

APPENDIX B: ACTION PLAN

Village of Genoa City 2045 Comprehensive Plan Action Plan

3. AGRICULTURAL, NATURAL, & CULTURAL RESOURCES		Action Completed	Target Completion
Natural Resources			
3.A	Incorporate stream valleys, marshes, woodlands and scenic and historic areas in the park and open space system when possible. Incorporate these areas into the Future Land Use map.	<input type="checkbox"/>	Immediate (2026-2027)
3.B	Consider requiring areas identified as Park and Open Space in the Future Land Use map as parkland dedication in new subdivisions of land.	<input type="checkbox"/>	Short-Term (2028-2031)
3.C	Engage the public through natural resources and recreational facilities planning as necessary.	<input type="checkbox"/>	Short-Term (2028-2031)
3.D	Participate in natural resources and recreational facilities planning opportunities with County governments and adjacent communities.	On-going	
3.E	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.	On-going	
3.F	Review Landscaping guidance within zoning code to ensure it aligns with best practices.	<input type="checkbox"/>	Short-Term (2028-2031)
3.G	Utilize the Lowland Resource Conservation Zoning District to protect and enhance streams, wetlands, groundwater, and other natural areas.	<input type="checkbox"/>	Long-Term (2032-2035)
3.H	Update the zoning code to restrict potentially contaminating uses within areas where the potential for ground water contamination is the highest.	<input type="checkbox"/>	Long-Term (2032-2035)
3.I	Enforce the requirements of the Floodplain and Well-Head Protection Zoning Overlay code.	On-going	
3.J	Consider creating a natural resource greenway along the Nippersink Creek for conservation and recreation purposes and to link parks, natural features, and historic sites.	<input type="checkbox"/>	Long-Term (2032-2035)
Agricultural Resources			
3.K	Apply the land use policies mentioned in the Kenosha and Walworth County Comprehensive Plans, Farmland Preservation Programs, Non-Farm Development, Farmland Preservation Agreements, and Natural Resource Protection Overlay Areas.	<input type="checkbox"/>	Immediate (2026-2027)
3.L	Require a neighborhood plan prior to approving development in areas with major subdivision of farmland.	<input type="checkbox"/>	Short-Term (2028-2031)
3.M	Review Village Ordinances and consider removing barriers to small-scale agricultural operations that are otherwise compatible with surrounding uses (e.g. setback and parking requirements, etc.). Examples of small-scale agricultural uses include community gardens, CSA plots, fruit orchards, vineyards, rooftop gardens, etc.	<input type="checkbox"/>	Short-Term (2028-2031)
3.N	Determine if a mandatory buffer strip and/or setback between farm operations and adjacent residential and commercial developments should be implemented to minimize conflicts of farming operations on residential living and commercial activities.	<input type="checkbox"/>	Short-Term (2028-2031)

3.O	Consider revising the village zoning code or map to maintain agricultural activities until land is deemed necessary for development.	<input type="checkbox"/>	Short-Term (2028-2031)
Cultural Resources			
3.P	Work with private owners of historically significant features to identify technical and financial resources to preserve and enhance these valuable assets.	<input type="checkbox"/>	Long-Term (2032-2035)
3.Q	Meet with County staff and adjacent communities to discuss marketing of the area's cultural resources for tourism and recreational opportunities.	<input type="checkbox"/>	Immediate (2026-2027)
3.R	Establish a Historic Preservation Commission to develop detailed guidelines and standards for the preservation and restoration of cultural assets. This program should include architectural guidelines, conservation techniques, and methods for maintaining the historical integrity of the assets.	<input type="checkbox"/>	Long-Term (2032-2035)
3.S	Evaluate any funding opportunities through the State Historical Society, including joining the Certified Local Government (CLG) program.	<input type="checkbox"/>	Short-Term (2028-2031)
3.T	Conduct an updated comprehensive architectural and historical intensive survey of significant sites, buildings, and landmarks within the village. Engage with local historians, cultural experts, and community members to identify these assets and their cultural significance.	<input type="checkbox"/>	Long-Term (2032-2035)
4. Utilities & Community Facilities		Action Completed	Target Completion
Utilities			
4.A	Promote available incentives, energy audits and appliance recycling offered through Focus on Energy, Alliant Energy, or other sources to assist individuals and businesses with energy efficiency and renewable energy measures.	<input type="checkbox"/>	Short-Term (2028-2031)
4.B	Consult with the Southeast Wisconsin Regional Planning Commission (SEWRPC) to discuss broadband expansion tools available to the village.	<input type="checkbox"/>	Immediate (2026-2027)
4.C	Conduct regular inspections and maintenance of existing utility systems, including water, sewer, and stormwater management, to ensure their integrity and reliability.	<input type="checkbox"/>	Short-Term (2028-2031)
4.D	Extend the planned Sewer Service Area where necessary to promote orderly development.	<input type="checkbox"/>	Long-Term (2032-2035)
4.E	Review stormwater management ordinances for consistency with non-point source pollution control standards set forth in applicable regulations; adopt provisions in the ordinance for stormwater management practices to maintain pre-development hydrologic conditions.	<input type="checkbox"/>	Long-Term (2032-2035)
4.F	Designate land to be developed for urban high-, medium- and low-density residential use in areas serviceable by existing or planned public water and wastewater systems and preferably within the gravity drainage area tributary to the wastewater system.	<input type="checkbox"/>	Short-Term (2028-2031)
4.G	Establish and maintain a five-year capital improvement plan to prioritize maintenance and replacement projects and minimize disruptions in service. Consider the use of asset management tools (e.g., GIS) to support this process.	<input type="checkbox"/>	Immediate (2026-2027)
Community Facilities			

