

CITY OF GENOA
DEKALB COUNTY, ILLINOIS

ORDINANCE NO. 2024- 01

ADOPTED BY
THE MAYOR AND
CITY COUNCIL
OF THE
CITY OF GENOA

AN ORDINANCE AMENDING TITLE 10, OFFICIAL COMPREHENSIVE
PLAN, OF THE MUNICIPAL CODE OF THE CITY OF GENOA

Adopted January 3, 2024, by the Mayor and City Council of the City of Genoa
DeKalb County, Illinois, and approved and published in pamphlet form
This 3rd day of January 2024.

CITY OF GENOA
ORDINANCE NO. 2024 - 01
*An Ordinance Amending Title 10, Comprehensive Plan, of the
Municipal Code of the City of Genoa*

WHEREAS, the City of Genoa and its residents, businesses, and other stakeholders underwent a Comprehensive Planning Process in 2023; and

WHEREAS, the City of Genoa Plan Commission held a Public Hearing on December 19, 2023 to receive public feedback on the draft amendments to the City of Genoa Comprehensive Plan; and

WHEREAS, the Plan Commission recommended unanimous approval to the City Council on the amendments to the Comprehensive Plan on December 19, 2023 following the Public Hearing;

NOW, THEREFORE, BE IT ORDAINED by the Mayor and City Council of the CITY of GENOA, DeKalb County, Illinois, as follows:

SECTION 1: That the 2023 Comprehensive Plan of the City of Genoa attached hereto be approved.

SECTION 2: That the Title 10, Official Comprehensive Plan, Chapter 1, Section 2, Criteria adopted, of the Municipal Code be amended as follows:

B. Comprehensive Plan adopted January 3, 2023. ~~December 17, 2003.~~

SECTION 3: If any section, paragraph, subdivision, clause, sentence or provision of this Ordinance shall be adjudged by any Court of competent jurisdiction to be invalid, such judgment shall not affect, impair, invalidate or nullify the remainder thereof, which remainder shall remain and continue in full force and effect.

SECTION 4: All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

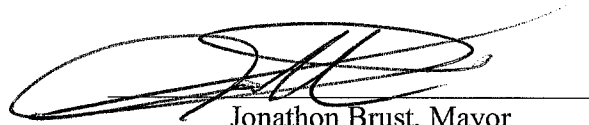
SECTION 5: This Ordinance shall be in full force and effect upon its passage, approval and publication in pamphlet form (which publication is hereby authorized) as provided by law.

Alderman Name	Aye	Nay	Abstain	Absent
Pam Wesner				
Christopher Pulley				
Melissa Freund				
Walter Stage				
Courtney Winter				
Kendra Braheny				
Gary Roca				
Gregg Hughes				
Mayor Jonathon Brust				

PASSED by the City Council of the City of Genoa, DeKalb County, Illinois this 3rd day of January, 2024.

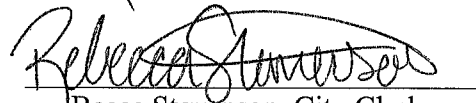
Approved by me this 3rd day of January, 2024.

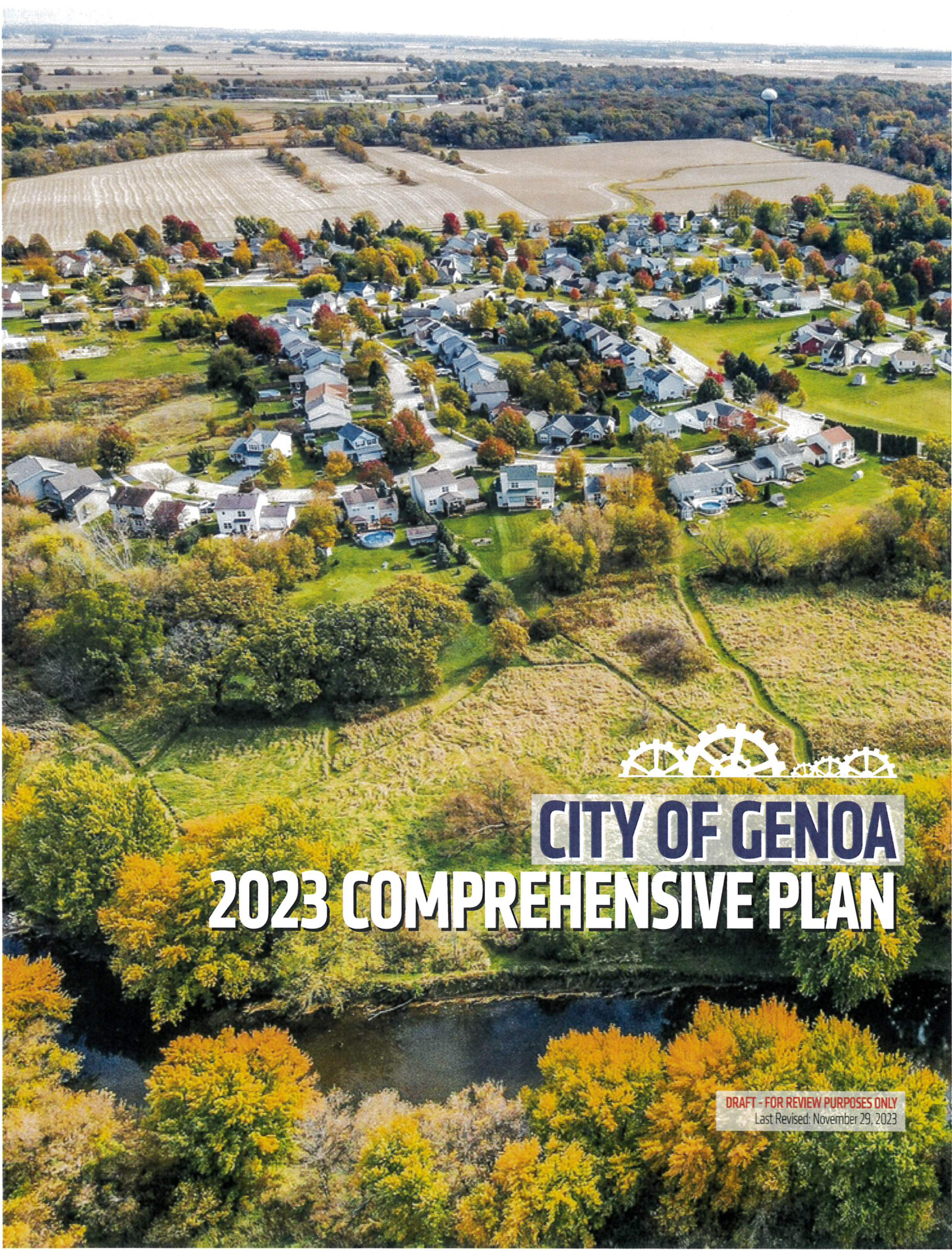



Jonathon Brust, Mayor

(SEAL)

ATTESTED and filed in my office this 3rd day of January, 2024.


Becca Stevenson, City Clerk



CITY OF GENOA **2023 COMPREHENSIVE PLAN**

DRAFT - FOR REVIEW PURPOSES ONLY
Last Revised: November 29, 2023

Acknowledgments

Mayor

Jonathon Brust

City Council

Christopher Pulley, Ward 1

Pam Wesner, Ward 1

Melissa Freund, Ward 2

Walter Stage, Ward 2

Kendra Braheny, Ward 3

Courtney Winter, Ward 3

Gary Roca, Ward 4

Gregg Hughes, Ward 4

Plan Commission

Ron Sheahan, Chair

Jennifer Barton

Michael Cirone

John Patela

Chris Riggs

Brian Wallace

City Staff

Alyssa Seguss, City Administrator

Leslie Sanderson

Comprehensive Plan Task Force

Nick Bradac

Rob Brown

Mark Carlson

Abby Fitzgerald

Kristina Garcia

Brian Grainger

Eric Groce

Alyssa Hanchar

Rick Hoffman

Gordon Jones

Debra Junod

Pattie Klassen

Chief Bruce Kozlowski

Orrin Merritt

Dave Pelley

Manny Pena

Kaitlin Richards

Gary Roca

Karen Simmons

Jamie Stage

Brian Wallace

Jake Wesner

Kandy Woodard

Planning Consultants

Northern Illinois University Center for Governmental Studies

Egret & Ox Planning, LLC

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CHAPTER 1

Introduction

Genoa is a forward-looking community located in northern DeKalb County, Illinois. The area has seen many changes over the past several years and a new comprehensive plan will guide the city's decisions as it navigates the balance between growth and retaining its small-town character. The 2023 Genoa Comprehensive Plan is based on the input of city officials, city staff, residents, business leaders, community organizations, and other stakeholders providing their thoughts and expertise to advance Genoa's future. The plan is designed to assist Genoa in maintaining its unique character, facilitating managed growth, and providing opportunities for compatible development over the next 20 years.

COMPREHENSIVE PLAN OVERVIEW

As a guide for future development, a comprehensive plan expresses the aspirations of residents and informs potential developers, businesses, and others of what Genoa finds desirable and how to shape their proposals to best fit the city's vision.

A comprehensive plan is a process as much as a document. Creating a comprehensive plan is an opportunity for city officials, residents, businesses, and other stakeholders to think about what they would like the future of the community to be and share those ideas with each other. The community did this by participating in a variety of community engagement activities, as described on the next page.

The plan focuses on physical attributes such as land use, access and mobility, and natural resources, but affects all aspects of the community. While this plan is presented as a final document, it should not be viewed as permanent. The plan should be reviewed regularly, typically every five years, to ensure that it still reflects the interests and features of the community and surrounding area. Additionally, the plan can be modified at any time through Plan Commission review at a public hearing and final approval from the City Council.

The 2023 Genoa Comprehensive Plan presents a vision for the community that the city will work towards in the



coming years. The plan will guide city officials in decision making as they review proposed developments and allocate resources for municipal projects and community improvements.

The plan includes recommendations for implementation, including strategies, suggested projects, and potential resources that will help guide the city as it works towards achieving its vision and goals.

Taken altogether, the 2023 Comprehensive Plan indicates that Genoa is a community desiring the best for its residents, businesses, and organizations, and is prepared to take steps to reach its goals.



GENOA HISTORY

Located primarily in Genoa Township in the northeastern section of DeKalb County, the community of Genoa was settled in 1835 by Thomas Matteson and his family, with the name Genoa taken from a town in New York State. In addition, Matteson established the first post office in 1837.

The town began to take shape when Matteson sold 80 acres of land to Horatio Perkins, who took over as postmaster and established the Perkins Hotel and Tavern. Stagecoach routes also played an integral role in shaping the town, with the route between Chicago and Galena being used as early as 1828.

In 1850 Henry Durham officially platted the City of Genoa and filed the platting in 1853. Despite its early establishment as a town, Genoa did not have its own railroad line, which provided for slow growth from 1850 to 1875. However, growth started to increase when the Chicago & Milwaukee Railroad Company constructed a new branch in 1875.

This launched an era of prosperity in Genoa that led to official incorporation as a village in 1876 and then as a city in 1911. At that time Genoa had a general store, hotel, grocery store, blacksmith, and shoe shop.

The city's industrial companies -- including the Eureka Electric Company, Leich Electric Company, Fall Products, Utley Company, John Oster Manufacturing, Atgos Products Company, Greenlee Tool Company, Polar Tech, Custom Aluminum, and many others -- have helped Genoa grow its economy into the 1900s to present day. While the railroad was a major driver for this industrial growth in Genoa's history, factors like regional industrial expansion and access to the I-90 tollway will help shape a new era of industrial and commercial growth in Genoa.

Today, Genoa has become the third most populous community in DeKalb County behind DeKalb and Sycamore. Genoa has continued to experience residential growth with a strong economic base.

This 2023 Comprehensive Plan will help guide the city in managing continued growth and balancing a stable mix of uses that diversify Genoa's housing stock, enhance the tax base, generate jobs, and create various opportunities for current and new residents.

PLANNING PROCESS

The comprehensive planning process included a variety of engagement tools to ensure Genoa community members had opportunities to share their thoughts, ideas, and concerns. Community input helped mold the elements in this plan.

Community members were able to participate in resident and business surveys, share comments on a dedicated project website, and post comments on an interactive web-based Comment Map. They also provided feedback on the plan during a public hearing conducted by the Plan Commission and discussion with the City Council.

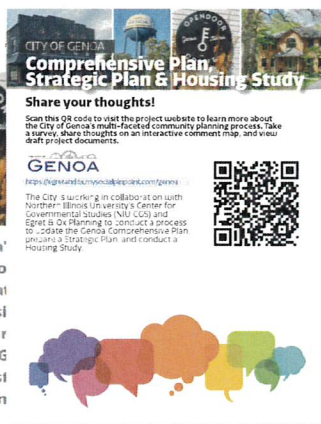
In addition, a Comprehensive Plan Task Force made up of a cross section of residents, business owners, and community leaders met periodically throughout the planning process to review findings, develop the vision, goals, and objectives, and share their expertise.

PROJECT WEBSITE

COMPREHENSIVE PLAN, STRATEGIC PLAN



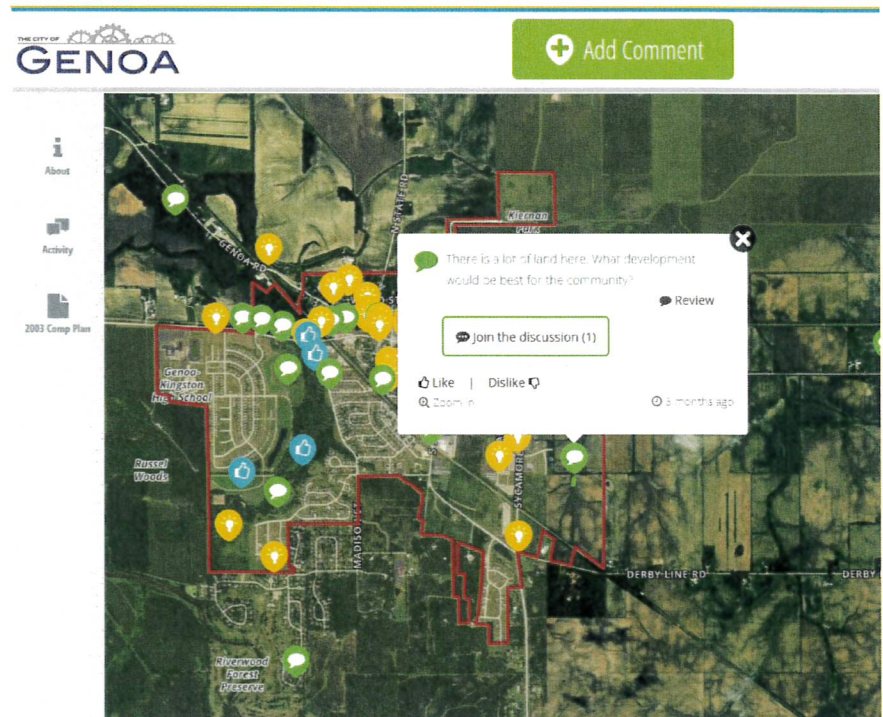
Welcome to the project website for the City of Genoa's Comprehensive Plan, Strategic Plan, and Housing Study. The City's current Comprehensive Plan was last updated in 2003. This project provides an opportunity to prepare all three planning elements so their vision, goals, and strategies are aligned with our aspirations for growth, development, and service in the 21st century. The study will provide insights into the current housing stock and adequate options meeting diverse needs, budgets, and an



PROJECT PHASES

- ✓ **Inventory and Data Collection**
Compilation, review, and analysis of community information to understand the aspects that make up Genoa today and elements to address regarding future growth and development.
- ✓ **Community Input**
A multi-pronged outreach process to engage community members to collect their thoughts and ideas to shape town planning strategies.
- ✓ **Vision and Goal Setting**
Development of a community vision and goals to guide the plan elements and set aspirations for growth management and sustainable development.
- ★ **Current Phase: Plan Preparation**
Synthesis of data analysis, community input, and long-range visioning to prepare the draft Comprehensive Plan, Strategic Plan, and Housing Plan.
- ✓ **Final Review and Adoption**
Presentation of final Comprehensive Plan to City officials and the public for final review and adoption.

COMMENT MAP



PLAN ORGANIZATION

The plan is organized into the chapters listed below. Numerous maps, including the Future Land Use Plan, can be found in the document. Survey findings, Comment Map results, and other information are in the Appendix.

- Community Profile
- Community Framework
- City Plan
- Implementation

CONCURRENT COMPREHENSIVE & STRATEGIC PLANNING PROCESSES

The city developed the **Comprehensive Plan** and a **Strategic Plan** concurrently. By completing the two plans at the same time, each plan benefited from additional information that would not have been included in just a comprehensive or strategic planning process. Interviews, focus groups, workshops, surveys, online comments, and task force meetings generated a rich mix of input shared across meetings, presentations, and conversations. In addition to the two plans sharing this common base of information, **the goals and objectives in each plan are cross referenced where a direct relationship exists.** This will enable the city and public to easily move between plans and develop a **coordinated approach to decision making.**

CHAPTER 2

Community Profile

Genoa is generally located in the northern section of DeKalb County. The nearest interstate highway is I-90, about eight miles to the north. IL Route 23 links the city to the interstate and serves as one of the two primary arterials that runs through Genoa. The other arterial is IL Route 72, which traverses east/west through the community.

The general planning area for Genoa is defined as a 1½-mile radius around the city's current municipal boundary. The Village of Kingston partially intersects Genoa's 1½-mile planning area, which is taken into account in the future land use planning for Genoa.

In addition to Kingston to the west, Genoa is located 1½ miles or more from other nearby municipalities. These municipalities include Hampshire to the east, Burlington to the southeast, and Sycamore and DeKalb to the south.

Genoa's accessibility to I-90 to the north and the industrial, commercial, and residential growth in the DeKalb area to the south have an impact on housing, employment, and economic development opportunities in the community, which is part of the long-range planning that frames the Comprehensive Plan. This includes opportunities for current Genoa residents and potential residents, businesses, and employers to attract in the future.

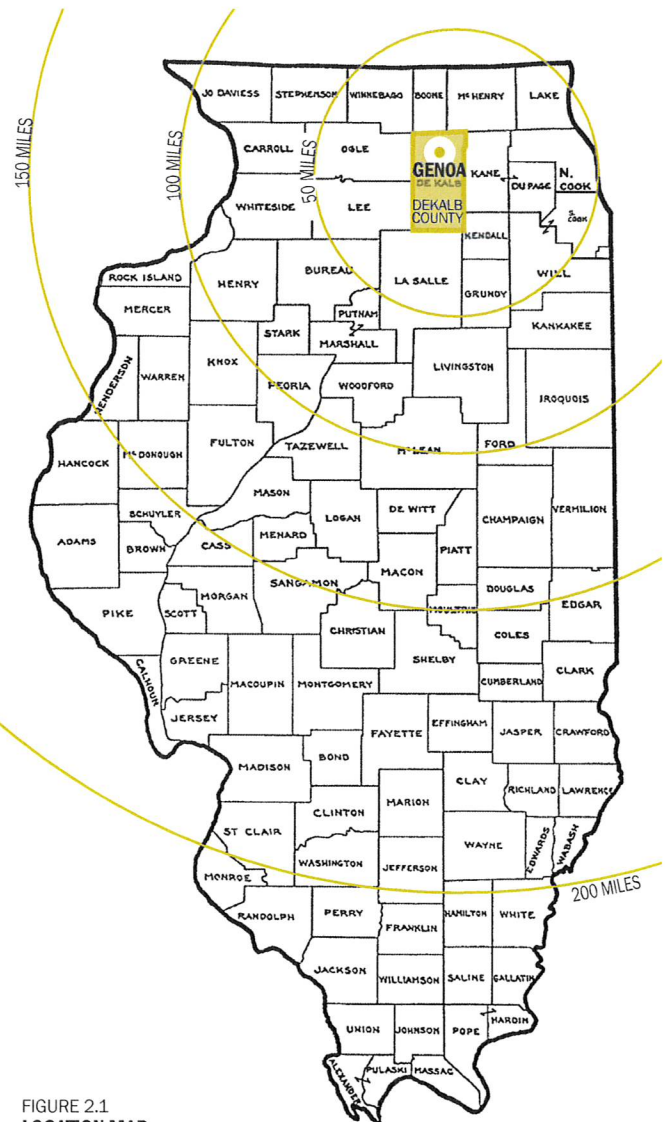


FIGURE 2.1
LOCATION MAP

EXISTING LAND USE

Genoa's current land use mix provides a solid foundation to plan for future growth and development. The city's existing land use composition is summarized in the land use pie chart and Existing Land Use Map provided in Figures 2.2 and 2.3, respectively. The map covers the city's 1½-mile planning area.

