



Genoa City Business Licensing

Village of Genoa City
755 Fellow Rd—PO Box 428
Genoa City, WI 53128
262-279-6472
www.vi.genoacity.wi.gov



Welcome to Genoa City, Wisconsin!

2025 Business Licensing Dates

- **June 15th, 2025**
 - Application and Payment are due.
- **July 1st, 2025**
 - Licenses will be issued.

Building and Fire Inspections will be conducted over the course of the year for existing businesses.

2025 Business License Perks

- Business featured on the village's website, complete with links to your website!
- Access to our Business Tax Incentive Program (BTIP)!

The Village of Genoa City is located at the Wisconsin/Illinois Border in the southeastern corner of Walworth County and is home to over 3,000 permanent residents.

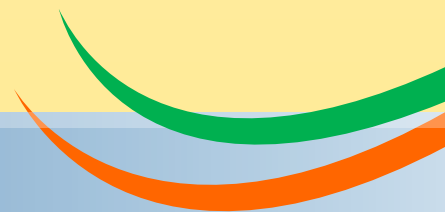
Previously an epicenter for farming and dairy production, Genoa City encourages industry of all types.

Genoa City is the "Gateway to Wisconsin" and we stand by our motto:

Genoa City Welcomes Business, Industry, and YOU!

When looking to expand or relocate your business, consider Genoa City.

Our natural beauty, proud history, close proximity to regional hubs, and welcoming residents will make your choice an easy one. We look forward to working with you to ensure Genoa City becomes your new home. We love it here and are confident you will too.



Business Tax Incentive Program (BTIP)

The Village of Genoa City is open for business!

The Village of Genoa City is pleased to offer support businesses relocating or expanding in Genoa City.

Other Incentives

State support is available through several grants and loans including the Economic Development Tax Credit, Property Tax Exemptions on machinery and equipment, Brownfield grants, and Industrial Revenue Bonds.

Under this program, a percent of the village portion of the property tax resulting from the new building would be rebated.

100% for the first year
75% for the second year
50% for the third year
25% for the fourth year

Objective for the use of BTIP

- To retain local jobs and/or increase the number and diversity of quality jobs
- Encourage redevelopment in the commercial and industrial areas of the village.
- To offset increased costs of redevelopment.
- To meet other uses of public policy, including promotion of quality urban and architectural design, energy conservation , etc.

Basic Qualifications

- Projects would have to be tied to the establishment of a new business.
- The business would have to be located within the village limits and on property properly zoned for the business's purpose.



Village of Genoa City Website

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Welcome to the
Village of Genoa City!



UTILITY
PAYMENTS



AGENDAS &
MINUTES



CODE &
ORDINANCES



FORMS &
PERMITS



Businesses and Organizations

Business License Application

To be added to this page, please contact the Village Clerk at: (262) 279-6472

Assisted Living - CBRF	▼	Laundromat	▼
Automotive	▼	Library	▼
Banks	▼	Manufacturing & Industry	▼
Cemetery	▼	Medical / Therapy	▼
Childcare	▼	Restaurants Taverns	▼
Churches	▼	Retail Shops	▼
Clubs & Organizations	▼	Schools	▼
Food Pantry	▼	Storage - Household & Commercial	▼
Funeral Homes / Crematory	▼	Tax Preparation	▼
Landscaping, Lawn Care and Snow Removal	▼	Wholesale	▼

Village of Genoa City Zoning Map

ZONING DISTRICTS

Residential Districts are designed to encourage a suitable environment for family life by permitting certain conditions compatible with enhancing this purpose and by protecting this residential character against non-compatible uses. The districts are intended to avoid overcrowding by requiring certain minimum yards, open spaces, and site area while making available a variety of dwelling types to serve a wide range of individual requirements.

R-1 SINGLE-FAMILY RESIDENCE DISTRICT

Principal uses: Single family dwellings with 10,000 of min. lots.

R-2 GENERAL RESIDENCE DISTRICT

Principal uses: Single family dwellings, duplex dwellings, and multiple dwellings not to exceed four units per structure, all with 15,000 of min. lots.

SFR SINGLE-FAMILY RESIDENCE DISTRICT

Principal uses: Single family dwellings with 15,000 of min. lots.

RDU-1 DUPLEX RESIDENCE DISTRICT

Principal uses: Single family detached dwellings and two family dwellings, both with 15,000 of min. lots.

MR-1 MULTIPLE FAMILY RESIDENCE DISTRICT

Principal uses: Multiple dwellings with a maximum of 4 dwelling units per structure with 15,000 of min. lots.

