

## Section 1:

# ISSUES AND OPPORTUNITIES

---

### Introduction

Since its earliest days, the Village of Genoa City has largely been influenced by events, which, for the most part, were beyond its control. Changes in resource patterns, and changes in employment patterns in surrounding areas have all left their imprint on the community. Historically, the Village served as a farm area and trade center; as a residential area for retired farmers; as a summer home area for vacationers; and as a home for commuters who worked in the Chicago and Milwaukee metropolitan areas.

Genoa City was first settled in the mid-nineteenth century and was incorporated as a Village in 1901. A sawmill located on Nippersink Creek gave rise to the original settlement. At the time, logging was a major industry in Walworth County. Additional development took place because the community was situated at the junction of two railroads – one originating from Chicago and the other from Rockford, IL. Soils were also well suited for grain farming and dairying. By the time the timber industry began moving further north, the community had a flour mill, creamery and a small commercial district.

Today, the Village of Genoa City is a small, predominately residential community located along the Wisconsin-Illinois border, within Walworth and Kenosha Counties. The Village is located approximately nine (9) miles from Lake Geneva, 60 miles southwest of Milwaukee, 90 miles southeast of Madison, and 70 miles northwest of downtown Chicago, Illinois. The Wisconsin communities of Twin Lakes and Pell Lake are located to the northeast and north, respectively, and the Illinois community of Richmond is located to the south of the Village.

The Nippersink Creek bisects the western portion of the Village, generally running parallel to Freeman Street (an average of 700 feet west of said road). Floodplain comprises approximately four (4) percent of the Village's total land area and parks and open space continue to dominate the landscape, providing ample resources and recreational opportunities for the Village residents and visitors alike.

The most recent Comprehensive Plan for the Village of Genoa City was completed in September of 1965, describing itself as a "...long range plan for Genoa City's future development outlining programs that will ensure sound and orderly development of the community and maximum utilization of tax resources." Whereas the Village has undergone many changes since 1965, many of the key issues identified in this Plan are still relevant today.

Faced with increased development pressures and a changing economic climate, Village officials determined that an update to the 1965 Comprehensive Plan needed to occur. In 2003, the process for completing this task began. Through a series of public meetings, workshops, and discussions with Village officials, residents, business owners, and other interested parties spanning an approximate one (1) year time frame, the foundation for the Comprehensive Plan was laid. As presented, this

Comprehensive Plan update has a twenty (20) year focus. However it is not intended to be a static document - it is intended to grow with the community. As with all Comprehensive Plans, this document should be revisited throughout the twenty (20) year life of the Plan and updated based upon the physical and economic changes that impact Genoa City's population, and ultimate future.

### Comprehensive Planning in the State of Wisconsin

The following section summarizes recent legislation passed in the state of Wisconsin that impacts local communities and the comprehensive planning process. The information contained within this section was excerpted from A Guide to Wisconsin's Comprehensive Planning Legislation, which was prepared by the Office of Land Information Services within the Wisconsin Department of Administration.

The most recent comprehensive planning legislation, Section 66.1001 of the Wisconsin Statutes, was passed as part of the 1999-2001 Wisconsin biennial budget. Whereas comprehensive plans are not mandated by this legislation, these laws require consistent land use actions by local governments. With the understanding that comprehensive plans help to provide a rational basis for land use decision making, this legislation was established to provide local government units with the framework necessary to develop comprehensive plans and to assist the community in making informed land use decisions. The legislation does not determine local land use policies, however, it encourages communities to broadly examine their community to understand the future needs and desires of its citizens.

The new statutes state that a comprehensive plan shall contain all nine (9) elements including the following: an issues and opportunities element; a housing element; a transportation element; a utilities and community facilities element; a natural and cultural resources element; an economic development element; an intergovernmental cooperation element; a land use element; and an implementation element. The level of detail with which each element is addressed is not clearly defined; instead stating that it will depend greatly on the local government's locational issues, planning needs, and desired level of review of issues.

It is further stated in the legislation that, by January 1, 2010, all local governments' land use related actions regarding any ordinance, plan or regulation will need to be consistent with its adopted comprehensive plan. For example, if a community wants to approve a proposed zoning change or subdivision plat, the community will be required to base that approval on its adopted comprehensive plan according to new statutory requirements. If a community fails to base its land use decisions upon its adopted comprehensive plan, those decisions may not be considered legally defensible. In theory, if Genoa City did not follow the comprehensive plan, its zoning decision could be overturned in court.