A majority (84.0%) of Genoa's total existing land use within the city's 1½-mile planning area is comprised of agricultural land, which accentuates the community's rural heritage. While the city is increasingly experiencing development at the edges of its current municipal boundary, agricultural land will continue to be the primary use of land on all sides of the community creating a natural buffer around the city to manage growth and development.

Genoa has primarily grown as a residential community with about 6.9% of land devoted to all residential land use types, with a majority split between estate density residential (4.0%) and low density residential (2.6%). The remainder is comprised of moderate density residential (0.1%) and high density residential (0.2%), which highlights opportunities to enhance the diversity of Genoa's housing stock to meet different housing needs, budgets, and life stages.

While about 0.9% of land is considered vacant, a significant portion of vacant land includes parcels that have been platted for residential use but remain undeveloped. Platted but undeveloped parcels provide an integral opportunity to

efficiently manage growth in Genoa, as summarized in the City Plan in Chapter 4.

Located in downtown Genoa and along the city's main roadways, commercial uses make up about 0.4% of Genoa's current land use. Genoa's most prominent commercial growth areas are located along IL Route 72, particularly the west segment (between the high school campus and Madison Street) and the east segment (east of the Dollar General store at Kearney Drive).

Industrial uses comprise about 0.6% of existing land use, with current uses generally located at the eastern end of 2nd Street, north of the downtown area, and in the south part of town between the railroad and Derby Line Road. This Derby Line Road area represents one of Genoa's industrial growth areas; the east side of the planning area represents the other growth area, particularly to take advantage of the access to the I-90 tollway via IL Route 23.

Civic and institutional uses, including schools, religious institutions, and municipal uses, encompass about 1.0% of land use.

Parks and open space comprise 3.1%, while environmental conservation areas take up 3.2%. These uses combine to represent the third largest percentage (6.3%) of existing land use after agricultural and estate and low density residential uses. This highlights Genoa's commitment to land conservation and protection of the natural environment.

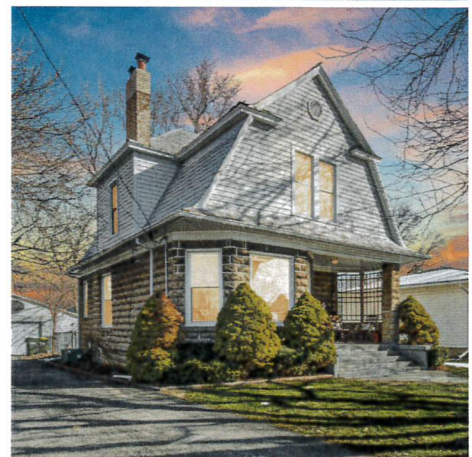
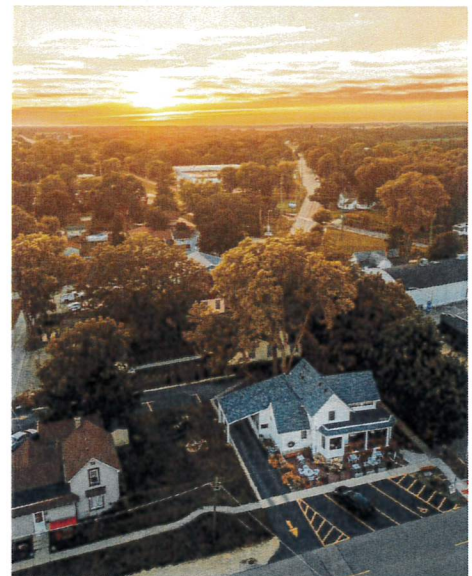
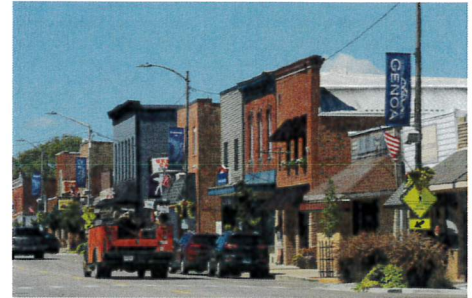


FIGURE 2.2
EXISTING LAND USE COMPOSITION

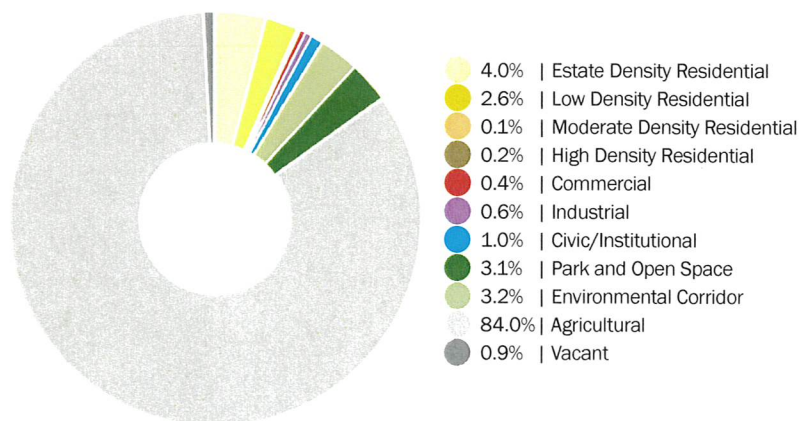
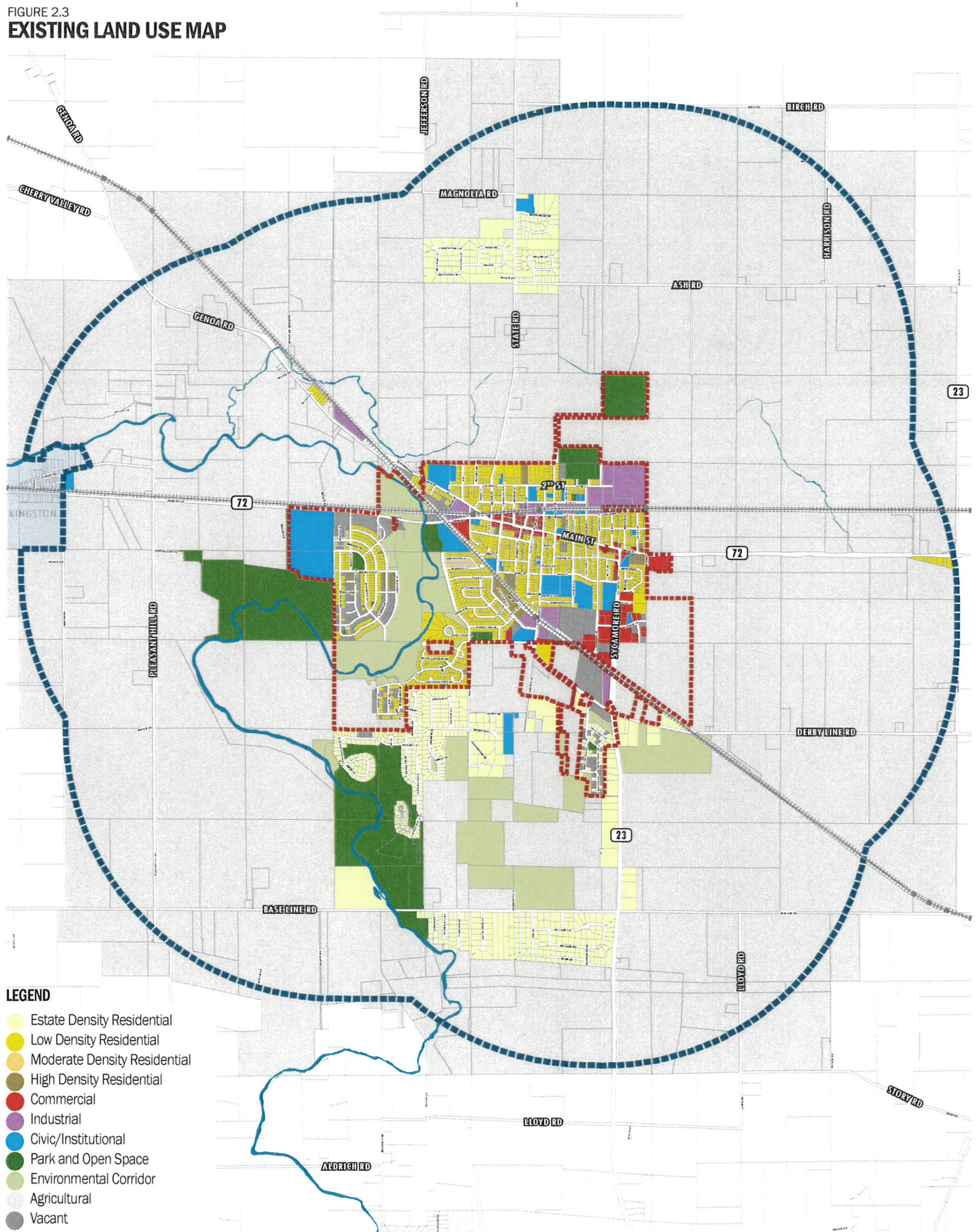


FIGURE 2.3
EXISTING LAND USE MAP



LEGEND

- Estate Density Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential
- Commercial
- Industrial
- Civic/Institutional
- Park and Open Space
- Environmental Corridor
- Agricultural
- Vacant

COMMUNITY CONDITIONS

The following information provides a snapshot of Genoa's population and housing. This information was considered when developing the goals and objectives in the Comprehensive Plan. The data was drawn from the 2020 U.S. Census and other sources. In order to provide a perspective on what some of these numbers may mean for Genoa.

General Population

While many smaller Illinois communities have declined in population, Genoa and nearby communities have shown slow and steady growth, a pattern that is projected to continue (Figure 2.4).

Population by Race & Ethnicity

While predominantly white, about one-fourth of Genoa residents are people of color, mostly Hispanic. DeKalb County is slightly more diverse and has a larger percentage of Black residents than Genoa (Figure 2.5).

Population by Age

The age distribution of Genoa residents has followed a pattern common statewide and beyond, with younger age groups generally declining and older age groups growing (Figure 2.6). In Genoa this is particularly evident in the decline of residents under age 25.

FIGURE 2.4
POPULATION TRENDS, 2015-2025

Source: U.S. Census Population Estimation Program

Year	Genoa	Sycamore	Cortland	Hampshire
2010	5,176	17,522	4,296	5,572
2011	5,163	17,450	4,285	5,601
2012	5,177	17,503	4,319	5,606
2013	5,182	17,570	4,321	5,723
2014	5,207	17,755	4,339	5,953
2015	5,193	17,772	4,336	6,104
2016	5,193	17,900	4,328	6,234
2017	5,205	18,023	4,333	6,310
2018	5,211	18,125	4,371	6,305
2019	5,237	18,322	4,408	6,251
2020	5,306	18,563	4,397	7,647
2021	5,330	18,664	4,413	7,778
2022	5,360	18,652	4,443	7,814
2023 ^P	5,380	18,764	4,461	8,062
2024 ^P	5,413	18,841	4,479	8,317
2025 ^P	5,435	19,438	4,621	8,581

^P Projected

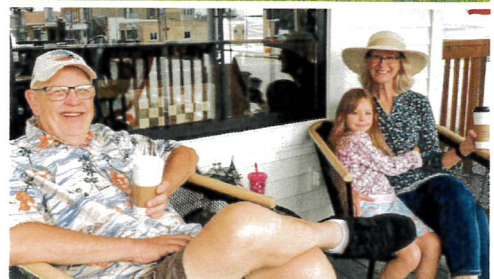


FIGURE 2.5
POPULATION BY RACE & ETHNICITY, 2020

Source: U.S. Census, 2020 Census Redistricting Data, P2

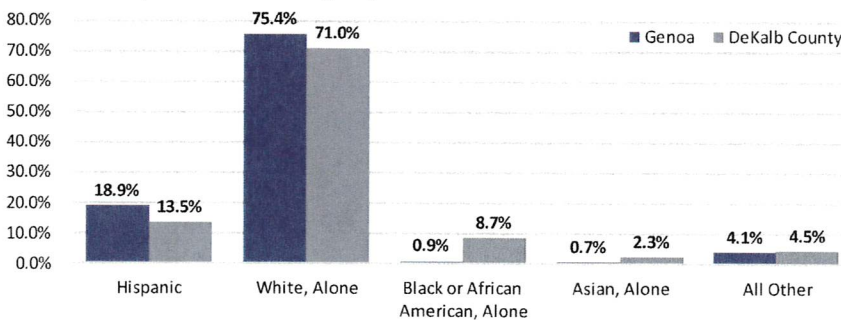
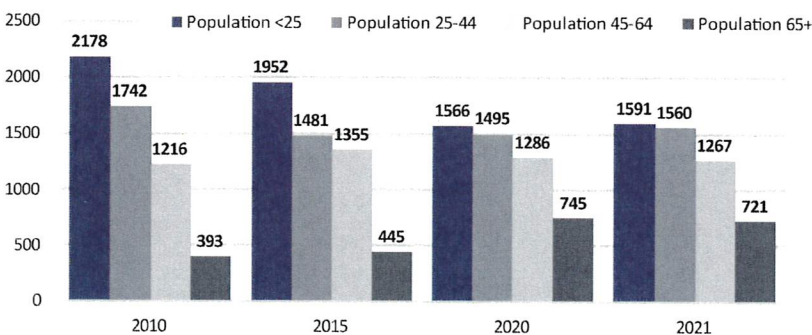


FIGURE 2.6
POPULATION BY AGE IN GENOA, 2010, 2015, 2020, 2021

Source: U.S. Census, American Community Survey, 2010, 2015, 2020, 2021 5-Year Estimates. DP05

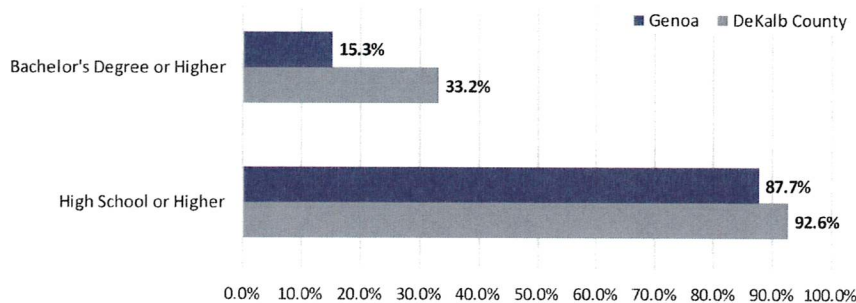


Education

Education levels are lower than those in DeKalb County (Figure 2.7). While 15.3% of Genoa residents possess a bachelor's degree, 33.2% of county residents do. The high educational attainment in the county may be due to the presence of Northern Illinois University in DeKalb.

FIGURE 2.7
EDUCATIONAL ATTAINMENT, 2020

Source: U.S. Census Bureau

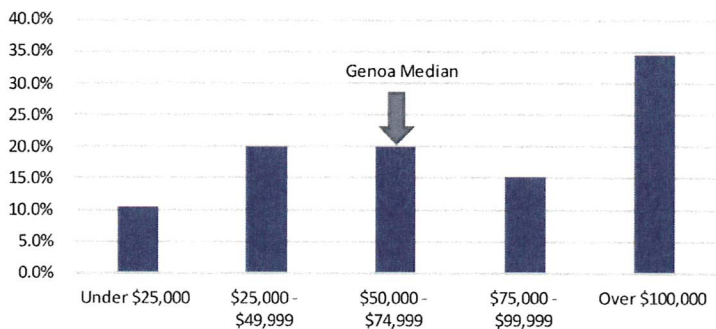


Income

The median household income in Genoa is \$74,676 (2021 dollars) but the largest income group is households with incomes of \$100,000 or more (Figure 2.8). For comparison, median household income in DeKalb County is \$64,019, Sycamore is \$73,475, Hampshire is \$97,927, and Cortland is \$74,236.

FIGURE 2.8
HOUSEHOLDS BY INCOME, 2020

Source: U.S. Census Bureau, American Community Survey, 2016-2020 5-Year Estimates. \$1901



Median 2021 Inflation Adjusted - \$74,676

Median 2021 Constant Dollars (2020) - \$71,345



AARP LIVABILITY INDEX

The AARP Livability Index combines many community elements and arrives at a score from 0-100, with 50 being the average community and 100 indicating a highly livable community. The index is a way to compare communities and identify a particular community's strengths or weaknesses.

As shown in the first table below, Genoa's overall score is similar or comparable to that of nearby communities. The second table shows how Genoa compares to communities nationwide. Genoa scores particularly high on environment and opportunity, with the latter accentuating the room for growth. Housing and health are the only factors below the 50th percentile.

	Genoa	Sycamore	Cortland	Hampshire
AARP				
Overall Livability Score	53	55	50	51
Housing	46	50	46	45
Neighborhood	52	48	38	50
Transportation	51	58	44	33
Environment	64	64	58	61
Health	45	48	47	61
Engagement	53	46	46	56
Opportunity	62	69	68	51

Source: American Association of Retired Persons (AARP) Livability Index



AARP LIVABILITY INDEX | GREAT NEIGHBORHOODS FOR ALL AGES

How livable is your community?

The AARP Livability Index scores neighborhoods and communities across the U.S. for the services and amenities that impact you the most.

	Genoa, Illinois	2022 Median US Neighborhood
Overall Score	53	50
Housing	46	52
Neighborhood	52	48
Transportation	51	49
Environment	64	54
Health	45	50
Engagement	53	53
Opportunity	62	52

Households

Genoa has a higher percentage of married couple households than DeKalb County (Figure 2.9). When cohabiting couples are included, over two thirds of households are couples. About 35% of Genoa residents rent their homes, compared to 42.2% of renters in all of DeKalb County (Figure 2.10).

FIGURE 2.9
HOUSEHOLD CHARACTERISTICS, 2021
Source: U.S. Census, American Community Survey, 2021 5-Year Estimates. B25003

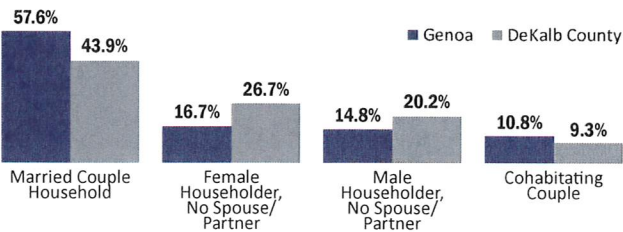
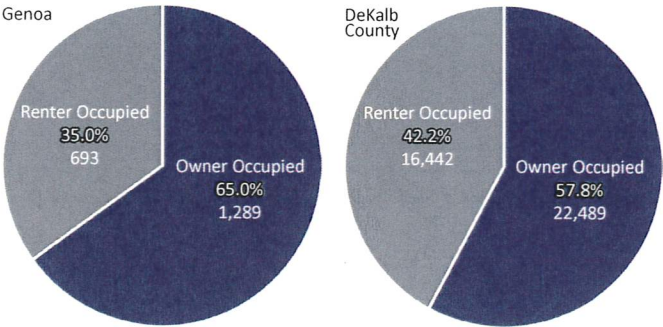


FIGURE 2.10
HOUSING OCCUPANCY STATUS, 2021
Source: U.S. Census, American Community Survey, 2021 5-Year Estimates. B25003



Housing

Genoa is a primarily single family residential community, with slightly less than three-quarters (72.4%) devoted to single family detached homes. The remaining housing stock is a mix of single family attached homes and apartments of varying sizes (Figure 2.11).

Genoa's housing also varies in age, reflecting the addition of subdivisions at different times. There was limited housing construction in the early 2010s, but construction gradually increased in the latter part of the decade and into the 2020s (Figure 2.12).

Most homes have at least two bedrooms and one in five has four or more, fitting with the family-oriented nature of the community (Figure 2.13).

Half of the homes in Genoa are occupied by households paying on a mortgage. There are over twice as many renters as households that have paid off their mortgage (Figure 2.14).

Home values in Genoa have increased by almost a third over the past five years (Figure 2.15).

