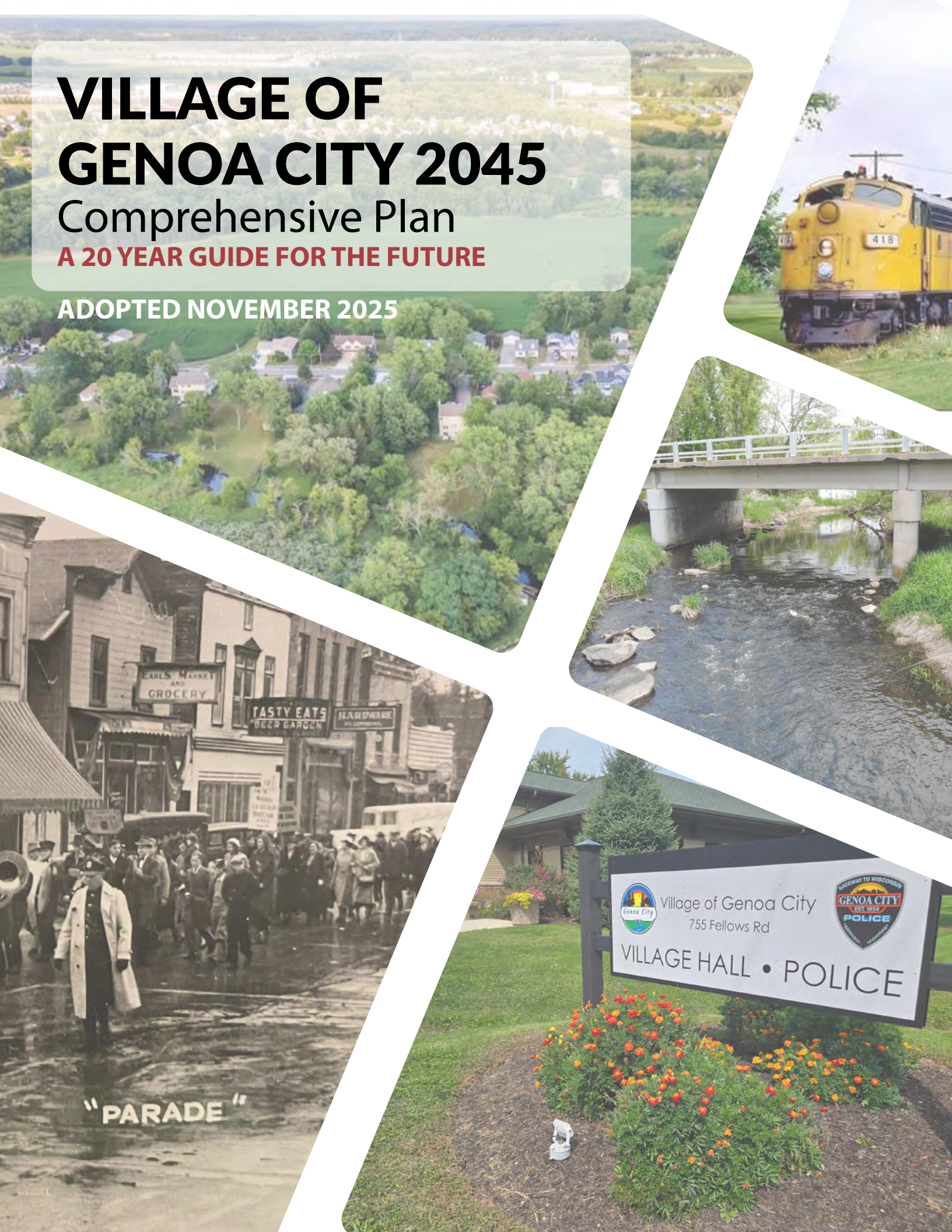


VILLAGE OF GENOA CITY 2045

Comprehensive Plan

A 20 YEAR GUIDE FOR THE FUTURE

ADOPTED NOVEMBER 2025



"PARADE"

ACKNOWLEDGMENTS

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This document was prepared by MSA Professional Services, Inc. with assistance from Village Staff and Officials.

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WELCOME TO THE VILLAGE OF GENOA CITY'S COMPREHENSIVE PLAN!

The Comprehensive Plan is intended to guide decisions and actions affecting village budgets, ordinances, and growth. The Plan looks 20 years into the future, focusing on short-term and long-term strategies, as well as possible implementation steps, to achieve the future that the community has envisioned. As a broad-based plan, it sometimes relies on other more detailed plans or budget processes to determine when or how implementation will occur.

The Plan's recommendations are intended to:

- Create a collective vision for the future of Genoa City.
- Establish priorities for public investment, including the village's Capital and Operating Budgets.
- Provide or inform policies to guide village decision-making.
- Align the work of village staff around the issues that matter most to our residents and stakeholders.
- Create a framework for topic-specific plans and initiatives that will expand on the Comprehensive Plan's recommendations.
- Guide private development through the Future Land Use map and corresponding policies.
- Foster partnerships with other entities to address shared goals.



WHY PLAN?

The purpose of this plan is to establish a shared vision for Genoa City that will guide future actions and decisions. This guidance improves the village's ability to work cohesively and consistently over time.

PURPOSE & INTENT

The Comprehensive Plan is a resource for managing the growth of the Village of Genoa City. It is designed to be a working document used by village officials to direct community development decisions, to assist with capital and operational budgeting, and as a tool to focus and stimulate private housing, business and industrial investment.

A Comprehensive Plan functions as an umbrella document that considers most issues affected by village government, and it is to be used in coordination with other documents and ordinances. The plan refers to other plans and studies that address specific topics in greater detail.

The plan is implemented through the use of ordinances, especially the zoning and subdivision ordinances. This plan is intended to help the Plan Commission and Village Board apply those ordinances; in fact, State statutes require that certain decisions must be consistent with this Plan.

INTRODUCTION

PLAN ADOPTION AND THE CONSISTENCY REQUIREMENT

Under Wisconsin's comprehensive planning statute (Wis Stats 66.1001), a comprehensive plan must receive a public hearing prior to adoption, be recommended for adoption by the Plan Commission and be adopted by ordinance by the Village Board.

Wisconsin's Comprehensive Planning law requires that if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with the comprehensive plan:

- Official map
- Local subdivision regulations
- Zoning ordinance
- Shoreland/wetland zoning ordinance

Though adopted by ordinance, the plan itself is not an ordinance. This plan is not intended to be a literal "road map" from the present to a point twenty years into the future. Rather, it is intended as a decision making framework to guide the village towards the unified vision expressed in this plan. Over the course of time, many factors will arise that will significantly influence local decisions. This plan should continue to be consulted to ensure that such decisions contribute to the vision established in this plan.

OVERALL VISION

Genoa City's vision statement is intended to set the general tone for the rest of the plan. It encapsulates the major themes woven throughout the plan.

2045 VISION:

We envision Genoa City as a charming, small-town community that values its unique character and simplicity. Our future includes a revitalized downtown area with locally owned businesses, vibrant shopping, and entertainment options that attract both residents and visitors. We prioritize creating spaces for community gatherings, such as parks and recreational facilities, to foster a sense of belonging and engagement. Our commitment to preserving the small-town feel is balanced with the need for thoughtful growth, ensuring that new developments enhance rather than detract from our community's charm. We aim to support local businesses and bring essential services like grocery stores, pharmacies, and diverse dining options to our residents.

Our vision includes improving infrastructure, such as affordable water services and safe sidewalks, to enhance the quality of life for all. We celebrate our heritage through community events and traditions, ensuring that Genoa City remains a welcoming and vibrant place for future generations. Together, we strive to create a thriving, connected, and resilient community that honors its past while embracing the future.

PLAN ORGANIZATION

This plan is organized around the nine required plan elements as outlined in state statutes:

1. Introduction
2. Public Engagement
3. Agricultural, Natural, & Cultural Resources
4. Utilities & Community Facilities
5. Economic Development
6. Housing
7. Transportation & Mobility
8. Intergovernmental Cooperation
9. Land Use
10. Implementation

Each section includes Issues & Opportunities (identified during the planning process), Voices from the Community (public input gathered), Goals and Strategies, and 2025 Data Snapshot (of existing conditions).

The plan also includes the following appendices:

Appendix A: Plan Adoption & Amendments

Appendix B: Action Plan

Appendix C: Public Engagement Results

Appendix D: Maps

PLAN MAINTENANCE

The plan represents the village's best effort to address current issues and anticipate future needs, but it can and should be amended as conditions warrant reconsideration of policies. The plan can and should be amended from time to time to adjust to changing conditions, and it should be fully updated with new data every 10 years.

GOALS, STRATEGIES, & ACTIONS

The policy content of this plan is organized into Goals, Strategies, and Actions

GOALS

A goal is a general statement about a desired future outcome. Goals provide the big idea and direction but do not indicate how they will be achieved.

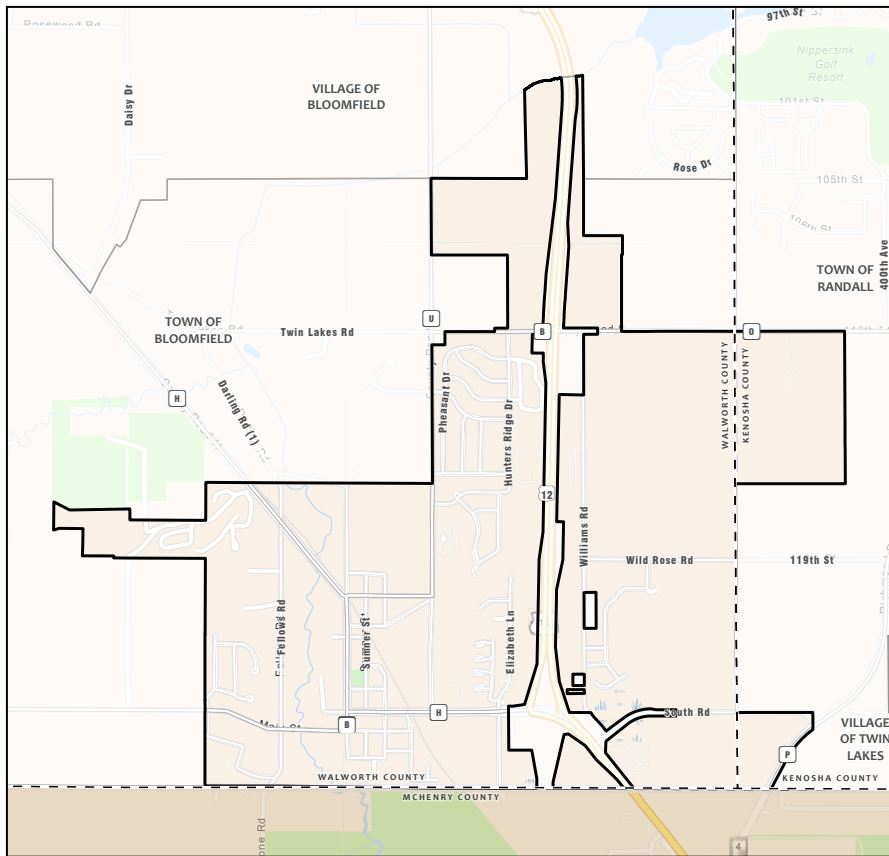
STRATEGIES

Strategies are the methods by which the goals are achieved. Some are intended to guide decisions, while others provide potential implementation opportunities the village government may actively pursue.

ACTIONS

Actions are specific, concrete steps taken to execute strategies.

INTRODUCTION



PLANNING AREA

- Village of Genoa City
- Surrounding Municipality
- Wisconsin County Boundary
- Illinois County

REGIONAL CONTEXT

The Village of Genoa City is located in the southeastern corner of Walworth County, just bordering southwestern Kenosha County. According to the U.S. Census Bureau, the village has a total area of 2.34 sq mi. The village is bordered by the Town and Village of Bloomfield to the north and east, Town of Randall to the northwest, Village of Twin Lakes to the West, and McHenry County, IL to the south.

PLANNING JURISDICTION

The study area for this plan includes all lands in which the village has both a short-and long-term interest in planning and development activity.

Wisconsin law divides cities into four classes relating to government administration and local governmental power. Genoa City is a village, which corresponds to a 1.5-mile extraterritorial jurisdiction. Within this extraterritorial jurisdiction, Genoa City has the power to land development in adjacent towns in areas like planning, platting, and zoning. Due to the state border to the south, this extraterritorial area does not carry over to Illinois municipalities and jurisdictions.

SNAPSHOT OVERVIEW

Data used for the Village of Genoa City Comprehensive Plan includes 2023 American Community Survey (ACS) data, 2000 & 2020 Decennial Census and Wisconsin Department of Administration (DOA) 2020-2050 population and household projections and estimates.

2025 TOTAL POPULATION

2,921

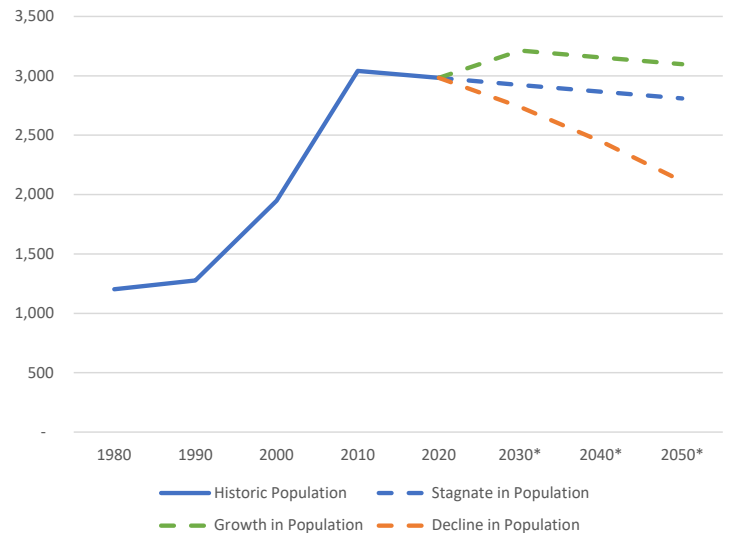
EDUCATIONAL ATTAINMENT

Almost 6 out of 10 residents over 25 (58%) have at least some college education, and 89% are at least high school graduates. 11% of the village has no high school diploma, which is slightly higher than both Kenosha and Walworth County. Overall, both counties have a higher proportion of the population who has at least some college, and a higher proportion of the population who are high school graduates.

RACE AND ETHNICITY

In 2020, about 10.2% of the total population identified as Hispanic or Latino; Black residents made up less than 1% of the population; American Indian or Alaskan Native residents accounted for less than 1% of the population; and two or more race residents represented 4% of the village. About 85% of the population is White, according to the U.S. Census Bureau.

Population Growth & Projections by Decade

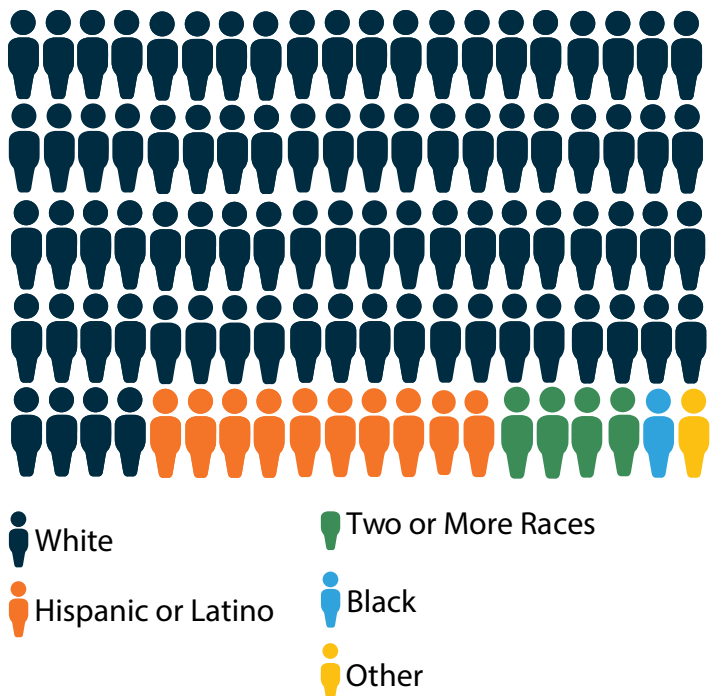


Source: WI DOA and MSA Calculations

Educational Attainment



Race & Ethnicity

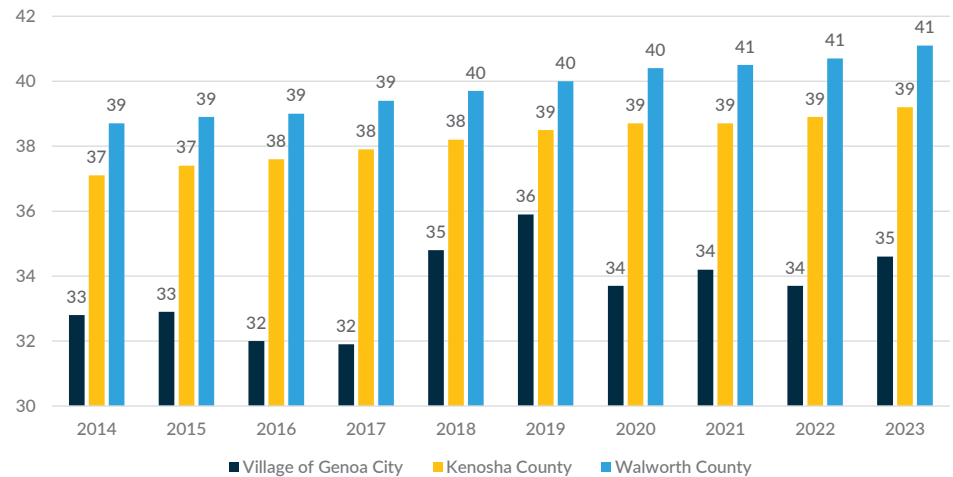


Source: U.S. Census Bureau

INTRODUCTION

MEDIAN AGE

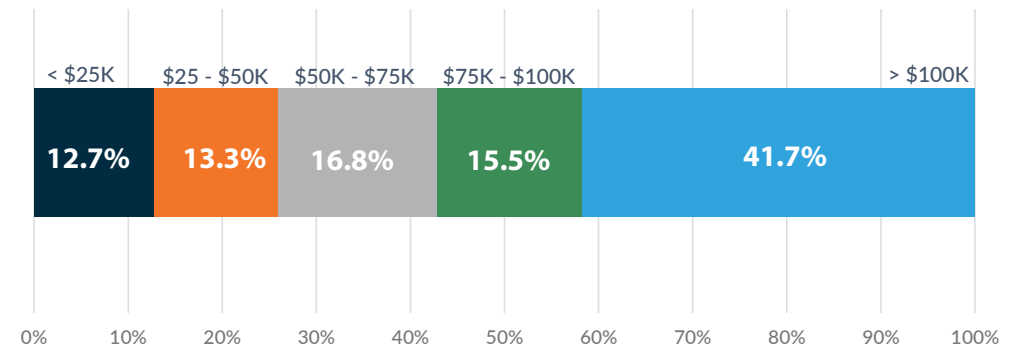
The median age for the village has consistently remained lower than both Kenosha and Walworth County. Walworth County has seen a steady increase in median age over the last decade, with Kenosha County following closer behind at a lower median age. Genoa City has had a fluctuating median age, but may see increase similar to the county in coming years based on state-wide trends showing an aging population.



