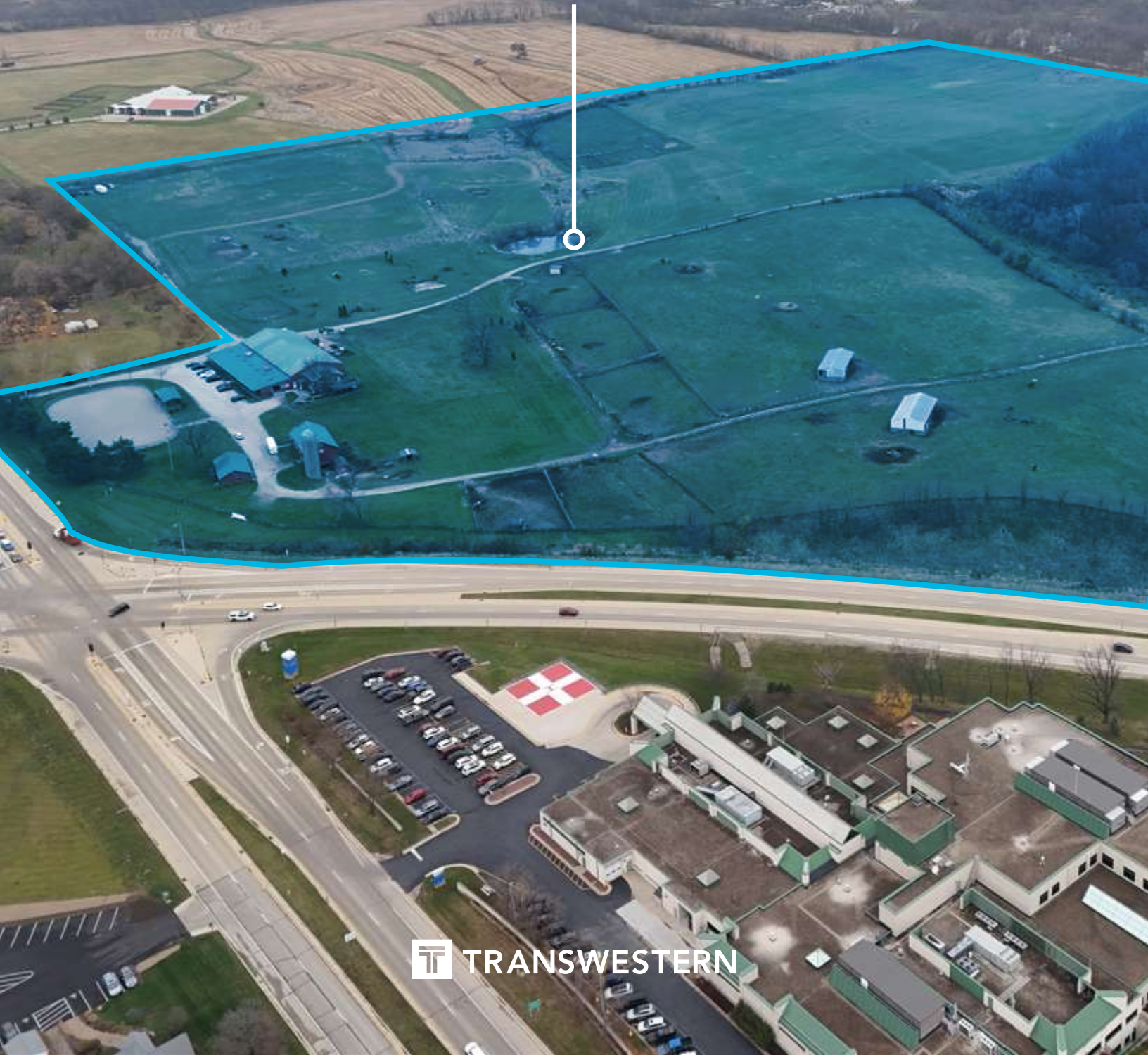


# N3010 STATE ROAD 67

LAKE GENEVA, WI 53147

OFFERING MEMORANDUM

119.53 ACRES FOR SALE





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# EXECUTIVE SUMMARY

Transwestern is pleased to offer investors the opportunity to acquire 119.53 acres of prime development land in Lake Geneva, Wisconsin. The property, located at N3010 State Road 67, Lake Geneva, WI 53147, represents an outstanding investment opportunity due to its prime location, substantial acreage, and versatile development options.