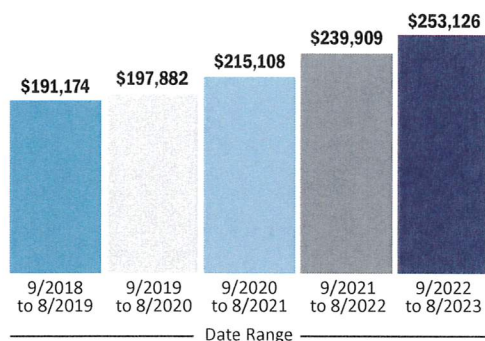


FIGURE 2.15
AVERAGE ZILLOW HOME VALUE INDEX | As of September 2023
Source: Zillow.com

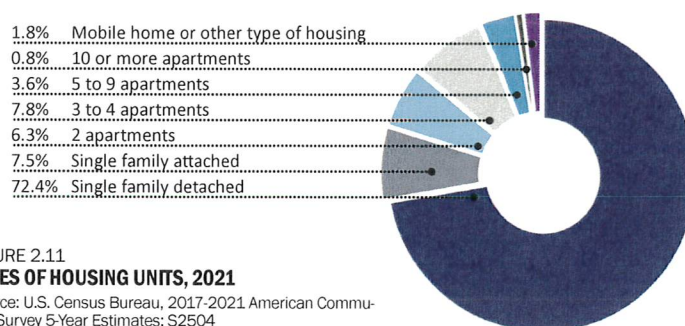
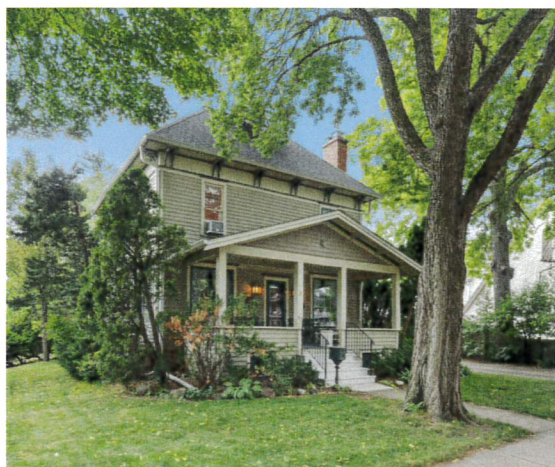


FIGURE 2.11
TYPES OF HOUSING UNITS, 2021
Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates; S2504

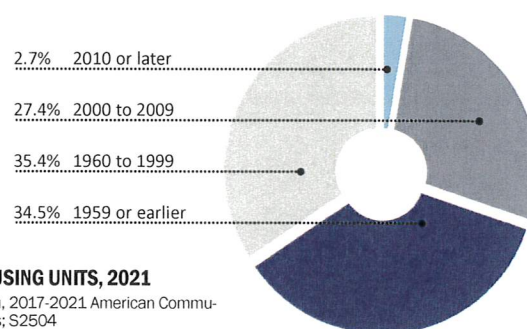


FIGURE 2.12
AGE OF OCCUPIED HOUSING UNITS, 2021
Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates; S2504

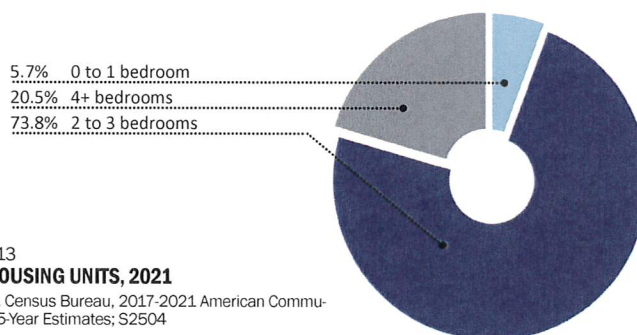


FIGURE 2.13
SIZE OF HOUSING UNITS, 2021
Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates; S2504

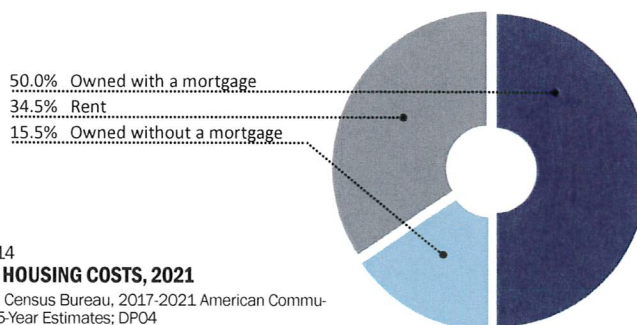


FIGURE 2.14
MONTHLY HOUSING COSTS, 2021
Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates; DP04

ECONOMIC CONDITIONS

While the previous data provided a snapshot of who lives in Genoa and aspects of the quality of life, the following information provides a snapshot of the local economy. This information is also useful in formulating goals and objectives.

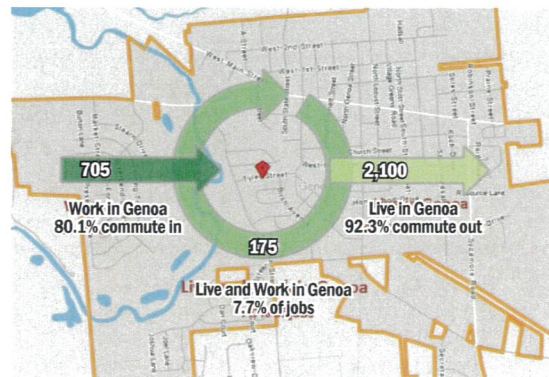
Commuting

The diagram in Figure 2.16 shows how jobs located in Genoa are divided amongst residents and nonresidents. As can be seen, most Genoa jobs are filled by nonresidents and most Genoa residents commute to jobs outside of the community. However, these numbers do not include pandemic related changes in place of work such as hybrid jobs that involve some days worked at home.

Value Added by Use Category

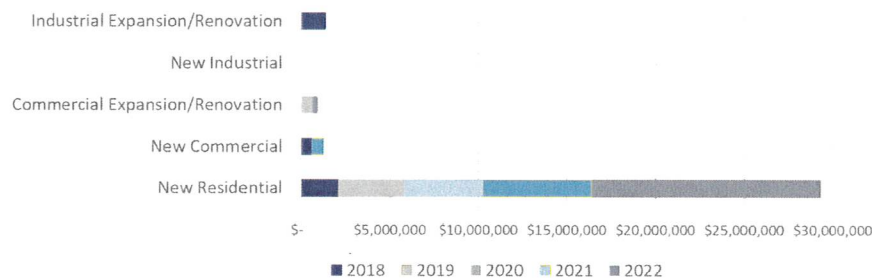
As shown in Figure 2.17, growth in value is disproportionately in the residential sector. This is due to both an increase in the value of housing and little new growth in other sectors.

FIGURE 2.16
COMMUTING PROFILE OF PRIMARY JOBS, 2019
Source: U.S. Census Bureau, OnTheMap, 2019



A primary job is the highest paying job for an individual worker.

FIGURE 2.17
VALUE ADDED BY USE CATEGORY, 2018-2022
Source: City of Genoa



Employer Size

Employers in Genoa mostly have less than 10 employees, with 40.7% (5 to 9 employees) and 28.9% (1 to 4 employees) totaling almost 70% of all employers (Figure 2.18). Large employers with 50 or more employees only make up 2.5% of Genoa's employer mix. These figures include for profit and nonprofit employers.

28.9%	56 employers	1 to 4 employees
40.7%	79 employers	5 to 9 employees
16.0%	31 employers	10 to 19 employees
11.9%	23 employers	20 to 49 employees
1.0%	2 employers	50 to 99 employees
1.5%	3 employers	100 to 249 employees

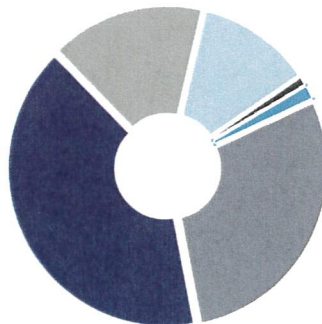


FIGURE 2.18
EMPLOYER SIZE
Source: Lightcast

Note: Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

CHAPTER 3

Community Framework

Comprised of a vision, goals, and objectives, the community framework supports the comprehensive plan, particularly guiding the city's future growth and development. The Comprehensive Plan Task Force helped shape the vision, goals, and objectives for Genoa. The vision developed by the Task Force describes what the community aspires to be, particularly describing what one hopes to find in Genoa five years from now.

As the policy framework graphic on the right illustrates, the goals are achievable outcomes that advance the vision, while the objectives are measurable steps to achieve each of the goals. The objectives also serve as the foundation for the Implementation Plan in Chapter 5, which outlines strategies and projects that city officials and their partners can undertake to move the community towards its vision.

The Implementation Plan makes the 2023 Genoa Comprehensive Plan an actionable document that the city can build around and follow as a community blueprint for years to come.

VISION STATEMENT

Genoa is a thriving small town in a scenic rural setting. A safe, generational community, Genoa welcomes residents and visitors of all ages with its traditional downtown, outdoor recreation, community events and great schools. The community's strong work ethic, business friendly attitude and strategic location support a sustainable mix of local businesses and a growing economy.

POLICY FRAMEWORK

Goals and objectives are summarized in this chapter. Strategies for each objective are provided in Chapter 5: Implementation.

GOAL

An achievable outcome that supports a common vision.

» OBJECTIVE

A specific, measurable step to achieve a goal.

» STRATEGY

A project or action to meet the objective.

FIGURE 3.1
PRIMARY COMPREHENSIVE PLAN TOPICS

The goals and objectives are categorized by the nine primary topics, which are illustrated in the graphic below. These topics form the policy framework of the Comprehensive Plan. The graphic illustrates how the various topics covered by the plan are interdependent and work in conjunction with each other to build a cohesive and holistically supportive community.



PRIORITIZING OBJECTIVES

Prioritized objectives guide the city when allocating resources, pursuing grants and funding, budgeting staff time, building community support, and laying the groundwork for subsequent tasks and projects. The Task Force prioritized the objectives by considering the following factors:

- How achievable is this objective?
- How much positive impact would achieving this objective have on the community?
- How interested is the community in this objective?
- Is funding necessary and if so, is it available?
- Can this objective be achieved quickly, generating additional local interest and momentum?

Based on the goals and objectives outlined in this chapter, each objective was ranked within its goal category rather than across goal categories. The Task Force ranked each objective as high, medium, or lower priority.

- HIGH PRIORITY
- MEDIUM PRIORITY
- LOWER PRIORITY

However, objectives will not always be addressed in priority order if opportunities or obstacles arise that enter into the decision making process. All objectives are still important to achieving the city's vision, regardless of their level of priority.

The prioritized objectives are shown in the following tables.



GOALS & OBJECTIVES

1: Land Use & Development

GOAL

Genoa will pursue development through managed growth that attracts new residents and businesses while retaining the community's small town feel and meeting the needs of existing residents and businesses.



#	OBJECTIVE	PRIORITY
1.1	Enhance Genoa's unique assets.	● HIGH
1.2	Align Genoa's Unified Development Ordinance with the Comprehensive Plan.	● HIGH
1.3	Invest in downtown to keep it a strong central focus for the community.	● HIGH
1.4	Expand Genoa's boundaries to accomplish city goals.	● HIGH
1.5	Preserve Genoa's distinct identity by maintaining a green boundary between the city and surrounding communities.	● MEDIUM
1.6	Provide a balance of uses in the city, considering the needs of employers, employees, residents, and visitors.	● MEDIUM
1.7	Prepare for development that advances Genoa's long-term role in the region.	● MEDIUM
1.8	Retain the small-town feel and rural atmosphere of the community.	● MEDIUM

2: Economic Development

GOAL

Genoa will have a vibrant and growing economy based on supporting existing businesses and industries, encouraging entrepreneurship, and attracting new employers.



#	OBJECTIVE	PRIORITY
2.1	Encourage entrepreneurship and support locally owned, unique small businesses that serve Genoa residents and visitors.	● HIGH
2.2	Promote existing programs and policies and develop new ones that facilitate business continuation and growth.	● HIGH
2.3	Identify and market the community's primary assets that attract visitors to Genoa.	● HIGH
2.4	Strengthen the local workforce to meet the needs of a variety of employers.	● MEDIUM
2.5	Position the city so it can adapt to changing needs of business owners, workers, customers, and visitors.	● MEDIUM
2.6	Work with property owners to modernize their sites, including steps like high-speed internet, higher or exposed ceilings, open workspaces for collaboration, and flex spaces built to suit.	● MEDIUM

GOALS & OBJECTIVES

3: Housing

GOAL

Genoa will encourage a diverse housing stock that meets the different needs of residents, protects community character, and enables the community to grow.



#	OBJECTIVE	PRIORITY
3.1	Plan for housing that accommodates all ages, incomes, and abilities.	● HIGH
3.2	Diversify the local housing stock with different housing options like multi-family (e.g., condos, apartments) and Missing Middle (e.g., duplexes, tri/quad/multiplexes, townhouses, accessory dwelling units) in addition to single family homes.	● HIGH
3.3	Evaluate proposed housing from multiple perspectives including local businesses, schools, and other providers of community services dependent on a sustainable population base.	● HIGH
3.4	Encourage housing that meets the needs of the local workforce.	● MEDIUM
3.5	Support maintenance and renovation of Genoa's historic housing stock.	● MEDIUM

4: Access & Mobility

GOAL

Genoa will be a well-connected community providing safe access and inclusive mobility for users of all ages, abilities, and transportation choices.



#	OBJECTIVE	PRIORITY
4.1	Maintain and improve roads and sidewalks.	● HIGH
4.2	Increase connectivity by adding safe pathways and crossings for pedestrians and bicyclists of all ages and abilities.	● MEDIUM
4.3	Encourage the provision of electric vehicle charging stations.	● LOWER
4.4	Improve access to public transportation options.	● LOWER

5: Community Facilities & Assets

GOAL

Genoa will foster a network of educational, recreational, and civic facilities to enhance the community and be a point of pride for residents.



#	OBJECTIVE	PRIORITY
5.1	Strengthen downtown as a focal point for the community.	● HIGH
5.2	Provide parks and recreation facilities suitable for all ages and abilities.	● HIGH
5.3	Ensure adequate parking for all types of uses in all areas of the city.	● HIGH
5.4	Increase arts and cultural opportunities for residents and visitors.	● MEDIUM
5.5	Increase recreation opportunities along the Kishwaukee River.	● MEDIUM
5.6	Provide equitable geographic distribution of parks and recreation facilities.	● MEDIUM
5.7	Engage local businesses in community activities that benefit student learning at schools, encourage sponsorships at local parks and sports leagues, and boost Genoa's community spirit.	● LOWER

GOALS & OBJECTIVES

6: Environmental Sustainability

GOAL

Genoa will promote practices that protect natural resources, consider farmland preservation, and advance sustainability initiatives.

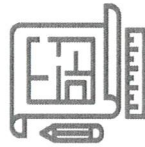


#	OBJECTIVE	PRIORITY
6.1	Manage stormwater effectively to protect the natural environment.	● HIGH
6.2	Protect the Kishwaukee River.	● HIGH
6.3	Include sustainable and economically feasible practices in requirements for new developments.	● MEDIUM
6.4	Maintain and enhance the city's tree cover.	● MEDIUM
6.5	Create a Green Genoa program that promotes recycling, energy efficient buildings, and other programs that support sustainability.	● MEDIUM
6.6	Work with providers of alternative energy sources to build up local resources in a way that is compatible with the community and enhances the local economy.	● MEDIUM

7: Community Design

GOAL

Genoa will enhance its community character through quality design of the built environment, respect for historic buildings, and protection of the natural environment.



#	OBJECTIVE	PRIORITY
7.1	Require high quality design for public facilities and other structures that reflect community pride.	● HIGH
7.2	Continue to support historic preservation through existing and new efforts.	● HIGH
7.3	Codify the Comprehensive Plan's community design principles into the city's Unified Development Ordinance and other relevant codes.	● HIGH
7.4	Support the incorporation of public art into community design.	● MEDIUM
7.5	Create a natural resources inventory with strategies intended to preserve and appropriately integrate environmental elements into community design.	● MEDIUM

8: Utilities & Infrastructure

GOAL

Genoa will ensure utilities efficiently meet the needs of the community, serve potential new developments, and adequately respond to city growth.



#	OBJECTIVE	PRIORITY
8.1	Consider ways to increase the efficiency and cost effectiveness of providing utilities and infrastructure through sound land use planning and coordination of future development.	● HIGH
8.2	Monitor the impact of new development on existing utilities and infrastructure to properly plan for improvements or expansion.	● HIGH
8.3	Evaluate the need for and impacts of septic systems for development unable to connect to municipal sewer infrastructure.	● MEDIUM

9: Communications

GOAL

Genoa will provide easy and clear communication between city officials, residents, property owners, businesses, and other community stakeholders.



#	OBJECTIVE	PRIORITY
9.1	Provide communication options that meet the preferences of residents and businesses.	● HIGH
9.2	Encourage communication between businesses and the community.	● HIGH
9.3	Strive for membership of city boards, commissions, and committees that is representative of the community.	● MEDIUM

CHAPTER 4

City Plan

The City Plan serves as the core element of the Genoa Comprehensive Plan, providing recommendations for land use, development, housing, economic development, access and mobility, community facilities and assets, natural resources, utilities, infrastructure, and community design. In addition, the City Plan builds upon the community profile and framework in the previous chapters to formulate a blueprint for managed growth and sustainable development in Genoa in the near term and into the future.

FUTURE LAND USE PLAN

The Future Land Use Plan positions Genoa to find a balance between managing sustainable growth and maintaining the city's small town character and preservation of the natural environment. In addition, the plan will provide for an appropriate land use mix with residential, commercial, employment, civic, and recreational opportunities that collectively enhance the quality-of-life in Genoa.

While the Future Land Use Plan Map illustrates land use designations for land within Genoa's 1½-mile planning area, it is important to understand the generalized nature of the map. Given the scale at which municipal comprehensive

planning occurs, only broad areas of land use are indicated. Certain exceptions may be appropriate for specific parcels of land. For example, a daycare center or small home-based office in a residential neighborhood may be permitted even though the Future Land Use Plan does not strictly indicate a commercial use in the neighborhood. Such exceptions should be addressed on a case-by-case basis in accordance with Genoa's Unified Development Ordinance.

In addition, new public uses like parks and schools are not specifically shown on the Future Land Use Plan, unless certain land is specifically earmarked by the Genoa Township Park District or Genoa-Kingston Community



LAND USE CATEGORIES

RESIDENTIAL

Residential uses encompass a diverse set of housing types to provide residents with options that meet varying needs, budgets, and life stages. Genoa will continue to be a predominantly single family residential community. Multi family residential, such as apartments, condominiums, and other multi-family options, help to diversify the local housing stock while respecting the single family character of the community. Different residential typologies are summarized on the following pages to highlight different housing types that may be appropriate for Genoa.



- Estate Density Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential

COMMERCIAL

Commercial uses provide retail goods and services with stores, restaurants, and businesses that serve the needs of residents and the daytime population generated by offices and other employment centers. Commercial uses are primarily located in Downtown Genoa and along major roadways like IL Route 72 and Sycamore Road. Various commercial typologies are summarized on the following pages to show potential businesses and services for Genoa.



- Commercial

EMPLOYMENT GENERATORS

Employment uses provide job opportunities for local residents and job seekers from around the region. Genoa will work towards providing a range of employment generating uses. Industrial uses may include: warehousing; logistics; manufacturing; tech; research and development; offices in traditional, coworking, and shared formats, etc. Emerging uses like hybrid industrial/commercial businesses (the WeatherTech Factory Store in Bolingbrook, IL, is one of the most notable examples), recreational spaces, or a brewery with a tasting room or restaurant component may also be explored. These employment generating typologies are summarized on the following pages.



- Industrial

COMMUNITY FACILITIES & ASSETS

These elements provide for a range of public and institutional uses like schools, religious institutions, and municipal facilities that provide services, programs, and opportunities that support day-to-day civic life in Genoa. Other community assets include parks, recreational facilities, open space, conservation areas, rural lands, and environmental features that help preserve Genoa's rural heritage, small town character, and natural resources.



- Civic/Institutional
- Park and Open Space
- Environmental Corridor
- Agricultural

LAND USE VS ZONING

It is important to note that the Future Land Use Plan is not a zoning map. Zoning regulates specific aspects of development, such as yard dimensions and building height, in addition to the location of certain types of uses within districts. Thus, zoning is a useful tool for protecting the use of property and community character, even if the zoning map does not exactly align with the land use map.

On the other hand, the Future Land Use Plan is intended to guide where certain types of development are to be located and is not intended to restrict the use of land. A land use plan indicates, in a general manner, the location of current and future uses of land for various types of development. It is meant to be a guide for establishing more finely-tuned regulations such as zoning and to guide decision making which may involve public or private investment in property development.

The degree to which a zoning map will conform to a land use map depends on two factors: (1) how finely-tuned the land use map is in terms of dividing land uses into those which conform to districts, and (2) how often the zoning map is amended. Once the updated Comprehensive Plan is approved by city officials, one of the first follow-up tasks is typically to update the city's zoning regulations and map to ensure they align with the land use and development policies outlined in the plan.

Typically, a land use map is changed much less frequently than a zoning map because it is intended to encompass a longer time frame, embody a broad community vision, and provide a more general guide for town growth and development.



