

## **Section 8**

### **LAND USE**

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"...If anything is certain, it is that change is certain. The world we are planning for today will not exist in this form tomorrow."

**Philip Crosby**

#### **Introduction**

The land use element of this document was prepared pursuant to Section 66.1001 (Comprehensive Planning) of the Wisconsin Statutes. Section 66.1001 requires the Land Use Element to include a compilation of objectives, policies, goals, maps, and programs to guide the future development of public and private property. Additionally, this element analyzes trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. This element also contains projections for 20 years with detailed maps of future residential, agricultural, commercial and industrial land uses.

#### **Land Use 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.

#### **Land Use Goals**

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

Establish a positive community identity that is built upon the unique qualities of a semi-rural, safe, family-oriented community. Revitalize the downtown as an attractive and vibrant, pedestrian-oriented mixed-use center with a variety of quality businesses, public services, and housing options that meet the demands of local residents and cater to the interests of tourists and visitors.

#### **Land Use Objectives**

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

- Promote downtown development that offers a broad range of shopping, service, housing, and employment opportunities.
- Provide industrial sites that are sensitive to the space, access, and utility needs of a wide range of industrial establishments.
- Prevent randomly scattered and strip commercial development; keep commercial development uniform.
- Concentrate community enhancements in areas of highest traffic and major Village entryways that have the highest potential to convey a positive visual image.

- Establish standards of excellence in site planning, architecture, and the design of landscaping, lighting, and signs in all commercial, industrial, and residential areas.

### **Land Use Policies**

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

- Promote the development of single-family, attached single-family and multiple-family residential subdivisions within the existing Village limits and minimize the development of all new residential uses outside of the Village limits.
- Review all new residential subdivisions to determine if adequate park space is being provided.
- Require all new residential subdivisions outside the Village limits to develop at a minimum density of one (1) dwelling unit per acre, unless otherwise indicated on the accompanying Future Land Use Map.
- Promote and attract new industrial/business park development to the east of U.S. Highway 12.
- Encourage the development of new commercial uses around sites that are provided good access; in particular, at the new intersection created by the "Richmond By-Pass," at the identified future intersection of Twin Lakes Road and U.S. Highway 12, at the intersection of County Highway H and Fellows Street, and at the intersection of Walworth Street and Sterling Parkway.
- Promote the revitalization of the downtown by encouraging new businesses to locate there and existing establishment to remain there as long as their use is appropriate and consistent with the goals of the downtown.
- Identify and study potential sites for senior housing.

### **Inventory and Analysis of Existing Uses**

The Village of Genoa City is a small, predominately residential community that is experiencing increased developmental pressures due to its attractive landscape, affordable housing prices, excellent schools, and desirable access along U.S. Highway 12. Of the 1,438 total acres within the Village limits, approximately 25% is dedicated to existing single-family residential uses, all of which are located west of U.S. Highway 12. Agricultural uses and vacant land constitute approximately 24% and 21% of the total land use within the Village, respectively. The reason for the high vacancy figure is due to the recently approved Corporate Ridge business park development located east of U.S. Highway 12, which is currently in its early stages of development.

The existing downtown core, which is generally located at the intersection of Walworth Street and Freeman Street, is undergoing revitalization efforts, with the most recent large-scale improvements occurring to the movie theater. Annexations between the years 1990 and 1999 have resulted in the development of the Hunter's Ridge Subdivision, Brookwood Middle School, and Corporate Ridge – resulting in the extension of the northern municipal limits to Twin Lakes Road, and the eastern municipal limits to the Walworth/Kenosha County border.

Agricultural land uses occupy a large portion of the existing land area beyond the Village limits, accounting for approximately 1,851 acres, or 50% of the total land area. Single-family residential Open space accounts for the next largest land percentage at 511 acres, or 14% of the total, with the single-family residential land use accounting for approximately 465 acres, or approximately thirteen (13) percent of the total. For purposes of this classification, all land within a designated floodplain was included in the open space land use category. In practice, much of this land is used for agricultural or other adjacent uses. It should also be noted that all reported figures for the designated planning area include all respective land within the Village limits.

## **Amount, Type & Density of Existing Land Use**

### **Existing Land Use**

The following tables show Genoa City's existing land uses and the land use percentages that currently exist in both the Village limits and within the identified planning area. Existing Land Use maps have also been provided at the end of this Section.