Source: U.S. Census Bureau

HOUSEHOLD INCOME DISTRIBUTION

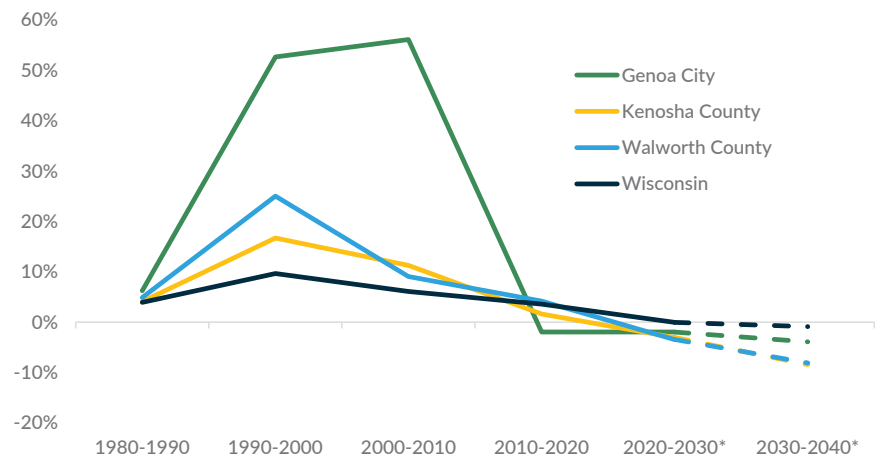
2023 ACS data shows that about 42% of households in Genoa City earned over \$100,000, while about 26% earned less than \$50,000 annually.



Source: U.S. Census Bureau

POPULATION CHANGE BY DECADE

The village experienced a much more significant growth in population than seen in either County or the State of Wisconsin from 1980 to 2000, however, this was followed by a steep decline between 2010 and 2020, a trend which is expected to continue and follow projected population declines in the state and county.



Source: WIDOA

INTRODUCTION

The Public Engagement chapter details the engagement methods utilized to solicit feedback and key village Issues & Opportunities from community members, as well as summarizes the major themes identified during the planning engagement process.

PUBLIC INCLUSION PLAN

The public inclusion plan was broken down as follows:

1. Project Kick-off
2. Community Workshop
3. Community Survey
4. Stakeholder Interviews
5. Ad-Hoc Committee Focus Group
6. Policy Review Meetings
7. Draft Plan Review and Public Open House

ISSUES:

1. **Lack of Services, Businesses, and Job Opportunities:** The small market size and limited workforce discourages new businesses from moving to Genoa City. This shortage of services and job opportunities impedes economic growth and limits options for residents.
2. **Disconnected Village:** When Highway 12 bisected the village, it diverted traffic out of the village's downtown, resulting in economic challenges for local businesses. There are few retail and dining offerings remaining in the village, and it struggles to attract competitive businesses due to the highway bypass.

OPPORTUNITIES:

1. **Desire for Connection:** The future of the village depends on the partnership between community members, village staff, and organizations that can offer support, funding, and guidance for improving job access, local business opportunities, and attracting future residents. Commission members recognized the essential role connection, accessible information, and meaningful community engagement plays in planning for the future of the village.
2. **New Housing Opportunities:** Recent land annexations hold an opportunity for increasing the population, and an increased tax base can lead to additional economic opportunities for the village to make improvements. However, future planning is necessary to ensure that development is balanced and focused towards shared goals for the future of the village.



COMMUNITY VISIONING WORKSHOP

The visioning workshop was held prior to the kick-off meeting with the Village Plan Commission and received around 14 attendees according to the sign-in sheet. Residents were asked to give feedback on various community issues for the comprehensive plan, identify urban design visual preferences for downtown, and comment on growth opportunities, things they want to preserve or change on a map provided at the meeting.

THE FEEDBACK WALL

The Feedback Wall asked residents to comment on four main topics chosen based on key issues identified by village staff. Residents were asked to answer these questions: What's going well? What needs to be changed? What's your idea to make it better?

Housing

The village is experiencing an influx of new housing developments, residents showed some support for a greater diversity in housing types, including single-family homes and condos with amenities. There is also a demand for more downtown small shops and restaurants, along with efforts to ensure no buildings remain vacant. Community members requested reviews of Village Ordinances on minimum lot sizes for housing development.

Downtown & Economic Development

Community members identified using Tax Increment Financing (TIF) to develop empty commercial lots and incentivize new businesses, requiring long-term commitments from them. There is a strong desire to attract more restaurants, businesses, and bars to the downtown area, ensuring it remains vibrant and well-maintained, with fines for unused buildings and potential use of eminent domain. Additionally, there is interest in adding amenities like a grocery store, outdoor coffee shop with seating, and improved landscaping along Walworth and Freeman Street leading to downtown.



Infrastructure

The community has highlighted the need for improved internet connectivity, citing cost concerns for existing options. There is also a strong desire for infrastructure enhancements, including bike paths and lanes, increased library support, more funding for the police department, and additional community activities. Furthermore, residents have proposed the village purchase land for conservation purposes and establish a community center for various functions.

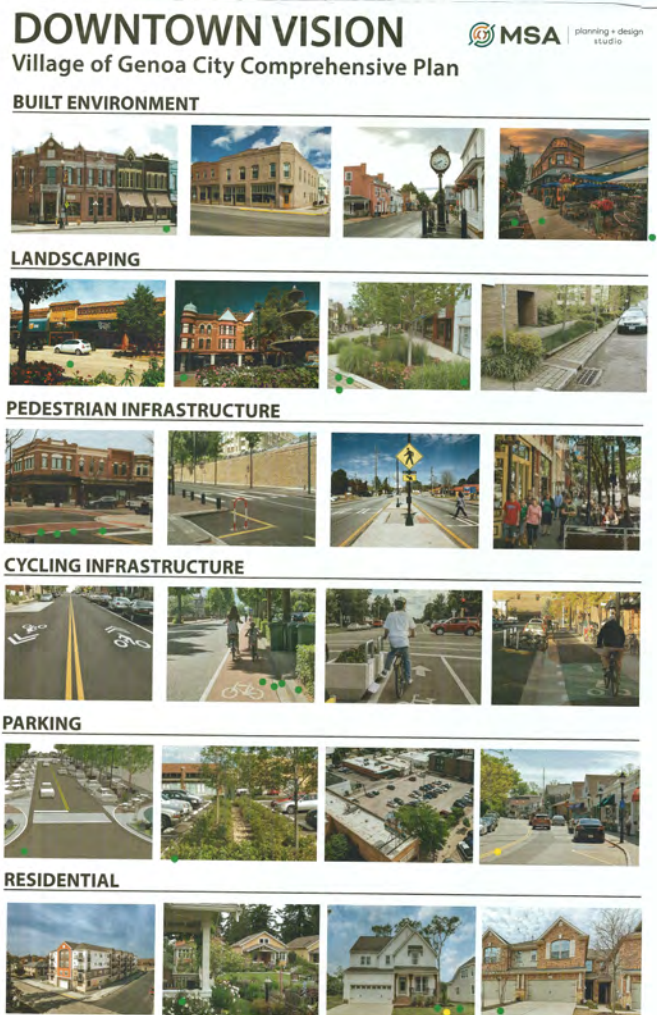
Transportation

Community comments on transportation highlighted the ongoing question of stoplights, safety, and sidewalk accessibility for residents. This is especially important to families concerned about speed of driving around schools and residential areas with children present.



DOWNTOWN VISION BOARD

Participants were asked to give their preference for examples of various urban design elements of a downtown, including the built environment, landscaping, pedestrian and bicycle infrastructure, parking, and residential development. Overall, participants favored traditional downtown buildings with outdoor dining experiences, greenscaping with rain gardens and flowers, painted crosswalks and bike lanes, a mix of parking areas, and cottage cluster, smaller single-family and duplex homes.



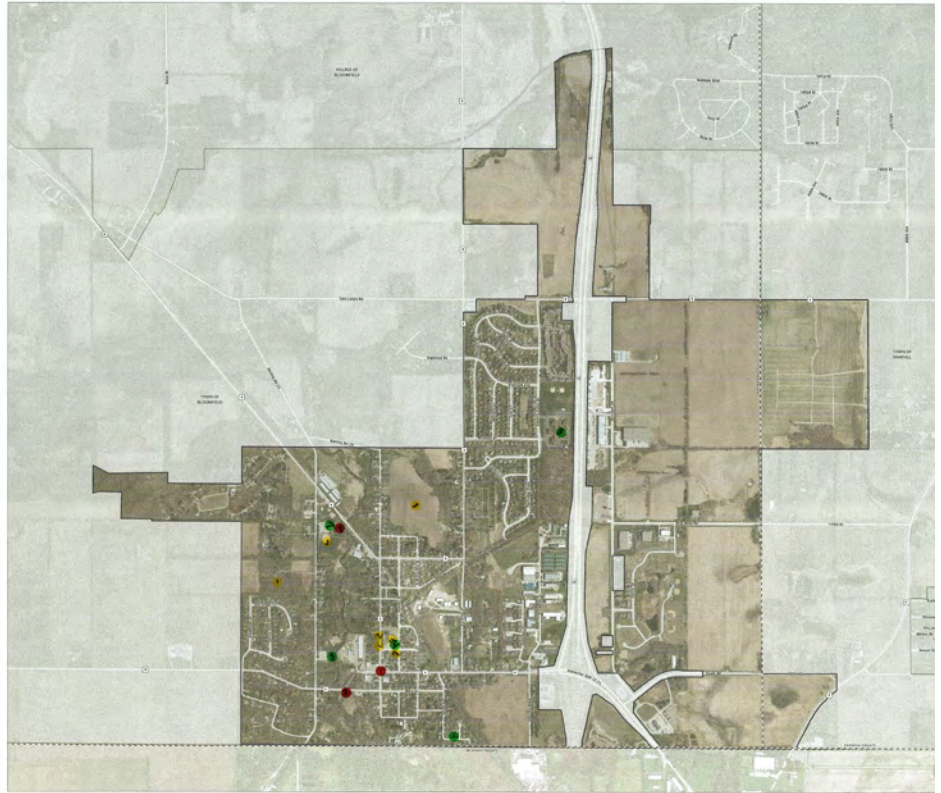
PUBLIC ENGAGEMENT



Give your input on the Comprehensive Plan Update!

Write a number on a sticky dot and place on the map noting:

- **Green:** Thing you want to preserve
- **Red:** Thing you want to change
- **Yellow:** An opportunity for growth or redevelopment



COMMUNITY MAPPING ACTIVITY

In the Community Mapping Activity, participants were asked to identify areas of strength, issue, or opportunities in the community. Strengths or areas to preserve included Veteran's Park, the schools, and the creek bridge crossing. Problem areas or areas of change included dangerous biking conditions on Hwy B, vacant buildings, and the village downtown area. Area of opportunity or development included a community center or

"Businesses & reasons for people to want to go down town as well as overall aesthetics of the Genoa City community. It needs to be inviting and welcoming."

2025 Genoa City Comprehensive Plan Update

Use this form to provide feedback and comments you would like Village to consider within its comprehensive plan update on:

- Green: Thing you want to preserve
- Red: Thing you want to change
- Yellow: An opportunity for growth or redevelopment

Instructions: Place a numbered sticker on a location specific comment, place the identical numbered sticker on this sheet and write the corresponding comment. For general comments no ID is needed, just write your comment below.

ID # | Comment

1 | Keep bridge over creek. Even if private property, do a sidewalk

2 | Bike lane on B. Still dangerous

3 | Preserve the Schools

4 | Don't mind the housing, but would like fewer housing we are in the country not sure I want a m. Schools

5 | Keep Veterans Park - We have worked really hard to get it where it is currently

pool with family and kid friendly activities and additional housing.

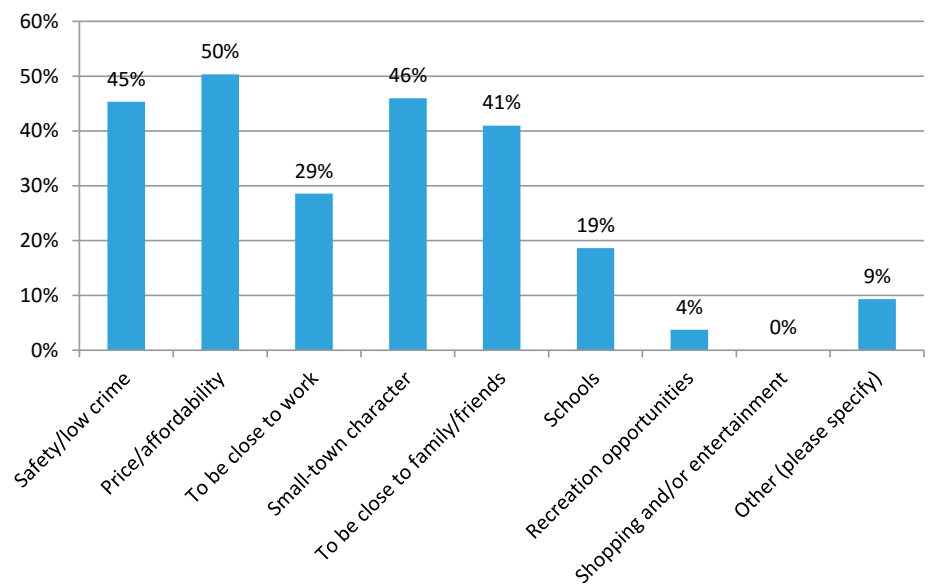
COMMUNITY SURVEY

The online community survey was active from January 27, 2025 through April 2, 2025 and received 179 responses. Community members were asked a total of thirty questions, which were primarily multiple choice questions and some open-ended questions for more freedom to comment. This survey informs the direction of policy relevant to the Comprehensive Plan. A link to the survey was provided on the village's website and posted on social media. Hard copies were made available at Village Hall, and a link to the survey was published in the local newspaper, the Genoa Journal. Responses trended towards female, middle aged, and mostly homeowners. Overall, the responses reflect a desire to revive the quality of life which was once reflective of a tight-knit small community with popular, well serviced local businesses. Community members indicated a desire to attract new residents, increasing local amenities, improved utilities and other services, and overall improving quality of life while preserving the small-town feeling of Genoa City.

LIVING IN GENOA CITY

Most survey respondents indicated that they lived in Genoa City because of the affordability, the small-town character, and low crime and overall feeling of safety. The survey respondents agreed that the village is safe and affordable but did not agree that it has adequate recreational opportunities, job opportunities, or shopping and entertainment opportunities. Respondents were dissatisfied with retail offerings, downtown appearance, and high cost of utilities.

Please indicate why you live in or near Genoa City. Select all that apply.

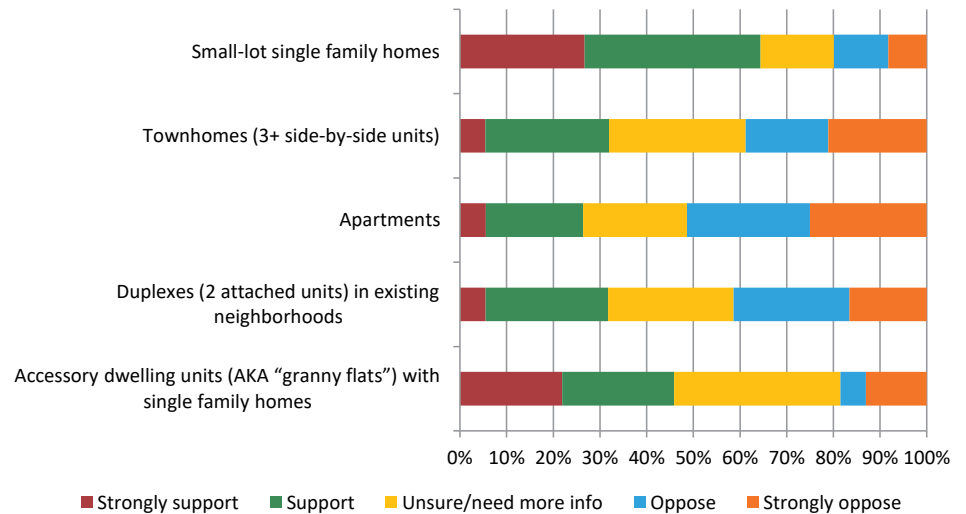


PUBLIC ENGAGEMENT

HOUSING

The village is predominately large-or-medium-lot single family homes. The responses show support for small-lot single family homes and accessory dwelling units, often known as “granny flats,” duplexes, and townhomes. Survey respondents did indicate that the costs and quality of ownership housing was satisfactory, but rated the supply/availability lower than the quality and cost. Most respondents did not know the rental housing quality, costs, or conditions, but overall rental options were rated as less satisfactory than ownership

A common trend in development today is to accommodate growth while using land and utility resources more efficiently. Indicate your support for each of the following housing options.

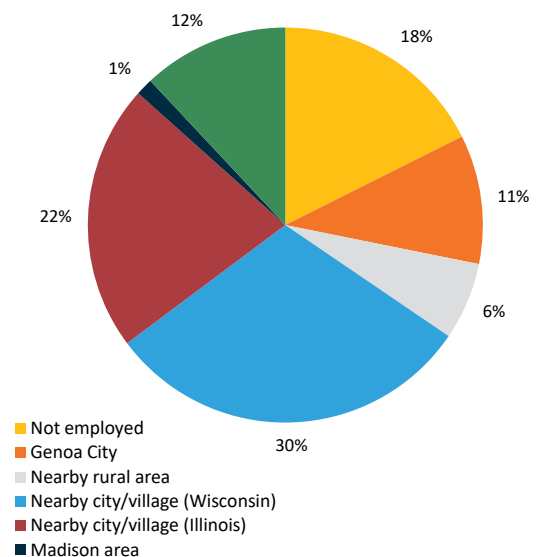


options.

EMPLOYMENT

More than half of all survey respondents work in the region but outside of the village, which aligns with data gathered by the U.S. Census Bureau. Of those who indicated they work in neighboring communities, it was a near even split between those who work in Illinois, which neighbors the village to the south, and those who work in a neighboring Wisconsin community. Aligning with national trends which show an increase in remote work, 36% of survey respondents work at least 1 day from home. When asked what would improve the ability to work remotely, 43% of respondents said they did not want to work remotely, but many also indicated improved internet connectivity could increase the ability to work from home.

If employed and working at least 1 day per week OUTSIDE YOUR HOME, where do you work?