Unit School District #424 for future park or school sites, respectively. Analyses of additional parks and school space that may be needed to accommodate future population growth are provided later in this chapter.

FUTURE LAND USE PLAN MAP

The Future Land Use Plan depicts all projected land uses within the current municipal limits and within the city's 1½-mile planning area. The chart in Figure 4.1 summarizes the future land use composition, while the maps in Figures 4.3A and 4.3B provide the Existing Land Use Plan and Future Land Use Plan, respectively, side by side for convenient comparison. The table in Figure 4.2 provides a comparison of the existing and future land use compositions.

From a long range planning perspective, the map illustrates Genoa's growth capacity and a blueprint for land use that city officials can reference when proposed developments are considered.

The configuration of the Future Land Use Plan Map is influenced by existing land uses, past development patterns, and recent trends. In addition, the map depicts a natural growth boundary around Genoa formed by substantial agricultural land and open space conservation. Conservation of open space along the Kishwaukee River provides the added benefit of potential opportunities for passive recreation. The layout of the Future Land Use Plan Map is also influenced by the potential for the city to extend public utilities to Genoa's key growth areas.

FIGURE 4.1
FUTURE LAND USE COMPOSITION

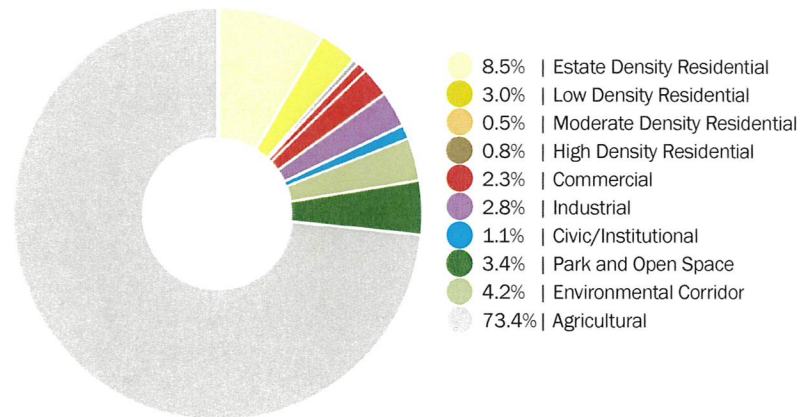


FIGURE 4.2
COMPARISON OF EXISTING AND FUTURE LAND USE COMPOSITION

	Existing Land Use	Future Land Use
Estate Density Residential	4.0%	8.5%
Low Density Residential	2.6%	3.0%
Moderate Density Residential	0.1%	0.5%
High Density Residential	0.2%	0.8%
Commercial	0.4%	2.3%
Industrial	0.6%	2.8%
Civic/Institutional	1.0%	1.1%
Park and Open Space	3.1%	3.4%
Environmental Corridor	3.2%	4.2%
Agricultural	84.0%	73.4%
Vacant	0.9%	0.0%

RESIDENTIAL DEVELOPMENT PATTERNS & PLATTED BUT UNDEVELOPED PARCELS

Genoa's residential development pattern primarily followed a traditional grid street network east of the railroad, which accentuates the small town nature of the community. West of the railroad and at the outskirts of the city to the north and south, neighborhoods exhibit curvilinear street patterns that characterize modern subdivisions. While most neighborhoods are built out, more recent residential development projects have multiple platted lots that remain undeveloped, which served as another determining factor for the Future Land Use Plan Map.

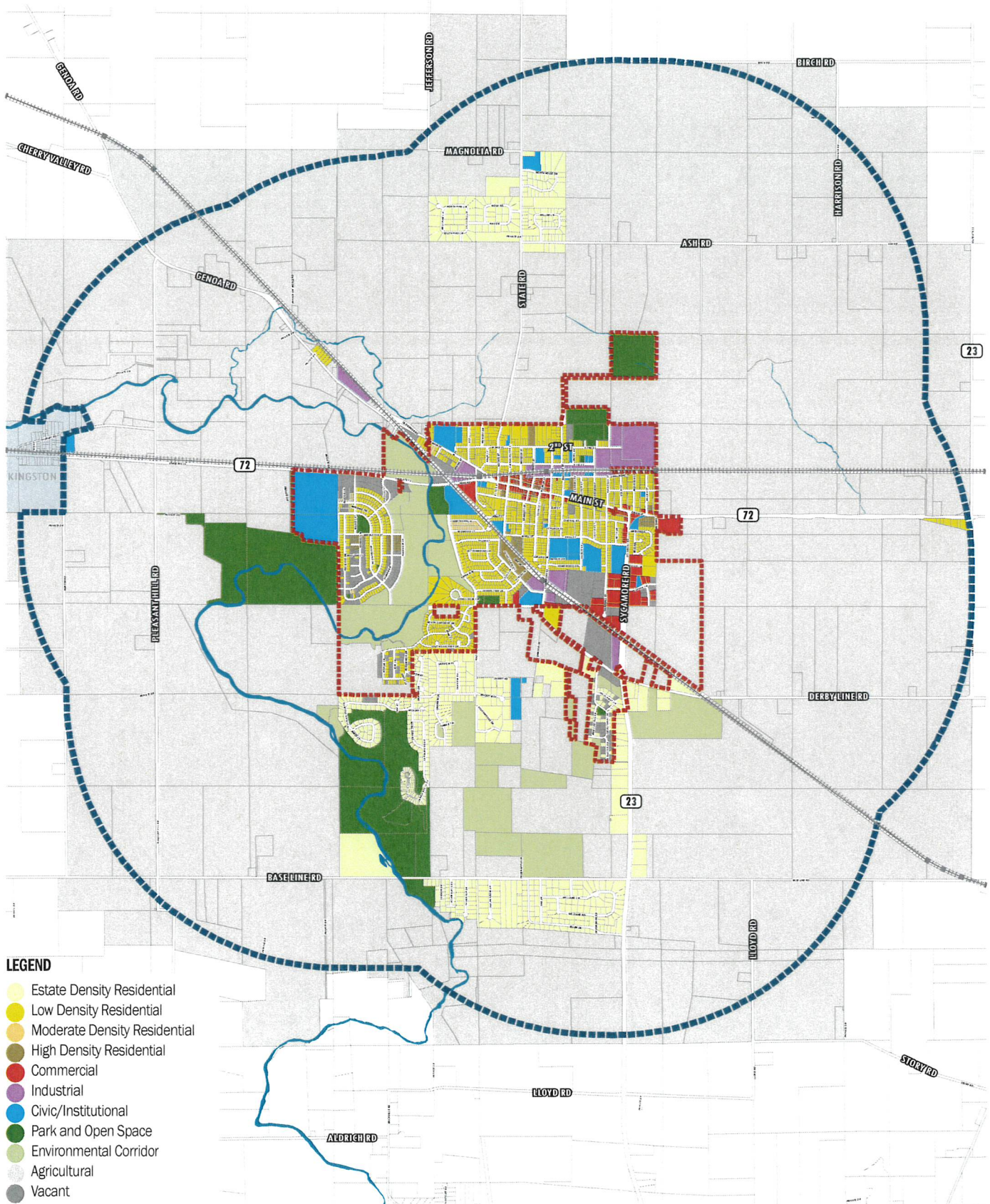
LAND USE SCENARIO PLANNING

The Task Force reviewed a series of three land use buildout scenarios, as provided in Figure 4.4 (full page maps of the three scenarios are provided in the Appendix). Each scenario illustrates how the buildout of these platted but undeveloped residential parcels can combine with additional residential, commercial, and industrial development of varying degrees. The three scenarios generate population projections that help to evaluate an appropriate level of growth for Genoa. The sidebar on the right provides greater detail of how to interpret the population projections and land use buildout depicted on the land use scenario maps.

After discussion of the three scenarios, the Task Force chose to pursue a hybrid of Scenarios B and C as the preferred land use planning scenario to provide the land use mix and population projection deemed best for Genoa.



FIGURE 4.3A
EXISTING LAND USE MAP



LEGEND

- Estate Density Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential
- Commercial
- Industrial
- Civic/Institutional
- Park and Open Space
- Environmental Corridor
- Agricultural
- Vacant

FIGURE 4.3B
FUTURE LAND USE PLAN

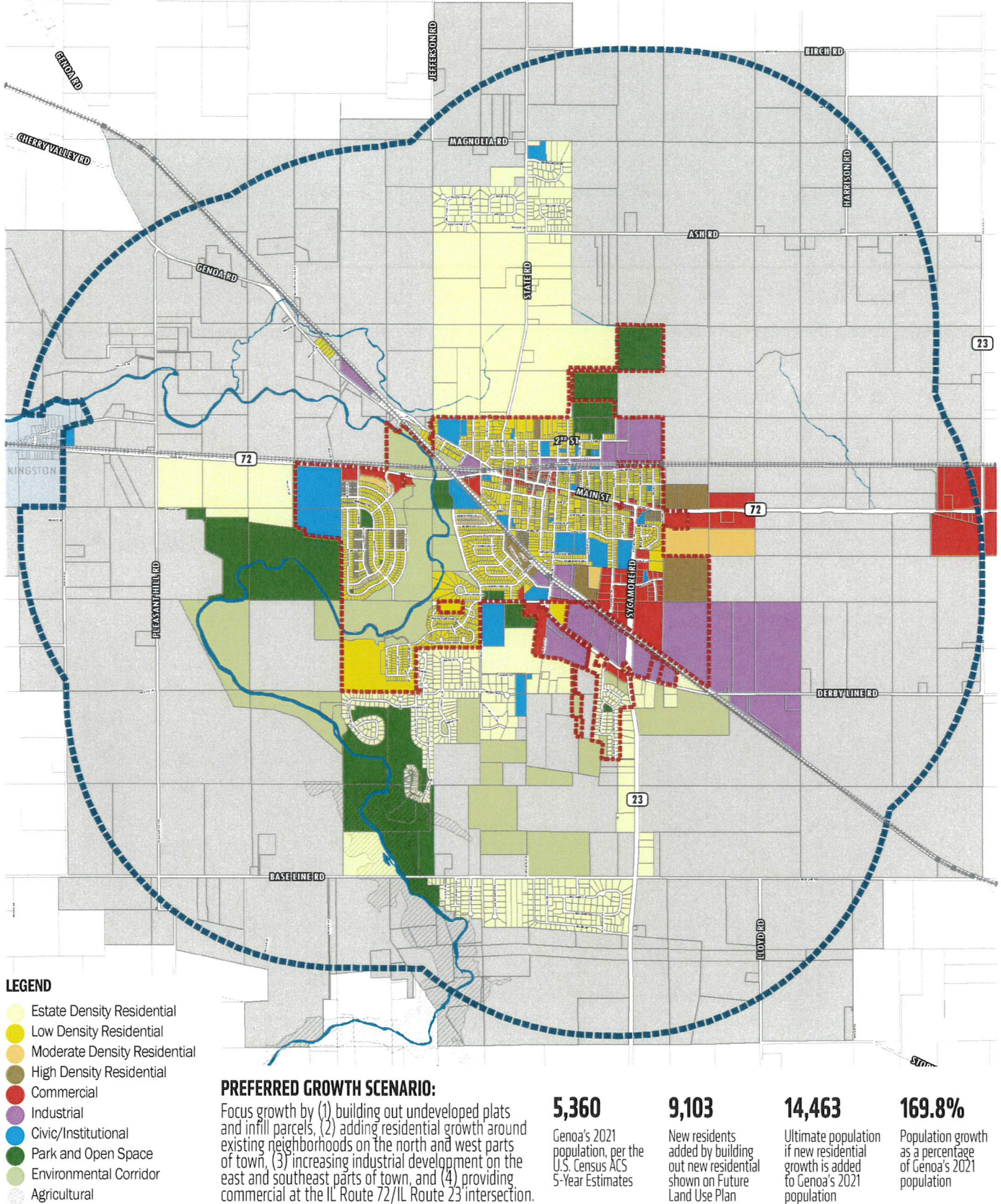
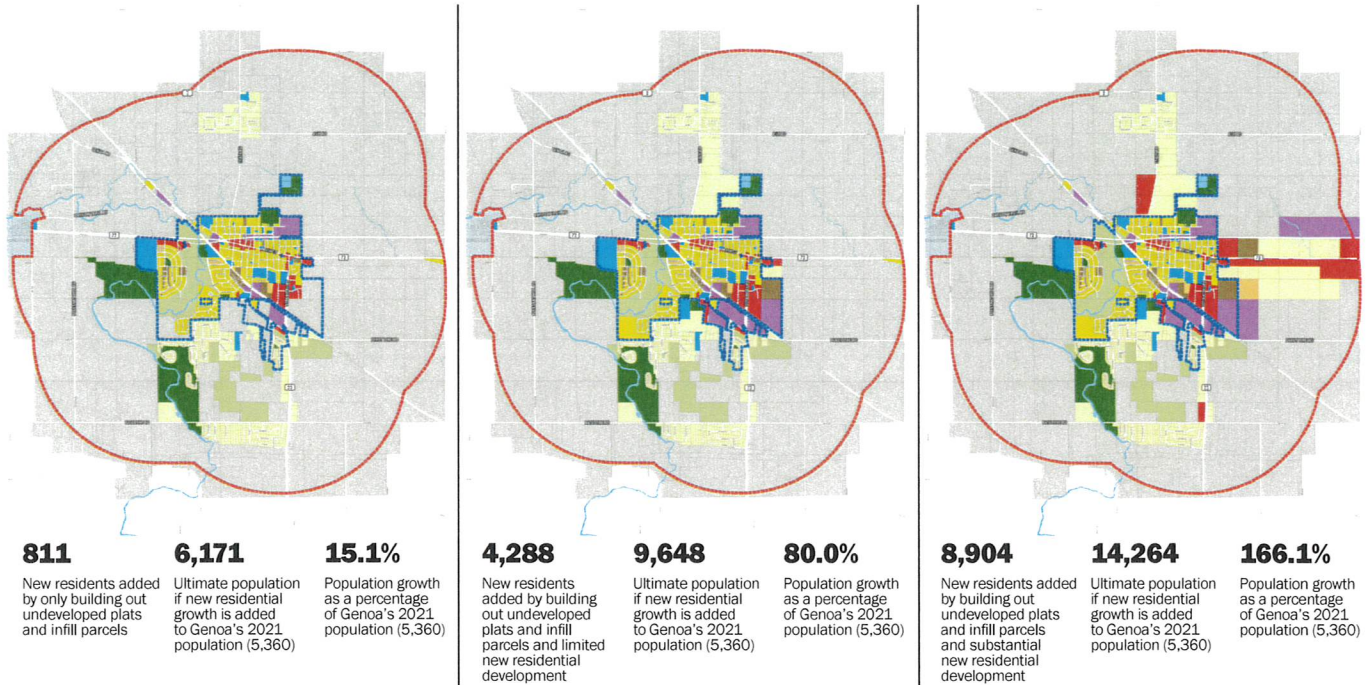


FIGURE 4.4
LAND USE PLANNING GROWTH SCENARIOS

As presented to the Comprehensive Plan Task Force, with minor edits, at their June 20, 2023 meeting

LAND USE PLANNING SCENARIO OPTIONS
WITH MODIFICATIONS [SEE FIGURE 4.3B FOR PREFERRED FUTURE LAND USE PLAN]



GROWTH MANAGEMENT

Population trends, development patterns, housing market conditions, and the economy are key indicators in determining the trajectory of the total population of Genoa. The Future Land Use Plan can also provide a projection of Genoa's capacity for future growth, particularly as each new development incrementally achieve realization of the plan until it reaches full buildout.

Based on full buildout of the residential areas depicted on the Future Land Use Plan Map, the total population of Genoa could grow to 14,436 residents. As shown in the bar charts on the right, this full buildout population is compared to Genoa's historic population growth since 1970, as well as alternate population projections to the year 2040 based on different growth rates.

In particular, growth rates of 2.0% (Genoa's growth rate from 2010-2020), 9.1% (1970-1980), and 35.0% (1990-2000) are used to simulate low, moderate, and high rates of growth, respectively, that the city has historically experienced.

As the bar charts illustrate, Genoa has a wide range of potential outcomes for how its population will grow over time. At one extreme, the city has the capacity to grow to approximately 14,436 residents in the scenario that the Future Land Use Plan reaches full buildout, which may take several decades even beyond the 2040 time horizon of the other projections. On the opposite end, Genoa could grow to only 5,514 residents in the scenario where the city manages a low growth rate similar to 2010-2020.

It is difficult to pinpoint exactly how much the population will change

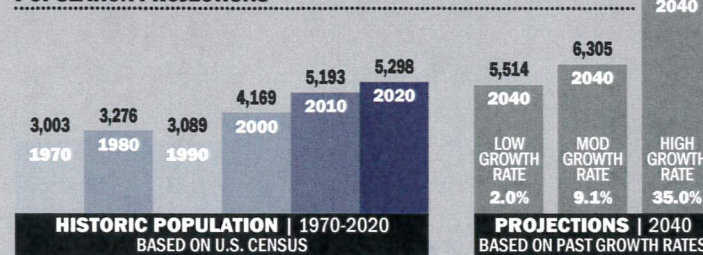
over the long term. While the true outcome typically lies somewhere in the middle, the range of projections provides Genoa with an array of scenarios around which city officials can plan and allocate resources to ensure manageable growth and sustainable development.

The new residential uses shown on the Future Land Use Plan Map are meant to guide where the city believes development is most appropriate, even if such development actually never materializes. The plan provides the city with a stronger leg to stand on when developers propose plans and

dictate where development should go when proposed.

Population projections serve as a basis for determining the potential allocation of land, funds, and other resources to establish new schools, parks, and recreation areas, as well as expand trail systems, fire and police protection, and water and sewer utilities. Projections for school and park facilities are summarized later in this chapter.

POPULATION PROJECTIONS



14,436
FULL BUILDOUT

NOTE: Full buildout of the Future Land Use Plan may take several years, if not decades, to achieve, which may even extend way beyond the Comprehensive Plan's general 2040 time horizon. Since the city should update its Comprehensive Plan at least every five years, there will be opportunities to adjust the Future Land Use Plan in response to changes in community goals, market conditions, and other factors.

PROJECTION
BASED ON FUTURE LAND USE PLAN

DEVELOPMENT TYPOLOGIES

By viewing potential development concepts through the lens of development typologies, the community is able to evaluate various housing options, business types, employment generators, and general development approaches that may be appropriate for a community with a character and profile like Genoa.

For example, recommending a concept that calls for businesses like a fast casual restaurant or specialty grocer points more towards community support for these general use categories, rather than targeting specific businesses like a Potbelly or Trader Joe's. Similarly, a concept that allows for an industrial or business park may accommodate a range of uses, from professional offices, healthcare facilities, and tech hubs to coworking spaces, youth recreation gyms, and pickleball courts.

Typologies provide a general framework of development types that city officials can consider regarding the types of development to pursue for Genoa. This can include a range of enterprises from national brands and locally-owned businesses to corporate headquarters and satellite offices.

As provided on the following pages, the general description for each development typology highlights how each development type may influence future growth and development in Genoa.

DEVELOPMENT TYPOLOGY OBJECTIVES

The development typologies provide for a more balanced mix of land uses that promote the following objectives:

- Account for adequate utilities and infrastructure capacity
- Diversify the local housing stock
- Expand the municipal tax base
- Enhance employment options
- Complement Genoa's small town heritage
- Support stewardship of the natural environment
- Advance a more sustainable and resilient local economy

DEVELOPMENT TYPOLOGIES

Residential

FUTURE LAND USE CATEGORIES

- Estate Density Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential



Developed primarily as a single-family residential community, estate density and low density residential will continue to comprise the bulk of the city's housing stock, as shown on the Future Land Use Plan Map. Genoa also has pockets of other residential types like apartments, condos, townhomes, senior living, and mobile homes. One of the core recommendations of the Comprehensive Plan is to advance a diverse housing stock with options that meet varying budgets, life stages, family structures, and housing needs.