#### **2003 Genoa City Land Use Area Calculations: Planning Area**

<b>Existing Land Use</b>	<b>Area (Acres)</b>	<b>Percentage of Total</b>
Agricultural	1,851	50.4%
Single-Family Residential	465	12.7%
Multiple-Family Residential	21	0.6%
Commercial	31	0.9%
Business Park/Industrial	58	1.6%
Vacant	303	8.3%
Civic/Institutional	77	2.1%
Open Space	511	13.9%
Public Park	59	1.6%
Existing Rights-of-Way (ROW)	294	8.0%

Total: 3,670 Acres 100%

*\*\*Includes all land within the Village limits*

## 2003 Genoa City Land Use Area Calculations: Village Limits

Existing Land Use	Area (Acres)	Percentage of Total
Agricultural	348	24.2%
Single-Family Residential	361	25.1%
Multiple-Family Residential	21	1.5%
Commercial	25	1.7%
Business Park/Industrial	58	4.0%
Vacant	303	21.1%
Civic/Institutional	45	3.1%
Open Space	60	4.1%
Public Park	53	3.7%
Existing Rights-of-Way (ROW)	165	11.5
Total:		1,438 Acres 100%

### Residential Density

Per Year 2000 Census figures, the Village of Genoa City had a total of 699 residential housing units, resulting in a gross residential density of 0.55 dwelling units per acre (total units divided by total land area), or a net residential density of 1.79 dwelling units per acre (total units divided by number of residential acres). These figures do not account for such recent residential subdivisions as Hunter's Ridge, Ridgeview Estates, and Genoa Trails, which upon "full build-out," should increase the gross density to approximately 0.85 dwelling units per acre and the net density to approximately 2.78 dwelling units per acre; this figure assumes no additional land being annexed to the Village, and no additional subdivisions being constructed.

In the year 2003, the Genoa City's population was estimated to be approximately 2,300 persons, and its total land area was at approximately two (2) square miles, resulting in a net population density of 1,150 persons per square mile, or one (1) person per 1.8 acres.

The existing zoning ordinance for the Village contains two (2) residential-specific zoning classifications and one (1) Planned Unit Development (PUD) district. The *R-1 Single Family Residence District* requires a minimum lot size of 10,000 square feet, a minimum lot width of 80 feet, with a permitted maximum lot area coverage of 50% (includes all structures and impervious surfaces); the *R-2 General Residence District*, which permits duplex developments up to four (4) units, requires a minimum lot size of 10,000 square feet, a minimum lot width of 75 feet, with a permitted maximum lot area coverage of 50% (includes all structures and impervious surfaces). The *PUD Planned Unit Development District* has the following regulations: the area of land included within the PUD boundaries must be at least 14,000 square feet and net residential densities must be consistent with the comprehensive plan, except in mobile home parks where a maximum density of five (5) units per net acre with a minimum development size of twenty (20) acres is required.

### Nonresidential Intensity

The Village of Genoa City Zoning Ordinance regulates the intensity of nonresidential development in the community as follows: the *B-1 General Business District* requires a

minimum lot area of 1,750 square feet and a minimum lot width of 25 feet; the B-2 Highway Business District requires a minimum lot area of 10,000 square feet and a minimum lot width of 75 feet; the M-1 and M-2 Industrial District require minimum sufficient area for the principal structure and its accessory buildings, off-street parking and loading areas, and all required yards; and the A-1 Agricultural District requires a minimum lot area of five (5) acres with a minimum lot width of 330 feet. For more detailed development guidelines and a list of permitted uses in all nonresidential zoned parcels, consult the Village's existing Zoning Ordinance.

### **Land Use Trends**

According to the U.S. Census, between the years 1990 and 2000, Genoa City experienced an approximate 40% increase in the total number of dwelling units; an increase from 502 to 699 respectively. This growth can be directly attributed to such recent developments as Hunters Ridge, Ridgeview Estates, and Genoa Trails. Housing unit forecasts for the year 2007, generated by Experian/Applied Geographic Solutions, shows an overall increase to 882 total units; an increase of approximately 26% from the year 2000 figure. 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.

