

**Village of Fontana  
Amendment to the Comprehensive Plan  
APPLICATION FORM**

**PETITION:** I, RGL. LLC hereby petition the Village of Fontana to consider the following request for amendment to the Fontana Comprehensive Plan:

Please check those that apply:

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

<b>Name of Applicant:</b> Person(s) or Firm	RGL c/o Richard Donner, Reinhart Boerner Van Deuren s.c.
<b>Address:</b>	1000 North Water Street, Suite 1700, Milwaukee, WI
<b>Daytime Telephone:</b>	414-298-8169
<b>Email or Fax:</b>	rdonner@reinhartlaw.com
<b>Property Owner Name and Address:</b> If different from applicant	RGL, LLC 1776 S. Naperville Road, #204B, Wheaton, IL 60189
<b>Description of Property, Parcel Number, or Street Address:</b> If request is related to a particular property	Lot 3 of CSM #5143 recorded on 4-5-2024 as Document No. 1092928 in the Walworth County Register of Deeds.
<b>Summary of the Proposed Amendment Request:</b> Please describe here (or on a separate sheet) your specific request for a Comprehensive Plan amendment. Provide any necessary maps or supporting data as needed, including conceptual development plans, if applicable. Applicant MUST attach a redline/strikeout of the proposed text amendment and/or a clearly labeled and marked-up version of the proposed Map Amendment.	Please see attached Addendum A
<b>Present Zoning:</b> If applicable	PD

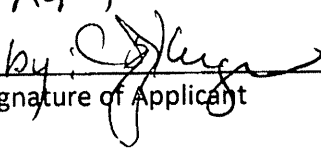
<p><b>Future Proposed Use:</b> Attach additional pages and/or concept plan as appropriate.</p>	PD
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The Fontana Plan Commission will consider the following criteria when making recommendations regarding amendments to the Comprehensive Plan. Please respond to the following questions:

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

1. How will the proposed amendment to the Comprehensive Plan benefit the public, Village, and/or surrounding neighbors or neighborhoods?	Please see attached Addendum A.
2. How does the request advance the goals, objectives, and policies of the Comprehensive Plan?	Please see attached Addendum A.
3. As it affects the amendment request, what circumstances have changed or what new information is now available since the adoption of the Village's Comprehensive Plan, or in the case of a previously requested amendment, what circumstances have changed since the last amendment request?	Please see attached Addendum A.
4. Is there any additional information that the Village should consider in its evaluation of this request?	Please see attached Addendum A.

Requests shall be submitted to Village Hall or via email to [villageclerk@VillageOfFontana.com](mailto:villageclerk@VillageOfFontana.com).

RGL, LLC  
 by:   
 Signature of Applicant

7-31-2025  
 Date

**Addendum A to Application for Comprehensive Plan Amendment**

RGL, LLC

**The Residences of Geneva Lake**

**Lot 3 of CSM #5143 recorded on 4-5-2024 as Document No. 1092928**

**A. Proposed Text Amendment:**

The proposed amendment would affect the text within the Land Use Chapter pertaining to the Central Mixed Use land use category and involves the addition of the blue language to the following:

**Chapter 6, Land Use, Page 58:**

**Central Mixed Use**

This future land use category is intended for pedestrian-oriented retail, office, service, community facility, and upper story residential uses in a “downtown” setting, with on-street parking and minimal building setbacks. The central mixed-use category is intended to facilitate infill and redevelopment that will enhance the Village’s visual and thematic connection to the lakefront. The central mixed-use category includes the Village’s historic downtown located along Third Avenue and Fontana Boulevard. *Exclusively residential use shall be permitted in this future land use category provided (i) a project meets the policy requiring buildings that are oriented toward the street with reduced front yard setbacks and parking in the rear of structures away from the street, and (ii) the Village determines a project advances the Village’s overall best interests.*

**B. Comprehensive Plan Amendment Criteria**

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

The text amendment preserves the purpose of the Central Mixed Use category to facilitate infill and redevelopment that creates an active, pedestrian-oriented corridor along Fontana Boulevard, characterized by streetscaping and minimal building setbacks, and enhances the Village’s visual and thematic connection to the lakefront in a “downtown” setting, while also providing the Village with flexibility to account for long-standing market conditions and public infrastructure constraints.

This flexibility is critical for effective planning and community development. While the Comprehensive Plan outlines goals and policy recommendations using language common to many land use documents, such language is often general, occasionally contradictory, and not always aligned with the specific realities of the Village of Fontana. For example, while it is an accepted planning concept that street level retail helps create an “active” corridor, that general concept when applied to Fontana Boulevard does not account for (i) the seasonal nature of the business activity in the Village or the limited number of year-round residents, (ii) the additional construction costs associated with high quality development, which require significantly higher rents than most retail businesses can afford, or (iii) the severe shortage of on-street parking near the lakefront, limiting the ability of potential customers to access and support retail businesses.

As provided in the existing Central Mixed Use text, the future land use category envisions a variety of commercial uses that rely on “*on-street parking.*” Within the entire Village, the Central Mixed Use category applies only to three blocks along Fontana Boulevard and one lakefront parcel. Despite this

limited scope, the existing Central Mixed Use text fails to acknowledge the significant shortage of on-street parking in this specific area and instead seems to support increased reliance on an already overburdened on-street parking supply. Introducing additional commercial uses without addressing this issue risks worsening an already strained parking situation. Providing the option of exclusively residential use within this category gives the Village the flexibility to consider a project that remains consistent with many of the goals and policies of the Central Mixed Use designation, immediately benefits the community by increasing the Village tax base, brings new residents to support existing businesses, and avoids placing additional stress on limited public infrastructure.