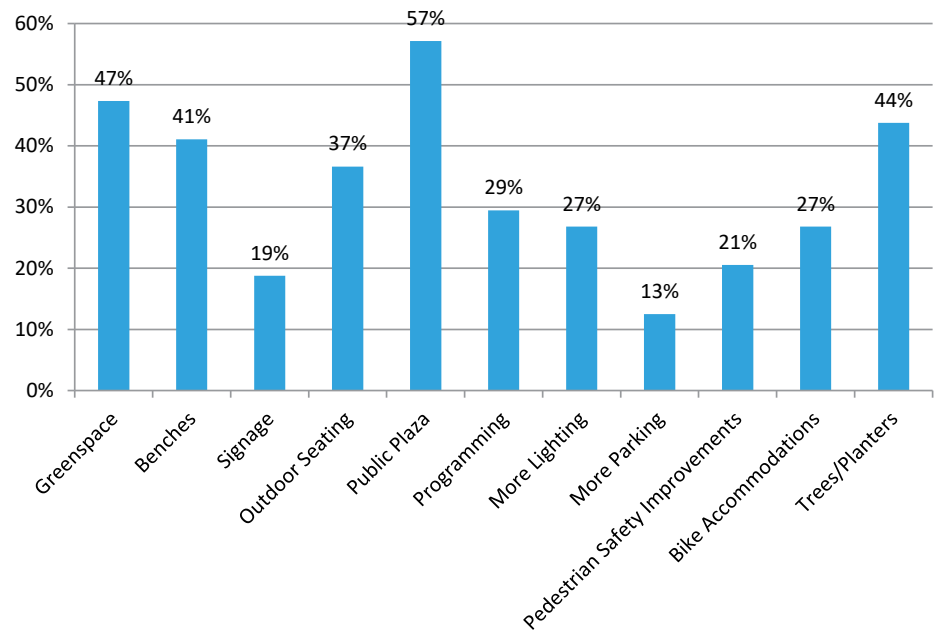
ADDITIONAL INVESTMENT AND DEVELOPMENT NEEDS

Public safety, parks and recreation, and street repair and maintenance are the highest priority for additional village investments according to the community survey. For development and property improvements, respondents ranked reinvestment in downtown buildings and sites and new retail sites as the highest priorities.

DOWNTOWN NEEDS

Given the high interest in downtown revitalization in Genoa City, residents were asked to identify which amenities could improve the village downtown. Survey respondents ranked a public plaza highest, followed by greenspace, benches, and trees and planters.

What amenities does the Village's downtown area need?



STAKEHOLDER INTERVIEWS

Major stakeholders identified by the village staff were interviewed to give feedback on plan development and key Issues & Opportunities to be addressed. The interviewees included Dave Robinson, a lifelong resident and business owner; Jeff Jurewicz, President of Genoa City Lions Club; Sandy Williams, a former Plan Commission member with involvement in multiple community organizations; and Dayna Jones, a school district PTO member and Farmers Market founder. These individuals represent various community organizations and have deep ties to the Village of Genoa City.

HOUSING

Community stakeholders emphasized the need for balanced residential growth that supports business and community activities. There is a demand for single-family homes, senior housing, and maintaining larger lot sizes in rural areas. Additionally, there is a need for more affordable entry-level homes for new residents and families, as well as senior care and aging-in-place options.

TRANSPORTATION

Improving road maintenance and addressing winter plowing and upkeep are key concerns. Expanding bike trails and pedestrian lanes, including better connectivity to schools and downtown, North Brand Conservation Area, and Richmond, IL. There is interest in consideration for shuttle or van services to assist seniors and those without transportation.

INFRASTRUCTURE

Better internet services and fiber optic upgrades are needed to improve connectivity. The community has limited options for internet services, highlighting the need for upgrades. Ongoing maintenance of roads, parks, and public spaces is also a priority. Residents expressed concerns about the quality and cost of water services. There is a need for better water infrastructure and more affordable options. Downtown and Economic Development Revitalizing downtown by attracting businesses such as grocery stores, pharmacies, and cafes is crucial to making it an attractive destination. Addressing vacant storefronts and adding activities to draw people downtown should be a main focus of future downtown direction. The community has specific preferences for businesses that can enhance their quality of life.

PARKS AND OPEN SPACE

Enhancing and maintaining existing parks, including updating equipment and adding new features, is a priority. Creating more park spaces, especially in downtown area, should be considered as the downtown evolves. The community desires additional amenities like a swimming pool, rec center, and better trail systems to improve recreational opportunities and increase more family-friendly activities.

COMMUNITY INVOLVEMENT AND EVENTS

Community members emphasized the importance of fostering community spirit through events and organizational involvement. Successful initiatives like the Farmers Market were highlighted, and there is a desire for more partnerships and seasonal events to encourage community engagement. Youth and multi-generational integration of community engagement is seen as a way to increase civic pride. Involvement of volunteers in schools, increase in youth clubs and organizations, and involving youth in beautification projects are examples to boost this initiative.

COMMUNICATION AND INFORMATION SHARING

Stakeholders would like to see improved village communication through updated websites, social media, and newspapers. This is essential for keeping residents informed and engaged and can enhance community involvement and transparency.



AD-HOC COMMITTEE MEETING

The planning team held an Ad-Hoc Committee meeting as a chance for collaboration, aligning the Comprehensive Plan to the village's long-term objectives. This meeting included the project team, village staff, and five committee members from a range of backgrounds.

The committee was asked to identify strengths, weaknesses, opportunities, and threats in Genoa city. This analysis helps communities understand their competitive position and develop strategies for improvement and growth.

Some common threads from the SWOT analysis include:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Attributes that give the village an advantage.	Attributes that put the village at a disadvantage	Attributes that provide room to grow and improve	Attributes that can hold back village growth
ENGAGED COMMUNITY MEMBERS	HIGHWAY BYPASS	ACTIVATING VILLAGE PARKS	FEAR OF CHANGE
LOW CRIME	NO DOWNTOWN OR CHAMBER OF COMMERCE	FINDING PARTNERSHIP OPPORTUNITIES	NIMBY MENTALITY
ACTIVE PTO & SCHOOL DISTRICT	LACK OF AMENITIES	ROOM FOR JOB GROWTH IN INDUSTRIAL PARK	DECLINING COMMUNITY CONNECTIVITY

VOICES FROM THE COMMUNITY

- **51%** of survey respondents agreed that Genoa City has desirable small-town charm, though, many respondents noted that there needs to be a renewed focus on community connections, events, and making Genoa City self-sustaining and welcoming for all that live there.
- *“Bring back community events like Genoa City Days and the Halloween hayride. Focus on bringing the community together. I’m in my 30s and I know several of my neighbors in my age group have wanted to bring these events back to life.”*
- Respondents indicated that they would like to be more informed about zoning decisions related to agricultural land.

INTRODUCTION

The Agricultural, Natural, & Cultural Resources chapter of the village’s comprehensive plan focuses on preserving and enhancing the village’s valuable resources. It addresses key aspects such as agriculture, natural resource conservation, and cultural heritage preservation. By prioritizing these areas, the village aims to ensure the long-term sustainability and enjoyment of its resources for generations to come.

ISSUES & OPPORTUNITIES



- **Community Events:** Residents value the existing local organizations, programming, and events like the Farmers Market, however, there has been a notable decline in family-friendly activities for the community. Focus should be made to increase support for community organizations and involvement of community centered events.



- **Access to Natural Areas:** Many people feel that the landscape of Genoa City is defined by the natural beauty of the forested areas, surrounded by lakes and creeks with various Nature Preserves and Conservation Areas surrounding the village.

AG, NATURAL, & CULTURAL RESOURCES

AGRICULTURAL, NATURAL, & CULTURAL RESOURCES GOALS, STRATEGIES, AND ACTIONS *IN GENOA CITY, WE ENVISION...*

GOAL #1

A healthy natural environment for the residents of the Village of Genoa City to enjoy and for wildlife to thrive.

STRATEGIES

1. Prioritize access to natural resource amenities through a community trail network and accessible facilities.
2. Preserve and protect key environmental corridors, native vegetation, and wildlife species consistent with the Natural Resources Protection Overlay (refer to Land Use chapter).
3. Encourage the inclusion of natural areas and open spaces in any future residential, commercial, and industrial development.
4. Protect wetlands and streams, surface and groundwater sources and other existing natural features in the village.
5. Coordinate local efforts with Walworth and Kenosha County, the Wisconsin DNR, and other organizations that protect natural areas around Genoa City.
6. Ensure site development and infrastructure improvements occur in areas with least possible impact to natural environments.
7. Encourage landscaping practices on public and private property that help to filter and infiltrate rainwater.

ACTIONS

- 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.
- B. Consider requiring areas identified as Park and Open Space in the Future Land Use map as parkland dedication in new subdivisions of land.
- C. Engage the public through natural resources and recreational facilities planning as necessary.
- D. Participate in natural resources and recreational facilities planning opportunities with County governments and adjacent communities.
- 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.
- F. Review Landscaping guidance within zoning code to ensure it aligns with best practices.
- G. Utilize the Lowland Resource Conservation Zoning District to protect and enhance streams, wetlands, groundwater, and other natural areas.
- H. Update the zoning code to restrict potentially contaminating uses within areas where the potential for ground water contamination is the highest.
- I. Enforce the requirements of the Floodplain and Well-Head Protection Zoning Overlay code.
- 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.

GOAL #2

The preservation of productive agricultural lands in balance with development of the village.

STRATEGIES

8. Promote infill and redevelopment initiatives in under-utilized sites within the village limits to help reduce the pressure to expand into surrounding agricultural areas.
9. Consider and respect existing land uses in the planning area when deciding on annexation and development decisions.
10. Encourage farming operations to incorporate the most current and sustainable “Best Management Practices” (BMPs) or “Generally Accepted Agricultural and Management Practices” (GAAMPS) to limit impact on residential and commercial activities and natural environment as identified by but not limited to the following agencies:
 - i. Kenosha/Walworth County
 - ii. University of Wisconsin Extension
 - iii. Wisconsin Department of Agriculture, Trade and Consumer Protection
 - iv. Wisconsin Department of Natural Resources
 - v. National Resource Conservation Service
11. Limit conversion of farmland to other uses in Farmland Preservation Areas that are identified in the Walworth and Kenosha County Farmland Preservation Plans

ACTIONS

- 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.
- L. Require a neighborhood plan prior to approving development in areas with major subdivision of farmland.
- 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.
- 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.
- O. Consider revising the village zoning code or map to maintain agricultural activities until land is deemed necessary for development:
 - i. Rezone existing agricultural lands to A-1 Agricultural District. This will preserve agricultural land to protect the agricultural economy and land and enable farmers to collect tax credits per the County Farmland Preservation Plan.
 - ii. Allow agricultural activities as a Conditional Use in non-agricultural zones to enable farmers to continue their operations.

AG, NATURAL, & CULTURAL RESOURCES

GOAL #3

The preservation and celebration of cultural heritage and resources.

STRATEGIES

12. Encourage rehabilitation of culturally, historically and/or architecturally significant buildings and sites that contribute to the character of the village.
13. Discourage the destruction or alteration of the village's remaining historic features.
14. Cooperate with local, county and state historical organizations to promote a greater awareness of historic preservation.
15. Coordinate historical and cultural activities with local historical groups, the Public Library, the School District, village officials, Lions Club, Farmers Market, and other stakeholders as needed.
16. Support community groups in coordination and promotion of community events and gatherings that bring people together.

ACTIONS

- P. Work with private owners of historically significant features to identify technical and financial resources to preserve and enhance these valuable assets.
- Q. Meet with County staff and adjacent communities to discuss marketing of the area's cultural resources for tourism and recreational opportunities.
- 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.
- S. Evaluate any funding opportunities through the State Historical Society, including joining the Certified Local Government (CLG) program.
- 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.



Lions Club Community Meal at First Congregational United Church of Christ, Source: Genoa City Lions Club

SNAPSHOT: AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

AGRICULTURAL RESOURCES

Agricultural Land:

Walworth County, which hosts the majority of Genoa City, remains predominately agricultural, according to the Walworth County's Farmland Preservation Plan. 57% of the total county Land Use was in agricultural land use in 2020. According to the Farmland Preservation Plan, Genoa City ranks slightly lower than the county with only 37.2% of the municipality in existing agricultural land use in 2020. Although the village has active farmland in the municipal boundaries, most land is rented agricultural land and the village expects a turnover of the land for development through the private market.

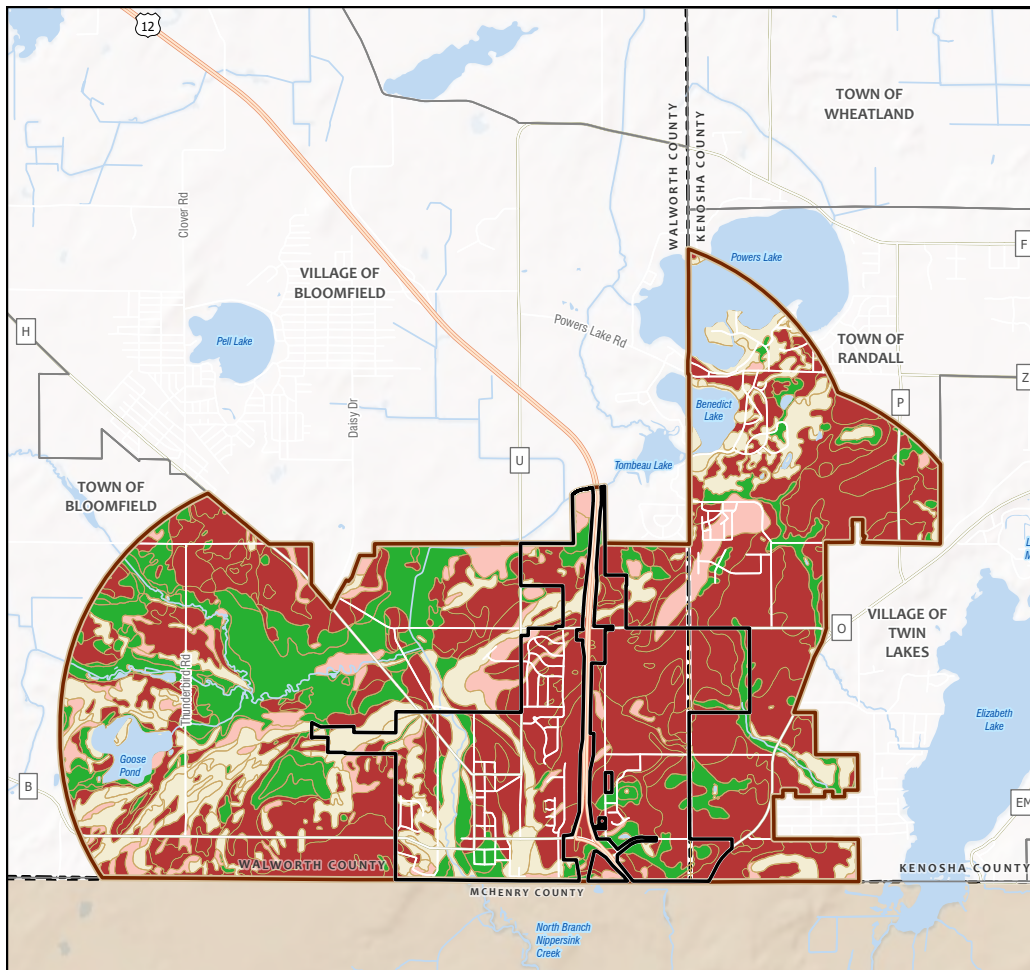
WALWORTH COUNTY FARMLAND PRESERVATION PLAN:



Updated in 2022, the Walworth County Farmland Preservation Plan identifies land surrounding the village as Farmland Preservation Areas. These plans are developed to minimize land use conflicts between agricultural and other land uses, and guide conservation efforts to maintain Wisconsin farmland for use into the foreseeable future. While the village does not have farmland preservation areas, the surrounding Township has areas identified for preservation.



AG, NATURAL, & CULTURAL RESOURCES



SOILS

- Planning Area (1.5 Mile Buffer)
- Village of Genoa City
- Surrounding Municipality
- County Boundary
- Illinois County
- River/Stream
- Soil Type
- NRCS Farmland Classification**
 - All areas are prime farmland
 - Prime farmland if drained
 - Farmland of statewide importance
 - Not prime farmland
- 24K Waterbodies

PHYSICAL CHARACTERISTICS

Soil:

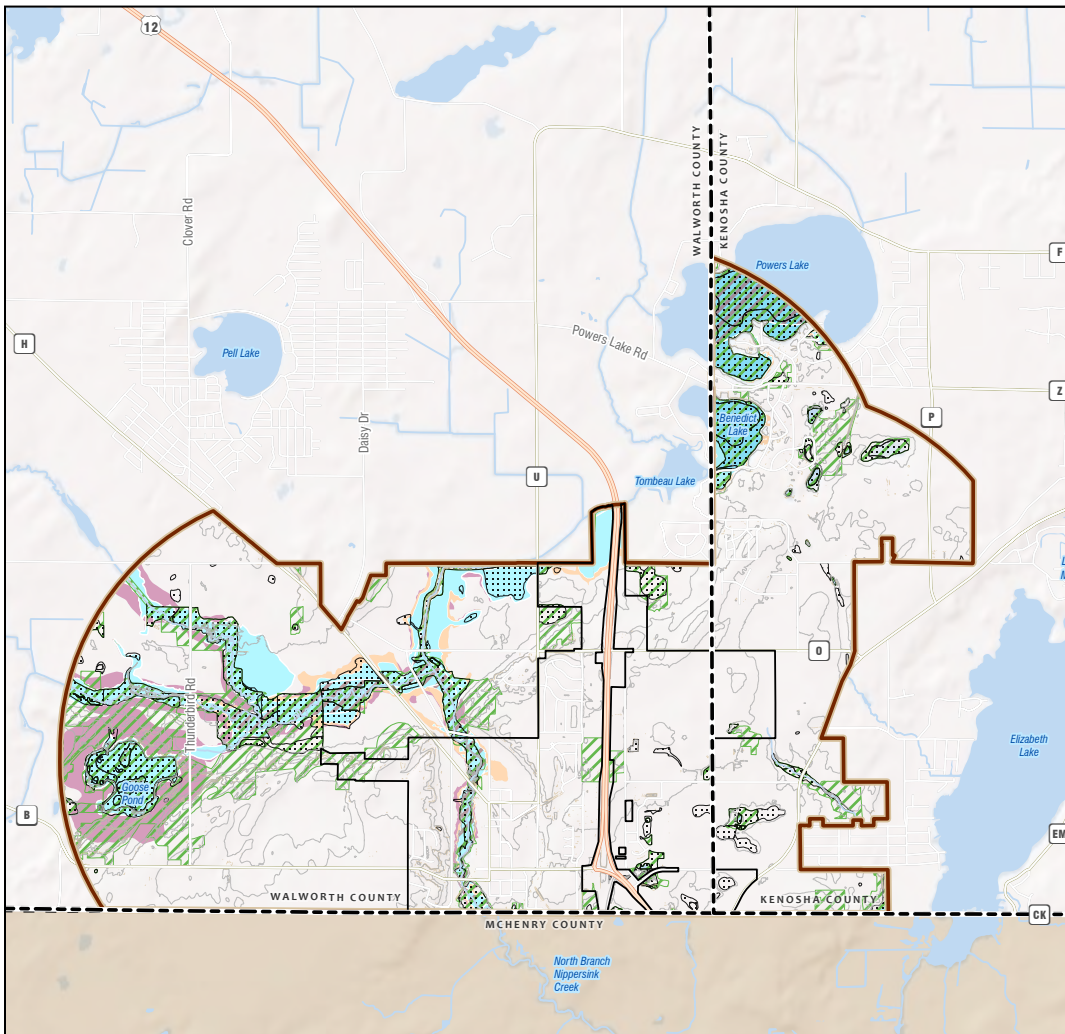
The soils in the planning area have developed in glacial material and organic remains. Wet soils with slow permeability or high water tables occupy the drainageways and depression areas. Large areas of organic soils are also found in the depressions. Well-drained soils (usually underlain by sand and gravel substratum) are found in the plains areas.