Before a comprehensive plan can take effect, local governments must adopt the plan by following a number of procedures outlined in the new legislation. These procedures include required efforts for public participation, plan distribution, and required public hearings.

### Planning Boundaries

The Genoa City Planning Area covers approximately 3,670 acres, or five and three-quarter (5¾) square miles. Of this total area, approximately 1,438 acres, or two and one-quarter (2¼) square miles are within the existing municipal boundaries. As presented, the planning area boundaries are generally defined as follows: the Nippersink Creek and lands lying approximately ½ mile north of Twin Lakes Road to the north; the Wisconsin-Illinois border to the south; a line approximately 2,000 feet to the east of the Walworth County/Kenosha County border; and Thunderbird Road (between the WI/IL border and the Nippersink Creek) to the west. All unincorporated land within the designated planning area and within Walworth County is currently under the jurisdiction of the Town of Bloomfield. All unincorporated land within the designated planning area and within Kenosha County is currently under the jurisdiction of the Town of Randall.

The Village currently has a Municipal boundary agreement with the Town of Bloomfield, which will expire in approximately 6 years. Generally stated, this agreement establishes Genoa City's northern boundary at Twin Lakes Road, and its western boundary approximately three quarters (¾) of a mile west of Fellows Street, extending north of the State line to Twin Lake Road. The Village of Twin Lake's western municipal boundary is at Richmond Road, which leaves approximately 550 acres of unincorporated land east of Genoa City's municipal boundary. Due to the Village's location along the Wisconsin-Illinois state line, expansion to the south can not occur.

### Public Process

Public involvement can be defined as "providing opportunities for people who are affected by, or interested in, a Municipal decision to participate in the decision-making process in order to improve the resulting decision, plan or project." Public involvement includes the implicit commitment that the public's contribution will influence the decision.

Throughout the Comprehensive Plan process, numerous opportunities for public involvement and input were provided. The principal outlets are detailed below:

#### Monthly Public Meetings

Monthly public meetings were conducted at the Village, providing a forum for presenting ideas about the current state of and potential future of the Village. Public meetings encouraged the formal exchange of ideas between members of the audience, which consisted of concerned citizens, neighborhood residences, government officials, and local business owners. Citizens in attendance were given the opportunity to voice their opinions and concerns about the Village, as well as pose questions to local officials, the planning consultant, and/or other involved parties. These meetings also served to inform and educate the public regarding the process and progress of the Comprehensive Plan.

#### Community Goal Setting Workshop

A public Community Goal Setting Workshop was held, which gave the community the opportunity to discuss their vision of Genoa City's future. This meeting principally resulted in the formulation of a vision statement and the goals and objectives which are referenced throughout this document.

## Community Visioning Workshop

At the Community Visioning Workshop, the public was presented with a series of presentation boards consisting of photographs that were taken by Village residents and officials. They were then given the task of rating these photos based on a scale of "strongly encouraged (liked)" to "strongly discouraged (dislike)." The voting sheets included room for comments, which allowed the participants to indicate what they either liked or disliked about each image selected. The votes were tallied and recorded, and the results contributed to the overall development of this Plan. The formal results of the Community Visioning Workshop can be found in the Appendix of this document.

## Public Hearing

As required by law, a final public hearing before the Plan Commission and Village Board on the Comprehensive Plan will be held. At this point, the expectation is that the Village will adopt the Plan. All public hearings will be adequately noticed and open to the public. Representatives from surrounding jurisdictions will also be noticed and given the opportunity to participate.

## Other Public Input Opportunities

The public was given the opportunity to submit comments on the plans throughout the planning process. Draft copies of the plan components were made available at Village Hall for review, and contact numbers and email listings were also made public at Village Hall.

## Issues and Opportunities

Village residents raised a wide variety of issues about the community throughout the public input process. The main issues focused on housing, transportation, the downtown, and public infrastructure and utilities (this list is not meant to be all inclusive).