4.H	Seek consultant assistance to develop a Comprehensive Outdoor Recreation Plan for the village.	<input type="checkbox"/>	Immediate (2026-2027)
4.I	Consider forming a Park and Recreation Committee to discuss park and recreation activities of the village.	<input type="checkbox"/>	Short-Term (2028-2031)
4.J	Apply for funding through Knowles-Nelson Stewardship Grant, using the Comprehensive Outdoor Recreation Plan, in pursuit of parks and recreation improvements.	<input type="checkbox"/>	Immediate (2026-2027)
4.K	Review the existing impact fee ordinances and consider the need for an updated Public Facilities Needs Assessment and Impact Fee Study.	<input type="checkbox"/>	Short-Term (2028-2031)
4.L	Meet with community groups that utilize public spaces annually to discuss their needs and overlapping goals.	On-going	
5. Economic Development		Action Completed	Target Completion
5.A	Meet with local business owners annually to discuss needs and shared goals.	On-going	
5.B	Develop a marketing strategy for attracting investment to available properties throughout the village.	<input type="checkbox"/>	Immediate (2026-2027)
5.C	Complete review of village ordinances pertaining to economic development. Enforce property maintenance ordinances to ensure aesthetically pleasing business corridors and commercial areas.	<input type="checkbox"/>	Short-Term (2028-2031)
5.D	Collaborate with regional technical schools, businesses, and apprenticeship programs to identify workforce and training opportunities for students.	<input type="checkbox"/>	Long-Term (2032-2035)
5.E	Review Zoning code to allow for neighborhood businesses and institutional uses within residential districts.	<input type="checkbox"/>	Short-Term (2028-2031)
5.F	Review directional signage and consider possible improvements to connect residents and visitors to local areas of interest.	<input type="checkbox"/>	Short-Term (2028-2031)
5.G	Implement policies such as a TIF (tax increment financing) district to spur redevelopment of underutilized parcels.	<input type="checkbox"/>	Immediate (2026-2027)
5.H	Identify potentially contaminated sites in the village and to encourage the use of state and federal grants to move brownfield lands back into productive use.	<input type="checkbox"/>	Short-Term (2028-2031)
5.I	Engage with community members to understand their needs and concerns through an annual community open house hosted by village staff and elected officials.	On-going	
5.J	Solicit a grocery store to locate within the village.	<input type="checkbox"/>	Short-Term (2028-2031)
5.K	Schedule a meeting between village staff and regional economic development director from Wisconsin Economic Development Corporation.	<input type="checkbox"/>	Immediate (2026-2027)
5.L	Pursue the development of a Downtown Plan for the village.	<input type="checkbox"/>	Short-Term (2028-2031)
5.M	Consider applying for Wisconsin Economic Development Corporation's (WEDC) Main Street and Connect Communities Program	<input type="checkbox"/>	Short-Term (2028-2031)