Topography:

Genoa City is situated in a small valley, approximately one-half mile south of the confluence of the east and north branches of the Nippersink Creek. The village features relatively gentle topography, with an elevation ranging from 804-922 ft. above sea level.

Minerals:

In the village, sand and gravel are the only mineral resources identified as available in commercial production quantities in the village. However, the only active quarry of sand and gravel is located about three miles west of the village center outside of the municipal boundaries.



DEVELOPMENT LIMITATIONS

- Planning Area (1.5 Mile Buffer)
- Village of Genoa City
- County Boundary
- Illinois County
- River/Stream
- Lake/Pond
- 20-ft Contour
- Steep Slopes (>20%)
- Wetland Class Areas (WDNR)
- Walworth County Shoreland Area
- Environmental Corridor
- Flood Zone Designation**
 - 1% Annual Chance Flood Hazard
 - Regulatory Floodway
 - 0.2% Annual Chance Flood Hazard

WATER RESOURCES

Groundwater:

Groundwater is currently the only source of the village's drinking water. Existing residential subdivisions are serviced by water mains located throughout the village. Additional services are provided by a water tower, wells, and a water reservoir.

Surface Water:

There are no large bodies of surface water in Genoa City. The only surface water is the Nippersink Creek that runs through the village. Additional ponds are located west of the village, outside of the municipal boundaries.

Floodplains:

The shoreline of the Nippersink Creek is within the 100-year floodplain, bisecting the western portion of the village. Several small ponds west of the village are also within the 100-year floodplain.

Wetlands:

Genoa City contains identified wetland areas along the banks of the Nippersink Creek, generally within the boundaries of the floodplain. Additional locations are at the general intersection of South Road and U.S. Highway 12, and to the northeast of the intersection of Sterling Parkway and the Wisconsin/Illinois State Line.

4 • UTILITIES & COMMUNITY FACILITIES

VOICES FROM THE COMMUNITY

- **58%** of survey respondents identified the cost of public utilities as poor or unsatisfactory. Some respondents have concern over the quality of drinking water in the village for the price they were paying for it.
- **27%** of respondents ranked public safety as their top village investment priority. Meanwhile, 19% chose sewer and water services and 12% chose park and recreation as their top village investment priority.
- *"My family loves the parks & playgrounds in Genoa City. As far as amenities, that is Genoa City's greatest asset. Increased shopping & restaurants would be desirable, especially local/ not chains. Greater access to planned parks & recreation programs would be nice."*

INTRODUCTION

The Utilities & Community Facilities chapter focuses on ensuring the efficient provision of essential services and the development of necessary infrastructure to support the needs of the Village of Genoa City. It addresses a wide range of utilities and community facilities, including water supply, wastewater management, solid waste disposal, energy systems, telecommunications, and public facilities and programs.

ISSUES & OPPORTUNITIES



- **Internet Connectivity:** Areas of Genoa City still have insufficient connection to broadband internet services. In the Digital Age, this is a barrier to access of online resources and programs, job opportunities, and digital shopping and services. Areas in the village with existing internet access face limited options with higher costs.
- **Community Investment:** Ongoing maintenance and improvements to public facilities can enhance the small-town feel of Genoa City and give it a greater sense of identity; engaging new and existing residents of all ages. Improvements could include the introduction of a community center, additional park and recreation programming, investment in village schools and public library, revitalization of the downtown, and connection of

UTILITIES & COMMUNITY FACILITIES GOALS, STRATEGIES, AND ACTIONS IN GENOA CITY, WE ENVISION...

GOAL #1

Maintaining modern, affordable, and reliable public services that promote health, safety, and welfare.

STRATEGIES

1. Maintain municipal water and regional sewer service to meet the needs of current users.
2. Utilize the CDBG, EPA Clean Water Fund and Safe Drinking Water Loan Program funding for infrastructure improvements.
3. Prepare stormwater management plans for areas of significant existing and/or planned urban development in accordance with applicable requirements. Priority should be given to those watersheds which experience serious drainage problems and those which are expected to develop first.
4. Ensure new development is located and designed to maximize the use of the existing water and wastewater systems by extending existing municipal services without overburdening the system with demand or loadings exceeding current or planned capacities.
5. Avoid environmentally sensitive areas when planning the location of utilities to minimize adverse impacts, to the greatest extent possible.
6. Discourage inefficient “leap frog” development that results in infrastructure constructed before there is adequate customer base in place to support its maintenance.
7. Partner with neighboring jurisdictions to sustain high quality public safety services and facilities (police, fire, and EMS), in balance with budget constraints.
8. Explore opportunities to improve internet connectivity and adoption of energy efficiency technology through state and federal grant programs (e.g., Wisconsin Public Service Commission).

LEAPFROG DEVELOPMENT



Leapfrog development refers to a pattern of growth where new developments bypass existing properties and infrastructure, often resulting in scattered, discontinuous development. This can worsen urban sprawl, increase infrastructure costs, and create challenges for efficient land use and community cohesion.

UTILITIES & COMMUNITY FACILITIES

ACTIONS

- A.** Promote available incentives, energy audits, and appliance recycling, or other sources to assist individuals and businesses with energy efficiency and renewable energy measures.
- B.** Consult with the Southeast Wisconsin Regional Planning Commission (SEWRPC) to discuss broadband expansion tools available to the village.
- C.** Conduct regular inspections and maintenance of existing utility systems, including water, sewer, and stormwater management, to ensure their integrity and reliability.
- D.** Extend the planned Sewer Service Area where necessary to promote orderly development.
- 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.
- 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.
- 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.

GOAL #2

Enhance community wellbeing through access to excellent community facilities

STRATEGIES

- 9.** Support partnerships with nearby municipalities and community organizations to provide greater diversity of parks, recreational facilities, public buildings, public spaces, and programming that supports all populations in the local community and region.
- 10.** Encourage developers to dedicate community trails and paths in new developments that connect residents to amenities like schools, businesses, parks, and other community trails.
- 11.** Consider the incorporation of green building technologies, energy saving measures and renewable/alternative energy technologies into all new and remodeled village-owned buildings. Seek grant opportunities to support this.
- 12.** As feasible, locate public-use community facilities where they are accessible to a majority of their expected users by walking, bicycling, and/or public transit (if available).
- 13.** Encourage and support the provisions of private recreation, daycare, and other facilities and services to serve the needs of the youth, the elderly, and those with special needs.

ACTIONS

- H.** Seek consultant assistance to develop a Comprehensive Outdoor Recreation Plan for the village.
- I.** Consider forming a Park and Recreation Committee to discuss park and recreation activities of the village.
- J.** Apply for funding through Knowles-Nelson Stewardship Grant, using the Comprehensive Outdoor Recreation Plan, in pursuit of parks and recreation improvements.
- K.** Review the existing impact fee ordinances and consider the need for an updated Public Facilities Needs Assessment and Impact Fee Study.
- L.** Meet with community groups that utilize public spaces annually to discuss their needs and overlapping goals.



SNAPSHOT: UTILITIES & COMMUNITY FACILITIES

SCHOOLS & EDUCATION

There are two schools in the village which are part of the Genoa City Joint 2 School District, encompassing the municipalities of Genoa City and portions of the Town and Village of Bloomfield, Town of Randall, and Village of Twin Lakes. The School District includes Brookwood Elementary and Middle School. The student attendance is just over 450 students.

Additionally, students in Genoa City may attend Badger High School, located in Lake Geneva, as part of the Lake Geneva-Genoa City Union (Badger) High School.

DAYCARE FACILITIES

There is currently no designated childcare facility located within the village limits. Grace Lutheran Child Care offers full service childcare and preschool at two facilities nearby to the village.

PARKS & RECREATION

Within Genoa City contains approximately 53 acres of designated park and 51 acres of open space. Parks include publicly owned open spaces and recreational facilities. Open space includes privately owned property containing natural resource areas and areas with unique environmental characteristics such as wetlands, floodplains, woodlands and prairies.

Parks:

- Veterans Memorial Park
- Brookwood Elementary School
- Brookwood Middle School
- Dr. Miller Park
- Anders Park
- Krisik Park

UTILITIES & COMMUNITY FACILITIES

PUBLIC SAFETY, HEALTH, AND WELFARE

Police Department

The Genoa City police department has one station facility in Village Hall. The Department employs seven officers, one police chief, and one AA role.

Fire, Rescue, Emergency Medical

The village is served by Bloomfield-Genoa City Fire & Rescue provides fire and emergency medical services.

Healthcare Facilities

There are no hospitals/medical centers located within the village. Geneva Surgical Suites, located in the village, offers specialized orthopedic surgical procedures. Nearby hospitals and medical centers are located in Burlington, WI, McHenry, IL, and Woodstock, IL.

Outreach Services

The Loaves & Fishes Food Pantry provides food assistance to those in need.

Walworth County outreach services are predominately located in Elkhorn, Wisconsin, with additional food services in Whitewater, Wisconsin.

Senior Care

There is one assistance living facility, Burr Oak Manor, located in Genoa City that offers care from independent living to total care. Other senior care options are located nearby to the village.

Walworth County has several programs for seniors including a senior meal program and long-term care services. Additional resources can be found at the Aging & Disability Resource Center (ADRC) of Walworth County.

UTILITIES AND SERVICES

Power

Although there are no power plants located within the village limits, a substation is located at the southeast corner of Twin Lakes Road and County Highway U. All transmission lines located within the village limits are above-ground. The village is serviced by WeEnergies and Alliant Energy.

Telecommunications

In Genoa City, telecommunication options include Spectrum, Frontier, T-Mobile Home Internet, and Hughesnet for internet service. For cellular service, Bark, MintMobile, Verizon, AT&T, T-Mobile, and US Cellular are available.



Solid Waste Disposal & Recycling

Garbage is collected weekly, and recycling is collected every other week by John's Disposal Service. Large item removal is offered once per month to each resident. There is one licensed landfill and recycling facility in Walworth County, the GFL Mallard Ridge Landfill located in Delavan, WI.

Water & Sewer

The village is serviced by an elevated water tower and a wastewater treatment plant. There are limited curb-and-gutter and storm sewers to move stormwater through the system.

Genoa City's wastewater treatment plant is located in the south-central part of the village and all sewerage is treated at this facility.

OTHER COMMUNITY FACILITIES

Village Hall

The Village Hall serves as the main governmental office of the village. The Police Department also operates out of the Village Hall.

Library

Genoa City Public Library is located downtown on Freeman Street offering a variety of resources, services, clubs, and programs for all ages.

Places of Worship and Cemeteries

First Congregational United is the only active church located within the village.

The village currently has one (1) cemetery within the existing village limits. Hillside cemetery is located on an approximate ten (10) acre site along the east side of Carter Street, just north of Franklin Street.



5 • ECONOMIC DEVELOPMENT

VOICES FROM THE COMMUNITY

- More than **60%** of survey respondents indicated they were very dissatisfied with the options for grocery store, retail shopping, entertainment, and pharmacy within the village.
- **74%** of survey respondents indicated there are inadequate job opportunities in Genoa City.
- **58%** of survey respondents ranked Downtown building and area reinvestment as their top priority for development improvements. Downtown amenities desired by respondents included a public plaza, green space, trees and planters, outdoor seating, and more programming.
- *"I wish Genoa City would bring in businesses that create spaces for community and places to meet people like a coffee shop, another restaurant option, or a gym."*

INTRODUCTION

The Economic Development chapter focuses on fostering a vibrant local economy. It outlines strategies to support entrepreneurship, attract investments, and create a favorable business environment. The village aims to stimulate economic growth, job creation, and enhance residents' well-being through targeted initiatives and collaboration with stakeholders.

ISSUES & OPPORTUNITIES



- **Downtown Vacancies:** The village has lost many good and services that once anchored the community and brought people downtown. Now, many storefronts are operating at appointment only, and others are no longer mixed use and serve only as residential properties.
- **Increased Costs of Goods and Services:** Recent years have seen a rise in the cost of goods and services, resulting in struggles for small businesses, slowed development, and less purchasing power for communities.



- **Strong Desire for Main Street Community:** Community members are united in hoping for a community where there are thriving small businesses that can provide for the community, as well as larger stores like grocery stores and retail options for the village.

ECONOMIC DEVELOPMENT GOALS, STRATEGIES, AND ACTIONS

IN GENOA CITY, WE ENVISION...

GOAL #1

A stable, growing, and diversified local economy including residential, commercial, industrial and institutional sectors.

STRATEGIES

1. Increase communication between village staff and local businesses to promote business retention and expansion.
2. Collaborate with local, regional, and state agencies for economic development.
3. Promote and encourage a mixture of housing options to attract a variety of businesses and ensure there is sufficient housing to support the workforce.
4. Promote the cluster of manufacturing related companies already located within the village.

ACTIONS

- A. Meet with local business owners annually to discuss needs and shared goals.
- B. Develop a marketing strategy for attracting investment to available properties throughout the village.
- C. Complete review of village ordinances pertaining to economic development. Enforce property maintenance ordinances to ensure aesthetically pleasing business corridors and commercial areas.

- D. Collaborate with regional technical schools, businesses, and apprenticeship programs to identify workforce and training opportunities for students.
- E. Review Zoning code to allow for neighborhood businesses and institutional uses within residential districts.

GOAL #2

A quality of life that nurtures a vibrant, family- friendly community to attract and retain residents and businesses.

STRATEGIES

5. Encourage the redevelopment of underutilized or vacant parcels in the village.
6. Promote walkable and bikeable destinations (i.e. coffee shops, restaurants, local retail, parks) and mixed-use projects in redevelopment corridors.
7. Improve access and connectivity to parks, green spaces, and natural areas.
8. Identify and promote the places that make Genoa City a great place to live, work, play and do business.
9. Coordinate family-friendly events and programming with village groups.
10. Recruit additional businesses that align with the needs of village residents not currently being met.

ECONOMIC DEVELOPMENT

ACTIONS

- F.** Review directional signage and consider possible improvements to connect residents and visitors to local areas of interest.
- G.** Implement policies such as a TIF (tax increment financing) district to spur redevelopment of underutilized parcels.
- 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.
- I.** Engage with community members to understand their needs and concerns through an annual community open house hosted by village staff and elected officials.
- J.** Solicit a grocery store to locate within the village.

GOAL #3

Promote the expansion and revitalization of the central business area.

STRATEGIES

- 11.** Develop a shared vision for the Village of Genoa City Downtown with key stakeholders including residents, business owners, village staff, and community organizations.
- 12.** Explore financing options, including loans, grants, or partnerships, to support potential development projects and reduce risk.

ACTIONS

- K.** Schedule a meeting between village staff and regional economic development director from Wisconsin Economic Development Corporation.
- L.** Pursue the development of a Downtown Plan for the village.
- M.** Consider applying for Wisconsin Economic Development Corporation's (WEDC) Main Street and Connect Communities Program
- N.** Apply for WHEDA, WEDC, AARP, WisDOT grant opportunities targeted for economic development and Downtown Activities.
- O.** Use TIF strategically to create development opportunities for the village.
- P.** Establish a Downtown Business Improvement District with downtown businesses.



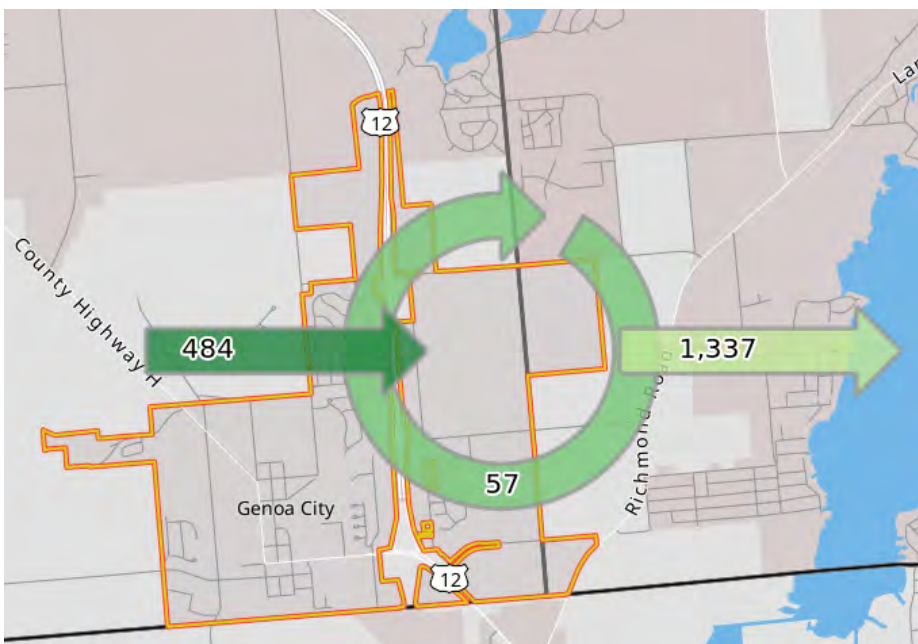
SNAPSHOT: ECONOMIC DEVELOPMENT

Economic development activities play a key role in the quality of life of the community and the long-term viability of the village. This economic development snapshot explores the village's current environment, and inventories efforts that support economic development in the community.

TIF Districts

This program helps cities and villages in Wisconsin attract industrial and commercial growth in underdeveloped and blighted areas. Tax Increment Financing (TIF) is a technique that municipalities use to attract private development and investment to areas that have not seen appropriate growth. TIF may only be used when private development would be too difficult or costly without improvements and incentives sponsored by the municipality. The cost of the improvements or incentives funded by the TIF are repaid by the increased property tax revenues that arise when new development occurs. The village currently has no active TIF districts.

COMMUTING PATTERNS



- **484** people work in Genoa City but live outside of Genoa City.
- **57** people work and live in Genoa City.
- **1,337** people live in Genoa City but work outside of Genoa City.