### Housing Issues

Single-family residential homes are the dominant land use within the municipal boundaries, comprising approximately thirty percent (30%) of the total land area. Multiple-family residential units comprise approximately two percent (2%). There have been some recent residential development approvals that have not only resulted in an increased population, but have increased residential development interest in Genoa City. Recognizing this, Village residents identified several housing issues that need to be addressed. In particular, there was concern with the overall aesthetic, or "visual" quality of the residential units and subdivision designs (as applied to both single-family and multiple-family development). Noted concerns involved the overall quality of materials; the quality of the streetscape (including street trees and fences), and appropriate transitions, treatments, or buffers along major roadways.

Other housing, or residential, issues pertained to ways of preventing sprawling development outside of the municipal boundaries, and overall maintenance and upkeep of existing single-family and multiple-family residences.



## Transportation Issues

Several major roadways pass through Genoa City. US Highway 12, County Highway H, County Highway B, and County Highway U all serve the Village, often acting as gateways to the community. Several major roadway developments are planned including the development of the “Richmond By-Pass,” which has a planned intersection location with County Highway H, just south of Highway 12, and planned improvements to South, Williams, and Wild Rose. As populations increase and development continues to occur, not only within the Village, but in the region, the traffic demands of the existing road network will continue to increase. Recognizing this, Genoa City residents identified several transportation issues that need to be addressed in order to properly plan for the future and satisfy the current needs and demands of the Village.

In particular, the greatest concerns surrounded general traffic safety issues and congestion, with emphasis on how these issues will be addressed and resolved in the future. It was suggested that there needs to be better coordination of traffic when roadway improvements occur, and that better traffic planning needs to occur. There were also concerns related to new development and the resultant infrastructure costs surrounding roadway improvements and the construction of new roads.

Aside from the stated need to improve the overall poor condition of some local streets, the three-way intersection at Franklin Street, Freeman Street, and County H was identified as an area that, due to safety concerns, needs to be improved.

## Downtown Development

The Village of Genoa City has an established downtown center, generally located along Freeman Street, just north and south of its intersection with Walworth Street. Like many downtowns, over time, a majority of the structures in the downtown have aged and some have fallen into disrepair. The businesses have a hard time competing with large retail and restaurant chains, resulting in high turn-over rates and increased vacancies.

During the public meetings, Village residents identified several issues related to downtown. The main concerns dealt with the revitalization of the downtown, which included ways to attract and retain new retail and service oriented businesses. Other issues raised included the physical character and overall aesthetic of the downtown. Residents stated that they would like to see increased efforts to beautify the downtown, make it more pedestrian friendly, and examine ways to attract visitors/tourists to the downtown. Some of the suggested improvements included planting street trees; utilization of themed banners; using decorative or historic light poles and/or fixtures; and the inclusion of street furniture.

## Public Infrastructure and Utilities

The Comprehensive Plan from 1965 identified the presence of inadequate and aging community facilities as key issues to address. This continues to be a concern among Village residents. A majority of the stated concerns with public infrastructure and utilities dealt with the rising costs of water and the impacts of new development

on the existing water supply. There were concerns as to the need for another water tower and needed improvements to existing wells.

## Comprehensive Plan: Vision, Goals, Objectives and Policies

"...To will is to select a goal, determine a course of action that will bring one to that goal, and then hold to that action till the goal is reached. The key is action."

Michael Hanson

The planning process is based on a continuum of personal and collective decision making reflected in a shared vision of the community. The identification of goals and the formulation of objectives in support of these goals is the first part in the process to establish a common vision. Goal and objective statements provide the policy framework upon which all land use decisions, both now and in the future, must be supported. The Comprehensive Plan is a declaration of intent. It is advisory and does not itself constitute a regulation. When the Plan is adopted by the Village Board - when it becomes an ordinance - all goals, objectives, principles, and standards therein become policy.

Building from the 1965 Comprehensive Plan for the Village of Genoa City, the goals and objective statements were updated to incorporate new information, ideas, and direction obtained from citizens, property owners, business persons and public officials. Community comments were provided at the public meetings and public listening sessions and identified through the visioning workshop; all events that were conducted as part of the Comprehensive Plan update process.