When comparing Census 2000 to 1990 figures, noted shifts in employment statistics include an approximate 74% increase in the Village's employed civilian population; an increase from 567 persons in 1990 to 989 persons in 2000. Additionally, both the Manufacturing and the Retail Trade industries continue to be large employment industries for the Village's employed civilian population, and the Educational, health, and social services; Construction; and Finance, insurance, real estate (which includes rental and leasing) industries are increasing employment draws within the Village's population. With the ongoing development of Corporate Ridge Business Park, this trend is expected to continue.

### **Median Sales Price of Single Family Homes**

Per the U.S. Census, the median value of the 499 reported homes in Genoa City was \$121,000. This was slightly below the \$128,400 figure reported for Walworth County, which had a reported total of 19,796 single-family residential units. Between the years 2001 and 2002, the Village recorded 22 single-family homes sold, accounting for approximately three (3) percent of the total reported homes sold in Walworth County.

### **New Development and Redevelopment Opportunities**

The planning process identified several redevelopment opportunities within the Village of Genoa City. The existing downtown was identified as having redevelopment potential. Identified appropriate uses included retail and service oriented establishments, restaurants, housing, and community facilities. The existing school site in the downtown was identified as having the potential for adaptive re-use to a community center; this would only occur once all of the school needs were met and it was determined that they no longer needed the structure. Properties east of U.S. Highway 12 were identified as having the potential to attract additional business park development and limited industrial uses, similar to Corporate Ridge.

The development of the “Richmond By-Pass” will increase marketable opportunities for large-scale commercial businesses that need the visibility and access created by the new interchange. Additionally, the potential future interchange at Twin Lakes Road and U.S. Highway 12 will create opportunities for commercial uses as well. All future developers donate property for municipal use, such as schools, water tower, lift station, park, utility facility, etc.

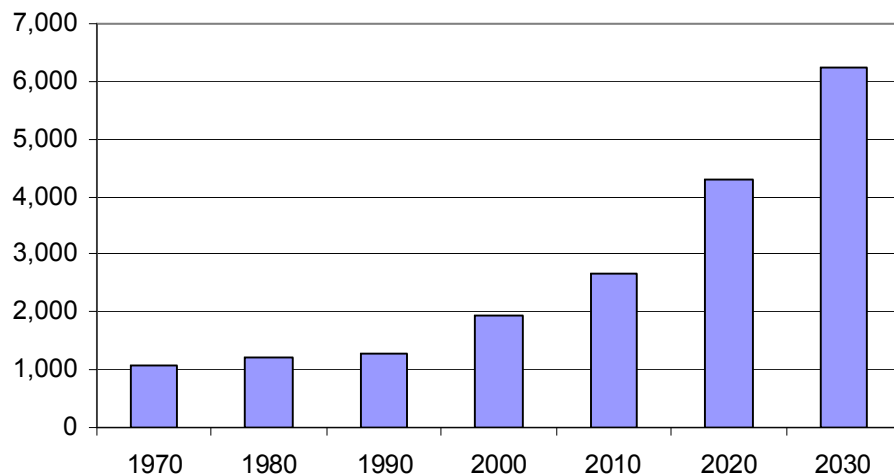
### **Land Use Conflicts**

The only major land use conflicts identified during the planning process were the incompatible industrial and automobile service oriented uses that are located within the downtown. These uses are not typical of a successful urban core, or downtown, and should be relocated in order to assure the future success of the redevelopment efforts in the downtown.

### **Land Use Projections**

Between the years of 1980 and 2000, the Village of Genoa City experienced a significant population increase of approximately 62%; from 1,202 to 1,949 respectively. Estimates generated by the Village for 2003 yield a total population of approximately 2,300 persons – an increase of 18% from year 2000 figures. Population projections generated by Teska Associates, Inc. identify continued increases through the year 2030, with a forecasted population increase of 3,922 persons, or a total population of 6,222 persons. This is an increase of approximately 170% when compared to the year 2003 population. The following graph depicts this trend.

**Population Projections for Genoa City: 1970 to 2030**



Source: U.S. Bureau of the Census (1980-2000 data)  
Wisconsin Department of Administration (2010 forecast)  
Teska Associates, Inc. (2020-2030 forecasts)

Assuming an average residential density of two (2) dwelling unit per acre, and an average of three (3) persons per household, or per dwelling unit, in order to

accommodate the increase in population of 3,922 persons, approximately 653 acres of land would have to be dedicated to residential development. Due to the existing amount of development within the Village, additional land outside the municipal boundaries would most likely be required to accommodate the anticipated population increase.

