



L A K E L A W N

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Resort plans massive development

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Lake Lawn Resort in Delavan is about to get a \$390 million face lift.

Plans to redevelop the popular southeastern Wisconsin resort on Lake Delavan include the addition of 1,000 new rooms, a water park, marina, spa and new restaurants. Construction is set to begin next month.

The resort came under new ownership last fall, and the original plan was to expand 284 rooms into a 779-room condominium/hotel complex. But the demand for properties at the resort was greater than expected, and the plans were revised.

Tom Quinn, co-owner of Lake Lawn, said that amenities for the size of the property simply added up to the potential for an upscale resort.

“We have 130 year-old resort here, and most of the buildings are about 25 years old,” he said. “Everyone knows it’s due for renovation. Originally, we had planned to try to make it a three- or four-star resort, but then we decided that we really wanted to bring it up to a four-star or four-diamond rating.”

The proposed four-star resort will feature a 130,000-square-foot water park, a 30,000-square-foot-spa, 150,000 square feet of meeting space, a 165-slip marina, redesigned golf course and five new restaurants. The renovated rooms will include flat-screen TVs and fireplaces among other amenities.

Spring construction

Construction on the first phase is expected to be complete by spring, at which point construction on the second phase will commence. The resort will remain open during the entire process.

Quinn said the resort’s biggest crown jewel is the lake, and the expansion plans aim to make the 259 acres into “more of a festival area” on the water.

“We want to do – on a much smaller scale, obviously – kind of what Disney did,” he said. “You know when you got Disney World, you have the Epcot area and the Magic Kingdom? Well, we want to do that kind of thing here, so that you have the marina

area and the spa area and so forth. Each area will have associated condos.

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Tom Quinn

Lake Lawn Resort

“We’re not going to change the name, because everybody knows Lake Lawn Resort, but we’re going to break into smaller areas,” Quinn said.

Lake Lawn has brought in Voss Jorgensen Schueler Co. Inc., Waukesha, as the contractor on the resort’s expansion. The project’s architects are Kahler Slater, Milwaukee, who Quinn said are helping establishing a “different look than what you typically would expect” from a lakeside resort.

The Delavan Planning Commission recommended zoning approval for the project on Monday. The next step will be for the Common Council to review the project, which it is scheduled to do so on Sept. 13.

Quinn said he was particularly happy with the location’s accessibility, which puts it within a one- to two-hour drive of Chicago, Milwaukee and Madison.

“It’s an excellent location,” he said. “It’s four hours on roundtrip from Chicago. The Lake Delavan and Lake Geneva areas are great real estate.”

Paul Snyder, Daily Reporter Staff

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