Each of the eight (8) elements of the Village of Genoa City Comprehensive Plan contain a set of goals, objectives, and policies which are defined as follows:

- Vision: The vision statement is the overall idea of the future, which, once defined, sets the tone for all activities.
- Goals: Goals are the stated ends that form the vision; they are statements regarding general aims of the Village, with broad or long-range intended outcomes.
- Objectives: Objective statements describe a more specific future condition to be attained; a specific target established to achieve a goal.
- Policies: A definite course of action selected from among alternatives to guide and determine present and future decisions.

### Vision Statement for the Village

The following is the community vision, or mission statement, which was developed through community input received at the visioning workshop and the numerous public meetings.

The Village of Genoa City will continue to maintain its identity as a small, attractive, walkable residential community; promoting a friendly, safe, and diverse community, which offers a high quality of life to its residents. It will continue to be a desirable place to live, raise a family and retire in; and a community dedicated to excellence in governance, housing, schools, parks, and community facilities. Genoa City will maintain its commitment to strengthening community spirit and embrace its historic character while improving transportation options; increasing access to services; actively pursuing and appropriately siting industrial and commercial development options; and enhancing open space.

## Goals and Objectives

Under each of the following subject headings is a goal statement, which is followed by a list of objectives established to achieve the associated goal. These headings are arranged to address the list of statutory requirements that all Comprehensive Plans within the state of Wisconsin must address. They stated goals and objectives are as follows:

### Housing

#### Goal:

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. Establish quality standards for residential construction and subdivision designs that reflect existing market trends and the desires of the community.

#### Objectives:

- Encourage 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, to minimize monotonous development.
- Provide buffering 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.

## Transportation

### Goal:

Maintain a balanced, efficient, safe, and attractive transportation system that allows for the movement of motor vehicles, pedestrians, bicyclists, and transit users through, around, and into the Village. Streets will have well-designed streetscape, including street trees, sidewalks and, where appropriate, well-defined crosswalks.

### Objectives

- Minimize conflicts between local and non-local traffic.
- Assure compatibility between road relationships and future development types.
- Coordinate proposed road improvement efforts with the Wisconsin Department of Transportation, Walworth County, Kenosha County, McHenry County, and all neighboring municipalities to maximize benefits to Genoa City.
- Provide and manage transportation improvements, as outlined in Section 3 of this Plan, to support business, industrial, and residential growth.
- Provide a system of pedestrian trails, walkways, and bikeways that encourages safe and easy circulation throughout existing and future developments within and beyond the Village.
- Require interconnections between commercial and residential projects to allow for pedestrian and vehicular access and to reduce congestion on major roads.

## Utilities and Community Facilities

### Goal:

To derive the greatest benefits from its investment in infrastructure, the Village will assure maintenance of existing facilities, remedy deficiencies in existing facilities, and provide adequate facilities to serve new growth. The Village will also ensure that Village services and programs are designed to meet the needs of all residents, including youths and elderly residents.

### Objectives:

- Establish and maintain intergovernmental agreements with adjacent municipalities and special districts regarding municipal boundaries, land uses, and public services.
- Maintain and continue to provide high standards of quality in the school system, and work cooperatively with the school districts to establish an adequate number and location for new schools to serve Genoa City's growth.
- Provide recreational opportunities and activities for the children and youth.
- Provide the appropriate means to actively enforce all Village code requirements.
- Link parks, recreation sites, and open space with residential neighborhoods via safe pedestrian and bicycle routes.

- Allow new development only where the provision of appropriate infrastructure and services are economically feasible.
- Provide neighborhood parks within walking distance of all residential development. In developments with 100 dwelling units or more, developers should be required to dedicate appropriate park space.

## Agricultural, Natural and Cultural Resources

### Goal:

Maintain a balanced relationship between human activities and the environment that minimizes the adverse impacts of development on natural resources; protect and encourage the preservation of Village open spaces, trees, mature vegetation, creeks and streams, and identified floodplain; and encourage the maintenance and preservation of active farms on the periphery of the Village.