This undeveloped property rests in Lake Geneva, a popular, year-round destination for tourists and weekend visitors just 50 miles from Milwaukee and 83 miles from Chicago. The robust and well-balanced economy is established and thriving. Due to its proximity to Geneva National, the Mercyhealth Hospital and Medical Center, a busy retail corridor, sought-after residential housing, and financially flourishing business owners and neighbors, this land has a wide range of use cases with a high probability of success.

Superb tourism combines with expanding residential and commercial developments to create a thriving live-work-play environment in Lake Geneva. The area offers nature-focused attractions thanks to the 21-mile Geneva Lake shoreline, and it also benefits from a local government supportive of a wide range of local businesses and industries. Aside from leisure and hospitality, Walworth County has a talented workforce in the manufacturing, health, and education sectors, creating a strong, diverse economy. The nearly 120-acre location sits at the northeast corner of the busy Highway 67 and Highway 50 intersections, boasting excellent visibility and accessibility. Furthermore, the owners are willing to consider a joint venture scenario with a developer whose vision maximizes the potential of the land.

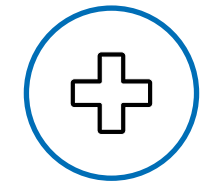


## INVESTMENT HIGHLIGHTS



### PROXIMITY TO LUXURY RESORTS

Adjacent to several resorts including Geneva National, a premier Wisconsin destination featuring various lodging options, six restaurants—including the award-winning Hunt Club Steakhouse—and 54 holes of championship golf designed by renowned golfers Arnold Palmer, Gary Player, and Lee Trevino.



### NEARBY MEDICAL FACILITIES

Located directly across from Mercyhealth Hospital & Medical Center, a key regional healthcare provider for Walworth County.



### STRATEGIC ACCESSIBILITY

Less than 2 miles from Williams Bay and positioned at the high-traffic intersection of Highway 67 and Highway 50, ensuring easy access for visitors and residents alike.



### DYNAMIC COMMUNITY GROWTH

Lake Geneva offers a balanced live-work-play environment, with expanding residential and commercial developments.