5.N	Apply for WHEDA, WEDC, AARP, WisDOT grant opportunities targeted for economic development and Downtown Activities.	<input type="checkbox"/>	Short-Term (2028-2031)
5.O	Use TIF strategically to create development opportunities for the village.	<input type="checkbox"/>	Short-Term (2028-2031)
5.P	Establish a Downtown Business Improvement District with downtown businesses.	<input type="checkbox"/>	Long-Term (2032-2035)
6. Housing		Action Completed	Target Completion
6.A	Review and update zoning and land use regulations to accommodate a range of housing options, including accessory dwelling units (ADU). Allow for increased density, where appropriate, to encourage the development of multifamily housing and mixed-income developments.		<input type="checkbox"/> Short-Term (2028-2031)
6.B	Track market trends and metrics that can be utilized by village leadership to measure potential program/development impact.		On-going
6.C	Prepare a housing study that evaluated local housing market conditions as a tool to better understand the specific community needs (e.g. cost, age, structure type, location, etc.).		<input type="checkbox"/> Long-Term (2032-2035)
6.D	Address housing affordability through the following steps: i. Help promote the availability of down payment assistance programs. ii. Review and amend the zoning ordinance as appropriate to enable development of housing formats that limit cost – such as smaller lots, smaller homes, attached units and “cottage court” clusters of detached homes—and identify appropriate locations for these housing formats in the village.		<input type="checkbox"/> Short-Term (2028-2031)
6.E	Actively protect areas that have been locally identified as historically important through a Historic Preservation Committee and local regulations.		<input type="checkbox"/> Long-Term (2032-2035)
6.F	Investigate implementing programs and incentives to preserve and rehabilitate existing housing stock, particularly historic homes or buildings. Consider using Tax Incremental Financing to offer financial assistance for repairs and renovations, especially for older homes with desirable character.		<input type="checkbox"/> Short-Term (2028-2031)
6.G	Encourage and support reinvestment in existing housing, including: i. Assess implementing programs and incentives to preserve and rehabilitate existing housing stock. The funds can be used to support reinvestment in single-and multi-unit buildings. Tax Incremental Financing is a potential funding source. ii. Work with developers experienced in rental housing renovation to pursue State and Federal 4% tax credit funded renovation of aging units to reinvest in units while protecting their affordability. iii. Apply for grants through State and Federal Programs including HOME Investment Partnership Program and WHEDA programs to support community development projects, including housing rehabilitation.		<input type="checkbox"/> Short-Term (2028-2031)
6.H	Update the village website to promote local, neighborhood level events in support of neighborhood groups.		On-going

7. Transportation & Mobility		Action Completed	Target Completion
7.A	Maintain an inventory of public infrastructure such as local streets, any village-owned parking areas or trails and develop a regular inspection schedule.	<input type="checkbox"/>	Short-Term (2028-2031)
7.B	Conduct a bike and pedestrian study to evaluate the existing conditions of bike and pedestrian facilities in the village, including ADA compliance. Apply for a WisDOT Transportation Alternatives Program (TAP) grant to fund the production of a Bike and Pedestrian Master plan including a bike and pedestrian network map with existing and proposed facilities and recommendations for greater connectivity.	<input type="checkbox"/>	Short-Term (2028-2031)
7.C	Consider bike and pedestrian accommodations to Hwy B.	<input type="checkbox"/>	Short-Term (2028-2031)
7.D	Conduct meetings with the school districts annually to discuss programs for safe transportation, including walking, biking, and busing.		On-going
7.E	Consider the completion of a Safe Routes to School Plan funded through a WisDOT Transportation Alternatives Program (TAP) grant.	<input type="checkbox"/>	Short-Term (2028-2031)
7.F	Perform an annual evaluation of road pavement conditions, drainage and ditch maintenance requirements, the suitability of existing driveways and culverts for safe access, and the adequacy of sight triangles at road intersections.	<input type="checkbox"/>	Short-Term (2028-2031)
7.G	Evaluate the need for appropriate traffic controls (e.g., turning lanes, signage, pedestrian lanes, frontage roads) near businesses and community points of interest.	<input type="checkbox"/>	Short-Term (2028-2031)
7.H	Participate in any passenger rail planning discussions or initiatives, should they occur.	<input type="checkbox"/>	Long-Term (2032-2035)
7.I	Maintain an inventory of ATV/UTV, snowmobile, and bike and pedestrian trails in coordination with Walworth and Kenosha County officials.	<input type="checkbox"/>	Long-Term (2032-2035)
7.J	Apply to the WisDOT Transportation Alternatives Program (TAP), Surface Transportation Program – Local (STP-L), Local Roads Improvement Program (LRIP), Agricultural Road Improvement Program (ARIP), and Local Bridge Improvement Assistance grant programs to fund road improvements and alternative transportation projects.	<input type="checkbox"/>	Short-Term (2028-2031)
7.K	Develop and maintain annually a capital improvement plan to manage the village's streets, sidewalks, and potential trails. Integrate new and planned infrastructure into the improvement plan, annual budget and inspection schedule.		On-going
7.L	Complete a feasibility study of extending the Prairie Trail through the village and connecting to neighborhoods and community destinations.	<input type="checkbox"/>	Long-Term (2032-2035)
8. Intergovernmental Cooperation		Action Completed	Target Completion
8.A	Convene with neighboring officials to discuss intersecting community development goals, intergovernmental boundaries, and future cooperation on planning efforts.		On-going