PUD PLANNED UNIT DEVELOPMENT DISTRICT

The district is intended to allow flexibility in land development (including, without limitation, the clustering of buildings), to provide creativity, variety and functionality in the development of land, and to facilitate innovative and other unique developments, such as entertainment and appropriate mixed and other unique developments, which do not conform to conventional zoning district boundaries and regulations, and encourage development compatible with its surroundings and consistent with the Village's comprehensive plan.

P-1 PARK DISTRICT

The district is intended to provide areas under the Village's zoning schemes which will enable the location of the district to be used for a variety of purposes, including, without limitation, the location of various governmental, institutional, religious and public utility uses. Because of the nature of these uses and their essential support of everyday activity, they are deemed as compatible with the other surrounding uses. To this end the district will provide the activities permitted and will minimize the impact on surrounding properties.

C-1 LOWLAND RESOURCE CONSERVATION DISTRICT

The primary purpose of this district is to preserve, protect, and enhance the streams and wetland areas in the Village. The proper regulation of these areas will serve to maintain and improve water quality, both ground and surface, protect the location of structures on soils which are generally not suitable for such use, protect natural watersheds, and protect the water-based recreational resources of the Village.

B-1 GENERAL BUSINESS DISTRICT

The district is intended to further maintain and encourage the use and redevelopment of the principal business district in the Village. The promotion of retail sales and services will be the principal aim of this district.

B-2 HIGHWAY BUSINESS DISTRICT

The district is intended to provide a zone where certain commercial activities may be conducted outside of the downtown business area.

BP BUSINESS PARK DISTRICT

This district is intended to: (1) Provide a degree of predictability in business park development, set a minimum level of standards by which a business park can be developed, and establish a regulatory framework within which the community and the developer can work together to plan effectively for future business and industrial growth; (2) Provide for maintenance of open space areas, water detention areas, landscaping and other common areas to provide an attractive and aesthetically pleasing corporate environment; (3) Provide for adequate transportation mobility into and throughout the business park as to avoid traffic congestion problems; and (4) Provide a planned business environment that attracts employee amenities, maintained in a high-quality fashion consistent with first class office/industrial developments within the metropolitan area.

M-1 INDUSTRIAL DISTRICT

The district is intended to provide for location of certain industrial or warehousing activities in the Village where extensive manufacturing, industrial and related warehousing activities are carried out. Because of the disproportionate nature of certain of these activities, this district shall be so located as to provide the least amount of incompatibility with areas requiring a pleasant, hazard and substance free environment.

M-2 LIGHT INDUSTRIAL DISTRICT

This district is intended to provide appropriate sites to locate light industrial facilities within the Village. It will protect adjacent residential and commercial areas from excessive types of manufacturing and related activities.

A-1 AGRICULTURAL DISTRICT

The district provides for, maintain, preserve, and enhance agricultural lands historically utilized for crop production and which are generally suited for rural farm uses, including truck farming, horse farming, hobby farming, orchards, and other similar agricultural related activities.

WELL HEAD PROTECTION OVERLAY

The residents of the Village of Genoa City depend exclusively on groundwater for a safe drinking water supply. Certain land use practices and activities can seriously threaten or degrade groundwater quality. The purpose of this Wellhead Protection Overlay is to institute land use regulations and restrictions protecting the municipal water supply of the Village of Genoa City, and to protect the public health, safety and general welfare of the residents.