# PROPERTY OVERVIEW

**ADDRESS:**

N3010 STATE ROAD 67,  
LAKE GENEVA, WI

**PROPERTY TYPE:**

Land

**PRICE:**

Subject to Offer

**TOTAL LAND AREA:**

119.53 Acres

**ZONING:**

Commercial, Agriculture,  
Agriculture Forest

**TAX ID PINS & TAXES**

JG 3000012 - \$10,494.02

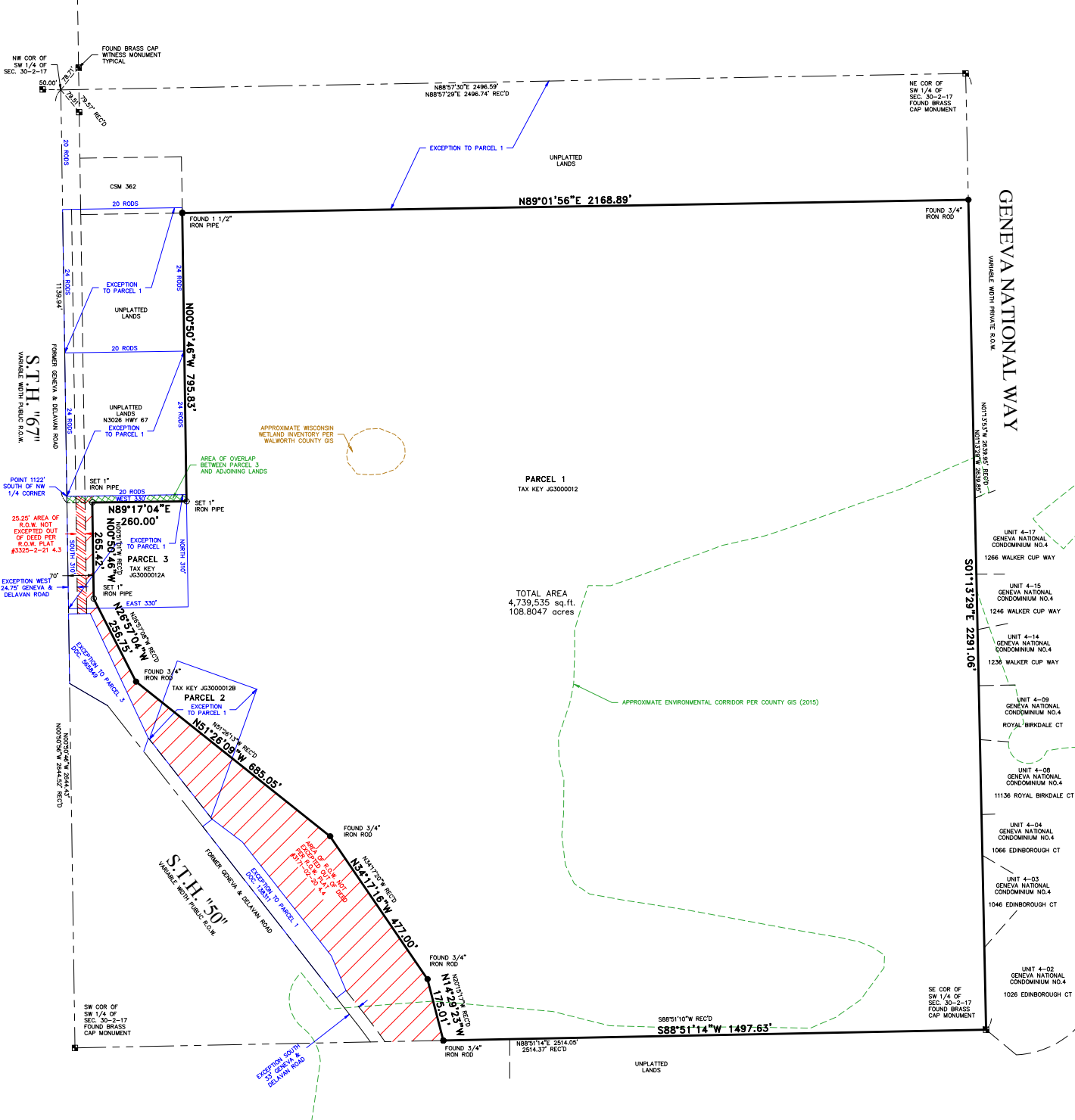
JG 3000012A - \$781.05

JG 3000012B - \$580.50





# PROPERTY SURVEY



# PROPERTY PHOTOS





# PROPERTY PHOTOS





# I PROPERTY PHOTOS





# ZONING MAP ANALYSIS

The Property consists of three parcels with several different zoning categories. The zoning ranges from farming and upland conservation to single-family dwellings, offering buyers the potential to develop the land into several different uses.

## PARCEL# J G 3000012

Zoning: A-1, ETZ (80.0 Acres)

Zoning: A-2, ETZ (31.00 Acres)

Zoning: C-2, ETZ (5.0 Acres)

## PARCEL# J G 3000012A

Zoning: P-1, ETZ (1.92 Acres)

## PARCEL# J G 3000012B

Zoning: A-2, ETZ (1.61 Acres)

**A-1, ETZ** – Prime Agricultural Land District- Primary purpose is to maintain, preserve, and enhance agricultural lands. All structures and improvements must be consistent with agricultural use.