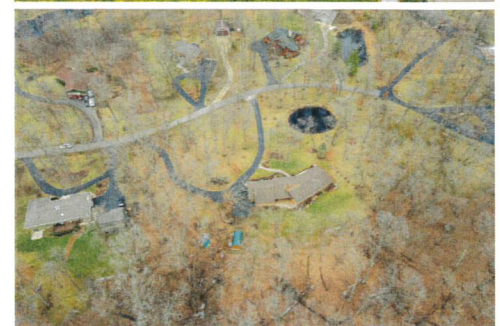
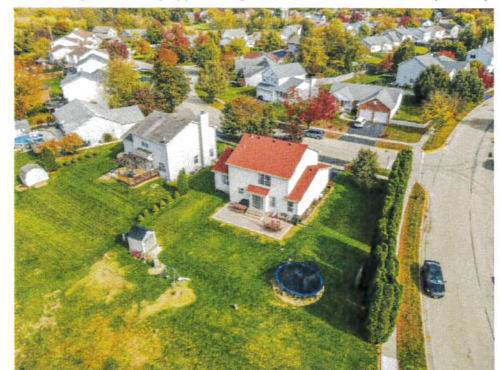
While community survey results indicate some opposition to options like duplexes, condominiums, townhouses, and apartments, these types of housing can still be integrated into Genoa's overall housing mix in the future, particularly as a means to attract workers, support different household budgets, and enable people

to age in place accommodating different life stages and needs. Moreover, a more diversified housing stock provides options at varying price points, which the community survey results emphasized as important to increase the availability of affordable housing.

The city's housing approach will partly focus on building out residential lots that have already been platted in unfinished subdivisions or infill sites. In addition, the city's housing approach allows for new residential development in other parts of Genoa, particularly on the city's north, east, and west sides.

When considering new residential development, the city may look to existing neighborhoods for housing prototypes that work in the community, as highlighted in the sample images to the right.

Single family residential in Genoa range from traditional low density neighborhoods (top) and large lot estate residential areas (bottom).



DEVELOPMENT TYPOLOGIES

Residential [CONTINUED]**FUTURE LAND USE CATEGORIES**

- Estate Density Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential



While Genoa will always be a predominantly single-family residential community, the residential types described below and on the next page should also be considered to help diversify the local housing stock and meet varying budgets, life stages, family structures, and housing needs.

TOWNHOUSES

Townhomes provide single family residential units, typically in a compact arrangement with one or more units attached to each other and sharing common walls. Narrow townhomes arranged in a set of two or more are sometimes referred to as rowhouses. There is precedence for townhouses in Genoa, including the townhomes on the east side of the Riverbend development and the four-unit townhome property at 904 N. Oak Creek Drive. In terms of design, community members like townhomes with recessed front entries, side-/rear-facing garages, and strong curb appeal.

CONDOMINIUMS & APARTMENTS

Condominium and apartment buildings can often take on the same physical form: typically a building of 2+ stories with multiple dwelling units with shared walls, parking, and common areas. Homeowners association (HOA) or renter fees help pay for lawn care, snow removal, community space, laundry, etc. A for-sale condo building may be converted into rental apartments, and vice versa. Multi-family housing in these two formats could be appropriate in certain instances, such as high quality building materials, attractive site design, and inclusion within mixed use developments along major road corridors. Existing condos and apartments in Genoa include Riverbend, Chamberlain Park, and County View.

SENIOR LIVING

In addition to single family homes, options like townhouses, condos, and apartments are common formats for senior living facilities. Senior living options generally include: independent living, assisted living, nursing homes, skilled nursing care, hospice care, memory care, continuing care, and age-restricted facilities (typically age 55+). Current senior living options in Genoa include: Village Green, Genoa Independent Townhomes (55+), and Genoa Riverbend Condominiums (55+).

To diversify the local housing stock and meeting varying housing needs, options like townhouses, condominiums, apartments, and senior living should be considered.

**ACCESSORY DWELLING UNITS (ADUS)**

Accessory dwelling units (ADUs) are increasingly becoming a viable approach to enhance a community's housing stock that fit varying budgets, household composition, and life stages. An ADU is typically a secondary dwelling unit that shares the same building or lot as the primary dwelling unit. Sometimes called a "granny flat" among other nicknames, an ADU can take various forms:

- An apartment over a garage
- A converted garage
- An apartment located in the basement (or other part of the house)
- A carriage house
- A smaller structure in the backyard or elsewhere on the property

ADUs may be a suitable approach for Genoa, provided that the city's Unified Development Ordinance and other regulations support such uses.



DEVELOPMENT TYPOLOGIES

Residential [CONTINUED]**FUTURE LAND USE CATEGORIES**

- Estate Density Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential



As described below, “missing middle housing” is an emerging residential development approach that can help diversify the local housing stock while protecting the community’s single-family residential character. Similar to the options described on the previous page, missing middle housing helps to meet varying budgets, life stages, family structures, and housing needs.

MISSING MIDDLE HOUSING

Missing middle housing is an emerging housing concept that allows for single family lots to be split or merged to support duplex, triplex, or fourplex units. This approach provides additional dwelling units without significantly altering the character of the neighborhood. Missing middle housing also provides affordable units and enhances the ability for residents to age in place. In addition, this approach allows for infill development at a lot-by-lot basis in established neighborhoods, particularly enabling a single family lot to support a duplex. Combining two adjacent lots may accommodate a triplex or fourplex. Missing middle housing may also be built as new development, including townhomes, or integrated into mixed use development.

A primary intent of missing middle housing is to have designs that blend into existing single family residential neighborhoods: triplex (top left); duplex (top right and bottom).



Light purple buildings denote existing single family houses. Yellow buildings indicate missing middle housing options like duplexes, triplexes, and quadplexes. The top graphic illustrates an infill development approach in an established neighborhood; the bottom graphic shows a new development approach on a single block or site.

Source: Opticos Design, Inc.

MissingMiddleHousing.com is powered by Opticos Design
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DEVELOPMENT TYPOLOGIES

Commercial

FUTURE LAND USE CATEGORIES

Commercial



Located along Main Street, Downtown Genoa is the city's central business district with a mix of restaurants, cafés, shops, small offices, services, and auto-oriented businesses. Commercial uses are also prominent along Sycamore Road and the eastern end of IL Route 72. The current business mix includes locally owned, regional, and national brands. While businesses in Genoa generally cater to local residents and workers, they also attract visitors in town for special events, local attractions, or visits with family or friends.

Based on community survey findings, respondents viewed Genoa's businesses, restaurants, and downtown area among the top three aspects about the city. Survey findings also indicated the potential to increase the variety of businesses and restaurants in the community. In terms of future development, the survey results emphasized strong support for retail shops, personal services, entertainment/cultural, and restaurants/bars. Conversations with the Task Force and feedback from the web-based Comment Map also indicate support for businesses that cater to families.

Expansion of Genoa's commercial base will enhance the local tax base. The attraction of new businesses is typically influenced by market conditions, demographics, and local assets that make a community like Genoa a more enticing location than other options. The city should continue its proactive approach to attract the types of businesses that meet local needs, match community priorities, and boost the tax base. This also includes supporting locally owned businesses and nurturing entrepreneurs in the community.

It is common practice to focus new commercial development in established areas. Downtown Genoa and Sycamore Road both presently have limited sites that could accommodate new development; however, new businesses can often find opportunities to fill newly formed vacancies. New commercial development has greater opportunities to build up the eastern stretch of IL Route 72, particularly around the existing Dollar General and at the intersection with north IL Route 23 to provide access north to the I-90 tollway. Along with community feedback, city officials envision this eastern segment of IL Route 72 playing a significant role in enhancing Genoa's economic development efforts, both in terms of commercial and industrial uses.

By concentrating commercial development in three major areas (downtown, Sycamore Road, and IL Route 72), this approach will help Genoa strengthen the quality of these areas and avoid a disconnected patchwork of commercial uses scattered all across the community, which would detract from community character and neighborhood stability. This approach will also reduce the cost of development since infrastructure and services will only need to be extended along major roadway corridors. In addition, transportation is a critical component to serve commercial centers and can be maximized in a more focused area.

Example commercial businesses and services (from top left): fast casual restaurants, cafés, and bakeries; brunch spots; grocery stores; family restaurants; pet services; boutique or specialty shops; youth-centric businesses like indoor play areas, creative arts, sports and recreation, etc.; farm-based businesses represented at the local farmers market; personal care businesses like yoga, pilates, massage therapy, etc.; experience-based businesses like Pinot's Palette; locally-owned businesses; food trucks.



DEVELOPMENT TYPOLOGIES

Office

FUTURE LAND USE CATEGORIES

- Commercial
- Industrial



Offices fit into a particular segment of a community's employment base and economic development strategy, particularly in the context of business districts and industrial areas. Office and business parks are increasingly making room for unique tenants beyond corporate headquarters, professional offices, and financial services. The examples illustrated in the graphics below -- including uses like tech startups, healthcare, life sciences, academic spaces, research and development, coworking and flexible office spaces, makerspaces, and business incubators -- can diversify the tenant mix of an office or business park, provide spaces for local entrepreneurs, and enhance the availability of employment opportunities.

Results from the community survey findings indicate that multiple existing businesses had plans to expand but reported barriers that limit such expansion, including the lack of available land or building space. While small offices for users like doctors, dentists, insurance agencies, and realtors may find spaces in Downtown Genoa or along Sycamore Road, office users of various sizes may find greater opportunities in the areas marked for commercial and industrial growth on the Future Land Use Plan Map, particularly along the eastern stretch of IL Route 72 and on the southeast section of town around the area served by Derby Line Road.

These opportunities to grow the office market in Genoa will help increase the local jobs base. In addition, office and business parks can enhance their attraction to the younger segment of the workforce by offering elements like connected bike paths, outdoor collaboration spaces, flexible workspaces, and access to food trucks from local restaurants and cafés.

Many of these office environments cater to entrepreneurship, creativity, and creation, which often thrive where similar or supportive businesses can collaborate in shared spaces and access shared amenities like conference rooms, printing and production supplies, private meeting spaces, kitchens with dining areas, and administrative support staff.

Office and business parks are increasingly accommodating recreational spaces like youth swimming pools, gymnastics, indoor soccer, baseball/softball clinics, trampoline parks, climbing gyms, etc.

Even the pickleball boom is finding a home in office and business parks.



Tech startups, life sciences, and research and development uses often provide a suite of meeting spaces, resources, and amenities to recruit top-tier talent and like-minded businesses.



Coworking spaces and business incubators often serve as springboards for fledgling businesses and entrepreneurs to start small before branching out into larger spaces elsewhere in the community.



Healthcare, including hospitals, clinics, and training centers, may be attractive to serve a growing senior population, offer specialized services, and create competitive advantages in the region.



Nearby colleges and universities may seek to expand their footprint in unique office settings with academic programs and job skills training relating to local industries.



Makerspaces support creators and creative minds of all ages, from at-home hobbyists, amateur builders, and gamers to school STEM classes, robotics teams, and innovation labs.



DEVELOPMENT TYPOLOGIES

Industrial**FUTURE LAND USE CATEGORIES****Industrial**

Of all of the uses in Genoa's land use mix, industrial is slated to have one of the most significant increases if opportunities build out as anticipated. In particular, the Existing Land Use Plan Map on page 5 indicates industrial comprises approximately 0.6% of Genoa's current land use mix within the city's 1½-mile planning area. Industrial composition jumps to 2.8%, as shown on the Future Land Use Plan Map.

Genoa has unique opportunities to be a part of the extensive industrial growth that is presently taking place across DeKalb County and across the broader region. While direct interstate access is located about 6.3 miles north to the I-90 tollway, IL Route 23 provides Genoa with connectivity to the interstate, particularly being the first urbanized area on DeKalb County's north side that may be attractive to industrial growth emanating from I-90 before reaching communities like DeKalb, Sycamore, and Cortland further south. This serves as a positional advantage to advance Genoa's economic development goals.



With the potential for industrial growth to emanate from I-90 southward to Genoa via IL Route 23, industrial uses can continue further south to Derby Line Road to expand existing industrial uses on the city's southeast section. This southeastern industrial growth area is illustrated on the Future Land Use Plan Map.

Industrial sites can take a variety of forms and sizes. While industrial buildings will generally occupy a sizable footprint, they can be designed in such a way that adds positive value to the

city's character and integrates natural features into their site design. The amenities listed in the graphic below can also enhance the quality of the site and blend in well with the local transportation network.

Traditional industrial uses like manufacturing, warehousing, distribution, storage, and logistics are shown on this page. Hybrid industrial/commercial uses are described and illustrated on the next page.

A diverse mix of industrial options that may be appropriate for a community like Genoa includes manufacturing (above), logistics and distribution (below, top left), multi-tenant industrial parks (below, top right), and warehousing (below, bottom).

**BUILDING DESIGN & SITE AMENITIES**

- Quality building materials
- Environmentally-appropriate lighting
- Green space and landscaping
- Renewable energy and sustainable features
- Protection of wetlands, trees, and other natural features
- Trail, sidewalk, and transit options

DEVELOPMENT TYPOLOGIES

Hybrid Industrial/Commercial

FUTURE LAND USE CATEGORIES

Industrial

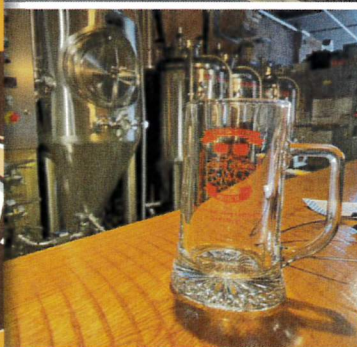
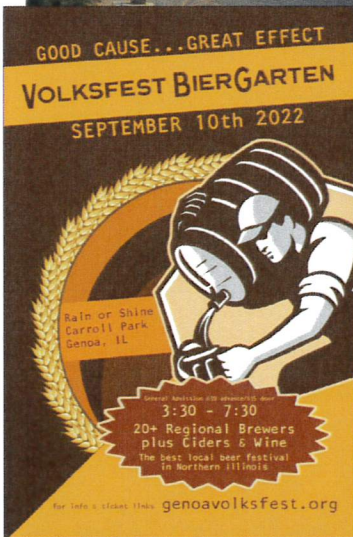


Hybrid industrial/commercial enterprises are becoming more prominent by providing product creation, warehousing, and sales under a single roof. This model reduces transport and infrastructure costs, as well as attracts customers curious about the source and production of the items they purchase. The sales area or showroom typically occupies less than 20% of the building, with product creation and warehousing comprising the remaining floor area.

Examples from the region include the WeatherTech Factory Store in Bolingbrook, Ashley Furniture HomeStore in Romeoville, and "Save"ty Yellow Products in St. Charles. In particular, the WeatherTech Factory Store is known for providing a showroom for customers to view, test, and purchase car products, while the manufacturing and warehousing components are situated in the remainder of the building.

Another popular example of a hybrid industrial/commercial use is a brewery or winery with a restaurant or tasting room component like Byers Brewing Company in DeKalb, Two Brothers Tap House in Warrenville, Door 4 Brewing Company in Decatur, White Oak Brewing in Normal, and Obscurity Brewing in Elburn. These hybrid enterprises may be part of an industrial area, office or business park, or commercial area, depending on their footprint, need for truck access, and other aspects.

Examples of hybrid industrial/commercial enterprises include: a warehouse with showroom component like the WeatherTech Factory Store in Bolingbrook (top); a brewery with a restaurant or tasting room component like Byers Brewing Company in DeKalb (center); proudly served at Volksfest Biergarten in Genoa; and a warehouse with office component like the "Save"ty Yellow Products in St. Charles (bottom).



ACCESS & MOBILITY

Genoa's roadway network is served by two state roads, IL Route 23 (north/south) and IL Route 72 (east/west), which provide regional access within DeKalb County and to the broader region. While interstate access is about 6 miles to the north, Genoa has locational advantage to the I-90 tollway relative to other communities in the County, particularly DeKalb, Sycamore, and Cortland further to the south. With two state roads serving as arterials and a network of local roads, the city has a well-connected roadway network that position Genoa well to advance economic development while adding stability to neighborhoods as the community grows.

As illustrated on the Access and Mobility Plan Map in Figure 4.5, the existing transportation network serving Genoa provides a solid foundation that can be reinforced with periodic improvements and strengthened connections to the regional transportation system. A pedestrian- and bike-friendly community also encompasses safe access and mobility for people of all ages and abilities. This includes ADA-compliant facilities at crosswalks, parking lots, and entry points to buildings. Taken together, all of these transportation elements help to make Genoa an attractive destination to build new homes, establish new businesses, and provide jobs for the region.

TRANSPORTATION ELEMENTS

ROAD NETWORK

The streets serving Genoa's road network are classified according to their function in the local circulation system:

- **Arterial Roads:** IL Route 23, IL Route 72
- **Collector Roads:** State Road, Madison Street, Sycamore Street, Genoa Road, 2nd Street, Derby Line Road, Base Line Road
- **Local Roads:** All other roads

As the primary north/south arterial, IL Route 23 connects Genoa to Marengo to the north and Sycamore, DeKalb, and the rest of DeKalb County to the south. IL Route 72 is the primary east/west arterial connecting Genoa to Kingston to the west and Hampshire and other Kane County communities to the east.

Proper roadway classifications help ensure safe and efficient movement of vehicles to accommodate current traffic volumes and anticipate future increases as Genoa experiences growth and development. It also aids in capital improvements programming and in the designation of specialized traffic routes, such as designating specific roads for truck traffic as Genoa accommodates industrial growth.

The city continues to properly maintain its 47+ miles of roads in its jurisdiction, including resurfacing and sidewalk repairs.

SIDEWALKS & TRAILS

Small towns like Genoa are generally viewed as being relatively friendly to pedestrians and bicyclists, even if infrastructure like sidewalks and bike paths are not available or fully built out in certain areas. For example, not all neighborhoods and commercial areas have a complete network of sidewalks, which provides opportunities to fill in sidewalk gaps where deemed necessary.

Genoa's trail network is comprised of trail segments serving certain parks, schools, and open spaces like the Kishwaukee River. Many of these segments are classified as nature trails that traverse through more than 80 acres of wooded areas, native prairies, and inland ponds. The nature trails along the Kishwaukee River cover about 1½ miles with connectivity to natural scenic views and wildlife habitats.

While not directly located in its coverage area, the DeKalb-Sycamore Area Transportation Study's (DSATS) 2030 Long Range Transportation Plan indicates IL Route 23 as having the potential to accommodate on-road trail facilities, which would presumably extend north from Sycamore to Genoa. Genoa trails should generally link with regional trails, including those in Sycamore.

Whether designed as an on- or off-street facility, new trails should be built as new developments create the need to link neighborhoods to parks, open space, schools, commercial areas, and other amenities.

TRANSIT

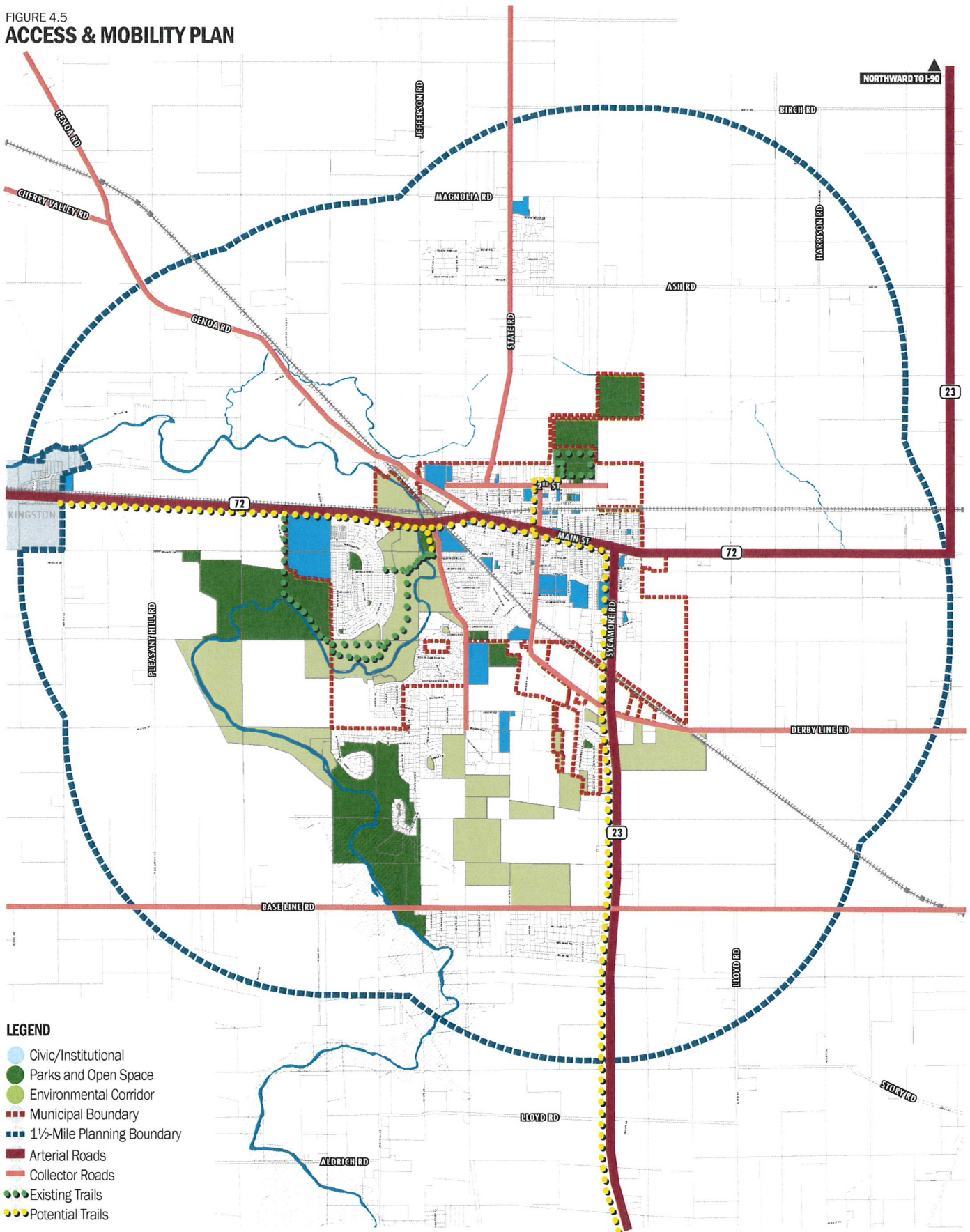
Genoa was once viewed as one of the many regional benefactors of the now-defunct Metra regional commuter rail line known as the Suburban Transit Access Route (STAR) line, which would have circled the western edge of the Chicago metropolitan area and connected Metra's various rail lines. The STAR line would have inspired the potential to extend Metra's Milwaukee District West (MD-W) line to Genoa; however, that never materialized and Big Timber Elgin station serves as the current terminus of the MD-W line.