Approximately twenty-five (25) acres of the existing land within the Village is currently being used for commercial purposes. Using the year 2003 population figure of 2,300 persons, this equates to approximately 470 square feet of commercial land per person. With the anticipated growth in the population, the amount of commercial land to serve the Village is projected to increase substantially. Corporate Ridge Business Park will result in a substantial increase in the overall amount of land devoted to light industrial and office uses, accounting for a majority of the exiting land categorized as vacant on the *Existing Land Use Plan* map. Until this development is complete, no substantially new industrial development is projected. However, upon completion of this development, additional land south of this site is projected to convert to a similar use. No new agricultural land is anticipated to develop within the Village limits over the next twenty (20) years.

### **Recommended Future Land Use Plan**

The Future Land Use Plan map accompanying this section of the Plan identifies the recommended land uses for the Village of Genoa City. The recommended land use designations are listed as follows:

- Low Density Residential (1 to 2.2 Dwelling Units per Acre)
- Single-Family Residential (2.3 to 2.9 Dwelling Units per Acre)
- Village Residential (3.0 to 4.3 Dwelling Units per Acre)
- Attached Residential (4.4 to 5.8 Dwelling Units per Acre)
- Multiple-Family Residential (5.9 to 11 Dwelling Units per Acre)
- Village Center
- Commercial
- Business Park/Industrial
- Civic/Institutional
- Open Space
- Public Park

### **Future Land Use Designation Descriptions**

The following section offers a description of the land use designations that appear on the Future Land Use Plan maps that accompany this document.

#### **Low Density Residential (1 to 2.2 Dwelling Units per Acre)**

The Low Density Residential land use category is limited to very low intensity, single-family residences with an overall density range of one (1) to 2.2 dwelling units per acre, further maintaining the semi-rural or countryside character, while preserving the land's natural features and open space. Conservation subdivision design is required in all developments. Governmental, educational, religious and recreational uses that are compatible with this form of development may also be permitted.

Single-Family Residential (2.3 to 2.9 Dwelling Units per Acre)

This land use category provides for a residential density of 3.0 to 4.3 dwelling units per acre. Along with the allowance of single-family detached housing, compatible government, education, religious, and recreation uses may also be permitted.

Village Residential (3.0 to 4.3 Dwelling Units per Acre)

This land use category provides for a residential density consistent with that which already exists in the Village, or 3.0 to 4.3 dwelling units per acre. While primarily designed to accommodate single-family detached housing, some attached housing units may also be appropriate. Compatible government, education, religious, and recreation uses may also be permitted.

Attached Residential (4.4 to 5.8 Dwelling Units per Acre)

The Attached Residential land use category allows for a mix of single-family detached residences and attached residences of up to six (6) units per building at an overall density between 4.4 and 5.8 dwelling units per acre. This category may also act as a transition between low density residential and higher intensity developments such as high density residential or commercial. Compatible government, education, religious, and recreation uses may also be permitted.

Multiple-Family Residential (5.9 to 11 Dwelling Units per Acre)

This category is intended to include all forms of attached housing, including duplexes, townhomes, condominiums and apartments with an overall density between 5.9 and eleven (11) dwelling units per acre.

Village Center

This category is designed to provide opportunities for a variety of existing and potential uses in the downtown area. A mixture of retail, office, institutional, and limited residential development is anticipated in the Village Center.

Commercial

The Commercial category is intended to provide for retail establishments which offer a wide range of goods and services in locations which abut or front, and have access to, either directly or through frontage roads, heavily traveled major arterial roadways. This category includes commercial complexes and roadside commercial establishments.

Public Park

The Public Parks category includes publicly owned open spaces and recreational facilities.

Open Space

This category is intended to protect natural resources and areas with unique environmental characteristics such as wetlands, floodplains, woodlands and prairies. In addition to their sensitive nature, these areas provide the Village with natural functions such as flood storage and conveyance, pollution control, and wildlife habitat. Ownership of open space areas may be public or private.



### Civic/Institutional

The Civic/Institutional land use category encompasses those lands owned and operated by federal, state, or local governments as well as public and private educational facilities, cemeteries, churches, hospitals, nursing homes, or other non-profit facilities.