**PRINCIPAL USES:** Single-family dwelling, beekeeping, dairying, grazing, livestock, orchards, plant nurseries and greenhouses, stables, poultry raising, crops, nature trails, forest and game management

**CONDITIONAL USES:** Vet services for farm animals, utilities, schools and churches, composting, governmental and cultural uses, two single-family farm dwellings, the separation of farm structures from farmland

**A-2, ETZ (31.00 ACRES) AGRICULTURAL LAND DISTRICT** – Primary purpose is to maintain, preserve, and enhance agricultural lands but which are not included within the A-1 zoning.

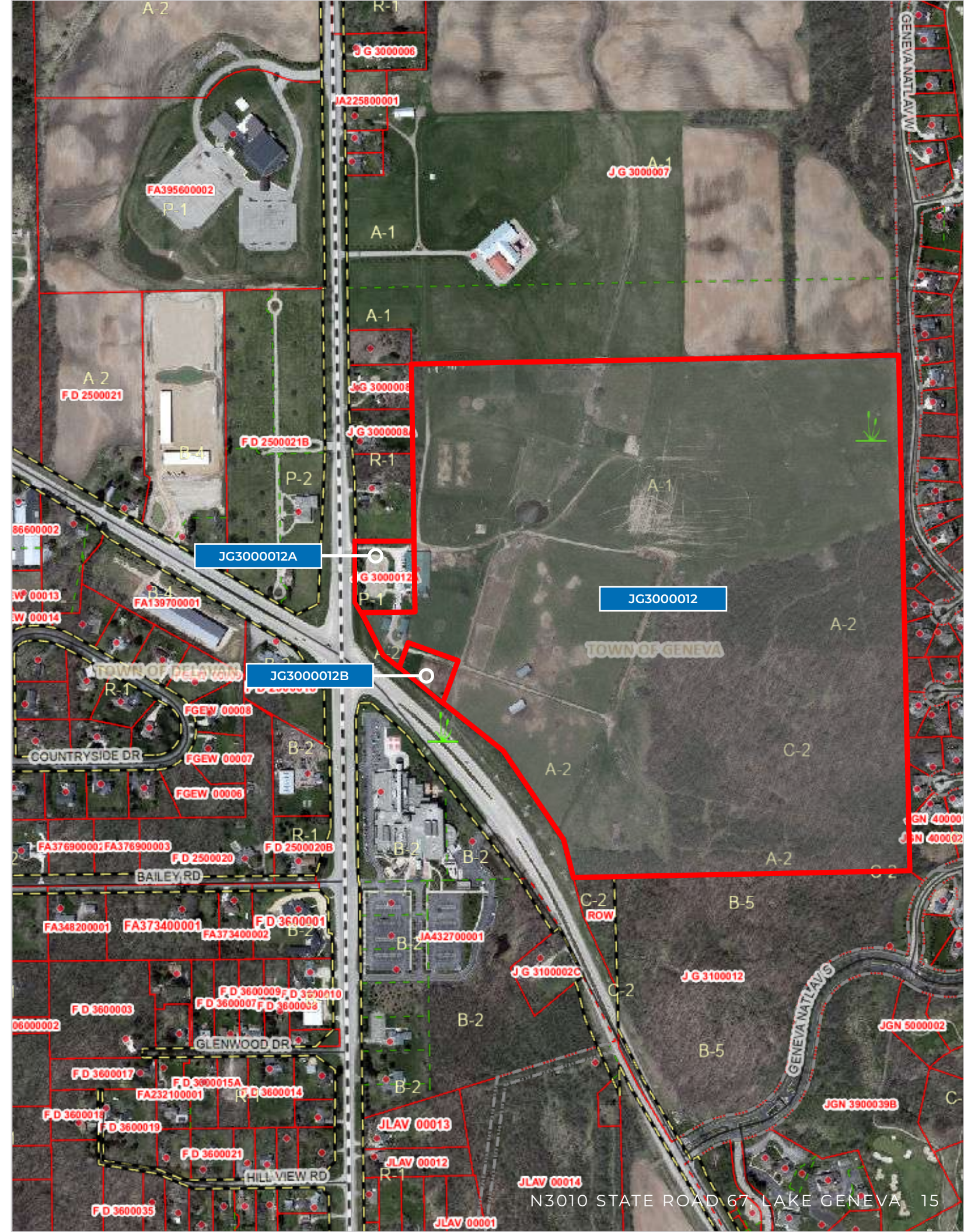
**POTENTIAL USES:** Includes all principal uses as A-1, as well as small farms including truck farming, horse farming, and hobby farming. Also includes orchards, animal hospitals, shelters, or kennels, vet services, schools and churches, composting, land restoration, governmental and cultural uses