Currently, Genoa has limited transit options. The Voluntary Action Center (VAC) started a pilot bus program serving the northern part of DeKalb County, including Genoa, Kingston, and Kirkland. There may be opportunity to extend the City of DeKalb's paratransit service to Genoa. As Genoa's industrial base continues to grow with major employers, that creates opportunities for the city to explore the potential to create shuttle services that connect residents to these employment centers. With enough critical mass from workers commuting from the Chicago region, these shuttles may add service to Metra stations located closest to Genoa and DeKalb County.

Another potential option to explore is microtransit, which is an on-demand shuttle service inspired by ride share platforms like Uber and Lyft. This emerging option is most prominent in rural and underserved areas.



FIGURE 4.5
ACCESS & MOBILITY PLAN



COMMUNITY FACILITIES & ASSETS

Community facilities and public infrastructure form the physical backbone of a community, providing essential services, functions, and assets to the community. Genoa's community facilities and assets generally include services, resources, and institutions that meet the civic, cultural, social, recreational, educational, spiritual, and health needs of the community, which are summarized on the Community Facilities and Assets Plan Map in Figure 4.6. These community facilities and assets are maintained and operated by a range of municipal, public, quasi-public, and private entities.

As Genoa manages the growth and development of the community, the city and its partners will continue to evaluate potential improvements and expansion to these services and functions to ensure they have sufficient capacity, are well-maintained, and are distributed equitably.

FACILITIES & ASSETS

SCHOOLS

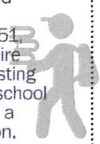
Genoa is served by Genoa-Kingston Community Unit School District #424. Three of the district's four schools are located in Genoa: Genoa Elementary School, Genoa-Kingston Middle School, and Genoa-Kingston High School. The fourth school is Kingston Elementary School located in neighboring Kingston to the west.

Higher learning opportunities are available at Northern Illinois University (NIU) in DeKalb and Kishwaukee College in Malta.

While the current school system generally serves Genoa well, changes in the city and student populations will need to be monitored to assess future space and programming needs. The closed Davenport Elementary School offers building assets that could accommodate future growth.

3,926

Projected student population based on the overall city population projection of 14,463 generated by full buildout of the Future Land Use Plan. With a current student population of 1,651, this projection would require potential expansion of existing schools or exploring new school facilities to accommodate a growing student population.



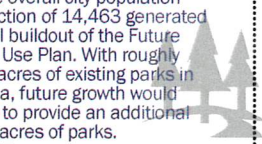
PARKS & RECREATION

The local park system is managed by the Genoa Township Park District. Covering about 98 acres of park space across two (2) community parks and ten (10) neighborhood and pocket parks, Genoa's parks provide spaces, activities, and amenities for all ages. Additional recreational opportunities are available at local schools and the Russell Woods, Riverwood, and Knute Olson Forest Preserves.

Population growth will generate demand for more park space and recreational opportunities. The Genoa Township Park District is currently implementing its 2020-2025 Comprehensive Master Parks Plan, which focuses on improving participation rates, diversifying programming, assessing potential expansion with Kingston Township, and exploring new facilities.

159.1

Projected total park acreage based on applying the national standard park ratio (11 acres of parks per 1,000 residents) to the overall city population projection of 14,463 generated by full buildout of the Future Land Use Plan. With roughly 97.9 acres of existing parks in Genoa, future growth would need to provide an additional 61.2 acres of parks.



CIVIC USES

Civic uses like the Municipal Building, Public Works, and the Police and Fire Departments are all located close to Downtown Genoa. Genoa Public Library is located downtown. Even if they are not directly located in downtown, the proximity of these civic uses help to enhance the viability of Downtown Genoa as the heart of the community.

Another civic use is the U.S. Post Office, which is located in a business district along IL Route 23.

As Genoa continues to grow and make room for new development, the civic uses must also adjust to adequately serve residents, businesses, and property owners. For example, the Police Department recently increased the size of its force to aid in its commitment to community safety. In addition, the city's 2022-2023 general fund included repairs to the Municipal Building.

OTHER FACILITIES & ASSETS

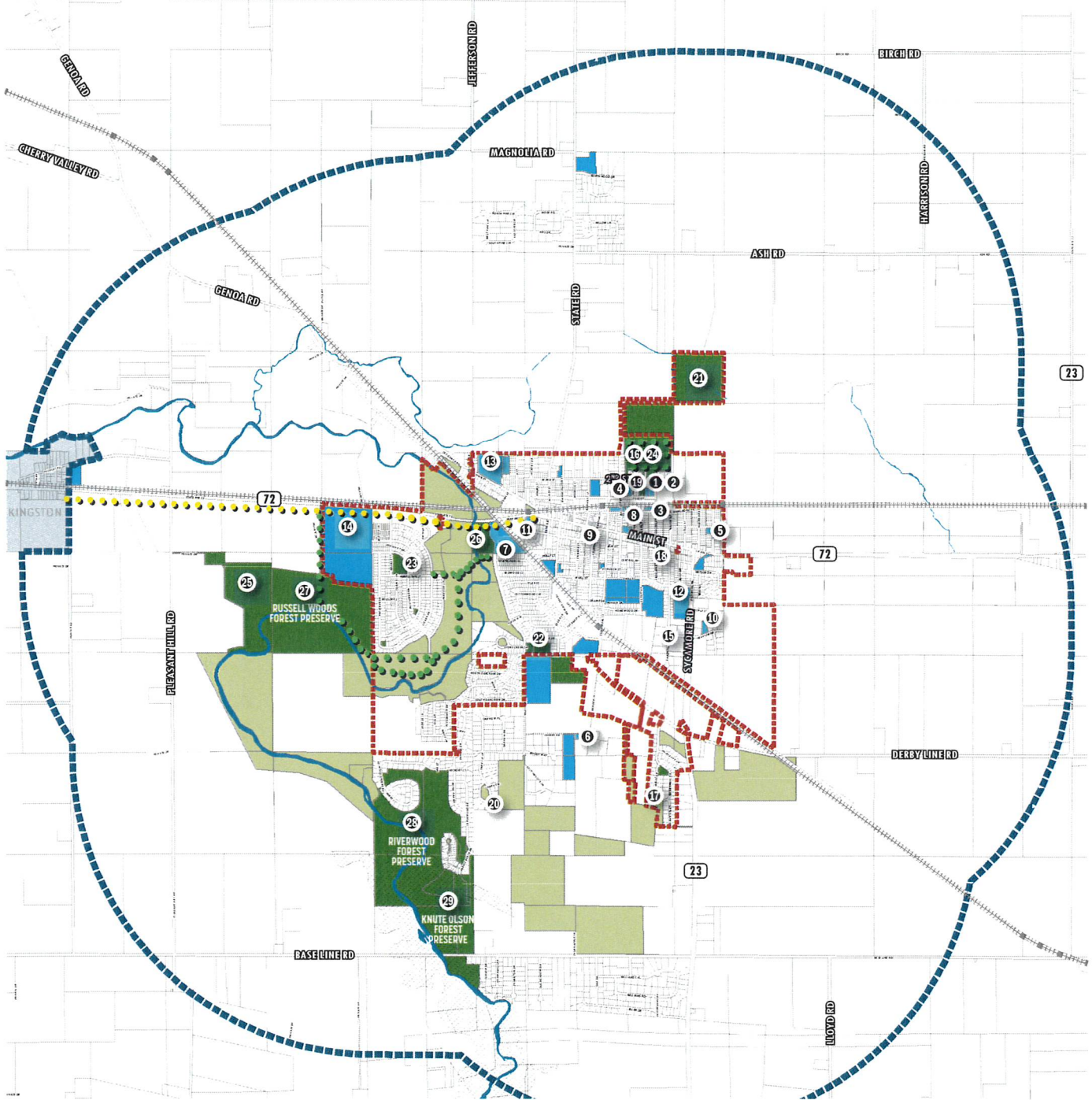
Genoa is home to the Kishwaukee Valley Heritage Society, which houses artifacts and keeps records of local and regional history.

Genoa has a small network of healthcare and senior care facilities, which have room for growth as the region's senior population continues to grow and health needs are met by both general and specialized providers. Healthcare facilities include Northwestern Medicine and various small medical and dental offices. New senior care facilities would help enhance the availability of senior services, as well as provide additional housing options that meet specific needs for the senior population.

The community is also well served by religious and spiritual institutions, including several churches and cemeteries.



FIGURE 4.6
COMMUNITY FACILITIES & ASSETS PLAN



LEGEND

- Civic/Institutional
- Parks and Open Space
- Environmental Corridor
- Municipal Boundary
- 1 1/2-Mile Planning Boundary
- Existing Trails
- Potential Trails

Civic Uses

- 1: City Municipal Building
- 2: Police Department
- 3: Fire Department
- 4: Public Works
- 5: Water Tower #1
- 6: Water Tower #2
- 7: Wastewater Treatment Plant
- 8: Genoa Township Building
- 9: Genoa Public Library
- 10: U.S. Post Office
- 11: Kishwaukee Valley Heritage Society

School

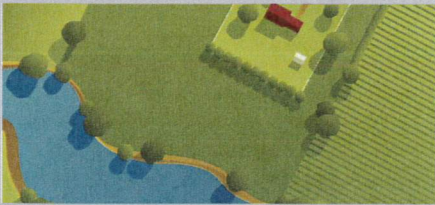
- 12: Genoa Elementary School
- 13: Genoa-Kingston Middle School
- 14: Genoa-Kingston High School

Senior & Healthcare

- 15: Northwestern Medicine

Parks and Open Space

- 16: Chamberlain Park
- 17: Derby Estates Park
- 18: Durham Park
- 19: Fitness/Wellness Center
- 20: Genoa Woods
- 21: Kiernan Park
- 22: Lions Corner Park
- 23: Riverbend Parks
- 24: Skate Park
- 25: South Branch Prairie
- 26: Carroll Memorial Citizens Park
- 27: Russell Woods Forest Preserve
- 28: Riverwood Forest Preserve
- 29: Knute Olson Forest Preserve



AGRICULTURAL LAND

With a significant amount of rural land and active farms in the area, agricultural land is counted among Genoa's key natural resources. Agriculture is an important contributor to the diversification of the local and regional economies. Protection of agricultural land around Genoa has multiple outcomes including:

Growth Management

Taking a proactive approach to the preservation of agricultural land around all sides of Genoa's municipal area will enable the community to create a de facto growth management boundary that protects agricultural resources, curtails sprawling development, and encourages infill and adaptive reuse of existing properties.

Economically Viable Farming

Supporting research and technology needed to cultivate new uses of agricultural products will help keep farming viable by developing markets that support agriculture in Genoa and the region.

Farm-to-Table Local Food Sourcing

Providing locally sourced food from the fields around Genoa to stock the kitchens of restaurants in the region and enable small food vendors to sell products at farmers markets, local shops, and online sales.

Farm-Style Design

Catering to Genoa's rural small town heritage provides opportunities for a farm-style aesthetic in architectural and site design practices, which are becoming more prevalent to create a unique identity that is rooted in the history and culture of the community.

It is important to note that land which is currently agricultural in nature will remain that way until a property owner is willing to sell their land for the purposes of new development, even if the Future Land Use Plan designates such land for non-agricultural purposes like residential, commercial, or industrial.



NATURAL RESOURCES

Genoa's natural environment plays an important role in defining the character of the community, providing recreational opportunities for residents, and supporting natural stormwater management. With assets like the Kishwaukee River, Deer Creek, and extensive forest preserves, local stewardship of the natural environment is encouraged to elevate the community's commitment to protect environmental features and conserve open space.

Protection of natural resources can help with the preservation of Genoa's small town feel, particularly adding to a natural green buffer around the community to curtail sprawling development and integrate natural features into site design. It will also guide the city's capacity to sustainably manage growth and development in the future. The Natural Resources Plan Map is provided in Figure 4.7.

NATURAL RESOURCES

ENVIRONMENTAL FEATURES

Traversing through the western section of the community, the Kishwaukee River is Genoa's most prominent environmental feature. Deer Creek is another waterway near Kiernan Park on the north side of the community. These two waterways contribute to natural stormwater management, wildlife habitats, and passive recreation. In addition, the Kishwaukee River forms a natural green buffer to manage growth on the south and west sides.

In addition to the river and creek, Genoa has a few small bodies of water, including stormwater detention ponds. Wetlands are also primarily situated near the two major waterways.

Floodplain is primarily situated along the Kishwaukee River and other waterways. As the Kishwaukee River runs through Genoa, it drains a large watershed as the river makes its way to the Rock River near Rockford, which accentuates the importance to monitor the impacts of development on the floodplain and explore best practices in stormwater management.

Significant woodlands are primarily located along the Kishwaukee River and Deer Creek. Some of the major woodlands are situated in Russell Woods and Knute Olson Forest Preserves. Other major woodlands are located at the southern section of Genoa's planning area, particularly south of Derby Line Road and west of IL Route 23. Other than those found in forest preserves, most other significant woodlands are held in private ownership. The city considers trees as part of Genoa's utility infrastructure, particularly given their role in stormwater management and erosion control as well as the city's ability to pursue federal funds for replacement.

OPEN SPACE

Conservation of open space enables Genoa to protect the natural ecosystem and provide passive recreation spaces. In addition to local parks, the most notable open spaces include the greenways along the Kishwaukee River and Deer Creek, as well as the Russell Woods, Knute Olson, and Riverwood Forest Preserves.

Riverwood Forest Preserve is one of the more unique open spaces as the 103-acre preserve was once occupied by the Oak Club golf course. The old fairways and golf cart paths now provide diverse landscapes and wildlife habitats with hiking, biking, and cross country ski trails. In addition, the old golf course turf grass is being restored as a prairie pollinator meadow with other planned savannah and prairie restoration projects.

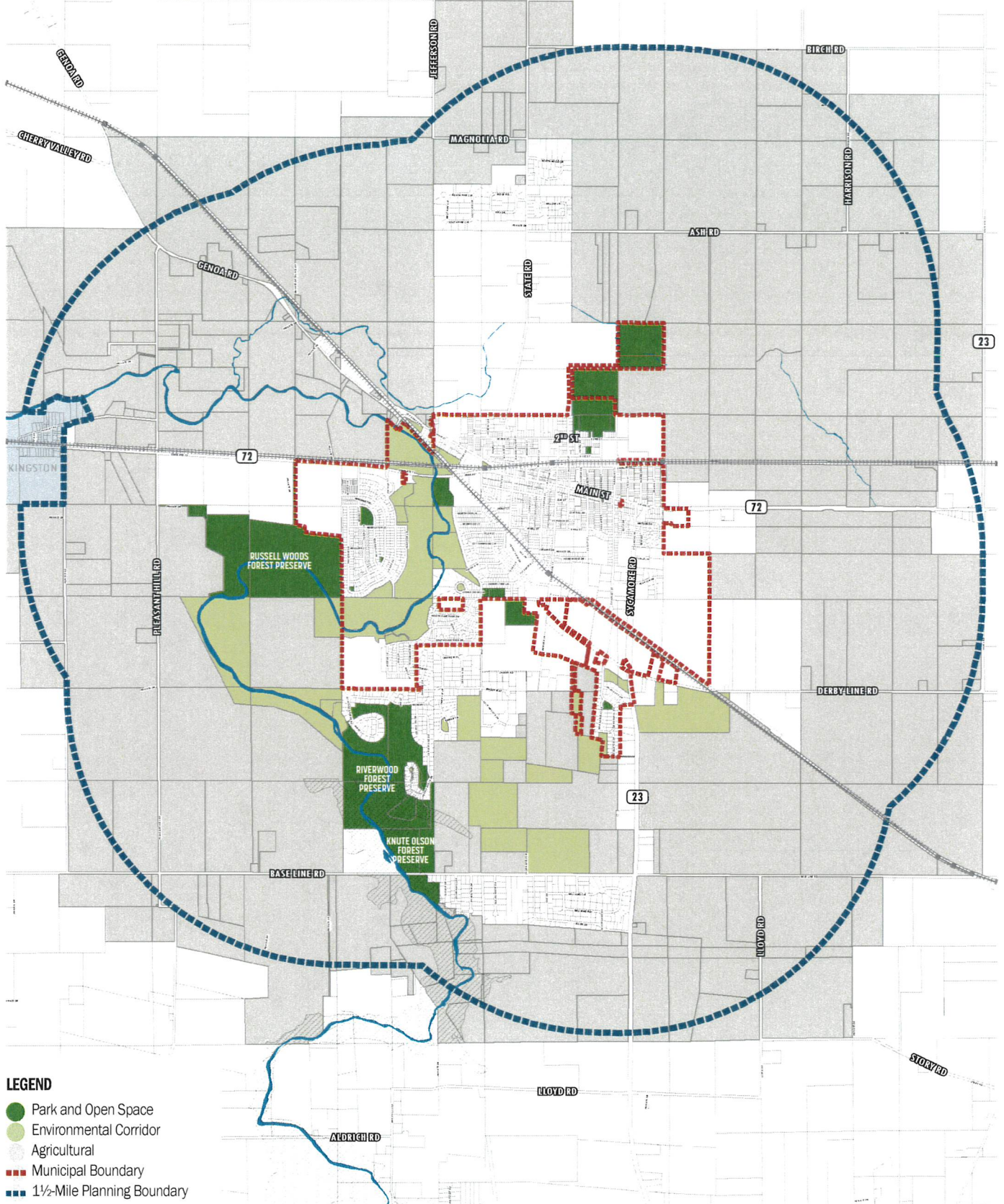
Other elements that add to the city's open space system include:

- Green space along trails
- Landscaped or naturalized parkways in street rights-of-way
- Stormwater management facilities like detention/retention ponds, bioswales, rain gardens, etc.
- Conservation easements or areas
- Peripheral open spaces

In addition, open spaces generally include community spaces such as civic squares, plazas, etc. While these types of spaces are open to the general public, they may be located on either public or private property.



FIGURE 4.7
NATURAL RESOURCES PLAN





RENEWABLE ENERGY

Energy generation and consumption that are environmentally responsible should be considered as Genoa seeks to grow and develop in a sustainable manner. The city can take certain steps to advance the community's commitment to renewable energy, including the potential to update the Unified Development Ordinance (UDO) to provide standards for renewable energy elements described below.

While renewable energy approaches can be incorporated at a larger community scale, they also enable individual property owners to play a role in being energy conservation stewards and making their own properties more sustainable.

Solar Energy

Many communities establish zoning standards to regulate solar farms and other solar energy systems at different scales. Genoa has the option to update its UDO to properly regulate solar energy systems, while also consider allowing solar farms within its municipal boundaries or planning area with county coordination. Vacant or agricultural land could be suited for solar farms. Solar farms may also be established as either a long-term use or an interim use. One potential resource to consider is the Illinois Solar Model Ordinance that is being prepared by the Great Plains Institute.

Wind Energy

Similar to solar energy, communities are also providing wind energy standards in their Zoning Codes, including wind turbines. Genoa can explore the potential to update its UDO with standards covering wind turbines and larger wind farms that may take up larger parcels of land.

Electric Vehicles

One of the Access and Mobility objectives is to "encourage the provision of electric vehicle charging stations." Another UDO update to consider is the addition of regulations for electric vehicle (EV) charging stations and other infrastructure. Beyond the UDO, the city should also assess how EV charging stations can be used as an economic development tool to attract EV drivers to visit local businesses as they wait for their vehicles to charge.