### Objectives

- Identify and reserve sufficient land resources in the Village to meet current and future recreation needs.
- Design all new developments to create a minimum disturbance to natural drainage patterns, natural landscape, vegetation, and the ability of land to absorb rainfall and prevent erosion.
- Encourage land use patterns that preserve the integrity of existing environmental corridors as a means of natural erosion control and protecting the environmental quality of the Village.
- Establish minimum setback and buffer areas along creeks, streams, rivers, floodplain, and wetlands to reduce the impacts of development on water quality.
- Ensure that all new developments provide storm water retention capacity equal to the capacity displaced by that development. Whenever possible, safe, and practical, retention areas should incorporate opportunities for recreational uses.
- Encourage development within the urbanized areas (within the municipal boundaries).
- Ensure that development outside the urbanized area conforms to the principals of sound land use planning; discourage urban sprawl and/or noncontiguous development.

## Economic Development

### Goal:

Encourage an economically diverse tax base that expands employment opportunities, and through careful land planning, provides appropriate locations and distribution of revenue-generating business uses.

### Objectives

- Promote the expansion and revitalization of the central business area by encouraging the development of new stores with off-street parking; by improving the structurally sound and/or historically significant structures; and by replacing the old, deteriorated buildings with new, appropriately situated structures.
- Actively recruit a variety of new businesses that provide community services and establish programs to encourage locally owned small businesses.
- Invest in the central business area to show potential future businesses that the Village will support their efforts to locate there.
- Create an economic strategy that provides an attractive environment for the recruitment of new, and expansion of existing and future business developments.
- Diversify the economic base by reducing the reliance on residential tax base.
- Encourage investment in and the successful performance of appropriate business and industrial uses, as well as desirable residential development.

## Intergovernmental Cooperation

### Goal:

Expand intergovernmental relationships with local municipalities, townships, counties, and other units of government; coordinate with neighboring municipalities to manage land use decisions and encourage cooperation between local units of government to ensure efficient delivery of services.

### Objectives:

- Develop policies, cooperative agreements and working relationships promoting intergovernmental cooperation, sharing of information and sharing of services with other governmental units.
- Coordinate transportation needs and improvements with both the County and State Highway Departments to assure the established goals and land use decisions of the Village are adequately met.
- Ensure that intergovernmental opportunities should be cost beneficial to the Village and improve the quality of life in the community.
- Sharing of municipal services should be reviewed and utilized when beneficial to the Village, community or region.
- Participate in groups and organizations promoting intergovernmental cooperation.

## Land Use

### Goal:

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.

Objectives:

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

## Implementation

Goal:

Achieve the Village's goal of high-quality and controlled growth by creating an approach to development that provides considerable options on how land is used and continue to monitor and evaluate Village trends and experiences in meeting the goals established in this Plan.

Objectives:

- Work to gain a reputation for approval of development consistent with the Comprehensive Plan.
- Develop a land use pattern that promotes a balance of residential and non-residential growth areas.
- Review and update the Village's Zoning Ordinance and other Village Codes to be consistent with this Plan.
- Develop and adopt a long-term (five year) and current year capital improvement program.
- Revisit existing boundary agreements and secure agreements with adjacent communities.
- Ensure compliance with all regulations.

## Demographic and Economic Trends

Planning for the future of Genoa City requires an evaluation of both the historic and current local population and economic trends. Such trends are likely to have an effect on long-range growth and development. The analysis of these factors has influenced the prescribed land use plans and policies that are provided throughout this plan.

The following section describes the conditions of the community that existed at the time of preparation of this Plan:

### Population Trends

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. Substantial increases in Genoa City's overall population can be attributed to such recent developments as Hunter Ridge, a mixed-use residential subdivision; Ridgeview Estates, a single-family residential development; and Genoa Trails, a duplexed residential community. Population forecasts generated by Teska Associates, Inc., which are based upon existing trends in residential development and forecasted growth for neighboring communities, continue to show a steady growth up to the year 2030, with an 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.

Year 1980 to 2030 Population Trends and  
Forecasts for Genoa City

Year	Population	Percent Change (10 Year Rate of Growth)
1980	1,202	10.8% (from 1970)
1990	1,277	6.2%
2000	1,949	52.6%
2010	2,682	37.6%
2020	4,291	82.6%
2030	6,222	45.0%

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

In comparison, between the years 1980 and 2000, Walworth County experienced an approximate 48% population increase, from 63,444 to 93,759 persons respectively. Of the year 2000 total, Genoa City comprised approximately 2% of the County's total population (percentages within Kenosha County could not be determined with existing data). During the same time period, the communities of Twin Lakes (WI), McHenry (IL), Richmond (IL), and Spring Grove (IL) had population increases of 125%, 97%, 2%, and 580%, respectively. Year 2030 population forecasts generated by the

Northeastern Illinois Planning Commission (NIPC), an organization that forecasts growth only for northeastern Illinois communities, show substantial increases for McHenry, Richmond, and Spring Grove; total populations of 48,502, 15,059, and 18,523, respectively.