**C-2, ETZ (5.0 ACRES) UPLAND RESOURCE CONSERVATION DISTRICT** – Primary purpose is to maintain, preserve, protect, enhance, and restore all significant woodlands, related scenic areas, submarginal farmlands, and abandoned mineral extraction lands. All uses in this district are conditional uses and must be approved.

**CONDITIONAL USES:** Farming and related agricultural uses, forest preservation, forest and game management, parks and recreation areas, single-family detached dwellings, animal hospital, shelter, or kennel, land restoration, golf courses, governmental and cultural uses

**P-1, ETZ (1.92 ACRES) RECREATIONAL PARK DISTRICT** – All uses in this district are conditional uses and must be approved.

**CONDITIONAL USES:** Parks, forest preserves, gymnasiums and athletic clubs, picnic grounds, ice skating, forest and game management, cultural activities, amusement activities, golf driving ranges, sports fields





# REGIONAL MAP

Lake Geneva's appeal to tourists is also a corporate advantage—it remains accessible to other major metro areas' business districts. Nearby drives to Chicago, Milwaukee, Madison, and Rockford provide access to four airports, and the plot of land at N3010 State Road 67 is nestled between Highways 50 and 67, which lead to major Interstates 90 and 94.

## DRIVE TIMES



**52** MINUTES  
DRIVE TO **MILWAUKEE**



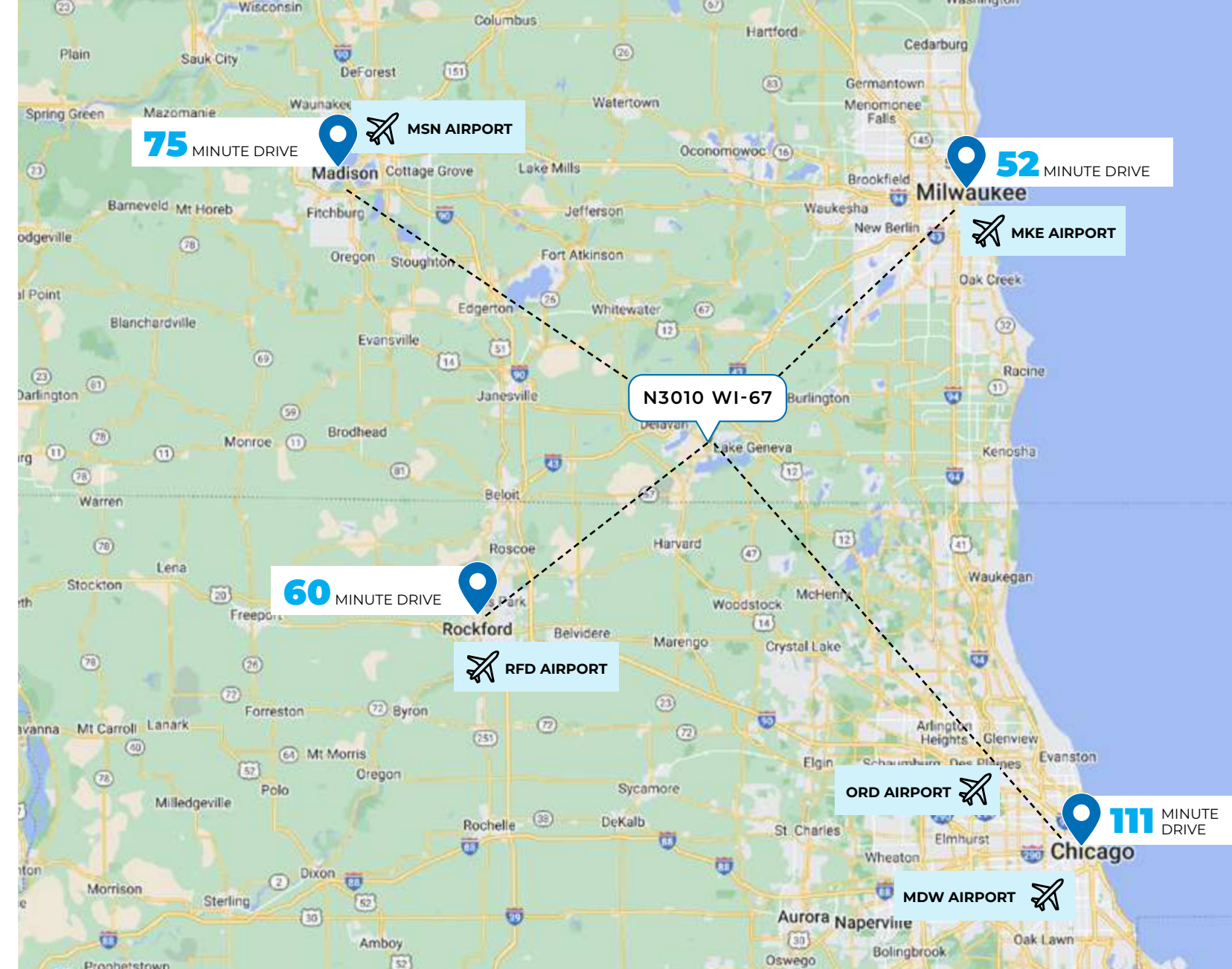
**75** MINUTES  
DRIVE TO **MADISON**



**60** MINUTES  
DRIVE TO **ROCKFORD**



**111** MINUTES  
DRIVE TO **CHICAGO**



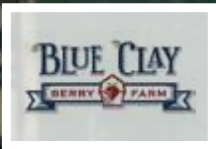