UTILITIES & INFRASTRUCTURE

Genoa is generally well served by water, sewer, and wastewater utilities, which will need to be continually monitored as the city grows and develops. Expansion of services and new infrastructure may be needed to accommodate such growth, particularly in cases where the city annexes land and intends to serve them with municipal utilities.

UTILITIES

WATER & WASTEWATER

Genoa is generally well served by water and wastewater utility service, including the following facilities:

- 4 public water supply wells
- 2 water towers
- 1 wastewater treatment plant
- 31+ miles of water mains
- 24+ miles of sanitary lines
- Multiple sewer lift stations

The two water towers were recently repaired and repainted, which will improve water quality and enhance the life of the tanks. The city recently embarked on a community-wide program to remove and replace all lead service lines across Genoa.

The city continually makes improvements to utility infrastructure, including water main replacement, sewer lining, and upgrades to the wastewater treatment plant.

The city's ongoing commitment to modernize and upgrade water and sewer infrastructure will be critical to efforts ensuring new developments and growth areas are well served by utilities without overburdening existing systems.

STORMWATER

Stormwater detention/retention ponds are typically included as part of new development, particularly residential and industrial sites that cover a significant amount of land. These detention/retention ponds contribute to stormwater management.

The city should continue to promote best management practices (BMPs) for stormwater management, including native plantings, bioswales, rain gardens, and other methods. BMPs help to decrease stormwater runoff, improve water quality in downstream creeks, reduce long-term maintenance costs, and minimize impacts on farmland and environmentally sensitive areas.

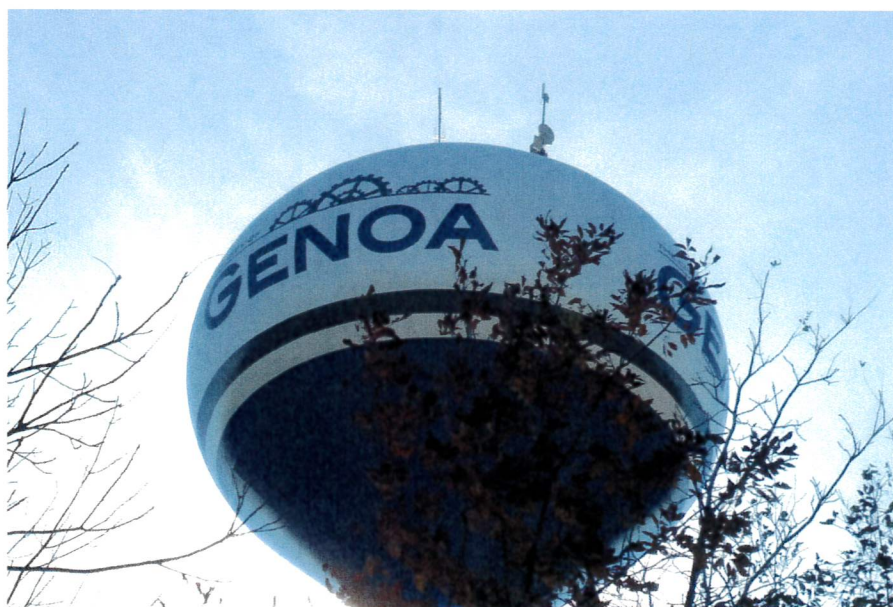
Native plantings are encouraged in detention/retention ponds to further enhance their capacity for stormwater management. They are also encouraged on private properties and in public areas like open spaces, utility corridors, and rights-of-way to provide for natural water filtration, reduced water consumption, wildlife habitats, and reinforcement of Genoa's rural character.

TELECOMMUNICATIONS

A strong telecommunications system has progressively become a critical facet of a community's infrastructure. This is increasingly apparent with more people working and learning from home, which requires reliable internet service to ensure residents, workers, and students can interact and access resources.

From an economic development perspective, internet service is an important infrastructure element that supports existing businesses and employers, as well as attracts new ones, to support their day-to-day activities and steadfast commerce.

According to the Illinois Department of Commerce and Economic Opportunity (DCEO), Genoa's 1½-mile planning area is presently served by varying levels of internet service from different providers. Internet service generally comes in the form of varying broadband infrastructure, including fixed and wireline, fiber, cable, DSL, and fixed wireless. Service gaps can likely be filled as major development and growing community needs call for expanded service.



COMMUNITY DESIGN

Community design is one of the nine goals identified in the Community Framework (Chapter 3):

Genoa will enhance its community character through quality design of the built environment, respect for historic buildings, and protection of the natural environment.

Based on this goal, community design is intended to enhance the physical form and appearance of the community, preserve the city's small town character, and protect the natural environment.

The community design principles and strategies summarized below and on the following pages are adapted from Genoa's 2003 Comprehensive Plan, with appropriate updates for consistency with this 2023 Comprehensive Plan Update. These strategies form a solid framework that the city should consider when preparing a more defined set of design guidelines and updating the Unified Development Ordinance (UDO), per Objective 7.1 in the Implementation Plan in Chapter 5.



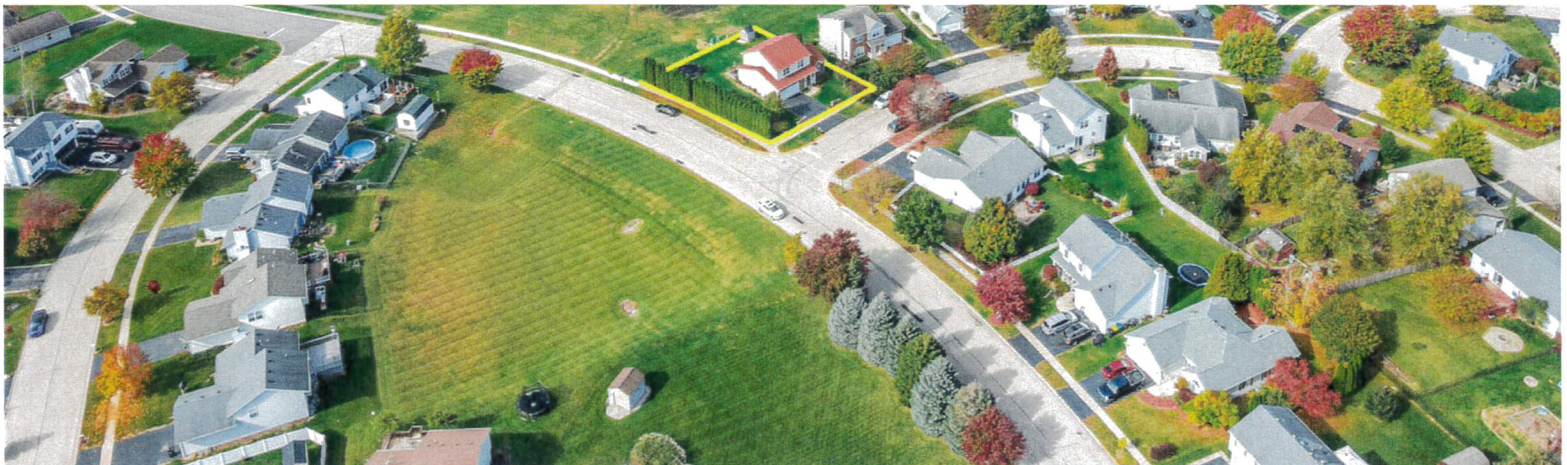
COMMUNITY DESIGN PRINCIPLES

In many respects, the design principles that follow are a record of the physical form of Genoa and its neighborhoods, today. This is not a yearning for nostalgia or an exclusionary strategy. Instead, the design principles grew out of local preferences reflecting what Genoa community members accept and seek to engrain in the community.

The way communities are planned and built makes them more distinct, attractive and functional. A well planned community that is also designed well can help create a sense of community spirit in its residents. Such a community also becomes more desirable in the marketplace and helps improve a community's economic well-being. Thus, in the end, there is a direct link between how well a community is designed and the economic benefits that can accrue to a community in the long run.

The basis of good planning and design are certain key Community Design Principles that are summarized on the right and described in the following pages. These principles were evaluated by the residents of Genoa during the Image Preference Survey and then applied by them to develop the visions for the future of the community. As such, the Community Design Principles reflect the community's preferences about the built environment.

- 1 Build the community for pedestrians
- 2 Create a sense of community
- 3 Respect the natural environment
- 4 Provide open space of all types
- 5 Provide a community focus
- 6 Make streets for vehicles and people
- 7 Design variety within conformity
- 8 Mix land and building uses
- 9 Maintain quality



COMMUNITY DESIGN PRINCIPLES

Build the community for pedestrians

1

People and the human scale should be the common denominator in neighborhood design in order to create a positive and comfortable public realm that facilitates easy interaction among neighborhood residents.

Build the community for pedestrians

Walkability

Residents of Genoa's neighborhoods should be able to walk safely to any part of the city, whether it's the downtown area, business corridors, civic uses, local parks or forest preserves, one of the schools, or just around their own neighborhood. They should not be dependent only upon their cars to run errands, access community facilities, or make other basic daily trips. All of these trips should be accessible on foot or via bike.

A pedestrian-friendly neighborhood is defined by walking distances that are comfortable to the average person. For an adult, a five-minute walk (roughly a ¼-mile distance) is deemed to be the optimum distance they are willing to walk before selecting to drive as their preferred option. As a result, this ¼-mile distance should be the determining dimension for designing the size and scale of neighborhoods, commercial areas, office parks, and other developments.

Human Scale Proportions & Perceptions

The human scale is the relationship between the dimensions of the human body and the size and proportion of the spaces people use. The surface textures, colors, materials, lighting, and activity patterns of the built environment underscore this relationship.

Intensity of Uses

Community size is influenced by walking distances, but it need not be limited by them. The highest intensity of use (scale, floor area, density) must occur in the core of the city or its neighborhoods. The highest densities should be found mixed into the core areas and immediately adjacent to them. Open spaces, parks, very low density uses, large boulevards, or natural features should be used to separate neighborhoods.

Network of Interconnected Walkways

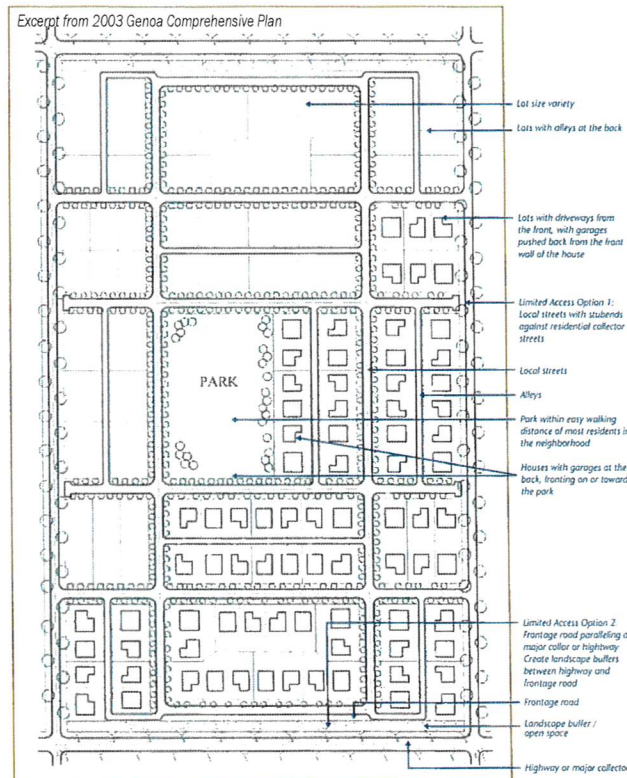
A network of interconnected pedestrian walkways is an essential design feature in a neighborhood. People are generally willing to walk greater distances if they are provided with a continuous and pleasurable experience. Sidewalks and off-street paths must be continuous, safe, and they must be clearly delineated and understandable. The placement of trees, the treatment of building façades and parking, the use of interesting pavement, fences, hedges, and architectural details all contribute to a pleasurable walking experience. Such elements should be encouraged in the design of all new developments in Genoa.

Transit Linkages

While Genoa is not presently served by transit, the potential for transit services would significantly enhance transportation choices for residents and workers. Transit stops can be important design elements of individual neighborhoods. Genoa neighborhoods should be designed to accommodate future transit service.

Walking and Bicycling

The ability to walk and bicycle to reach different destinations in Genoa can reduce the consumption of energy and pollution emissions. Walking and bicycling also allow for greater interaction with nature and neighbors, the observation of seasonal and daily changes, and an appreciation of such features as clean air and



streets. Facilities and conditions to enable and enrich walking and bicycling in Genoa must be incorporated into neighborhood development plans.

Bicycle Paths

Bicycle paths have a critical role in complementing the pedestrian network. Most roads in Genoa can accommodate bicycle traffic on the street. However, off-street bicycle paths should be provided where feasible. Paths along major highways or the railroad connecting Genoa to more distant places in the county may also be considered in the future.

Security in the Pedestrian Realm

Sidewalks should be separated from street traffic on adjoining streets. A parkway, the grassy strip between a street and sidewalk, should be planted with trees at regular intervals to increase the sense of security for pedestrians. This should be done in all neighborhoods regardless of the uses or street characteristics. On-street parking should be encouraged to calm traffic and contribute to the sense of security of the pedestrian.

Sidewalk Width

The standard width of sidewalks should be increased in areas where an increase in potential users is anticipated.

Sidewalk Edges

The sidewalk edges away from the street should be treated as boundaries to help define the pedestrian realm. In residential areas, a low fence, wall or hedge may be used for this purpose. In residential areas where building setbacks are shallow, the first floor of residences should be elevated two to four feet above the sidewalk grade for the privacy of the inhabitants of the dwellings. In commercial areas, buildings should be brought up to the sidewalk with the first floor no more than six inches above the grade of the sidewalk.

Street Lighting and Street Furniture

Street lighting and other street furniture, e.g., benches, planters, trash receptacles, etc., can increase the positive experience of walking in Genoa neighborhoods. Street lighting and street furniture should complement the pedestrian realm. The use of lighting should vary with the land uses on property adjoining the sidewalk and the amount of pedestrian traffic.

Signs

The pedestrian experience and visual appearance of Genoa can be enhanced by the quality of signs. Signs designed for the pedestrian can be smaller in area but need not be shorter in the amount of information contained on them.

COMMUNITY DESIGN PRINCIPLES

Create a sense of community

2

Neighbors need places where people can meet. A sense of community is achieved by the ability of people to meet and interact in common spaces. How well such common spaces are planned and designed helps residents feel pride about their community and enhances their sense of belonging in a community. Community centers, cafes, plazas, and parks are places where people can meet and create a sense of community.

Create a sense of community

Person-to-Person Interaction

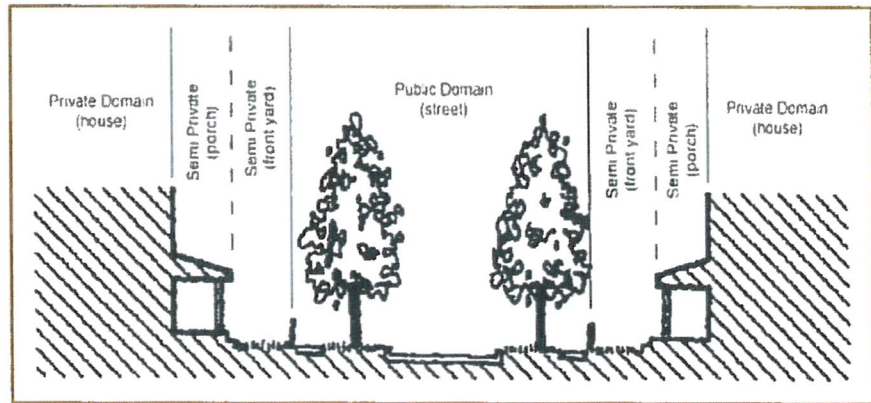
Face-to-face interaction is a fundamental human need. Neighborhoods in Genoa must be designed with this need in mind. The design of a community space should facilitate easy interaction of residents to help create neighborhood bonds and a sense of community.

SemiPublic and Private Spaces

"Good fences make good neighbors." While public life is essential to a community, a sense of privacy is also important. Semi-private areas, such as porches and front yards, help create a transition zone between the public domain of the street and the private domain of the house.

Agricultural Areas

Agricultural activity around Genoa is a significant element of the landscape and the local economy. It is also one of the defining features of Genoa. Agriculture represents livelihoods for many people in Genoa and the conflicts between agriculture and neighborhood development need attention.



Excerpt from 2003 Genoa Comprehensive Plan

Respect the natural environment

3

Neighborhood development in Genoa must complement the natural features of the landscape and respect both the natural and man-made environments.

Respect the natural environment

Indigenous Vegetation

Indigenous vegetation should be used to the greatest extent possible in the landscaping of new developments in Genoa. Indigenous vegetation should also be part of any restoration of the landscape in and around Genoa.

Stormwater Management

Stormwater collection and management should rely less upon pipes and constructed basins and more upon overland drainage and natural landscape features and plants that are intended to convey, store, and release stormwater flows. The emphasis on infiltration rather than collection of storm water demands a conscientious effort from design to construction to reduce impervious surfaces, minimize disturbances to soil structure, and preserve natural hydrology. The use of certain plants and restoration of landscape features, e.g. wetlands, contributes to more environmentally friendly storm water management, reduces impact on adjoining farmland and waterways, and ultimately lowers operating costs to the city.

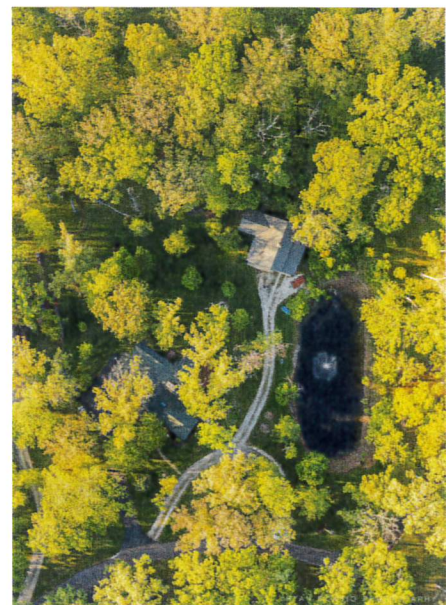
City efforts to address stormwater management should follow findings and strategies identified in the Illinois EPA Source Water Protection Plan and DeKalb County's Central South Branch Kishwaukee Watershed Based Plan.

Reduced Conflict between Agriculture and Neighborhood Development

Agricultural activity around Genoa is a significant element of the landscape and the local economy. It is also a defining feature of the growth limits of Genoa. Agriculture represents livelihoods for many Genoa residents and so the conflicts between agriculture use and the new neighborhood development would need to be minimized.

Suitable Development

Development should occur only on land most suitable for development and be developed only to the degree that will cause the minimum negative environmental impact.



COMMUNITY DESIGN PRINCIPLES

Provide open space of all types

4

Open spaces of all types and sizes for visual and aesthetic qualities, recreational, ecological, agricultural, and economic functions shall be provided within, as well as on the periphery of, neighborhoods and the city.

Open spaces of all types and sizes should be provided across the city for visual and aesthetic qualities, as well as to offer a range of recreational, ecological, agricultural, and economic functions.

Rear Yards

Private open spaces are essential to the basic function of any household. A modest, yet private, landscaped rear yard may be a necessary requirement for some housing types in Genoa. Residential yards may be defined by a hedge or fence, or by the strategic placement of accessory buildings and structures. Yard sizes and layout will vary with housing types. Lots with small yards should be compensated by locating them in close proximity to parks or other publicly accessible open spaces.

Front Yards

The space between the public sidewalk and the front of the dwelling is a transition space. Even the smallest front yard acts as a transition between the public street and the private dwelling. The front yard is a semi-public space and contributes to the neighborhood's open space network. Front yards may be defined by a low fence or hedge along the public sidewalk.

Public Open Space

Public open spaces within Genoa neighborhoods can be used for formal and informal gatherings and active and passive recreation, which are essential elements of the neighborhood design.

Public open spaces should take on many forms and functions. They must serve all ages and abilities and be integrated with the pedestrian network in the city. Public open spaces must be physically accessible and visible to the public.