### Business Park/Industrial

This land use category provides opportunities for offices and light industry, preferably in well-designed, attractive buildings in a heavily landscaped campus-like atmosphere. These uses should have access to arterial roads, to avoid increasing traffic in residential neighborhoods. High tech, engineering, office and research uses are particularly appropriate for this category.

## **Future Land Use Figures**

The following tables show Genoa City's recommended future land uses and the land use percentages for both the existing Village limits and within the identified planning area. Future Land Use Plan maps have also been provided at the end of this Section.

### **Genoa City Future Land Use Area Calculations: Planning Area**

<b>Future Land Use</b>	<b>Area (Acres)</b>	<b>Percentage of Total</b>
Low Density Residential	819	22.3%
Single-Family Residential	769	20.9%
Village Residential	312	8.5%
Attached Residential	142	3.9%
Multiple-Family Residential	46	1.3%
Village Center	26	0.7%
Commercial	123	3.4%
Business Park/Industrial	465	12.7%
Civic/Institutional	76	2.1%
Open Space	534	14.6%
Public Park	65	1.8%
Existing Rights-of-Way (ROW)	294	8.0

Total: 3,670 Acres 100%

\*New ROW has not been calculated in future land use projection totals

\*\*Includes all land within the Village limits

## Genoa City Future Land Use Area Calculations: Village Limits

Future Land Use	Area (Acres)	Percentage of Total
Low Density Residential	76	5.3%
Single-Family Residential	4	0.2%
Village Residential	312	21.7%
Attached Residential	87	6.1%
Multiple-Family Residential	46	3.2%
Village Center	26	1.8%
Commercial	94	6.5%
Business Park/Industrial	465	32.3%
Civic/Institutional	43	3.0%
Open Space	62	4.3%
Public Park	59	4.1%
Existing Rights-of-Way (ROW)	165	11.5%
Total:		1,438 Acres 100%

*\*New ROW has not been calculated in future land use projection totals*

*It should be noted that the figures above do not reflect open space and park space acreage that will be required for new development(s) within the Village of Genoa City's planning area and Village limits.*

### **Land Use Programs**

The following land use programs have been identified as ways to promote and encourage compliance with the prescribed land use goals, policies, and objectives identified in this section of the Comprehensive Plan:

#### **Zoning Regulations**

Zoning regulations, which provide strict rules that are set and enforced by municipal governments, regulate how a property may or may not be used. The zoning ordinance establishes definitions, standards, and procedures for administrative and legislative bodies to review and approve specific land use proposals. The existing zoning ordinance will be reviewed and updated to reflect the plan recommendations for all properties located within the Village.

#### **Subdivision Regulations**

Instituting development standards for land subdivision is another regulating measure of importance in community development. Subdivision regulations serve an importance function by ensuring the orderly growth and development of unplatted and undeveloped land. As applied, these regulations would help in determining whether larger lots could, or should be subdivided and, if so, what standards would need to be met in order for the Village to approve the land division. The existing subdivision regulations will be reviewed and updated to reflect the recommendations of this plan.

## **Official Mapping**

Chapters 60 and 62 of the Wisconsin Statutes provide for the establishment of an "Official Map," which permit cities, villages and towns to prepare official mapping. This mapping is intended to serve as a formal public record to indicate where the government unit is likely to require right-of-way, easements, or land for future roads, drainageways, utilities, recreation facilities, etc. This enables landowners to plan future construction to avoid costly removal of structures later when a public facility identified on the official map is built through or near their properties. Official mapping also serves as a valuable tool to implement recommendations made in a land use or comprehensive plan. Further, it ensures new developments will be linked to existing and future street extensions and connections in a planned manner. When paired with careful building code administration, it reduces land acquisition costs to government units by virtually ensuring that critical land segments will remain unimproved by private landowners.

The Village does not presently have an official map, but should take the appropriate measures to adopt one. As growth continues throughout the Village, the official map should be revisited in order to reassess the needs for updates and amendments.

## **Codes**

Building, electrical, plumbing, mechanical, and fire prevention codes provide sound standards for safe construction, use, and occupancy of buildings. They insure that the high quality of development sought as an objective of this plan is carried out via the permit and inspection requirements of the code. Through the same permit requirements, a "check-off" point is provided to insure that the land uses proposed are in accordance with the proposed uses embodied in this plan and permitted by the appropriate zoning district. They also provide a check to verify that uses and structures are maintained in an acceptable fashion over time.