# NEIGHBORHOOD OVERVIEW

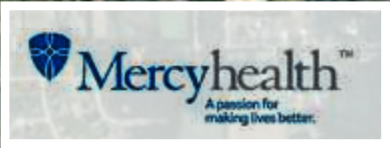
DEHAVAN LAKE



N3010 STATE RD 67



EXODUS FITNESS CENTER



LAKE COMO

## THE SHORE PATH

- |                     |                       |
|---------------------|-----------------------|
| 1. Flowerside Inn   | 5. Williams Bay Beach |
| 2. Chapin Road      | 6. Edgewater Park     |
| 3. Glen Annie       | 7. Congress Club      |
| 4. Cedar Point Park | 8. Yerkes Observatory |

FOR MORE PATH LOCATIONS: [CLICK HERE](#)



GENEVA LAKE



# AN IDYLLIC PLACE TO VISIT

Lake Geneva is a year-round destination for tourists and weekenders alike. Its proximity to Chicago and Milwaukee makes it the perfect weekend or long-term getaway. There is an abundance of attractions, including the 21-mile Geneva Lake Shore Path, several golf courses, spas, fine dining, wineries, museums, and theaters. Additionally, there are many outdoor activities, such as as boating, fishing, ziplining, skiing, and hiking. Home to several premier resorts, including Grand Geneva Resort & Spa and Geneva National, Lake Geneva offers attractions for those looking for an adventure or a peaceful retreat. It has a long history of attracting visitors from Chicago, with many purchasing summer homes in the area, leading to an increase in vacation population, particularly on the weekends. The consistent, year-round tourists ensure a steady demand for hospitality services, retail spaces, and entertainment venues, and its proximity to major cities makes it an accessible destination for all those interested.

