <ul style="list-style-type: none"> <li>○ 1<sup>st</sup> offense \$250/day plus court costs until rectified.</li> <li>○ 2<sup>nd</sup> offense \$500/day plus court costs until rectified; 3-month suspension of annual license.</li> <li>○ 3<sup>rd</sup> offense \$1,000 per day plus court costs until rectified plus 12-month suspension.</li> <li>○ 4<sup>th</sup> offense permanent revocation of annual license and no future ability to get a license for the property.</li> <li>○ Reinspection fee after major violation required.</li> </ul> </li> <li>• Minor Violation (noise, refuse container violation, law enforcement incidents, disruptive behavior): <ul style="list-style-type: none"> <li>○ First 3 minor violations within 12 months = a major violation; with each additional minor violation in 12 months = major violation.</li> </ul> </li> </ul> |
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Rationale: Effective code enforcement, cover costs of code enforcement, reduce potential violations, guest safety, community safety, align with local municipalities.

### Events / Parties

| Current                                                   | Proposed                                       |
|-----------------------------------------------------------|------------------------------------------------|
| <ul style="list-style-type: none"> <li>• None.</li> </ul> | <p>ADD: No events beyond normal occupancy.</p> |

Rationale: Compliance, community safety.

### Guest Registry / Reporting

| Current                                                                                                                                                                         | Proposed                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Registry kept including responsible party name, address, phone number, dates of stay, and number of occupants in the party.</li> </ul> | <p>ADD / REVISE</p> <ul style="list-style-type: none"> <li>• Guest registry to include name, address, phone number of all guests</li> </ul> |

|                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Available upon request by Clerk.</li> <li>• Retain for one year from the last stay of the occupants.</li> </ul> | <p>and their dates of stay (not just responsible party).</p> <ul style="list-style-type: none"> <li>• Two-year retention (current year and prior year).</li> <li>• Guest registry submitted quarterly with written certification by property owner for guest registration and compliance (even if they don't submit room tax form).</li> <li>• Guest registry inspection upon request by Code Enforcement.</li> </ul> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Rationale: Compliance, community safety, align with local municipalities.

### Insurance

| Current                                                  | Proposed                                                                                                                 |
|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• None</li> </ul> | <ul style="list-style-type: none"> <li>• Proof of valid property and liability insurance with annual updates.</li> </ul> |

Rationale: Guest safety, compliance, community safety, align with local municipalities.

### Licenses, Permits, and Inspections

| Current                                                                                                                                                                                                                                                                                                                                    | Proposed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• License required for stays of one to six consecutive days by paying guests.</li> <li>• May or may not be owner occupied for parts of the year.</li> <li>• State Tourist Rooming House license posted conspicuously.</li> <li>• Village Short-Term Rental license posted conspicuously.</li> </ul> | <p>ADD:</p> <ul style="list-style-type: none"> <li>• Licenses must be posted near the door (not kept in a binder).</li> <li>• WI Department of Revenue Seller's Permit.</li> <li>• Village of Williams Bay Room Tax Permit License # displayed on all advertisements.</li> <li>• License renewal application and fee due 45 days before license expires; change renewals to 1 year from application approval vs. calendar or fiscal year.</li> <li>• Mandatory building and fire inspection report prior to license approval and annual inspections required.</li> </ul> |

Rationale: Guest safety, assurance of State requirements met, efficiency for code enforcement, eliminates the need to reapply within a 12-month period, align with local municipalities.

### Minimum Stay / Spacing

| Current                                                                             | Proposed                                                   |
|-------------------------------------------------------------------------------------|------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Maximum stay is 6 consecutive days.</li></ul> | <ul style="list-style-type: none"><li>No change.</li></ul> |

Rationale: Compliance, community safety, align with local municipalities.

### Occupancy

| Current                                                                                                                                                                  | Proposed                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Two persons per bedroom, plus an additional two persons. Maximum is 8, regardless of the number of bedrooms in the unit.</li></ul> | <ul style="list-style-type: none"><li>No change.</li></ul> |

### Operator / Local Agent

| Current        | Proposed                                                                                                                                                                                                                                  |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Not specified. | <ul style="list-style-type: none"><li>Property owner / agent must reside within 30 miles of property.</li><li>If agent, agent and owner names, addresses and 24x7 phone number plus copy of contract provided to Village Clerk.</li></ul> |

Rationale: Guest safety, Village retains contact information for emergencies, align with local municipalities.

### Parking

| Current                                                                                 | Proposed                                                                                |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Minimum of 1 parking space per bedroom.</li></ul> | Revise: <ul style="list-style-type: none"><li>No more than 1 car per bedroom.</li></ul> |

Rationale: Compliance, community safety.

### Property Rule Posting

| Current                                               | Proposed                                                                                                                                                                                                     |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>None.</li></ul> | ADD <ul style="list-style-type: none"><li>Revise “conspicuous location” to Post property rules near the front door.</li><li>Share property rules with property owners within 500 feet of property.</li></ul> |

Rationale: Guest safety, compliance, community safety, align with local municipalities.

**Solid Waste**

| Current                                                 | Proposed                                                                                                                                                                                                       |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• None.</li></ul> | <ul style="list-style-type: none"><li>• Mirror Williams Bay resident requirements for container size and placement of containers limited to 24 hours in advance of pickup and 12 hours after pickup.</li></ul> |

Rationale: Compliance, community safety, align with Village waste ordinance.