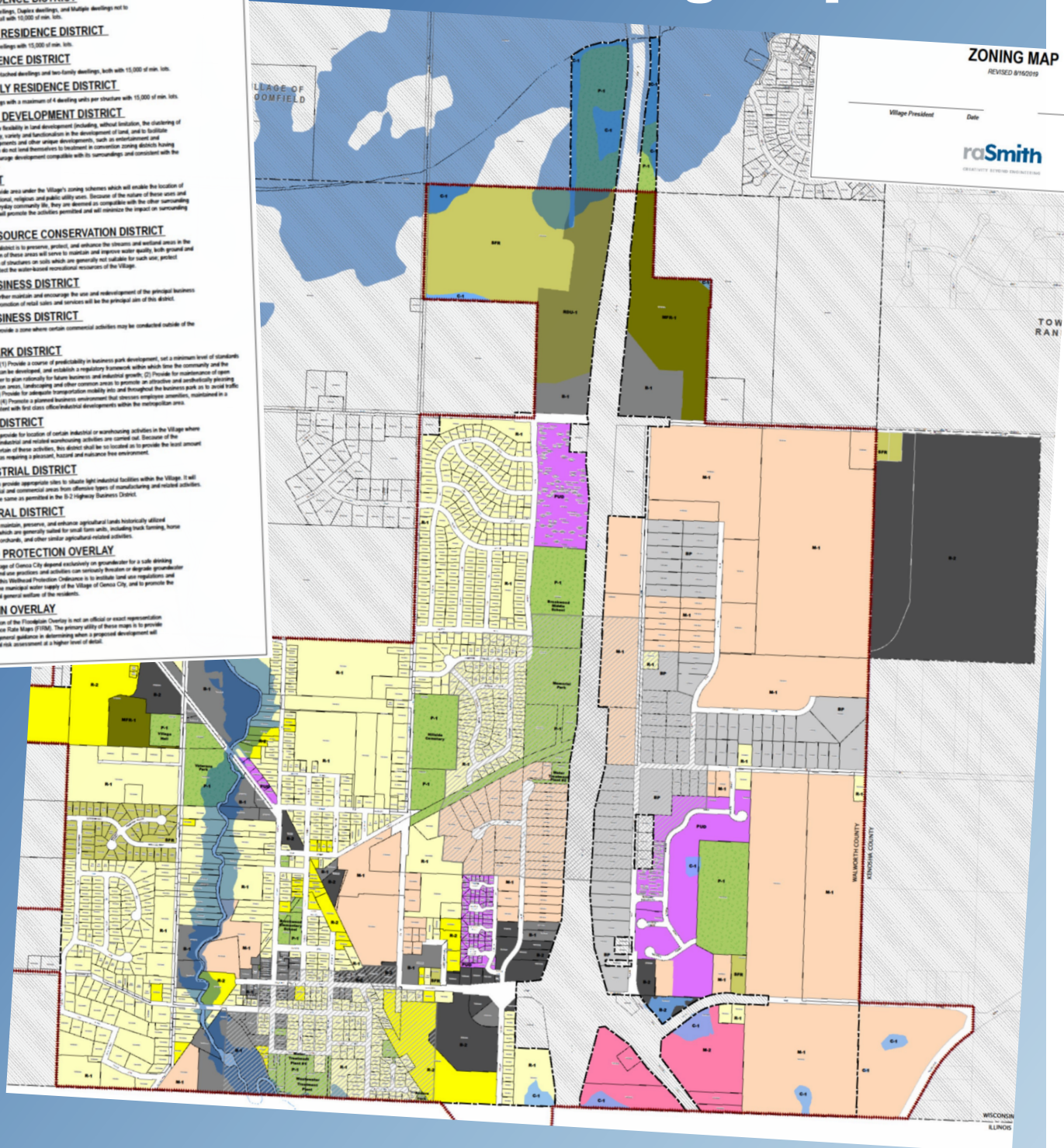
FLOODPLAIN OVERLAY

The digital representation of the Floodplain Overlay is not an official or exact representation of FEMA Flood Insurance Rate Maps (FIRM). The primary utility of these maps is to provide decision-makers with general guidance in determining when a proposed development will require a potential flood-risk assessment at a higher level of detail.

ZONING MAP
REVISED 8/16/2019

Village President _____ Date _____

raSmith
PROPERTY & ZONING ENGINEERS



For questions about zoning please contact our
Zoning Administrator at: manager@vi.genoacity.wi.gov

Genoa City Village Hall

755 Fellows Rd—PO Box 428
Genoa City, WI 53128
www.vi.genoacity.wi.gov

(262) 279-6472
Jackie Petritis, Clerk-Treasurer
clerktreasurer@vi.genoacity.wi.gov



Important Contact Information:

Building Inspector	Jon Mesler	(608) 921-1891	gcinspector@vi.genoacity.wi.gov
Zoning Admin	John Cole	(262) 949-5583	manager@vi.genoacity.wi.gov
Civil Engineer	raSmith—Brandon Foss	(262) 317-3374	brandon.foss@rasmith.com
Water/Sewer Utility:	Genoa City Public Works	(262) 279-5728	(262) 279-6472 Billing
Gas:	We Energies	(800) 242-9137	www.we-energies.com
Electric:	Alliant	(800) 862-6222	www.alliantenergy.com
Phone/Internet:	AT&T	(800) 924-1000	www.at&t.com
Cable/Phone/ Internet:	Charter-Spectrum	(800) 581-0081	www.charter.com www.spectrum.com
Garbage:	John's Disposal	(888) 743-4701	www.johnsdisposal.com