# DEMOGRAPHICS

	5 MILES	10 MILES	20 MILES
Population	9,448	23,089	62,976
Employment (White Collar)	61.10%	60.40%	53.60%
Employment (Blue Collar)	23.50%	25.80%	30.70%
Employment (Services)	15.40%	13.80%	15.70%
Unemployment	3.30%	2.90%	3.00%
Education (College Degree)	41%	41%	33%
Median Household Income	\$85,592	\$85,145	\$79,112
Median Net Worth	\$464,622	\$417,698	\$298,977

*This does not include vacation population figures.*



Named one of the “**Best Small Towns in America**”



Lake Geneva sees over **80,000** daily visits on the weekends.



Easily accessible and highly trafficked by **Route 50 and Route 67**

*Information from Placer.ai and ESRI*





# A TALENTED WORKFORCE

Although it was already a popular summer camp destination, Lake Geneva's reputation as a vacation paradise grew significantly due to wealthy Chicagoans building luxurious homes along the lake after the Great Chicago Fire. Much has changed over the last century, and local business groups have preserved its well-earned vacation reputation while encouraging other business sectors, too.

The population of Lake Geneva may only be about 8,000, but its offerings and resources appeal to the 105,000 in Walworth County and millions in nearby metro areas. Fueled by other nearby cities and local colleges, the area has a talented workforce in several top industries. The local government, along with the Lake Geneva Chamber of Commerce and Lake Geneva Economic Development Corporation, actively focuses on communitywide economic development so that incoming and existing businesses can flourish.

## WALWORTH COUNTY TOP INDUSTRIES



**MANUFACTURING**



**LEISURE & HOSPITALITY**



**TRADE, TRANSPORTATION, UTILITIES**



**PROFESSIONAL & BUSINESS SERVICES**



**HEALTH**



**EDUCATION**

*Information from Placer.ai and ESRI*



# BUSINESS DEVELOPMENT

With its ideal location central to Chicago, Milwaukee, Madison, and Rockford, Lake Geneva and its surrounding areas is in the midst of one of the fastest-growing regions in the Midwest. Lake Geneva is an anchor point in Walworth County, WI and contributes significantly to the expanded area's economy, which includes the counties of Racine and Kenosha. Outside of the robust tourism and thriving retail and restaurant industries adjacent to it, the area economy is also stoked by the higher education, manufacturing, and distribution industries.

Many Lake Geneva residents work at University of Wisconsin-Whitewater and Pentair Flow and Filtration Solutions, a global supplier and manufacturer of water filtration systems. Within the larger area of Walworth, Racine, and Kenosha Counties, the largest employers include multinational pharmaceutical company Johnson & Johnson, Amazon fulfillment centers, and the Froedtert & the Medical College of Wisconsin health network.

## MAJOR COMPANIES IN WALWORTH, RACINE, AND KENOSHA COUNTIES





# EMPLOYMENT DEMOGRAPHICS

WALWORTH COUNTY, WI

## INCOME



**\$46,521**  
Per Capita Income



**\$79,441**  
Median Household  
Income



**\$307,828**  
Median Net Worth

## EDUCATION



**6.9%**  
No High School Diploma



**26.4%**  
High School Diploma



**29.5%**  
Associate's Degree



**33.1%**  
Bachelor's/Grad/Prof Degree

## BUSINESS



**4,209**  
Total Businesses



**50,771**  
Total Employees

## KEY FACTS



**105,876**  
Population



**42.1**  
Median Age



**43,292**  
Households



**\$64,324**  
Median Disposable Income

## COMMUTERS



**13.7%**  
Spend 7+ hours  
commuting to and from  
work per week



**77.8%**  
Drive Alone to Work

## EMPLOYMENT



**53.8%**  
White Collar



**28.5%**  
Blue Collar



**17.7%**  
Services



**2.9%**  
Unemployment Rate





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