Source: U.S. Census Bureau OnTheMap

TOP 5 GROWTH INDUSTRIES (2000-2023)

INDUSTRY	PERCENT INCREASE
Professional, scientific, and management, and administrative and waste management services	143%
Other services, except public administration	79%
Finance and insurance, and real estate and rental and leasing	65%
Agriculture, forestry, fishing and hunting, and mining	60%
Transportation and warehousing, and utilities	57%

Source: U.S. Census Bureau

ECONOMIC DEVELOPMENT

EMPLOYMENT BY INDUSTRY

INDUSTRY	VILLAGE OF GENOA CITY	KENOSHA COUNTY	WALWORTH COUNTY
Agriculture, forestry, fishing and hunting, and mining	1%	1%	2%
Construction	10%	6%	8%
Manufacturing	20%	19%	19%
Wholesale trade	2%	4%	2%
Retail trade	11%	12%	11%
Transportation and warehousing, and utilities	7%	6%	4%
Information	2%	1%	1%
Finance and insurance, and real estate and rental and leasing	3%	5%	5%
Professional, scientific, and management, and administrative and waste management services	9%	8%	8%
Educational services, and health care and social assistance	17%	22%	21%
Arts, entertainment, and recreation, and accommodation and food services	8%	8%	11%
Other services, except public administration	6%	4%	4%
Public administration	2%	4%	3%

Source: U.S. Census Bureau

TOP VILLAGE EMPLOYERS

MAJOR EMPLOYERS	NUMBER OF EMPLOYEES
Rock Solid Stabilization	50-99
We're Just Like Family LLC	50-99
ISM Restaurant Svc	50-99
Lake Geneva Joint School District	50-99
Powernail Co	50-99
PFJ Fashions Inc	20-49
Genoa City School District	20-49
Marstranzi Corp	20-49
Brookwood Elementary School	20-49

MAJOR EMPLOYERS	NUMBER OF EMPLOYEES
Robinson Wholesale Inc	20-49
Borderline Swiss CNC	20-49
Nippersink Golf Course	20-49
Genoa City Rescue Squad	20-49
Fitzgerald's Genoa Junction	20-49
J B Jensen & Son Mfg Inc	20-49
Custom Granular Inc	20-49
Golf Gifts & Gallery Inc	20-49
Nicerink	20-49

Source: WisConomy, WI Department of Workforce Development

INTRODUCTION

The Housing chapter focuses on ensuring accessible and diverse housing options for village residents. It addresses challenges and strategies to promote affordability, availability, and quality. By encouraging a range of housing types and revitalizing older properties, the village aims to meet the needs of its residents while preserving its unique character. Through partnerships and community engagement, the village seeks to create a vibrant and sustainable housing environment for all.



VOICES FROM THE COMMUNITY

- **26%** of survey respondents rated the rental housing supply as poor or unsatisfactory. **33%** of respondents rated the ownership housing supply as poor or unsatisfactory.
- **64%** of respondents support the development of small-lot single family homes, **46%** support accessory dwelling units (also known as granny flats), **32%** support townhomes, and **31%** support duplexes.
- Community stakeholders emphasized the need for balanced residential growth that supports business and community activities. There is a demand for single family homes, senior housing, and maintaining larger lot sizes in rural areas. Additionally, there is a need for more affordable entry-level homes for new residents and families.

ISSUES & OPPORTUNITIES

- **Affordable Housing:** Ensuring affordable housing options is a key priority for residents in the village. Housing is affordable in a community when average housing costs are no more than 30% of household income. Affordable housing options typically include entry level or starter homes such as refurbished older homes, smaller single family homes, duplexes, or townhomes.
- **Housing Options:** Current options in the village are limited to primarily owner-occupied, single family detached housing. There are very few rental property options in the village. Options for seniors and those looking to downsize into a multifamily unit are slim in the village.

HOUSING

HOUSING GOALS, STRATEGIES, AND ACTIONS

IN GENOA CITY, WE ENVISION...

GOAL #1

Retention and attraction of residents by supporting a range of housing options.

STRATEGIES

1. Promote development patterns that combine residential, commercial, and recreational uses. This approach creates vibrant and walkable neighborhoods, providing residents with convenient access to amenities, services, and employment opportunities.
2. Foster collaboration with developers to provide housing that meets the demand and needs of the village.
3. Ensure developments are carefully designed to accommodate changes in traffic and stormwater management.
4. Work with real estate professionals and developers to promote the development of a variety of housing types to meet the housing needs and wants of current and potential residents.
5. Evaluate infill and redevelopment opportunities within the village for both single family and multiple-family residential uses.
6. Evaluate increased residential densities within the downtown area as a means to support new commercial development efforts in the downtown.
7. Provide additional housing options for senior citizens and empty nesters.

ACTIONS

- 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.
- B. Track market trends and metrics that can be utilized by village leadership to measure potential program/development impact
- 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.)
- 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.

GOAL #2

Maintain quality-housing options as part of safe and healthy neighborhoods for all residents.

STRATEGIES

8. Review and approve housing development proposals based on consistency with the Land Use chapter of this Plan, including the Future Land Use Map and associated policies.

9. Ensure both homeowners and landlords are aware of program and financing options for upkeep on properties, including energy efficiency.
10. Infill development should respect the scale, proportion and architectural style of nearby homes to a reasonable extent.
11. Encourage and support investments that strengthen a sense of cohesion and community throughout the village

ACTIONS

- E. Actively protect areas that have been locally identified as historically important through a Historic Preservation Committee and local regulations.
- 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.
- 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.

- H. Update the village website to promote local, neighborhood level events in support of neighborhood groups.

LEARNING BY EXAMPLE:

STRONG NEIGHBORHOODS MENASHA HOUSING INITIATIVE



The Strong Neighborhoods Menasha Housing Initiative is a community-driven program designed to enhance the attractiveness and affordability of Menasha's housing stock. It offers two main programs: Curb Appeal and Major Renovation, which provide financial assistance for exterior improvements and substantial home renovations, respectively. The initiative encourages residents to invest in their properties, fostering a sense of pride and community involvement. By following a structured application process, homeowners can receive support to undertake projects that improve their homes and neighborhoods, ultimately contributing to the overall vitality and sustainability of the community.

SNAPSHOT: HOUSING

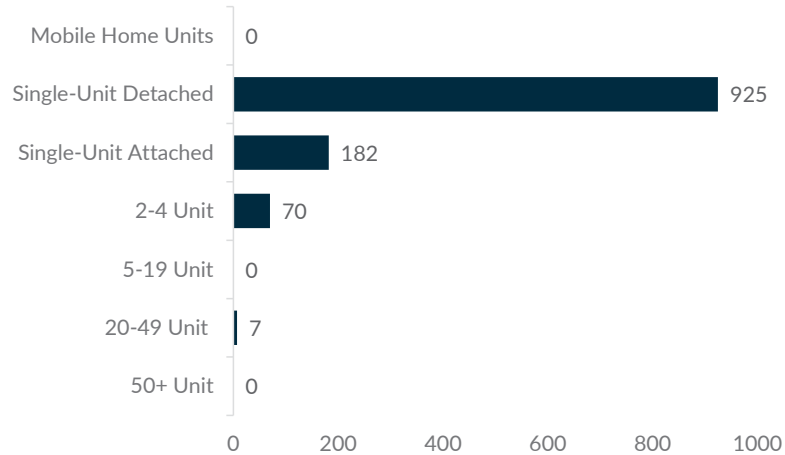
The following numbers illustrate those conditions in Genoa City most relevant to the formation of housing goals and policies for the next 10 years.

1,184 - The total number of housing units as of 2023.

78% - The percentage of units that are single-family detached housing, compared to 64% and 69% of Kenosha and Walworth County, respectively. As costs continue to rise for new construction, these unit types may become increasingly unaffordable, and households may need to look for different options in the housing market.

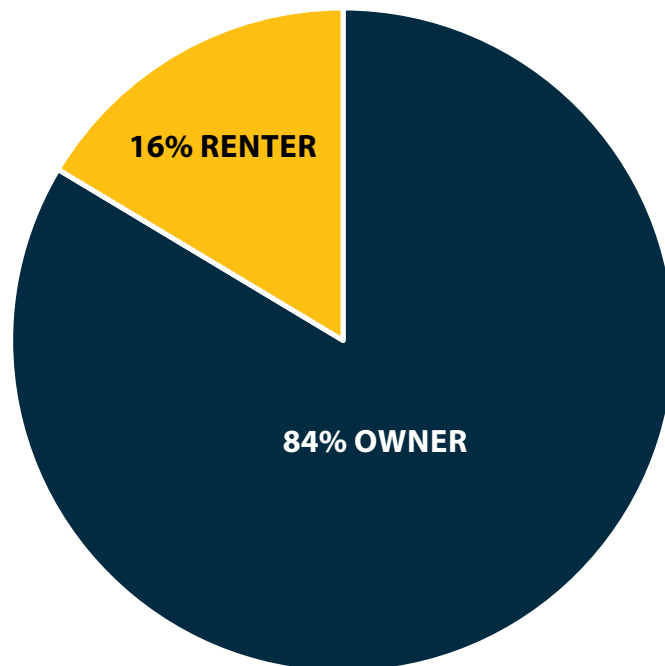
84% - The percentage of all units that are owner-occupied, based on the American Community Survey (ACS).

HOUSING UNITS BY TYPE



Source: U.S. Census Bureau

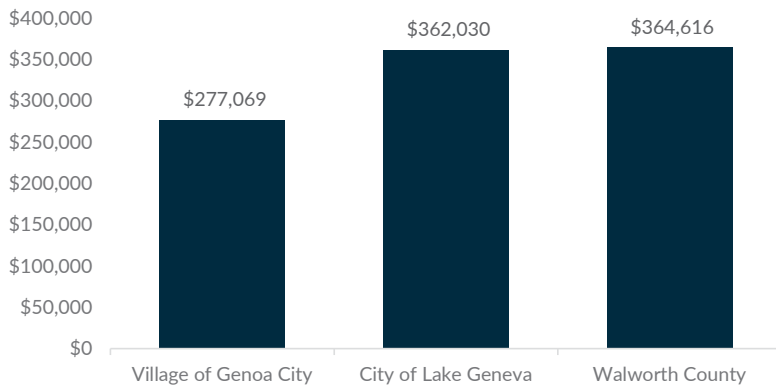
HOUSING TENURE



Source: U.S. Census Bureau

\$277,069 – The median home value in Genoa City as of 2025 according to Zillow.

MEDIAN HOME VALUE



Source: Zillow

16% - The percentage of all units that are single-unit attached and two-unit, based on the ACS. Attached and two-unit building forms are becoming more common and are important for adding gradual density.

7% - The average vacancy rate in rental units between 2014 and 2024. The 2023 vacancy rate of 24% suggests a data error as this would be difficult considering the low number of rental options in the village. There has been very little change in the total number of housing units during that same period.

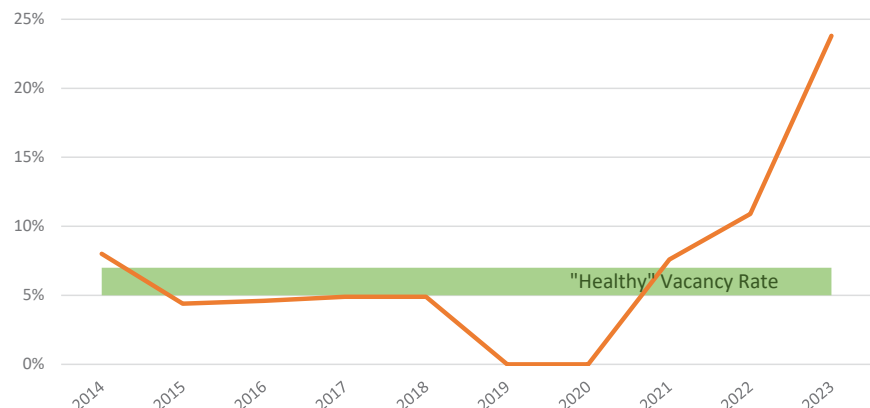
MEDIAN HOME VALUE BY YEAR BUILT

YEAR	MEDIAN VALUE
2020 or later	\$461,500
2010 to 2019	\$443,000
2000 to 2009	\$394,200
1990 to 1999	\$363,500
1980 to 1989	\$330,700
1970 to 1979	\$288,400
1960 to 1969	\$291,400
1950 to 1959	\$277,000
1940 to 1949	\$257,400
1939 or Earlier	\$272,400

MEDIAN RENT BY UNIT SIZE

NUMBER OF BEDROOMS	MEDIAN GROSS RENT	NUMBER OF UNITS
No bedroom	-	0
1 bedroom	-	4
2 bedrooms	\$1,146.00	23
3 bedrooms	-	27
4 bedrooms	-	7
5 or more bedrooms	-	0

RENTAL VACANCY RATE



Source: U.S. Census Bureau

7 • TRANSPORTATION & MOBILITY

VOICES FROM THE COMMUNITY

- When asked to rank priorities for village investments, street repair and maintenance was ranked third highest—behind public safety and parks and recreation.
- **71%** of survey respondents ranked walking routes as satisfactory, great, or excellent.
- **55%** of survey respondents ranked biking routes as satisfactory, great, or excellent.
- *“Main Street must have the sidewalk installed in order for residents to enjoy ease of transportation and connection to the neighborhood”*

INTRODUCTION

The Mobility & Transportation chapter focuses on the importance of having a safe, accessible, and cost-effective transportation system in the Village of Genoa City for residents and visitors.

ISSUES & OPPORTUNITIES



- **Bypassed by Visitors:** Highway 12 creates a bypass which led to fewer travelers stopping through the village, and which enforces a physical boundary between the east side of the village and the rest of the community. Future development patterns should consider how different key parts of the village can be connected, such as downtown, Village Hall, and employment centers.



- **Bike and Pedestrian Accommodations:** A robust trail system could accommodate residents traveling through the village to community destinations like downtown, parks, schools, places of worship, businesses, libraries, and neighborhood areas. This would bring activity to village areas and support active transportation and recreation.

TRANSPORTATION & MOBILITY GOALS, STRATEGIES, AND ACTIONS IN GENOA CITY, WE ENVISION...

GOAL #1

Safe and efficient transportation infrastructure that meets the needs of all users.

STRATEGIES

1. Move toward implementation of a complete streets network that is safe, convenient, and accessible for everyone regardless of age, ability or mode of transportation.
2. Monitor the quality of sidewalk infrastructure and provide assistance to property owners for maintenance and replacement.
3. Collaborate with the various school districts serving village residents on safe transportation for students.
4. Promote a Universal Design approach by ensuring that pedestrian infrastructure is accessible for all users of varying ages and abilities.
5. Meet with Walworth County ARDC on discussions of a mobility shuttle that offers transportation to seniors and those with disabilities.

ACTIONS

- A. Maintain an inventory of public infrastructure such as local streets, any village-owned parking areas or trails and develop a regular inspection schedule.
- 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.
- C. Consider bike and pedestrian accommodations to Hwy B.

UNIVERSAL DESIGN



*Bell Street Park in Seattle, Washington
Source: American Society of Landscape Architects, asla.org*

Universal Design (UD) is the practice of creating spaces, products, and services that are accessible and usable by everyone, regardless of age, ability, or other factors. Like the Americans with Disabilities Act (ADA) standards and guidelines, the practice of UD enhances a user's ability to more easily access a variety of public places. However, the goal stretches beyond the basics of providing the legal minimum of 'accessible' entrances and facilities to ensure that all community members can participate fully in everyday activities without needing special adaptations. This approach promotes inclusivity and enhances the quality of life for all residents, not just those with disabilities. For example, UD can include streetscape features such as wider sidewalks, ramps incorporated into stairs, additional respite areas, clearly designated/unobstructed pathways and traffic calming measures.

TRANSPORTATION & MOBILITY

- D. Conduct meetings with the school districts annually to discuss programs for safe transportation, including walking, biking, and busing.
- E. Consider the completion of a Safe Routes to School Plan funded through a WisDOT Transportation Alternatives Program (TAP) grant.
- 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.
- G. Evaluate the need for appropriate traffic controls (e.g., turning lanes, signage, pedestrian lanes, frontage roads) near businesses and community points of interest.
- H. Participate in any passenger rail planning discussions or initiatives, should they occur.
- 8. Collaborate with responsible jurisdictions to ensure roadway improvements (including county and state highways) have multi-modal aspects integrated where appropriate.
- 9. Prepare a conceptual plan in areas slated for growth prior to any development in that area in order to ensure good street connectivity and any critical bike or pedestrian routes through the area.
- 10. Participate in regional park/trail planning initiatives, including those led by Walworth and/or Kenosha County, the Wisconsin Department of Transportation, and the Wisconsin Department of Natural Resources.

GOAL #2

A well-maintained and connected road system that supports the local economy and active recreation opportunities.

STRATEGIES

- 6. Discourage cul-de-sac streets in favor of connected streets that provide transportation flexibility and increased safety in case of an obstructed street. Additionally consider mid-block sidewalks/multi-use trail connections for pedestrians for interior streets/cul-de-sacs.
- 7. Ensure roads are designed to safely accommodate farmers transporting equipment, feed, and livestock.
- I. Maintain an inventory of ATV/UTV, snowmobile, and bike and pedestrian trails in coordination with Walworth and Kenosha County officials.
- 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.
- 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.
- L. Complete a feasibility study of extending the Prairie Trail through the village and connecting to neighborhoods and community destinations.

SNAPSHOT: TRANSPORTATION & MOBILITY

ROAD NETWORK

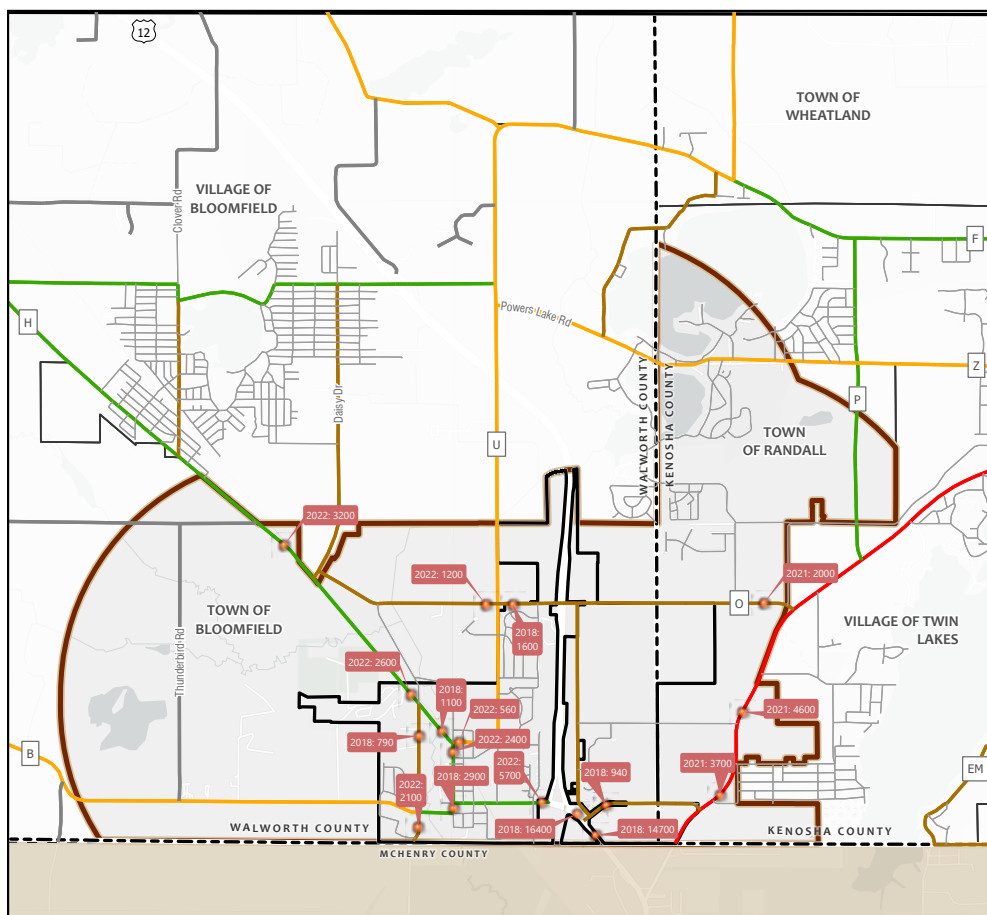
Streets and highways are typically divided into three categories: arterial, collector, and local facilities. This designation is mainly relative to the function of the street and to the land uses it serves. Morrison currently contains many town roads, four county roads (CTH G, CTH W, CTH Z, CTH NN), and one state highway (STH 96).