As a whole, Genoa City, Twin Lakes, McHenry, Richmond, and Spring Grove, all municipalities with close regional proximity, have experienced substantial growth over the past 20 years with forecasts showing continued increases. As these populations continue to increase, so will the opportunities for increased economic development, the need for additional housing, employment, and recreation options, as well as increased opportunities to support varied forms of entertainment and service oriented establishments. Future plans for the Village should consider these options when planning for future land uses and developing policies that support and promote the desires of the community.

### Population by Age

Per 1990 U.S. Census Bureau figures, the largest age group composition reported in Genoa City was the "25 to 34" cohort, comprising approximately 18% of the total population. Age group classifications "35 to 44" and "5 to 9" were the next largest, comprising approximately 13% and 10% respectively. The age group least represented in Genoa City's total population was the "85 and over" classification, comprising only 2.35% of the total. Age groups "75 to 84" and "20 to 24" were the next least prevalent cohorts comprising 4.39% and 5.48% of the total, respectively. In comparison, the 1990 Census figures for Walworth County report the "25 to 34," "35 to 44," and "20 to 24," age groupings as the most prevalent, comprising approximately 15%, 14%, and 10%, respectively. As with the Village, the "85 and over" classification comprised the least amount (1.76%) of the County's total population.

Year 2000 Census figures report that approximately 63% of Genoa City's population is over 21 years of age. Of that figure, 7.4% are of the retirement age, or "65 years and over." The largest age cohorts represented are the "25 to 34," and "34 to 44" classifications, comprising 18.16% and 17.65% of the total population. The least represented age classifications include the "85 and over" and "75 to 84" groupings, comprising 1.08% and 2.62%, respectively, of the total population. Reported 2000 figures for Walworth County show a similar trend. The largest represented age groupings include the "25 to 34," "35 to 44," and "45 to 54," classifications, which comprise a combined 40.67% of the County's total population. The retirement aged community, or all combined groupings 65 and over, comprise only 12.73% of the total population.

### Year 1990 to 2000 Population By Age Trends for Genoa City

Age Cohort	1990	Percent of Total	2000	Percent of Total	Percent Change 1990-2000
Under 5 years	105	8.2%	215	11.0%	104.8%
5 to 9 years	131	10.3%	190	9.8%	45.0%
10 to 14 years	109	8.5%	176	9.0%	61.5%
15 to 19 years	82	6.4%	119	6.1%	45.1%
20 to 24 years	56	4.4%	101	5.2%	80.4%

25 to 34 years	230	18.0%	354	18.2%	53.9%
35 to 44 years	169	13.2%	344	17.7%	103.6%
45 to 54 years	121	9.5%	193	9.9%	59.5%
55 to 64 years	91	7.1%	113	5.8%	24.2%
65 to 74 years	83	6.5%	72	3.7%	-13.3%
75 to 84 years	70	5.5%	51	2.6%	-27.14%
85 years and over	30	2.4%	21	1.1%	-30.0%
Total Population	1,277		1,949		

Source: U.S. Bureau of the Census (1990-2000 data)

Noted conclusions in comparison of 1990 and 2000 figures are as follows:

1. The Village of Genoa City experienced a population increase of 675 persons, with the largest amount of growth, as a percentage, occurring in the "35 to 44" and "Under 5" age cohorts. More families are choosing to have children within the Village suggesting increased needs for child services and day-care and the community's affordable home prices also attract families.
2. Between the years 1990 and 2000, the number of "school aged" children, ages 5 through 19, have increased, with each representative Census grouping showing increases of over 50%. If this trend continues, it suggests, among other things, the need for the development of schools and recreational services geared towards this population.
3. Between the years 1990 and 2000, the "retirement aged" population, 65 and over, decreased by 39 persons. In comparison, the overall "retirement aged" community within Walworth County increased by approximately 1,260 persons. This suggests, among other things, that the Village is not attracting or maintaining this population and that this group is going elsewhere, either within or outside of the County, for service and housing options. It could further be inferred that there is a need for increased senior-oriented services and activities, including the provision of a continuum of senior housing options, within the Village.
4. As the working-aged population, ages 16 to 65, continues to increase, there may be a demand for increased varieties of labor and labor options. This trend also suggests the need for increased housing options to support a diversified work force.

