

Section 2: HOUSING

Introduction

The Housing Element of this document was prepared pursuant to Section 66.1001 (Comprehensive Planning) of the Wisconsin Statutes. Per Section 66.1001, the Housing Element is required to contain a compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand. An assessment of the age, structural, value, and occupancy characteristics of the Village of Genoa City's housing stock must also be provided. The law also requires the identification of specific policies and programs that promote the development of housing for the residents of Genoa City, and provide a range of housing choices that meet the needs of persons of all income level; persons of all age groups; and persons with special needs. Policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing, and policies and programs to maintain or rehabilitate the local governmental unit's existing housing stock must also be created.

Housing Goals, Objectives and Policies

The following section will re-introduce the goals and objectives identified in Chapter 1 of this document as well as offer prescribed policies and programs to achieve the stated goals and objectives of the Community.

Housing Goals

The Village of Genoa City's housing policies and programs are set to achieve the following goals:

To maintain and expand the range of quality, attractive, and safe housing and neighborhoods within the Village of Genoa City, without negatively disrupting the fabric of the established community. To establish quality standards for residential construction and subdivision designs that reflect existing market trends and the desires of the community.

Housing Objectives

The following objectives prescribe more specific ways to achieve the aforementioned housing goals of the Community:

- Promote well-designed, walkable residential developments that are accessible to open space and recreation facilities, schools, commercial and employment centers, and basic community services.
- Promote the development of attractive residential neighborhoods that have adequate municipal services and efficient traffic circulation.
- Diversify density and housing types to offer varied neighborhoods.

- Establish standards of excellence for the design, construction, and maintenance of all residential structures, adding a “No Cookie Cutter” Ordinance to minimize monotonous development.
- Provide buffering using three of the approved vegetation to separate residential areas from incompatible uses.
- Preserve existing neighborhoods and provide services to assure long-term viability of housing maintenance.
- Provide additional housing options for senior citizens and empty nesters.

Housing Policies

The following policies offer a course of action to guide and determine the present and future decisions related to housing within Genoa City:

- Promote the development of single-family residential subdivisions within, and limit residential development outside of the municipal boundaries of the Village.
- Promote the development of single-family residential developments in areas that are served by sewer and water and contiguous to the built up area.
- Promote the retention of existing, viable farms by limiting the amount and density of new residential development that occurs outside the municipal boundaries of the Village.
- Evaluate infill and redevelopment opportunities within the Village for both single-family and multiple-family residential uses.
- Evaluate increased residential densities within the downtown area as a means to support new commercial development efforts in the downtown.
- Promote a high quality of site planning and architecture in all new residential development to enhance the overall character of Genoa City.
- Promote the development of multi-family residential developments in areas that are served by sewer and water and contiguous to the built up area.
- In order to provide an increased variety and range of housing options, provisions should be made for additional land to be zoned for multiple-family uses.
- Retain and support the existing historic residential structures in the Village.
- Establish neighborhood and/or community character design standards to promote new residential development that is of a high quality, and contains amenities that foster walkability.
- Evaluate and update Village Ordinances and Codes to address residential property maintenance issues and subdivision design standards.

Existing Housing Conditions

The Village of Genoa City is principally a single-family residential community. Most of the existing housing within the Village was constructed prior to 1980, however recent development pressures have lead to an increased demand for new construction and for residential housing options. In order to better plan for Village's future, the following section provides an analysis of the historic housing trends for Genoa City.

Housing Units

Between the years 1990 and 2000, Genoa City has experienced an approximate 40% increase in the total number of housing units; an increase from 502 to 699 respectively. Such growth can be attributed to the recent developments of Hunters Ridge, Ridgeview Estates, and Genoa Trails. During the 1990 to 2000 period, Walworth County experienced a modest increase of approximately 19%, or the addition of 6,846 total housing units. This trend is expected to continue as new housing developments are built to meet the growing demands within the Village and the County.

Of the Village's total 699 units reported in the 2000 census, 73.5% were reported as single-family units; 26.1% were reported as attached or multiple units; and 0.3% were reported as other. The following table offers more detailed unit counts:

Housing Units by Type for Genoa City, Year
2000

Units in Structure	Number*	Percent of Total
1-Unit, Detached	514	73.5%
1-Unit, Attached	61	8.8%
2 Units	28	4.0%
3 or 4 Units	26	3.7%
5 to 9 Units	57	8.1%
10 to 19 Units	3	0.4%
20 or More Units	8	1.1%
Other	2	0.3%
Total Units	699	

* Due to inaccuracies in the Census data reported and for consistency, total units have been modified to reflect the percentages reported in the 2000 Census.

Source: U.S. Bureau of the Census (2000 data)

Age of Housing

As illustrated in the table below, the largest percentage of Genoa City's housing was constructed between 1990 and 2000. During this time, 243 residential units were constructed. Prior to 1990, the largest influx of residential construction occurred prior to 1940. Between 1940 and 1990, a total of 270 new residential units were constructed.

Age of Housing Stock in Genoa City, Year 2000

Year Structure Built	Number of Units	Percent of Total
1990 to 2000	243	34.8%
1980 to 1989	39	5.6%
1970 to 1979	85	12.1%
1960 to 1969	31	4.4%
1940 to 1959	115	16.4%
1939 or Earlier	186	26.8%
Total Units	699	

Source: U.S. Bureau of the Census (2000 data)

An analysis of the housing unit forecasts for the year 2007, generated by Experian/Applied Geographic Solutions, shows an overall increase to 882 total units; a net gain of 183 new residential units from 2000.