PASSENGER RAIL NETWORK

Multiple passenger rail stations are located within a short drive of Genoa City in the Illinois communities of McHenry, Harvard, and Fox Lake. These communities are active routes of the Metra rail network that connect the communities and suburbs of Chicago.

In the SEWRPC Vision 2050 Plan Public Transit System Map, Genoa City is planned as part of a Commuter Bus Route and Park and Ride System.

Genoa City was once a stop on the Chicago and Northwestern Railway (C&NW) commuter line to Lake Geneva. This line was discontinued in July 1975. The C&NW depot in Genoa City was located at the junction of the Kenosha to Rockford line and the line to Lake Geneva.



TRANSPORTATION NETWORK

- Planning Area (1.5 Mile Buffer)
- County Boundary
- Illinois County
- Surrounding Municipality
- Village of Genoa City
- Traffic Count Site (YEAR: AADT)
- Rural Principal Arterials
- Minor Arterials
- Rural Major Collectors
- Rural Minor Collectors
- Rural Local Roads
- Urban Local Roads

TRANSPORTATION & MOBILITY

AIR TRANSPORTATION

Vincent Airport is a small private airport that serves small planes coming in or out of Genoa City. The turf runway extends for 1,775 feet. The facility is at an elevation of 880 feet and is generally located 3/4ths of a mile east of the intersection of Highway 12 and Twin Lakes Road/110th Street, in Kenosha County.

General Mitchell International Airport (MKE), which is the largest airport in Wisconsin, is located approximately fifty (50) miles northeast of Genoa City; O'Hare International Airport, which offers more connections to more cities, more often than any other airport in the world, is located approximately sixty (60) miles southeast of Genoa City; and the Northwest Chicagoland Regional Airport at Rockford (RFD) is located approximately (fifty) 50 miles southwest of Genoa City.

BICYCLE AND PEDESTRIAN NETWORK

The village has a dedicated bicycle lane running North-South on N Carter St and running west from Carter St along Franklin St. A dedicated bike trail runs parallel across from Franklin St, before cutting northeast and concluding at Brookwood Middle School.

The village has several bicycle-friendly roads on the southwest of the village, one which connects to the Prairie Trail which runs south through Illinois, and the other which connects to Illinois' Hebron Trail which Runs west to Hebron, IL.

OTHER TRAILS

Several ATV trails intersect with the village and connect to a larger network within Kenosha and Walworth Counties.



VOICES FROM THE COMMUNITY

- Residents are calling for more events and programs targeting teens and families with children which may open collaboration opportunities. Potential community partners can include the Lions Club, the Public Library, the school district, places of worship, the Farmers Market, and other community groups that can assist in putting on quality programming.
- Some residents voiced concern about safety conditions on County Hwy B.
- *“Make sure residents understand through direct communication what is going to happen to the neighborhood around them. People are not going to show up to village planning meetings, for instance, unless they know it might directly affect them”*

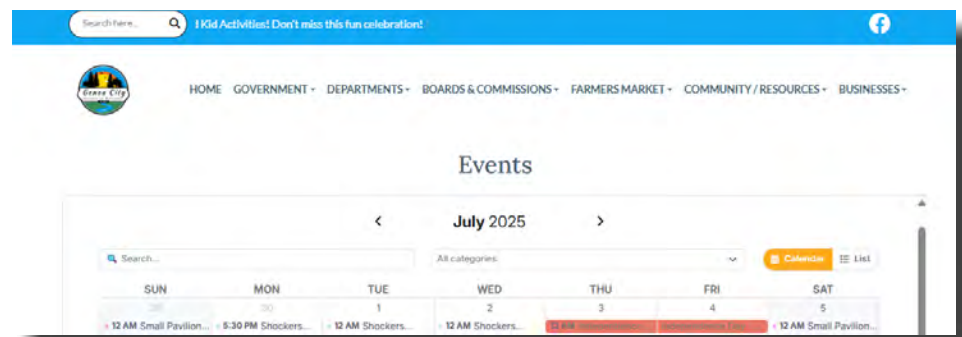
INTRODUCTION

This chapter emphasizes the vital role of collaboration and partnership between the Village of Genoa City and other government entities. By fostering effective intergovernmental relationships with neighboring municipalities, county agencies, and state authorities, the village aims to maximize resources, coordinate planning efforts, and pursue shared goals.

ISSUES & OPPORTUNITIES



- **Neighboring Jurisdictions:** The village already has developed partnerships and shared service agreements with several jurisdictions that ensure quality public services at a lower cost. Continued cooperation and negotiation are needed on these agreements.



- **Communication and Engagement:** There is opportunity to build community trust and progress towards shared goals through more direct communication with community members on village information and developments. The village website, social media, and connections with community groups can provide cohesive messaging and information flow to the public.

INTERGOVERNMENTAL COOPERATION

INTERGOVERNMENTAL COOPERATION GOALS, STRATEGIES, AND ACTIONS *IN GENOA CITY, WE ENVISION...*

GOAL #1

Enhanced coordination and collaboration with local, regional and statewide governmental organizations to promote village interests.

STRATEGIES

1. Enforce, abide by, and maintain existing intergovernmental/cooperative agreements with neighboring jurisdictions to provide predictability for property owners, avoid municipal boundary disputes, and plan for efficient provision of public facilities and services.
2. Work closely with community organizations like the library, Farmers Market, Lions Club, and school district and other community stakeholders to foster communication, relationships, and knowledge about facility planning and other activities/efforts that impact Genoa City residents.
3. Work with other governmental entities (e.g. Walworth County, Kenosha County, SEWRPC, Wisconsin Department of Transportation, and Wisconsin Department of Natural Resources, etc.) to advance village interests as identified in village plans.
4. Coordinate with all adjoining jurisdictions during outdoor recreation planning to identify complementary recreation investments where service areas overlap and work to avoid duplication of unique amenities.
5. Work with neighboring jurisdictions to identify and resolve conflicts and inconsistencies between local plans and resolve key countywide issues affecting the village.
6. Ensure information access to residents and potential residents and businesses regarding community events, engagement opportunities, and other village developments.

ACTIONS

- A. Convene with neighboring officials to discuss intersecting community development goals, intergovernmental boundaries, and future cooperation on planning efforts.
- 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.
- 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.
- D. Update the Genoa City village website for greater clarity and organization in formatting and providing village information.
- E. Create a monthly newsletter that updates residents on community events, engagement opportunities, business and organization spotlights, and other village development.

INTERGOVERNMENTAL COOPERATION

SNAPSHOT: INTERGOVERNMENTAL COOPERATION

LOCAL JURISDICTIONS

Village of Richmond, IL
Village of Bloomfield, WI
Town of Bloomfield, WI
Village of Twin Lakes, WI
Village of Hebron, IL
Village of Spring Grove, IL
Town of Randall, WI

SCHOOL DISTRICT

Genoa City Joint 2 School District

COUNTY JURISDICTIONS

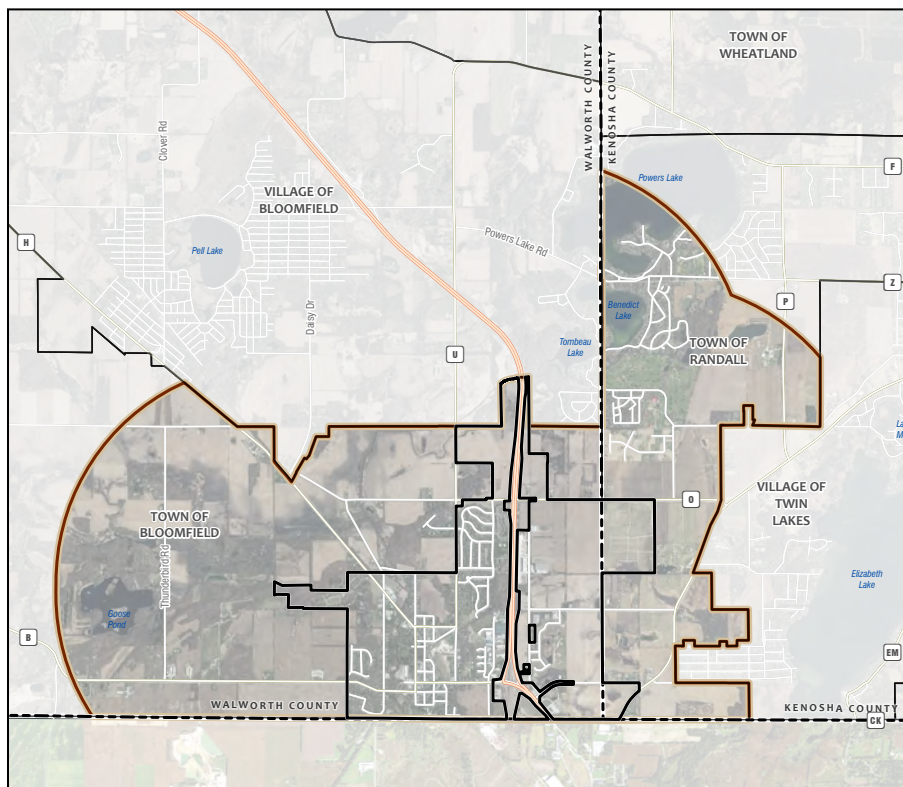
Kenosha County
Walworth County

REGIONAL JURISDICTIONS

Southeastern Wisconsin Region Planning
Commission (SEWRPC)

Genoa City participates in several joint initiatives with other governmental entities, including:

- Joint fire and rescue services agreement with Town of Bloomfield, Village of Bloomfield, and the Village of Genoa City.
- Emergency communications agreement between Walworth County and the Village of Genoa City.
- Genoa City Joint 2 School District includes portions of the Town of Bloomfield, Village of Bloomfield, Town of Randall, Village of Twin Lakes, and the Village of Genoa City.
- Lake Geneva-Genoa City Union (Badger) High School is a joint high school encompassing the City of Lake Geneva and Village of Genoa City.



PLANNING AREA

- Planning Area (1.5 Mile Buffer)
- Village of Genoa City
- Surrounding Municipality
- County Boundary
- US Highway
- County Highway
- Local Road

VOICES FROM THE COMMUNITY

- The importance of preserving natural resources was heard throughout the engagement process, while providing ample space needed for residential, commercial, civic, and industrial uses.
- The community desires more retail, dining, shopping, and housing options within the village. There is interest in seeing new development and redevelopment projects respect the existing architectural character of the community.
- Community members value the ability to walk and bike to community destinations.

INTRODUCTION

The Land Use chapter outlines the village's vision for sustainable development and community well-being through effective land use planning. It aims to strike a balance between residential, commercial, industrial, and recreational land uses while preserving open spaces and protecting environmentally sensitive areas.

ISSUES & OPPORTUNITIES



- **Downtown Revitalization:** The downtown is the center of any community. Renewed investment is needed to improve the area's aesthetic, business climate, and community feel.



- **Balanced Neighborhoods:** The village is seeking healthy, balanced neighborhoods that feature a mix of housing types and community amenities like shops, daycare facilities, public spaces, and other businesses.

LAND USE GOALS, STRATEGIES, AND ACTIONS

IN GENOA CITY, WE ENVISION...

GOAL #1

A small town atmosphere with balanced development to improve quality of life, maximize the efficient provision of services, and protects important agricultural, natural, and cultural resources.

STRATEGIES

1. Provide a mix of housing types that accommodate every stage of life (see also Housing goals and strategies).
2. Use the village development review processes to promote land use compatibility.
3. Encourage the use of passive solar heating and photovoltaic power generation in building and neighborhood design.
4. Explore opportunities to develop more housing through public-private partnerships, TIF funds, and other state and federal housing incentives.
5. Ensure new development within the village efficiently use public services and infrastructure.
6. When new roads are dedicated to the Village of Genoa City, ensure the road will be constructed to village standards within a certain timeframe through the requirement of a bond, escrow, or letter of credit as described in a developer's agreement.
7. Protect and respect agricultural and natural resources in all development decisions.
8. Work cooperatively with surrounding jurisdictions to manage future growth along the village's fringe.

ACTIONS

- A. Adopt policies to promote a safe and efficient network of pedestrian routes between new developments and existing village amenities.
- B. Promote developable areas available on the village website and through creative marketing materials.
- C. Create a village TID (tax incremental district) to support housing, redevelopment, and infrastructure projects.
- D. Create landscaping and stormwater management guidelines for future development that responsibly considers natural resources.
- E. Develop and implement design standards that encourage efficient development patterns, interconnected streets, and limited use of cul-de-sac streets.
- 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.

LAND USE

GOAL #2

Effective collaboration and efficient development review for appropriate supply and mix of future residential, commercial, and industrial development.

STRATEGIES

9. Foster collaboration between property owners and developers to encourage successful property development and investment. Provide support and resources when necessary to ensure sustainable and beneficial outcomes for both the community and developers.
10. Ensure the development review process for new land uses complies with design standards and safety standards for all modes of transportation. Streamline the process to enhance efficiency, effectiveness, and consistency in reviewing and approving new development proposals.
11. Regularly update the development review process and factor in feedback from stakeholders, including developers, residents, and professionals involved in the planning and construction industry.
12. Simplify application procedures, reduce processing timeframes, and enhance clarity in design standards and traffic safety requirements.
13. Remove zoning barriers to the development of housing and smaller commercial businesses.

ACTIONS

- 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.
- 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.
- 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.

GOAL #3

Creating places that are vibrant, attractive, and unique, especially in the Downtown and along the Freeman and Walworth Street corridors.

STRATEGIES

14. Coordinate the collaboration between the village, downtown businesses, community organizations, and other stakeholders strengthen and enhance the downtown.
15. Encourage mixed-use developments that include shopping, employment, housing, recreation, and community gathering opportunities along Walworth Street.
16. Encourage infill development of vacant or underutilized lands or buildings along Freeman Street.
17. Identify potential funding sources to help implement downtown improvements.

ACTIONS

- 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
- K. Evaluate current zoning policies to ensure sites, buildings, and structures with architectural, historical, and cultural significance within the village are preserved.
- 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.
- M. Consider the development of a public plaza downtown, potentially in the vacant lot across the street from the Elementary School.

Brochure Materials from Wisconsin
Economic Development Corporation ►



They need to be planned and nurtured.

Their prosperity requires interest and action from many stakeholders who share a vision for the community.

WEDC's downtown development programs are designed to help communities identify necessary initiatives, stakeholders and resources to make their downtown or urban commercial district a more vibrant and engaging place to live, work and play.

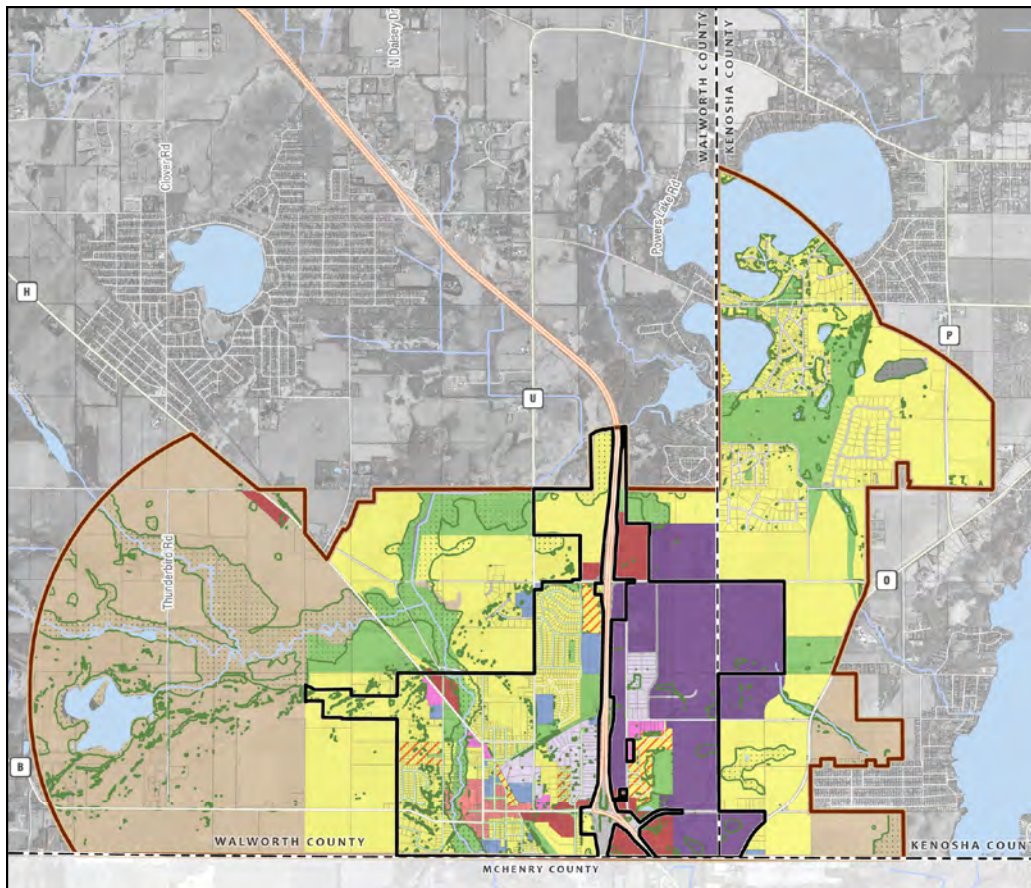
Our programs are designed around The Main Street Approach®, which provides a holistic framework for downtown revitalization focused on four key points:

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.

Design works to create a safe, inviting environment for shoppers, workers and visitors while preserving a place's historic character.

Economic Vitality works to build a commercial district that responds to the needs of today's consumers while promoting economically profitable businesses and properties.

Promotion communicates unique characteristics, cultural traditions and community pride to create a positive image and attract interest in and traffic to your district.



FUTURE LAND USE PLANNING AREA

USING THE FUTURE LAND USE MAP

The Future Land Use Map contains different land use categories that together illustrate the village's land use vision. These categories, including explanation of the village's intent, zoning, design, and development strategies for each, are described in this section.

The Future Land Use Map presents recommended future land uses for the Village of Genoa City and its extraterritorial jurisdiction. This map and the associated policies form the basis for land development decisions and are to be consulted whenever development is proposed, especially when a zoning change or land division is requested. Zoning changes and development shall be consistent with the future land use category shown on the map and the corresponding plan text.