Forecasts show steady increases for the working aged population, ages 18 through 65, with this cohort comprising approximately 59% of the total population in the year 2007. The largest growth as a percentage is forecast to occur in the 45 to 54 age classification. It should be noted that age group classifications and ranges reported by Experian/Applied Geographic Solutions (a private corporation that creates and distributes a complete range of marketing analysis databases), vary slightly from those reported by the Census Bureau.

### Household Size

Over the past several decades, the average number of persons per household has been declining in the United States. Smaller households have been a result of lower birth rates, delays on marriage, and increasing numbers of "empty nester"

households as the large "Baby Boom" generation ages. Consistent with the national trend, the average number of persons per household in Walworth County decreased from 2.60 in 1990 to 2.47 in 2000. Between the same years, the average number of persons per household in Genoa City increased from 2.73 to 2.87, an increase of approximately 5%. This increase is likely due to the attractiveness of the area to young families given comparatively lower "new" home prices and the overall quality of schools. Additionally, this increase suggests that there may be growing demand for larger housing units within the Village.

### 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. 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; 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.

### Household Income

According to 1990 Census figures, the median household income in Genoa City was \$27,778; that reported for Walworth County and Wisconsin was \$30,345 and \$29,442, respectively. The largest reported income class was that of \$35,000 to \$49,999, which comprised approximately 24% of the total households in the Village. Approximately 62% of the total households reported income levels below \$35,000 and 14% reported levels over \$50,000.

Census 2000 figures saw a dramatic shift when compared to 1990 figures. The reported median household income increased approximately 78% to \$49,338. This figure is slightly larger than that reported for both Walworth County and Wisconsin; \$46,274 (a 52% increase from 1990) and \$43,791 (a 45% increase from 1990), respectively. The most dramatic increases were in the household income levels within the \$75,000 to \$150,000 ranges, with increases in excess of 1,200% (as compared to 2000 figures). Furthermore, in 2000, approximately 3.7% families (19 of 509 families) reported income levels below poverty level. This is a slight increase from the 3.5%, or 12 of 340 families, reported in 1990.

### Year 1990 to 2000 Income Level Trends for Genoa City

1990-2000 Reported Income Levels	Genoa City (Households)				Walworth County (Households)			
	1990	% of Total	2000	% of Total	1990	% of Total	2000	% of Total
Less than \$10,000	55	12.2%	22	3.3%	3,322	12.0%	2,106	6.1%
\$10,000 to \$14,999	53	11.7%	35	5.2%	2,468	8.9%	2,024	5.9%
\$15,000 to \$24,999	85	18.8%	78	11.5%	5,460	19.8%	3,913	11.3%
\$25,000 to \$34,999	86	19.0%	62	9.2%	4,800	17.4%	4,459	12.9%
\$35,000 to \$49,999	108	23.9%	150	22.2%	5,789	21.0%	6,256	18.1%
\$50,000 to \$74,999	54	12.0%	203	30.0%	3,978	14.4%	8,307	24.1%

\$75,000 to \$99,999	6	1.3%	82	12.1%	1,101	4.0%	4,019	11.6%
\$100,000 to \$149,999	3	0.7%	42	6.2%	412	1.5%	2,368	6.9%
\$150,000 or more	2	0.4%	2	0.3%	285	1.0%	1,063	3.1%
Total Households	452		676		27,615		34,515	

Median Income	\$27,778	\$49,338	\$30,345	\$46,274
---------------	----------	----------	----------	----------

Source: U.S. Bureau of the Census (1990-2000 data)

In comparing Census 2000 figures to those reported in 1990 figures, household income levels within the Village have increased. In part, this may be attributed to an increase in the number of two (2) income earning households. This is a similar trend to that reported for both Walworth County and Wisconsin. This "shift in income levels," may suggest the increased potential for housing, commercial, and employment options that retain and capture increased income levels within the Village. Furthermore, this trend may impact the populations' expectations with regards to the provision and quality of services.