Value of Housing

The condition of housing units in Genoa City can also be expressed by the distribution of housing values throughout the Village. Housing values and rental rates are also descriptive of the local and metropolitan housing market and help identify the affordability and range of housing stock. Per 2000 Census figures, the median value of a single-family home in Genoa City was \$121,000, which is slightly less than the \$128,400 figure reported for Walworth County. Of this total, approximately 68% had reported values between \$100,000 and \$149,000 and 19% had values between \$50,000 and \$99,999. In total, approximately 88% of Genoa City's existing housing stock has a value less than \$150,000, and 12% has a value over \$150,000. In comparison, approximately 64% of Walworth County's existing housing stock reported values less than \$150,000, and 36% had values over \$150,000.

Value of Owner Occupied Housing in Genoa City vs. Walworth County, Year 2000

Value	Genoa City		Walworth County	
	Number of Units	% of Total	Number of Units	% of Total
Less than \$50,000	2	0.4%	288	1.5%
\$50,000 to \$99,999	97	19.4%	5,223	26.4%
\$100,000 to \$149,999	338	67.7%	7,091	35.8%
\$150,000 to \$199,999	57	11.4%	3,742	18.9%
\$200,000 to \$299,999	5	1.0%	2,279	11.5%
\$300,000 to \$499,999	0	0.0%	829	4.2%
\$500,000 to \$999,999	0	0.0%	251	1.3%
\$1,000,000 or More	0	0.0%	93	0.5%
Total Units	499		19,796	
Median Value	\$121,000		\$128,400	

Source: U.S. Bureau of the Census (2000 data)

Using the standard that most families can afford a home of at least 2½ times their annual income, in 2000, the average Genoa City household could afford a home of approximately \$123,300. With over 87% of the housing stock in this price range, it appears that there is a good balance between median income and housing prices in Genoa City. A similar analysis of higher income residents suggests that, with only five (5) homes valued at over \$200,000, Genoa City may need more opportunities for “move-up” buyers.

Rental Unit Values

The following table displays the monthly rent for rental units in Genoa City. As reported, the median monthly rent in the Village was \$436, which is slightly less, and more affordable than the \$588 median figure reported for Walworth County. Within the Village, the largest percentage of rental costs was between \$300 and \$499, with approximately 80% of the total rental units below \$750 per month.

Rental Values in Genoa City vs. Walworth County, Year 2000

Gross Rent	Genoa City		Walworth County	
	Number of Units	% of Total	Number of Units	% of Total
Less than \$200	19	12.5%	413	4.0%
\$200 to \$299	22	14.5%	608	5.9%
\$300 to \$499	47	30.9%	2,158	20.9%
\$500 to \$749	33	21.7%	4,568	44.3%
\$750 to \$999	25	16.4%	1,803	17.5%
\$1,000 to \$1,499	2	1.3%	296	2.9%
\$1,500 or More	0	0.0%	47	0.5%
No Cash Rent	4	2.6%	428	4.1%
Total Rental Units	152		10,321	
Median	\$436.00		\$588.00	

Source: U.S. Bureau of the Census (2000 data)

Future Demand and Recommendations for Housing

Section 66.1001 (Comprehensive Planning) of the Wisconsin Statutes states that communities must provide an adequate supply of housing needs to meet both the existing and forecasted housing demand.

Whereas the existing housing demand for Genoa City appears to be adequately met, forecasted population figures identify the eventual need to increase the housing stock. By the year 2030, Genoa City's current population of approximately 2,300 persons is forecasted to grow to over 6,000 persons. In order to meet the anticipated demand for housing, opportunities for single-family, attached, and multiple-family residential development have been identified.

Detached single-family residential with density ranges between 1.1 and 3.0 dwelling units per acre are anticipated to occur east of Highway 12, in areas that are

contiguous to existing residential development. If an interchange at Twin Lakes Road and Highway 12 is developed in the future, increased opportunities for this type of residential developments will occur north of Twin Lakes Road. Additionally, residential infill and redevelopment opportunities are anticipated to occur within the downtown and in the established neighborhoods around Wisconsin Street and Sumner Street. The timing of these efforts will most likely occur when the cost of land acquisition and new residential construction increases well beyond the costs associated with redevelopment of the existing housing stock.

As Genoa City's industrial development base continues to expand, the demand for new housing and increased availability of rental properties will need to be considered. Increased opportunities for attached residential options have been identified northwest of Twin Lakes Road and Highway 12 to help support the new industrial development and multiple-family residential options have been identified at the southwest corner of Walworth Street and Highway 12. These developments will increase the availability of affordable housing options within the Village, as well as offer housing opportunities for the aging population that wants to downsize from their existing detached single-family residence and still live in the Village. Additionally, opportunities for more "upscale" residences are anticipated to occur among the population that wants to upgrade their housing and continue to live in the Village.

As with most developing communities, development pressures outside of the municipal boundary will continue to occur. To help maintain the "rural character" of these areas, residential developments less than one (1) dwelling unit per acre should be discouraged. Developments wishing to exceed this density standard should locate within the Village limits.