STATEMENT OF INTENT & TYPICAL USE

The future land use categories identify areas by their primary intended uses, character, and densities. These classifications are not zoning districts; they do not establish binding performance criteria for land uses (i.e. setbacks, height restrictions, etc.) nor are they intended to list every possible use that may be permitted within the future land use classification. Parcels on the Future Land Use Map are identified by their primary intended uses; however, some of the parcels on the map have yet to be platted or subdivided. The village recognizes that detailed site planning to identify precisely how larger unplatted parent parcels may be subdivided, zoned, and developed is outside of the scope of this plan.

The village may create neighborhood plans for these areas as part of future amendments to this Comprehensive Plan to further illustrate and guide development within these areas. The village may also require that developers create neighborhood plans and parks for these areas prior to submitting requests for rezonings or preliminary plats.

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

The future land use classifications identify those existing Village of Genoa City Zoning Districts that are “consistent” within each future land use category (herein described as “Potentially Acceptable Zoning Districts”). The list of potentially acceptable zoning districts will be used by the village to confirm whether requests for rezoning of property are generally consistent with this plan.

EFFECT ON ZONING

Land use and design policies in this plan should be considered during all development processes, especially in land division and rezoning or zoning ordinance amendment processes when consistency with the plan is a statutory requirement. Where development is proposed under existing zoning regulations, including any Planned Development Overlay districts, the regulations of existing zoning supersede policies in this plan.

The identification of future land use categories and potentially acceptable zoning districts does not compel the village to approve development or rezoning petitions consistent with the future land use category or map. Other factors will have to be considered, such as the quality of the proposed development, its potential effect on adjacent properties, its potential effect on village transportation infrastructure, village resources and ability to provide services to the site, and the phasing of development, before any development applications are approved. In addition, it is not anticipated that all areas suggested for future (re)development on the Future Land Use Map will develop or be rezoned for development immediately following adoption of this Comprehensive Plan. In some cases it may be years or decades before (re)development envisioned in the plan occurs due to market conditions, property owner intentions, and village capability to serve new (re)development.

AMENDING THE FUTURE LAND USE MAP

It may, from time to time, be appropriate to consider amendments to the Future Land Use Map, usually in response to a type of development not originally envisioned for an area when this plan was adopted. See the Implementation chapter for a description of the procedural steps for amending any aspect of this plan. The following criteria should be considered before amending the map.

COMPATIBILITY

The proposed amendment/development will not have a substantial adverse effect upon adjacent property or the character of the area, with a particular emphasis on existing residential neighborhoods.

LAND USE

NATURAL RESOURCES

The land does not include natural features such as wetlands, floodplains, steep slopes, scenic vistas or mature woodlands (1 or more acres, especially those consisting of heritage trees), which will be adversely affected by the proposed amendment/development. The proposed development will not result in undue water, air, light, noise pollution or soil erosion.

TRANSPORTATION

The proposed amendment/development will not create a significant detriment to the condition of adjacent transportation facilities or cause significant safety concerns for motorists, bicyclists, or pedestrians.

ABILITY TO PROVIDE SERVICES

The provision of public facilities and services will not place an unreasonable financial burden on the village.

PUBLIC NEED

There is a clear public need for the proposed change or unanticipated circumstances have resulted in a need for the change. The proposed development is likely to have a positive social and fiscal impact on the village. The village may require that the property owner, or their agent, fund the preparation of a fiscal impact analysis by an independent professional.

ADHERENCE TO OTHER PORTIONS OF THIS PLAN

The proposed amendment/development is consistent with the general vision for the village, and the other goals and strategies of this plan.

FUTURE LAND USE CATEGORIES

This section includes a description of each of the Future Land Use Plan categories. These categories include recommended land uses (e.g. residential, commercial, industrial), and land use densities (i.e. dwelling units per net acre). All zoning decisions, land divisions, utility extensions, capital improvement projects, and related land development activities and decisions should be consistent with the recommendations of the Future Land Use Plan.

FLU CATEGORIES:

- Neighborhood Residential (NR)
- High-Intensity Residential Overlay (HIR)
- Neighborhood Mixed-Use (NMU)
- Downtown Mixed-Use (DMU)
- General Commercial (GC)
- Civic & Institutional (CI)
- Industrial (I)
- Business Park (BP)
- Parks & Open Space (POS)
- Rural Lands (RL)
- Natural Resource Protection Overlay (NRP)

NEIGHBORHOOD RESIDENTIAL (NR)



Existing Residential Development in Genoa City

NR areas provide a mix of housing types, civic uses (e.g., place of worship, social service clubs, etc.), existing neighborhood commercial, and daycare facilities. Most of the area designated as **NR** is or will be used for single family homes, but a variety of other housing types are appropriate within this designation, including duplex, town home, and small multi-unit apartments/condos. Mixed use areas often serve as a buffer between residential neighborhoods and higher intensity commercial, industrial, or transportation areas. The purpose of the **NR** designation is to achieve balanced neighborhoods while also ensuring compatibility between differing housing types and forms.

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

Single Family Residence Districts (R-1 and SFR), General Residence District (R-2), Duplex Residence District (RDU-1), Multiple Family Residence District (MFR-1), Planned Unit Development (PUD), Conservation Subdivision Overlay District (CSO), Park District (P-1), Lowland Resource Conservation District (C-1), and General Business District (B-1).

POLICIES

1. Primarily, housing will be one to two-and-a-half stories in height, except for HIR overlay, up to 40 ft.
2. Residential densities typically under 5 units per net acre (excluding streets, parks, outlots, etc.), except for HIR overlay, up to 40 units per acre.
3. In new neighborhoods, the creation of a detailed neighborhood plan and/or Planned Unit Development is strongly encouraged to identify specific locations for various housing types and densities.
4. When integrating housing forms other than single family detached, whether in new or existing neighborhoods, the following policies should inform neighborhood design and/or infill redevelopment design and approval. If more detailed neighborhood plans are prepared and adopted for specific neighborhoods (either new or existing), additional site-specific designations in those plans may supersede these policies.
 - a. **Accessory dwelling units** should be permitted in any single-family housing district.



Example Accessory Dwelling Unit

LAND USE

- b. **Duplex units** are appropriate for a neighborhood under the following conditions:
 - i. On any corner lot, if each unit faces and is addressed to a separate street and meets the standard setback requirements and pattern typical along the street.
 - ii. In the middle of a block between single family detached homes, if substantially similar to other homes along the street in massing, architectural character, total garage doors, and driveway width.
 - iii. As a transitional use when facing or next to a more intensive institutional, residential or commercial use. In this case there should be some general consistency of form and style with other homes in the neighborhood, but also more flexibility in design as compared to sites surrounded by single family homes.
- c. **Townhomes or rowhouses with up to 4 contiguous units** are appropriate in any neighborhood, as follows:
 - i. When facing or adjacent to a commercial use, large institutional use, or residential use of equal or greater intensity.
 - ii. When facing a public park or permanent green space.
- d. **Small multi-unit buildings with up to 4 units per building or Cottage Cluster** may be appropriate in any neighborhood, evaluated on a case-by-case basis, if ALL the following apply:
 - i. As a transitional use, if any of the facing or adjacent uses are commercial, large institutional, or residential of equal or greater intensity.
 - ii. Where facing or adjacent to single family homes along the same street, the setbacks will be no less than the minimum allowed in the facing or adjacent single family zoning district and the buildings will employ architectural techniques to reduce the apparent size of the building.
 - iii. There must be off-street parking consistent with village ordinance and on-street parking adjacent to the lot to accommodate visitors.
 - iv. If approved either through the Planned Unit Development (PUD) zoning process or Conditional Use Permit (CUP) process.
- e. **Larger multi-unit buildings exceeding 12 units or 10 units per net acre** have a place in balanced neighborhoods. These more intensive forms are generally most appropriate close to major streets, mixed-use areas, or commercial areas to provide convenient, walkable access to shopping, restaurants, and other amenities. This plan identifies specific sites for such housing. Properties that are either already intensely developed, or are suitable for more intensive development, have been identified as High-Intensity Residential (HIR) Overlay on the Future Land Use Maps, and additional policies apply.



Pebblebrook Apartments in Genoa City

HIGH INTENSITY RESIDENTIAL OVERLAY (HIR)

HIR Overlay identifies properties or areas in the Neighborhood Residential (NR) future land use areas that are suitable for higher-intensity residential development. The objective is to provide a mix of housing types to provide for balanced neighborhoods, while mitigating negative impacts to existing or planned low-intensity residential areas. For the purposes of this overlay, low-intensity residential includes single-family and duplex. In general, higher-intensity residential use consists of townhomes, cottage clusters, and small multi-unit buildings. It is closer to major streets, mixed-use areas, or commercial/employment areas to provide convenient, walkable access to shopping, restaurants, and other amenities.

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

General Residence District (R-2), Duplex Residence District (RDU-1), Multiple Family Residence District (MFR-1), Planned Unit Development (PUD), Park District (P-1), Lowland Resource Conservation District (C-1), and General Business District (B-1).

POLICIES

5. This classification is intended to function as an overlay district with Neighborhood Residential as the underlying future land use classification.
6. High-intensity residential development in the NR areas are expected to range from 8-40 units per net acres (excluding streets, parks, outlots, etc.).
7. Intensive residential development will require special attention to the design where the use adjoins less intense residential development per the recommended

Residential Compatibility Standards outlined below, or as required in the village's zoning ordinance (should the ordinance be amended to include standards). Standards identified in the zoning ordinance shall supersede those outlined below.

COMPATIBILITY STANDARDS

- A. **Purpose.** These standards provide a proper transition and compatibility between low intensity residential development and more intense multi-unit residential and mixed-use development. For purposes of this section, low-intensity residential development shall mean single-family, duplex, and townhome / small multi-unit buildings (4 or less units).
- B. **Applicability.** These residential compatibility standards shall apply to all new multi-unit residential and/or mixed-use development of three-stories or larger and/or any development requiring a Planned Development (PD) zoning approval located on land abutting or across a street or alley from low-intensity residential. These standards do not apply to development governed by an existing General Development Plan (GDP), but they may be considered if a GDP is amended, especially as they pertain to aspects of the development that are proposed for revision in the amendment.
- C. **Compatibility Standards.** All development subject to this section shall comply with the following standards:
 1. **Use Intensity.** In developments with multiple buildings/uses with varying intensities, the development shall locate buildings/uses with the least intense character (e.g., lower heights, fewer units, parks) nearest to the abutting low-intensity residential development.

2. **Building Height.** The height of the proposed structure(s) shall not exceed thirty five (35) feet in height adjacent to a low intensity lot for a distance of:
 - i. Fifty (50) feet of a single family or duplex lot.
 - ii. Twenty Five (25) feet of any other low intensity residential lot (i.e., structures with 3+ units).
3. **Bulk and Mass.** Primary facades abutting or across a street or alley from low intensity residential development shall be in scale with that housing by employing the following strategies:
 - i. Varying the building plane setback, a minimum of two (2) feet at an interval equal or less than the average lot width of the applicable low intensity residential uses. For example, if a block of single family lots is across the street from the development with an average lot width of 50 feet, the applicable facade shall vary its building plane, at a minimum, every 50 feet.
 - ii. Providing a gable, dormer, or other change in roof plane at an interval equal or less than the average lot width of the applicable low intensity residential uses. For example, if a block of single family lots is across the street from the development with an average lot width of 50 feet, the applicable roofline shall vary, at a minimum, every 50 feet (measured at the roof eave).
4. **Architectural Features.** At least two (2) of the following categories of architectural features shall be incorporated into street-facing facades:
 - i. Porches or porticos
 - ii. Balconies
 - iii. Dormers
 - iv. Gables
 - v. Bay Windows
 - vi. Door and Window Ornamentation which may include surrounds, pediments, lintels and sills, hoods, and/or shutters.
5. **Garages.** Attached garages shall not face or open towards the street. If this is not attainable, garages shall be sufficiently screened and face the street with the highest intensity of adjacent uses (if on a corner lot).
6. **Parking.** Parking areas that are visible from the street and located in the building front lot setback shall provide buffering at a minimum height of thirty six (36) inches above the parking surface. Buffering can consist of landscaping, berms, fences/walls, or a combination of these.
7. **Refuse Areas.** Dumpsters shall be placed behind the building with opaque or semi-opaque screening (at a minimum, a chain link with fabric screening). If the refuse area cannot be placed behind the building, a wood fence or wall, at least six (6) feet in height, shall be required. Additional landscaping around trash enclosures is encouraged.

NEIGHBORHOOD MIXED USE (NMU)

NMU areas are intended to provide a unique mix of neighborhood commercial, medium- to higher-density residential, institutional and park uses. Areas identified as **NMU** often serve as a buffer between residential neighborhoods and higher intensity commercial, industrial, or transportation areas. Residential is also a component of the **NMU** district - both in mixed use developments and as stand-alone multi-unit residential developments. These parcels usually are located along or adjacent to a local arterial or collector street. The purpose of the **NMU** category is to provide flexibility in determining the most appropriate mix of complementary land uses near single family neighborhoods.



Example Mixed Use Development

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

General Residence District (R 2), Duplex Residence District (RDU-1), Multiple Family Residence District (MFR-1), Planned Unit Development (PUD), Park District (P-1), Lowland Resource Conservation District (C-1), and General Business District (B-1).

POLICIES

1. As part of the zoning approval process, the appropriate mix of land uses, densities, and intensities will be determined with consideration of market conditions and compatibility with adjacent neighborhoods. Typically, residential densities in **NMU** areas will be 12-40 units per net acre (excluding streets, parks, outlots, etc.).
2. While both residential and nonresidential uses are accommodated within this mixed-use district, not every building in a mixed-use district needs to include both residential and non-residential uses. Nonresidential development within **NMU** areas should be service and retail to support surrounding residential use.
3. A building footprint should not be more than 15,000 square feet, except buildings providing a community use (e.g., library). When larger commercial uses are present, the building should still be designed with extra care to ensure compatibility with the surrounding neighborhood. Commercial spaces should be constructed in a range of sizes to add variety and encourage a mix of different commercial uses.
4. New buildings in **NMU** areas are expected to be one to four stories in height with a preference towards multi-story buildings.
5. Gas stations are discouraged in **NMU** areas. If proposed, the development shall be designed in a manner that does not impede or substantially detract from the existing or planned development in the surrounding area (e.g., placing gas canopy behind the building, substantially screening parking and paved areas, etc.).

LAND USE

6. Buildings in **NMU** areas should be oriented towards streets with minimal setback from the public sidewalks.
7. Private off-street parking should be located primarily behind buildings, underground, or shielded from public streets by liner buildings or substantially landscaped.
8. Outdoor storage of raw materials should be prohibited, and outdoor display of retail merchandise should be minimized.



Downtown Genoa City

DOWNTOWN MIXED USE (DMU)

DMU category represents the existing downtown with opportunities to expand along Freeman and Walworth Streets, and accommodates a wide variety of employment, service, retail, government, entertainment, and residential uses mostly in multi-story buildings. The general intent of the **DMU** area is to preserve the architectural character of the historic commercial district, while providing higher density and intensity of uses befitting the central commercial district. The core blocks fronting on the main street should continue to maintain buildings with their front facades built to the edge of the public sidewalk.

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

Multiple Family Residence District (MFR-1), Planned Unit Development (PUD), Park District (P-1), and General Business District (B-1).



Downtown Genoa City

POLICIES

1. As part of the zoning approval process, the appropriate mix of land uses, densities, and intensities will be determined with consideration of market conditions and compatibility with other relevant plans/documents.
2. Typically, residential densities in **DMU** areas will be 20-40 units per net acre (excluding streets, parks, outlots, etc.), and building heights ranging from two to four stories tall.
3. **DMU** is best suited for mixed use developments with first floor retail, service and office users, and destination businesses (e.g., restaurants, bars, and entertainment venues).
4. Continue to require the architecture of any new development in the downtown to be compatible in terms of architectural character and materials within the corresponding block face.
5. New drive-thru and gas station establishments may be allowed in such areas if designed to mitigate the typical auto-centric design, including placing the building close to the street with a public entrance from the public sidewalk and placing the majority of the parking and drive-thru lane facility along the back or side of the building.

GENERAL COMMERCIAL (GC)

GC areas provides a wide range of retail goods and services, including professional offices and daycare facilities. Commercial areas include highway-oriented uses and “heavy” commercial uses with appearance or operational characteristics not generally compatible with residential or small-scale commercial activities. The type and size of use will be determined by location and business characteristics (e.g. size, hours of operation, traffic impacts, etc.).



Example of Commercial Development

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

Highway Business District (B-2), General Business District (B-1), and Light Industrial District (M-2).

POLICIES

1. Commercial areas are not generally recommended for residential uses, though such uses may be considered as part of a conditional use under relevant zoning districts.

LAND USE

2. While commercial areas tend to be auto-oriented, changes to commercial development that improve walking, biking, and transit access are encouraged.
3. Outdoor storage of raw materials is discouraged particularly if materials are not screened by a solid wall fence or landscaping.
4. There is no limit on the size of establishments that may be constructed within a Commercial area, but all uses should be compatible with the density and scale of the surrounding development.
 - a. For example, areas along an arterial roadway or near a highway intersection are generally better suited for larger retail uses. Those areas located along local streets or adjacent to residential neighborhoods are better suited for smaller commercial uses that serve neighborhood needs. Such uses typically require smaller building footprints and parking lots and are less likely to have intensive truck and delivery needs.



Example of Street Oriented Retail

CIVIC & INSTITUTIONAL (CI)

CI areas include schools, community centers, cemeteries, government facilities, railroads, utilities, and other parcels that are owned by a public, quasi-public, utility, or religious entity. Park and recreational uses are sometimes a primary or secondary use on these sites.



Brookwood Elementary School in Genoa City

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

Park District (P-1) and Lowland Resource Conservation District (C-1). *Permitted or Conditional use in most of the village's residential and business zoning districts.*

POLICIES

1. Larger uses should be located on or near an arterial or collector street and be designed so that high volumes of traffic will not be drawn through local neighborhood streets.
2. Streets, walkways, and multi-use paths and trails should provide strong pedestrian and bicycle linkages adjacent to and within larger public & institutional areas.
3. If a parcel planned for Institutional use is vacated by that use and another use is proposed, the village may approve an alternative use without amending this plan if the proposed use is similar to and compatible with adjacent uses.

BUSINESS PARK (BP)

BP areas provides a wide range of employment opportunities, including heavy commercial and light industrial uses. These include corporate offices, business offices, research facilities, laboratories, medical clinics/hospitals, light manufacturing, wholesale, storage, distribution, transportation, and repair/maintenance uses. Though not considered detrimental to the surrounding area or to the community as a whole, they are high-traffic areas that are not generally compatible with residential or small-scale commercial activities.

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

General Business District (B-1), Highway Business District (B-2), Business Park (BP), Industrial District (M-1), and Light Industrial District (M-2).

POLICIES

1. **BP** areas are not generally recommended for residential uses, though such uses may be considered as part of a conditional use under relevant zoning districts.
2. BP areas are high-traffic, including freight vehicles, but generally lack the nuisance odors, sounds, etc. that are typical of Industrial land uses. As such, they can often be buffered from less intense uses through large yards and landscaping. Entrance, parking, loading, and storage areas should be screened from public streets and directed away from residential and other less intense land uses.
3. There is no limit on the size of establishments that may be constructed within a Business Park area, but all uses should be compatible with the density and scale of the surrounding development.