8.B	Schedule a working session with the School Districts, involving elected officials and key staff for the village and neighboring jurisdictions within the school district no less than annually to discuss issues of concern and opportunities for collaboration.	<input type="checkbox"/>	Short-Term (2028-2031)
8.C	Develop a Capital Improvement Plan for the village and communicate with representatives from each adjacent jurisdiction during the annual process to update the plan and to coordinate projects as appropriate.	<input type="checkbox"/>	Short-Term (2028-2031)
8.D	Update the Genoa City village website for greater clarity and organization in formatting and providing village information.	<input type="checkbox"/>	Immediate (2026-2027)
8.E	Create a monthly newsletter that updates residents on community events, engagement opportunities, business and organization spotlights, and other village development.	<input type="checkbox"/>	Immediate (2026-2027)
9. Land Use		Action Completed	Target Completion
9.A	Adopt policies to promote a safe and efficient network of pedestrian routes between new developments and existing village amenities.	<input type="checkbox"/>	Immediate (2026-2027)
9.B	Promote developable areas available on the village website and through creative marketing materials.	<input type="checkbox"/>	Immediate (2026-2027)
9.C	Create a village TID (tax incremental district) to support housing, redevelopment, and infrastructure projects.	<input type="checkbox"/>	Immediate (2026-2027)
9.D	Create landscaping and stormwater management guidelines for future development that responsibly considers natural resources.	<input type="checkbox"/>	Immediate (2026-2027)
9.E	Develop and implement design standards that encourage efficient development patterns, interconnected streets, and limited use of cul-de-sac streets.	<input type="checkbox"/>	Short-Term (2028-2031)
9.F	Consider future park and recreation acquisitions in areas identified as Natural Resource Protection Overlay in the village's future land use map, including lands adjacent to the Nippersink Creek.	<input type="checkbox"/>	Long-Term (2032-2035)
9.G	Develop guidance materials outlining the village's development and application process for residents and developers and make it available on the village's website.	<input type="checkbox"/>	Short-Term (2028-2031)
9.H	Complete a full review and update of the village's zoning code. Consider establishing an online accessible zoning code and map, as well as an interactive online GIS database to track zoning districts and parcel information via the village's existing website or in coordination with Walworth or Kenosha County.	<input type="checkbox"/>	Short-Term (2028-2031)
9.I	Consider zoning code and map revisions to allow for greater density and diversity of unit types in line with Future Land Use policies outlined in the category descriptions.	<input type="checkbox"/>	Short-Term (2028-2031)

9.J	Follow the Economic Development Chapter actions outlined in Goal #3, including: i. Pursue the development of a Downtown Redevelopment Plan. ii. Consider creating a Downtown Business Improvement Districts. iii. Consider applying for Wisconsin Economic Development Corporation's (WEDC) Main Street and Connect Communities Program.	<input type="checkbox"/>	Short-Term (2028-2031)
9.K	Evaluate current zoning policies to ensure sites, buildings, and structures with architectural, historical, and cultural significance within the village are preserved.	<input type="checkbox"/>	Immediate (2026-2027)
9.L	Consider acquiring industrial sites near Downtown to request for development proposals to establish new developments that support increased residential density in the downtown area with a potential retail component.	<input type="checkbox"/>	Long-Term (2032-2035)
9.M	Consider the development of a public plaza downtown, potentially in the vacant lot across the street from the Elementary School.	<input type="checkbox"/>	Short-Term (2028-2031)