### Educational Attainment

The level of education attainment in a community is often used to measure preparedness of the local labor force. Census 2000 educational attainment figures for both Genoa City and Walworth County apply to the total population twenty-five (25) years and older. As was reported, approximately 87% of Genoa City's population has attained a high school degree (or equivalency) or higher level of learning; this is an increase of approximately 14% from the 1990 Census figure of 73%. Year 2000 figures further reported that approximately 19% of the reported population attained a graduate or professional degree, which is an approximate 11% increase from that reported in the 1990 Census.

In comparison, the 2000 Census reported that approximately 84% of Walworth County's total population over 25 years of age attained a high school degree or higher education level and approximately 22% attained a graduate or professional degree. These figures are slightly higher than those reported in 1990, which reported percentages of 79 and 18, respectively. The following table summarizes the reported characteristics for 2000.

### Year 2000 Education Levels in Genoa City and Walworth County

Educational Attainment	Genoa City	% of Total	Walworth County	% of Total
Less than 9 <sup>th</sup> Grade	30	2.6%	3,049	5.2%
9 <sup>th</sup> to 12 <sup>th</sup> Grade, No Diploma	122	10.6%	6,155	10.6%
High School Graduate (includes equivalency)	425	36.9%	19,459	33.5%
Some College, No Degree	289	25.1%	12,857	22.1%
Associates Degree	69	6.0%	3,961	6.8%
Bachelor's Degree	168	14.6%	8,694	15.0%
Graduate or Professional Degree	48	4.2%	3,978	6.8%
Total Population (25 and Over)	1,151		58,153	

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

As educational attainment levels for both Genoa City and Walworth County continue to rise, so do the opportunities to attract both the employers and employment opportunities that desire a more educated workforce.

### Labor Force

Per 1990 Census results, the largest industry employer was Manufacturing, (both durable and nondurable goods) which employed 40.5% of the employed persons residing in Genoa City. Retail Trade was the next largest industry employer, capturing approximately 20% of the Village's employment base. As with 1990, figures from 2000 report Manufacturing as the largest industry employer, employing approximately 30% of the Village's employment base. Educational, health, and social services was the second largest employment industry, capturing 14.4% of the Village's employed civilian population.

When comparing Census 2000 to 1990 figures, noted shifts in employment statistics include the 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.

The following table offers a more detailed comparison of the results of the 1990 and 2000 Year Census results. It should be noted that the employed civilian population is defined as the population sixteen (16) years and older that was employed at the time the census was taken.

Year 1990 to 2000 Employment Characteristics for Genoa City

Employment Industry	1990*	% of Total	2000	% of Total	1990-2000 (% Change)
Agricultural, Forestry, Fisheries, and Mining	12	2.1%	17	1.7%	-18.8%
Construction	33	5.8%	109	11.0%	89.4%
Manufacturing	230	40.6%	297	30.0%	-26.0%
Transportation and Warehousing and Utilities	46	8.1%	45	4.6%	-43.9%
Wholesale Trade	22	3.9%	18	1.8%	-53.1%
Retail Trade	112	19.8%	120	12.1%	-38.6%
Finance, Insurance, and Real Estate	12	2.1%	58	5.9%	177.1%
Business and Repair Services	11	1.9%	-	-	-
Personal Services	10	1.8%	-	-	-
Entertainment, Recreational Services, and Food Services	7	1.2%	62	6.3%	407.8%
Educational, Health, and Social Services	54	9.5%	142	14.4%	50.8%
Other Professional and Related	10	1.8%	91	9.2%	421.7%

Services					
Information	-	-	15	1.5%	-
Public Administration	8	1.4%	15	1.5%	7.49%
Total Employed Persons	567		989		74.4%

Source: U.S. Bureau of the Census (1990-2000 data)

- \* 1990 Employment Industry categories have been slightly modified in order to permit comparisons with the changes the US Census Bureau made to the Employment Industry categories reported in 2000.