Example of Suburban Office

INDUSTRIAL (I)

I areas accommodate manufacturing, wholesale, storage, distribution, transportation, and repair/maintenance uses. The designation may also be used for landfills and gravel or mineral extraction activities. Industrial areas can include “nuisance” uses that should not be located in proximity to residential, mixed-use, or some other types of non-residential uses due to noise, odor, appearance, traffic, or other impacts. The Industrial designation is not intended for retail or office uses not related to an industrial use, except for limited retail goods and services provided primarily to employees and users of businesses within the area. Compared to the BP designation, I areas generally have a relatively smaller workforce (for a given area), an emphasis on truck or rail traffic, and other characteristics such as outdoor work areas and outdoor equipment and materials storage.).



Existing Industrial Development in Genoa City

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

Business Park (BP), Industrial District (M-1), and Light Industrial District (M-2).

POLICIES

1. Areas may provide a variety of flexible sites for small, local, or startup businesses and sites for large regional or national businesses.
2. Architectural, site design, and landscaping features within I areas may be less extensive than in BP areas, though properties should be well-buffered and screened from adjacent land uses that may not be compatible and parking/storage areas should be screened from public streets.

PARKS & OPEN SPACE (POS)

POS category includes public parks, conservation areas, recreation areas, private recreation uses (e.g., golf courses), stormwater management facilities, greenways, major public trails, and other natural features and lands with a park-like character that are recommended for preservation.

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

Park District (P-1) and Lowland Resource Conservation District (C-1), Conservation Subdivision Overlay District (CSO), and Business Park (BP).

POLICIES

1. These uses allowed uses in all other land use categories, regardless of whether the area is mapped as **POS**. As the Future Land Use Map is general in nature, smaller parks may be shown as an adjoining land use.
2. Parks often serve as important community gathering places and should be designed to have frontages on public streets that make them both visible and accessible by local residents.
3. Greenways and stormwater conveyances provide opportunities to link otherwise separate open spaces with both habitat corridors and bicycle and pedestrian connections.



Genoa City Veterans Park

RURAL LANDS (RL)

RL areas are within the village's 1.5-mile extraterritorial area that likely will not develop in the present 20-year planning period. Typical uses in these areas include open space, farming, farmsteads, agricultural businesses, forestry, quarries, and limited rural residential on well and septic systems. Premature exurban development and premature utility extensions should not be promoted in these areas. Even if urban development eventually reaches these areas, some of the land in this designation may be appropriate for consideration as permanent agricultural-related uses.

POTENTIALLY ACCEPTABLE ZONING DISTRICTS

Rural Residential District (R-4) and Conservancy District (CD).

POLICIES

1. Recommended land uses in the rural area land use district are long-term agriculture and related agri-business uses and existing non-farm residential uses with private, on-site septic systems.
2. The development of residential subdivisions is prohibited in areas designated as **RL**. Proposals for residential subdivisions shall require an amendment to the Future Land Use Map.

NATURAL RESOURCE PROTECTION OVERLAY (NRP)

NRP overlay classification identifies sensitive lands that may be subject to development restrictions enforced by Village, County, State, or Federal agencies. Mapped **NRP** areas include lands that meet one or more of the following conditions: water bodies and wetlands mapped as part of the WDNR Wetland Inventory, 100-Year Floodplains based on FEMA maps and areas with slopes averaging 20% or more based on USDA-NRCS Soils data.

Areas shown as **NRP** on the Future Land Use Map do not constitute the limits of all wetlands, floodplains, or steep slopes that may be present within the village's planning area. Mapped **NRP** areas are derived from third party sources and are generally considered accurate enough to identify the possible presence and approximate location of those features. They are not a substitute for field or site level delineations that may be required by local, county, state, or federal agencies prior to development approval. The **NRP** areas illustrated on the Future Land Use Map are not a substitute for official Shoreland, Wetland, and Floodplain zoning maps.

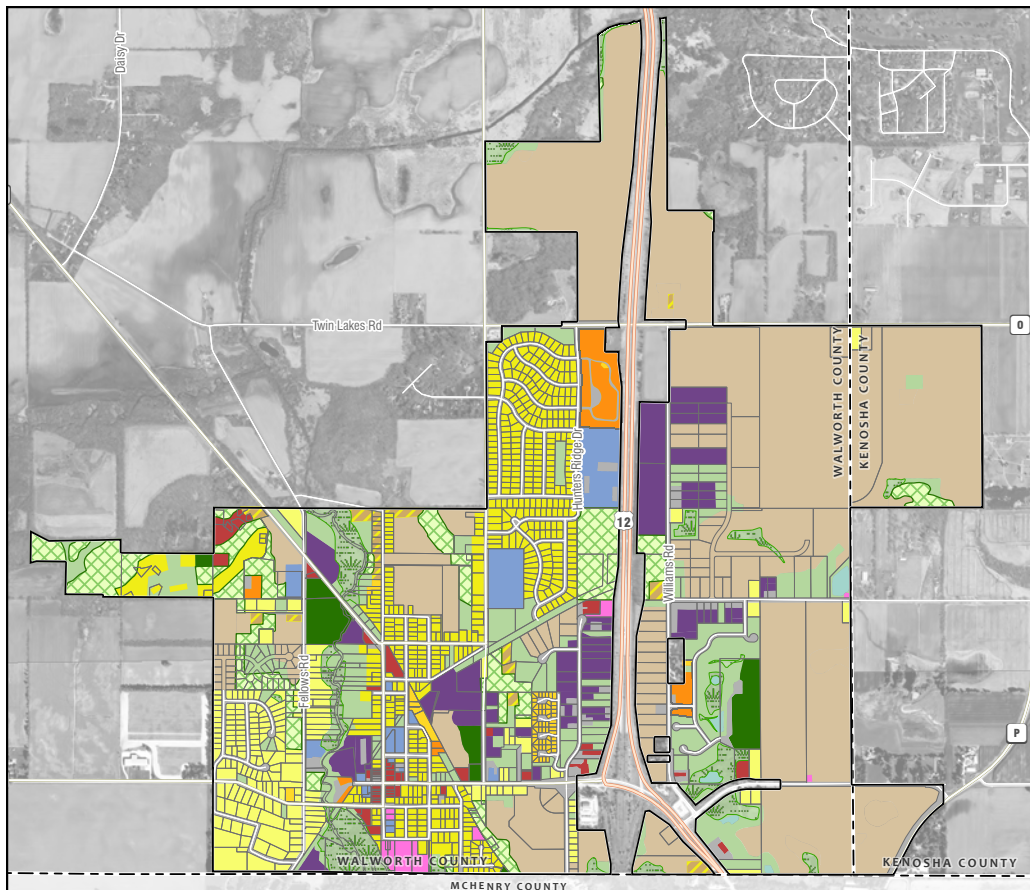


Nippersink Creek in Genoa City

The primary intent of these areas is to retain sensitive natural areas in either public or private ownership for the benefit of maintaining fish and wildlife habitat, preventing, and controlling water pollution, preventing erosion and sedimentation, preventing property damage caused by flooding, preserving areas of natural beauty, and providing areas for outdoor recreation. A majority of the **NRP** represents areas that are vital to the region's ecosystem and are key ingredients of the character and image in the village. Thus, development in areas designated NRP shall be limited based on underlying local, county, state or federal environmental regulations.

POLICIES

1. This classification is intended to function as an overlay district, such that the underlying future land use classification (e.g., General Commercial) remains in place, but the overlay classification indicates the possibility of additional restrictions on development.
2. Landowners and developers are advised that land within **NRP** areas may be restricted from building development, site grading, or vegetation clearing under local, county, state, or federal regulations. Where building development is permissible additional building setbacks and buffer yards beyond the minimum requirements are encouraged.
3. Recreational uses, agricultural and silviculture operations may be permitted in accordance with local, county, state, and federal laws. Best Management Practices are highly encouraged in these areas.



EXISTING LAND USE

- Village of Genoa City
- County Boundary
- Parcel Boundary
- Existing Land Use
 - Residential - Single Family Low Density
 - Residential - Single Family Medium Density
 - Residential - Single Family Rural
 - Residential - Two Family
 - Residential - Multi-Family
 - Agricultural
 - Commercial
 - Communication & Utilities
 - Industrial
 - Institutional
 - Open Space
 - Recreation
 - Surface Water
 - Transportation
 - Wetlands
 - Woodlands

SNAPSHOT: LAND USE

EXISTING LAND USE FINDINGS

- **47.9%** - The percentage of village land area not developed, including agricultural land and woodlands. This translates to 808 acres within the village's jurisdiction available for future development opportunities; however, preservation to natural resources and agricultural land must be considered in development needs. Within the Planning Area, 53.3% of the area remains in agricultural or woodland uses.
- **16.4%** - The percentage of land area developed as Single Family Residential in the Village of Genoa City. This is the largest developed land use type in the village aside from Agriculture land. Out of the total 309 acres dedicated to residential uses, 89% is dedicated to single family homes.
- **363 acres** of park and recreation, wetlands, woodlands, and surface water land make up the ample space dedicated to natural resources in Genoa City. This represents 21.5% of total village land.

LAND USE

EXISTING LAND USE, 2024

LAND USE	PLANNING AREA		NUMBER OF UNITS	
	AREA (ac)	%	AREA (ac)	%
Agriculture	4,779.9	44.7%	708.6	42.0%
Industrial	114.8	1.1%	88.3	5.2%
Commercial	55.5	0.5%	18.9	1.1%
Single-Family Residential	1,126.1	10.5%	276.5	16.4%
Multi-Family Residential	33.7	0.3%	32.8	1.9%
Transportation	703.9	6.6%	154.7	9.2%
Institutional and Utilities	76.3	0.7%	43.5	2.6%
Parks/Rec/Open Space/Wetlands	2,035.2	19.0%	258.8	15.3%
Water Features	844.5	7.9%	4.9	0.3%
Woodlands	916.2	8.6%	99.4	5.9%
TOTALS	10,685.9	100%	1,686.4	100%

**The official area of the village is approximately 2.64 sq. miles. There is some discrepancy due to limitations within the available parcel layers in GIS.*



Aerial Image of Genoa City

PROJECTED LAND DEMAND

Based on the projected population growth through 2050, 106.7 additional acres of developable residential, commercial, and industrial land is projected to be needed over the life of this plan. This translates to an estimated 64 new housing units through 2050, though more is possible if the growth trajectory is higher than expected.

The projected need of 106.7 acres for development does not create significant conflicts between land uses. There is sufficient agricultural and open space land area (808 acres), most of which serve as holding areas for development, to meet this anticipated land need. Additional residential, commercial, and industrial land uses are identified in the Future Land Use map to account for market and property acquisition circumstances. Despite the minimal future land use conflicts predicted, development of land should follow the goals and strategies outlined in this Plan in a responsible manner to create healthy, active, and balanced neighborhoods, while preserving natural resources and environmental corridor areas.

PROJECTION NOTES

These projections utilize 2010-2020 population decline rate of -1.9% to model population projections through 2050. Additional population growth is projected based on recent residential and commercial development to produce the Growth in Population scenario as presented in the Introduction Chapter. Household size is modeled on the State decline reported by WI DOA. Current land use acreage is utilized to project new residential land demand and assumed land needed for other uses on a proportional basis. A weighted average of a .3-acre lot size is assumed for residential land uses.

The acreage of the areas shown as future residential, commercial, industrial on the Future Land Use Map may differ from the projected acreage. Where and how much development will actually occur will depend on the market for land uses and the developers and property owners that choose to respond to the market demand.

PROJECTED LAND DEMAND	2020	2030	2040	2050	30 YEAR CHANGE
Population	2,982	3,212	3,155	3,098	116
Household Size	2.81	2.70	2.60	2.50	-0.31
Housing Units	1,175	1,190	1,213	1,239	64
Residential (acres)	309.3	373.7	380.8	388.6	79.3
Commercial (acres)	18.9	22.8	23.2	23.7	4.8
Industrial (acres)	88.3	106.6	108.7	110.9	22.6

INTRODUCTION

The Implementation chapter lays out how this plan should be used and by who. Key staff and elected officials will be responsible for various implementation actions of the Comprehensive Plan over its lifetime and updates as necessary.

GUIDING DAILY DECISIONS

VILLAGE ROLES & RESPONSIBILITIES

Village Board

Village Board sets priorities, controls budgets and tax rates, and typically has the final say on key aspects of public and private development projects. Each board member should know where to find this plan and should be familiar with the major goals described herein. Board members should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

Plan Commission

Land use and development recommendations are a core component of this plan, and the Plan Commission has a major role in guiding those decisions. Plan Commission members must each have access to this plan and must be familiar with its content, especially **Chapter 9: Land Use**. It is the responsibility of Plan Commission to determine whether proposed projects are consistent with this plan, and to make decisions and recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are believed to be in the best interest of the village, the Plan Commission should seek public feedback before recommending amendments to the Plan.

Other Committees, Boards, & Commissions

All committees, boards, and commissions that serve as an extension of the village should treat this Plan as relevant to their activities in service to the community and should seek outcomes consistent with the goals and policies herein.

Village Staff

Key village staff have a significant influence on capital projects, operational initiatives, and regulatory decisions. It is imperative that individuals in key roles know about, support, and actively work to implement the various policies and actions in this plan. Specifically, the following staff should consult and reference the Comprehensive Plan during goal setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- Village Manager
- Village Clerk and Treasurer Staff
- Building and Zoning Staff
- Public Works Staff
- Police and Fire Department

These key staff members should be familiar with and track the various goals, strategies, and actions laid out in this plan, and should reference that content as appropriate in communications with residents and elected and appointed officials, other division heads should also be aware of the Plan and the connections between the Plan and village Projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to village functions.

The Village Manager, as lead administrative official of the village, is responsible for ensuring that other key staff members are actively working to implement this Comprehensive Plan.

EDUCATION & ADVOCACY

Implementation of this plan also depends, to a great degree, on the actions and decisions of entities other than the village government. The Action Plan (see Appendix B) references several parties that the Village of Genoa City does not control or direct.

It is necessary to persuade these entities to be active partners in the implementation of the goals, objectives, and strategies of this plan. The following village activities can support this effort:

- Share this plan with each organization, including a memo highlighting sections of the plan that anticipate collaboration between the village and the organization.
- Take the lead role in establishing collaboration with these organizations.
- Know and communicate the intent of relevant objectives and strategies— partner organizations need to understand and buy in to the rationale before they will act.

UTILIZING EXISTING TOOLS

Many of the strategies identified in this plan presume the use village ordinances and programs. The village's key implementation tools include:

Operational Tools:

- Annual Budget Process
- Capital Improvement Program

Regulatory Tools:

- Building and Housing Codes
- Historic Preservation Ordinance
- Official Map
- Subdivision Ordinances
- Zoning Ordinance
- Site Plan Requirements

Funding Tools:

- Tax Incremental Financing (TIF) Districts
- State and Federal Grant Programs

GUIDING ANNUAL DECISIONS ANNUAL UPDATE

To provide lasting value and influence this plan must be used and referenced regularly, especially during budgeting processes. To inform these annual processes, the Village Manager may prepare and present to Plan Commission and Village Board, in potentially the third quarter of each year, a concise Comprehensive Plan Annual Report with the following information:

- Action items in progress or completed during the prior 12 months. Celebrate success!
- Staff recommendations for action items to pursue during the next 12 months.

LINK TO ANNUAL BUDGET PROCESS

The most important opportunity for this plan to influence the growth and improvement of the village is through the annual budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the village, and so it is very important to integrate this plan into those processes every year.

The compilation of actions in Appendix B is a resource to support decisions about how and where to invest the village's limited resources. The Annual Report should draw from this Action Plan. Plan Commission should make formal recommendations for Board consideration, identifying those choices and commitments most likely to further the actions identified in this plan.

IMPLEMENTATION

UPDATING THE PLAN

The 20-year horizon of this plan defines the time period used to consider potential growth and change. However, over time, market conditions and priorities change, community preferences shift, and technology evolves. The community's Comprehensive Plan needs to be amended and adjusted at times to keep pace with these changes to remain relevant. The State comprehensive planning law requires that this Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial rewrite of the Plan document and maps. Additionally, as of January 1, 2010, all decisions related to zoning, subdivisions, and official maps will need to be consistent with this Comprehensive Plan.

Additionally, on an annual basis, the village intends to review decisions on private development proposals and implementation actions over the previous year against the recommendations of this Plan and consider potential changes to the Plan. This will help keep the Plan a "living document."

AMENDMENT PROCESS

In the years between major plan updates it may be necessary or desirable to amend this plan. A straightforward amendment, such as a strategy or future land use map revision for which there is broad support, can be completed through the following process.

Step One

Amendments can be initiated by referral by the Plan Commission or Village Board or may be requested by application from a member of the public.

For amendments affecting a large geographical area of the village or proposing major changes to plan policies, a more involved public input process should be considered to ensure that proposed amendments are in the best interest of and are well supported by the community.

Step Two

Plan Commission holds a public hearing on the proposed amendment, preceded by a 30-day public notice. Notice of the proposed amendment should also be transmitted as appropriate to other governmental entities that may be affected by or interested in the change, such as a neighboring jurisdiction. After holding the public hearing, Plan Commission can approve or deny a resolution to adopt the plan as amended, or recommend adjustments to the proposed amendment. The Commission may request more information before taking action on any proposed amendment.

Step Three

Village Board hears a report from Plan Commission on the amendment and considers adoption of the amended plan, by ordinance. The Village Board may choose to revise the Plan after it has been recommended by Plan Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

Step Four

Staff completes the plan amendment as approved, including an entry in an amendment log. A revised PDF copy of the plan is posted to the village website.

ACTION PLAN

Appendix B features a compilation of actions identified in Chapters 3-9 to help the village achieve its various goals and strategies.

“Target Completion” Deadlines

The deadlines identified to achieve these actions are not firm - rather they are indications of when the village may choose to pursue an action based on its importance or difficulty. The general timelines identified are:

- Immediate (2026-2027)
- Short-Term (2028-2031)
- Long-Term (2032-2035)
- On-going

PLAN CONSISTENCY

Once formally adopted, the Plan becomes a tool for communicating the village’s land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin’s Comprehensive Planning Law, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit’s Comprehensive Plan:

- Official maps
- Local subdivision regulations
- General zoning ordinances
- Shoreland/wetland zoning ordinances

An action will be deemed consistent if:

1. It furthers, or at least does not interfere with, the goals and strategies of this Plan,
2. It is compatible with the proposed future land uses and densities/intensities contained in this Plan,
3. It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, that are contained in the Plan.

The State of Wisconsin planning legislation requires that the implementation element describe how each of the nine elements will be integrated and made consistent with the other elements of the Plan. Prior to adoption of the Plan, the village reviewed, updated, and completed all elements of this Plan together, and no inconsistencies were found.

SEVERABILITY

If any provision of this Comprehensive Plan is found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application. If any requirement or limitation attached to an authorization given under this Comprehensive Plan is found invalid, it shall be presumed that the authorization would not have been granted without the requirement or limitation and, therefore, said authorization shall also be invalid.