The text amendment maintains the goals and policies of the Central Mixed Use category and grants the Village the flexibility to balance those goals and policies with longstanding market conditions and public infrastructure limitations in a way that advances the Village's overall best interests.

**2. *How does the request advance the goals, objectives, and policies of the Comprehensive Plan?***

The text amendment maintains the goals and policies of the Central Mixed Use category while also providing the Village with flexibility to account for long-standing market conditions and public infrastructure constraints when making planning and community development decisions. The text amendment advances multiple goals, objectives, and policies noted throughout the entire 148-page Comprehensive Plan, including:

(a) *Orient development towards the street with reduced front yard setbacks and parking in the rear of structures away from the street (See page 58, Policies of Central Mixed Use category).*

(b) *Promote infill and redevelopment of key sites, particularly in the downtown (See page 1, Executive Summary; page 45, Land Use Recommendations).*

(c) *Promote a future land use pattern that is harmonious with the natural landscape, features visually attractive development, and is economically viable- (See page 53, Land Use Goals, Objectives and General Policies).*

(d) *Direct new housing development in locations with convenient access to commercial and recreational facilities, transportation systems, schools, employment opportunities, and other necessary facilities and services. (See page 53, Land Use Goals, Objectives and General Policies).*

(e) *Ensure well-designed multi-family housing stock that helps to create a safe, pleasant walking environment (See page 99, Housing and Neighborhood Development Goals, Objectives and Policies).*

(f) *Diversify the Village's housing options while maintaining the small-town, family-friendly feel of the community for both permeant and seasonal residents (See pages 1-2, Executive Summary (appears multiple times); page 10, Key Issues and Opportunities; page 45, Land Use Recommendations; page 93, Housing and Neighborhood Development Recommendations).*

(g) *Support diverse housing options in the Village to accommodate the changing demographics, household sizes, and personal preferences of residents (See page 2, Executive Summary; page 94, Housing and Neighborhood Development Recommendations).*

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

As described above, the text amendment addresses an inconsistency in the existing Central Mixed Use text that seems to support increased reliance on an already overburdened on-street parking supply. Additionally, the text amendment upholds the goals and policies of the Central Mixed Use category while providing the Village with the flexibility to balance those objectives with longstanding market conditions and public infrastructure constraints when making planning and community development decisions.

- 4. Is there any additional information that the Village should consider in its evaluation of this request?***

The text amendment seeks to maintain the goals and policies of the Central Mixed Use category while providing the Village with the flexibility to account for long-standing market conditions and public infrastructure constraints when making planning and community development decisions.

**Richard W. Donner**

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Payment Detail		Payment Method	
Payment ID	100333045733	Card Type	Visa
Date/Time	07/31/2025 1:50:31 PM	Auth Response	000814
Amount	\$357.50	Origination	Internet
Conv. Fee	\$8.40	Outcome	Complete
Surcharge	\$0.00		
Agent Assistance Fee	\$0.00		
Transaction Type	Payment		

Billing Information		Additional Information	
First Name	Richard	Comments	RGL - Applicat Amendment
Middle Name		Rference Number	7658002
Last Name	Donner	Payment Type	Misc. Fee
Name Suffix	Richard	FirstName	Richard
Address	1000 North Water Street, Suite 1700	MiddleName	
City	MILWAUKEE	LastName	Donner
State	WI	NameSuffix	Richard
Postal Code	53202	Address	1000 North W 1700
Country	US	Address2	
Telephone	4142988169	City	MILWAUKEE

Email Address	rdonner@reinhardt.com	State	WI
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		Country	US
		Telephone	4142988169

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**Cost Recovery Certificate and Agreement**

Pursuant to Ordinance 10-6-97-1 and Section 18-236 of the Village of Fontana Municipal Code

The undersigned applicant hereby acknowledges and agrees to be bound by Ordinance 10-6-97-1 as codified at Section 18-236 of the Village of Fontana Municipal Code, providing for village recovery of all village costs and disbursements incurred directly or indirectly related to the Applicant's request. All costs incurred by the village in the consideration of any requests by the Applicant related to the Applicant's request shall be recoverable, including, but not limited to, all professional and technical consultant services and fees retained by the village and rendered in review of any application, including the engineer, planner, attorney, or any other professional or expert hired by the village for purposes of review of the application or pre-submission request. The Applicant agrees to reimburse the Village for all costs recoverable pursuant to the terms of the above numbered ordinance within the time period set forth in the Village of Fontana Municipal Code. At no time shall any cost recoverable fees be waived, except through the process of a written request by the Applicant to the Village Board, review and evaluation by the Village Board, and official action taken by the Village Board.

**PROJECT INFORMATION**

**PROJECT NAME**

The Residences of Geneva Lake

**PROJECT ADDRESS**

Tax Parcel SA514300003

**APPLICANT INFORMATION**

**NAME:**

RGL, LLC

**MAILING (BILLING) ADDRESS:**

269 Fontana Boulevard, Fontana, WI 53125

**PHONE:**

262-245-8030

**EMAIL:**

slowell@lowellcustomhomes.com

**ATTORNEY INFORMATION**

**NAME:**

Richard W. Donner, Reinhart Boemer Van Deuren s.c.

**PHONE:**

414-288-8169

**EMAIL:**

rdonner@reinhardtaw.com

**SIGNATURE OF APPLICANT:**

*RGL, LLC  
by [Signature]*

Dated this 31st day of July, 2025

**Note to Applicant:**

The Village Engineer, Attorney and other Village professionals and staff, if requested by the Village to review your request, will bill for their time at an hourly rate which is adjusted from time to time by agreement with the Village. Please inquire as to the current hourly rate you can expect for this work. In addition to these rates, you will be asked to reimburse the Village for those additional costs set forth in Section 18-236 of the Municipal Code.