Active and Passive Recreation

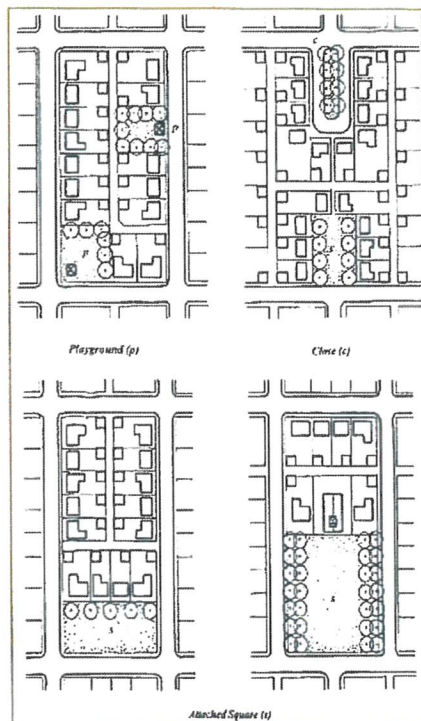
Public open spaces in Genoa must include opportunities for passive and active recreation. Active recreation facilities should be sized commensurate with the expected population within the service area of the public open space. Passive recreation areas should have benches and a natural or man-made attraction of interest.

Peripheral Spaces

Peripheral open spaces should define the edge of Genoa or individual neighborhoods or districts. Peripheral open spaces enhance the sense of place by making Genoa identifiable in the landscape: they create a sense of exit and entry. Open spaces on the periphery of Genoa can preserve environmentally sensitive lands and land used for agriculture.

Parkway (Tree Bank)

Parkways, the space between the sidewalk and the street, can be thought of as part of the city's open space system. Parkways extend internal and peripheral open spaces into the network of streets. Parkways serve to separate the sidewalks from the roadways and vary in width depending upon the street type and the intensity of adjacent uses.



Excerpt from 2003 Genoa Comprehensive Plan

COMMUNITY DESIGN PRINCIPLES

Provide a community focus

5

Genoa should have a central core or focus. To the extent possible, neighborhoods in Genoa should also have a core for neighborhood focus.

The Core

The core is the focal point for the city and each neighborhood or district. Its size will vary with the number of dwellings in the neighborhood but it provides a potential place for recreation, social interaction, and solace outside the home. In business, office, and industrial districts, the core provides access to goods, services, jobs, recreation, and social activities.

Pedestrian presence is critical; it signals the vitality of the community or neighborhood. The elements found in the core of one neighborhood or district may vary from those found in another. However, it should be the activity center which unifies the area, with its character often reflected in the image of the neighborhood or district as a whole.

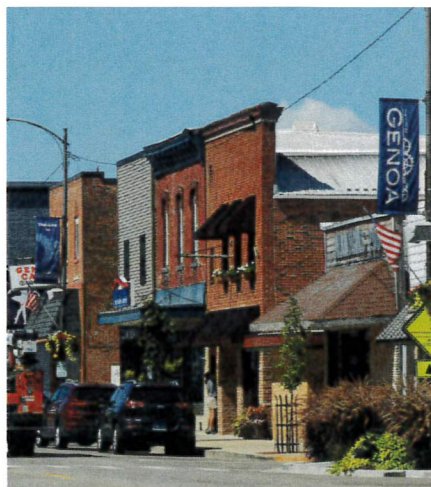
The core should incorporate these elements:

- A central and integrated location for equal access by pedestrians, bicyclists, and motorists

- A balance of residential and non-residential uses
- Businesses and employment spaces in proportion and scale to housing
- Civic and social facilities
- Specific design standards for streetscapes and façades
- Vertical elements, such as a mural, public art, clock/bell tower, etc. that render the area immediately identifiable in the landscape

Location

The core symbolizes the center of the community, neighborhood or district. It must front onto a street(s) within the primary movement network in the community or neighborhood and be designed around a central place such as a square, green, plaza, or a crossroad. Where possible, buildings in the core should define the space(s). The size of the core should be in direct proportion to the number of dwellings in the community or neighborhood. A neighborhood or district will have a smaller core than the city.



Provide a community focus

Balance

The core must balance housing with other uses such as retail, services, civic and public uses, offices, social spaces, parks, and open space. The amount of retail and office space should be compatible with the number of housing units and potential customers, workers, and visitors within walking or biking distance. Civic and social spaces such as religious institutions, libraries, post offices, community buildings, and schools are appropriate uses in the core since these uses tend to be major focal points for community and neighborhood activity.

Design

In order to foster and enhance the purpose and function of the core, essential design elements need to be included in the design and location of the core.

- Buildings in the core should have a greater scale and a higher density than the remainder of the neighborhood and should range from two- to three-stories in height. Generally, one-story buildings should be avoided. Buildings in the core must be closely spaced and the street level reserved for food services, personal services, and retail businesses.

Vertical mixed use buildings with retail on the ground floor and offices or dwelling units on the upper floors are the preferred building typology in the core. Horizontal mixed use formats may also be appropriate where different uses are located in separate buildings that are adjacent to each other.

- Parking must not be permitted in the front of buildings unless it is located on the street. Landscaped parking lots shall be placed behind buildings in the core.
- When retail uses are located in the core, retail must front onto a street providing pedestrian, bicycle, and vehicular access. Retail requires

a seamless or continuous frontage of shop windows and entrances to maintain pedestrian interest.

- The core should have a traditional "Main Street" appearance with architectural details such as large display windows, awnings, decorative street furniture, small projecting signs, transoms, and cornices. The core should have a high point which should be visible from a distance. This vertical landmark, such as a steeple, cupola, or bell tower, will serve as that focal point and should also form the visual termination of a street or the square at which the core is located.

DOWNTOWN REVITALIZATION PROJECT

Starting in 2022, the City of Genoa embarked on the Downtown Revitalization Project to bring a renewed sense of place and design to the Main Street corridor between Sycamore Street on the east to Washington Street on the west.

This project will include:

- Replacement of the downtown streetlighting with classic lamp post lighting
- Concealment of overhead cabling beneath the edge of the sidewalk
- Addition of stamped concrete brick crosswalks
- Upgrades to benches, trash receptacles, planters, and street signs
- Commission of wall murals and public art installations

Preliminary concepts of the Downtown Revitalization Project were shared with the community in March 2023 (see graphics on the right). As the concepts continue to refine and the project transitions to implementation, the Downtown Revitalization Project will play an integral role in defining community design in Genoa.

THE CITY OF GENOA

OUR DOWNTOWN REVITALIZATION PLAN

Thanks to years of fiscal prudence, the City of Genoa is excited to announce funds are allocated to renew our Main Street, without causing tax increases.

Scope: Sycamore St. to Washington St.

- Replacing tired, 1970's street lights with classic lamp post lighting
- Concealing unsightly overhead cabling beneath new sidewalk edge brick
- Adding attractive & highly visible stamped concrete brick crosswalks
- Upgrading benches, trashcans, planters & street signs
- Commissioning wall murals and public art installations

COMPLETION GOAL: DEC 2023

HONORING OUR past
Restoring classic design features & highlighting our small-town charm

CELEBRATING THE present
Improving our downtown's safety, walkability & usefulness

EMBRACING OUR potential
Welcoming new businesses & residents eager to grow with us

WHAT DO YOU THINK?
In response to requests for a centralized gathering space, the city is proposing permanently closing South Emmett St. (from Route 72 to the alley) to make a multi-functional and inviting "Genoa Square."

We're communicating with the library and downtown business and now need your thoughts regarding the gathering space and the overall revitalization project. Please take a few minutes to complete a short resident survey. You can even submit an idea for the square's name!
Survey: genoa-il.com/downtown-revitalization-project/

"Genoa Square" Benefits

- Tables, chairs & bench seating open to all, year round
- Covered amphitheater style performing arts stage
- Food truck parking spots
- Dedicated area for established and new community events (Celebrate the Season, Genoa Days, Genoa Harvest Festival, local artisan markets, library activities, school performances, art shows & more)
- Freeing-up the Municipal Parking Lot (next to the winery) during events

Go to the survey [link below](https://genoa-il.com/downtown-revitalization-project/) PLEASE COMPLETE BY 3/21/23

THE CITY OF GENOA
growing together
genoa-il.com/downtown-revitalization-project/

COMMUNITY DESIGN PRINCIPLES

Make streets for vehicles and people

6

Streets create the form and scale of the community and must accommodate pedestrians, bicyclists, and motorists.

Positive Community Image through Streets

The first impression we form about a community or a neighborhood is influenced greatly by the street, the streetscape, and the uses along the street. Streets are the foundation of the settlement pattern of a community and their thoughtful design is crucial to the creation of a positive community image.

Interconnected Street Network

A network of interconnecting streets facilitates convenient vehicular and pedestrian circulation by providing a clear sense of knowing where you are going. An interconnected street network also helps to more evenly distribute traffic. Every street in a network should be connected to at least two other streets. Such interconnecting streets provide multiple alternative routes to destinations, minimizing traffic congestion along major arterial streets.

Streets Hierarchy

The street network relies upon a hierarchy of streets. A variety of street widths should be provided to accommodate various levels of traffic.

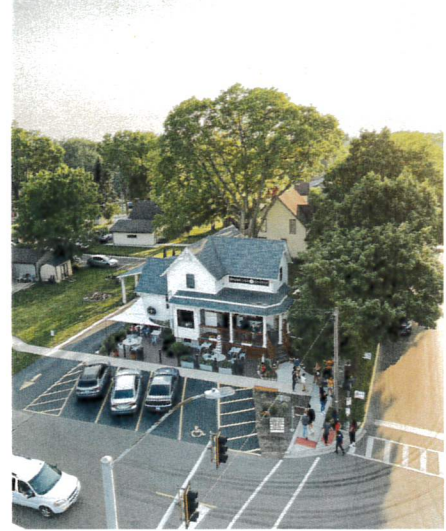
Alleys

The use of alleys in Genoa is encouraged to improve the visual appearance of the streetscape and provide access to off-street parking.

Design Features

In order to provide a positive experience, streets in Genoa should incorporate the following:

- Except for high volume streets, the width of streets should be typically narrow to discourage high travel speed.
- Small curb radius should be used at the intersections of streets to slow traffic and reduce width of roadway at crosswalks.
- Buildings should front directly onto streets.
- On-street parking should be encouraged to increase safety for pedestrians on the sidewalks and to calm traffic.
- Street trees should be planted in the parkways.



Design variety within conformity

7

Variations within design conformity create the most visually attractive neighborhoods and communities.

Variety Shall be Used In Neighborhoods

Variety and variation should be used in Genoa neighborhoods. Variations on basic patterns are necessary to discourage sameness and dullness. As much as possible, individuality of each building may exist within a common design in the neighborhood. There should be differences in the building form, mass, façade treatment, and details.

Variety and variation can be achieved by applying any combination of the following techniques:

- **Lot Width:** Lot widths of different size encourage variation among building masses. Lots of different widths should be dispersed, but lot sizes should generally increase from the center of the community to the edge.
- **Blocks:** A variety of block lengths and configurations is recommended in Genoa neighborhoods.
- **Alleys:** Alleys are recommended for all land uses, where appropriate. For residential areas, alleys generally serve rear-loaded garages and parking areas. For commercial and other non-residential areas, alleys provide an area for loading and deliveries that is generally out of view of the front entrance and public right-of-way.
- **Build-To-Lines:** A build-to line defines the proportions of the street by prescribing where a building must be located. Unlike a setback line which sets the minimum distance which may be exceeded by the location of a building, a build-to line sets a mandatory line where a building must be placed, relative to the



street. However, porches, balconies, bay windows, and other building projections may be permitted to encroach beyond the build-to line to provide interest and rhythm to a streetscape.

- **Build-Up Lines:** Variety can be accomplished with building height, including taller buildings placed at points of interest and at corners. Roof lines and ridges can also vary with some ridges being perpendicular to the street and others parallel. The addition of porches, roof projections, chimneys, and garage placement also contribute to variety. A build-up line specifies a cornice height that in turn defines the height of the "street wall." Varying build-up lines should be permitted to create streetscapes with different size

and proportions. A build-up line is also a mandatory height up to which buildings must be built.

- **Non-Residential Uses:** Variety and variation can be accomplished by introducing non-residential uses in residential neighborhoods. The development of the city's core also adds to the variety and variation of a neighborhood or community.
- **Housing Types:** A variety of housing types within a neighborhood, a block, or along a street frontage may be permitted. Multi-family and single-family attached buildings should be dispersed throughout neighborhoods. Multi-family buildings should not be concentrated at one location or be of a large scale.

COMMUNITY DESIGN PRINCIPLES

Mix land and building uses

8

A mix of land uses, housing, jobs, and incomes create a more balanced community, reduces traffic, limits maintenance costs, and creates better fiscal balance for a community.

Mix land and building uses

Mixed Use

Mixed use development is encouraged in Genoa neighborhoods. A mixture of compatible uses provides greater proximity for residents to access goods, services, and jobs and allow for interaction among neighborhood residents. Mixed use should be located in or very near the neighborhood core. Mixed use development is typically provided in two formats: (1) vertical mixed use where one use (e.g., retail, services, restaurant) is on the ground level with another use (e.g., residential, offices) on the level(s) above; and (2) horizontal mixed use where different uses are located in separate buildings that are adjacent to each other, often with a cohesive or compatible site design.

Housing Above Retail

Housing above ground level retail uses is strongly encouraged in core areas such as Downtown Genoa and along one of the main commercial corridors.

Housing Mix

To avoid homogenous neighborhoods, a mix of housing types and price ranges should be provided throughout the community to help meet varying budgets, life stages, family structures, and housing needs. Housing is not

static. Small houses can grow into larger ones; garages can be added-on or expanded. Add-on opportunities in residential neighborhoods contribute to the variety, diversity, and resilience of neighborhoods.

Attainable Housing

The city should accommodate attainable housing for individuals and families of low and moderate incomes. Attainable housing must not be concentrated in a single area but dispersed throughout the community as best as possible.

Land Use Boundaries

Land use boundaries should run at the rear of parcels rather than down the middle of the street. As best as possible, both sides of a street should have matching land uses in order to create more harmonious streetscapes. Schools, parks, and other civic uses would be exceptions to this rule.

Large Floor Area Uses

Large single purpose uses such as warehouses, supermarkets, home improvement centers, and other big box retail stores should be located on the edges of neighborhoods along arterial roadways or in industrial areas.



Maintain character and quality of place

9

Genoa is committed to maintaining its character and quality of place of the entire city and each of its individual neighborhoods and districts.

Maintain character and quality of place

Property Maintenance Codes

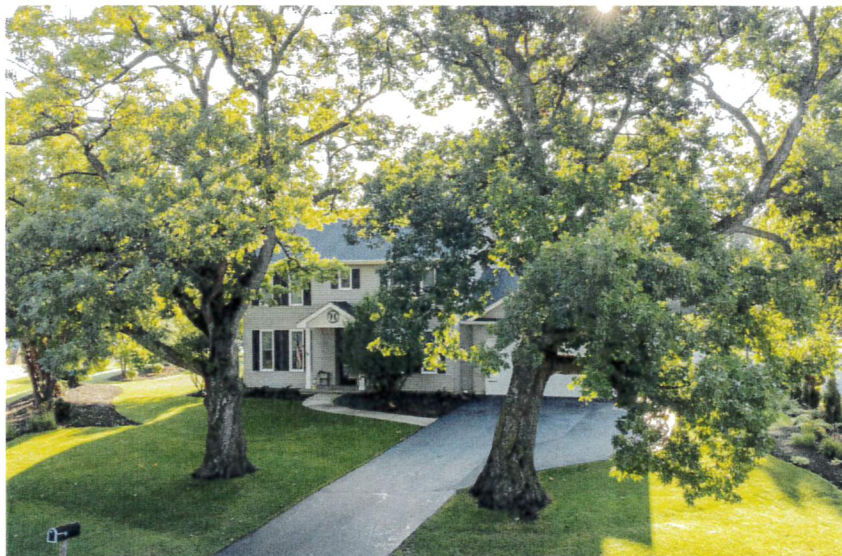
The level of property maintenance on a given parcel will influence property values throughout the neighborhood. Consequently, prevention of visible deterioration of property in Genoa neighborhoods is imperative. Enforcement programs should be constant, consistent, and equitable.

Preservation of Genoa's Heritage

Historic structures, neighborhoods, and landscapes should be preserved and enhanced. Historic preservation contributes to the richness, diversity, and visual interest of Genoa's neighborhoods and helps to differentiate neighborhoods from one another. Historic preservation efforts are compatible with neighborhood development and should be encouraged.

Maintaining a Sense of Security

A fundamental human need is security. People must feel secure in their community. The greatest security is in knowing the people who live and work in the community. The design and layout of neighborhoods, commercial districts, industrial zones, and other areas must promote personal interaction, neighborliness, and engagement of the built and natural environments while assuring privacy.



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CHAPTER 5

Implementation

The 2023 Genoa Comprehensive Plan is a critical tool for the city in realizing its vision and goals. However, it is only useful if the city actively pursues implementing it. The Implementation Plan presented in this chapter can help the city take appropriate steps to reach its goals.

City officials should consider the plan's vision, goals, objectives, and strategies when evaluating development proposals and community improvement efforts. The Implementation Plan in this chapter takes the goals and objectives from Chapter 3 further by adding recommended strategies that activate the plan with projects and tasks that the city can pursue to implement the plan. Potential resources are also listed to further guide city officials and local partners.

The Strategic Plan prepared concurrently with this Comprehensive Plan is another source of information for plan implementation. Goals, objectives, and strategies have been coordinated and cross referenced in both documents.



KEY PARTNERS FOR PLAN IMPLEMENTATION

Achievement of Genoa's vision and goals will be more successful when key partners collaborate and pool resources to implement the plan. These partners and their roles are described below.

CITY COUNCIL

The City Council sets policy for the community. Their approval is necessary to establish ordinances, allocate funds, enter contracts, and take other actions that support development and community improvement. Alderwomen and aldermen should be familiar with the plan and consider whether proposed actions will move the city towards achieving its vision and goals.

BOARDS & COMMISSIONS

The Plan Commission makes recommendations regarding the growth and development of the community, particularly ensuring proposals align with the Comprehensive Plan. They should be familiar with the plan and refer to it regularly in their deliberations. In addition, the Plan Commission should educate developers and others who come before them on the relevance of the plan and encourage applicants to create proposals that enhance the city's ability to achieve its vision and goals. The Economic Development Commission may also play a similar role with a more specific focus on commercial and industrial uses.

RESIDENTS

It is important that residents support the plan and are involved in its implementation. The city should make it easy for residents to be well informed on planning related issues and encourage them to participate in discussions, workshops, and other opportunities. Additionally, residents can participate in the implementation of specific elements of the plan by serving on committees, circulating information with their neighbors, volunteering their time, and sharing their expertise.

BUSINESS COMMUNITY

Local businesses can support plan implementation by communicating their needs to city officials. Business success is critical to Genoa's overall success, and communication between the private and public sectors is an important step in developing a business-friendly environment. Local financial institutions can support the plan by financing projects that align with it. Corporations can support the plan through their own site development and growth plans, as well as supporting the city's projects. Real estate professionals and developers should be mindful of the kinds of projects that align with the plan.

DEKALB COUNTY

The city should continue to work closely with DeKalb County to coordinate growth and development efforts. The County can provide technical support, data, and other resources that may be of value to the city. Where appropriate, Genoa's plan implementation efforts should be coordinated with the short- and long-range planning efforts of DeKalb County, particularly the Community Development, Forest Preserve, Health, and Highway Departments.

OTHER AGENCIES & JURISDICTIONS

In addition to DeKalb County, the city should collaborate with other agencies and jurisdictions to implement certain strategies. This includes, but is not limited to, Genoa Township, Illinois Department of Transportation (IDOT), and Genoa-Kingston Community Unit School District #424.

IMPLEMENTATION PLAN



1: Land Use & Development

#	OBJECTIVE	STRATEGIES	RESOURCES
1.1	Enhance Genoa's unique assets. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Adapt asset-based community development (ABCD) practices for small town planning in Genoa. Build on strengths found in community and business survey findings. 	<ul style="list-style-type: none"> DePaul University Asset-Based Community Development Institute [LINK] LISC Asset Mapping [LINK] U.S. EPA Report: How Small Towns Can Use Local Assets [LINK] Toolkit for Community Assessment: Community Asset Mapping [LINK]
1.2	Align Genoa's Unified Development Ordinance with the Comprehensive Plan. PRIORITY: HIGH ●	Review and amend the Zoning Code, where appropriate (see side note on the right).	<ul style="list-style-type: none"> APA Equity in Zoning Policy Guide [LINK] US HUD YIMBY Grants [LINK]
1.3	Invest in downtown to keep it a strong central focus for the community. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Encourage residents and visitors to patronize downtown businesses. Regularly fund the Downtown Revitalization Project. Connect building owners with the city's façade improvement program. Pursue historic preservation programs to assist building owners. Establish and publicize an information source for building improvement programs. Investigate obstacles to investment or reuse. Encourage residential development in and near downtown. Support flexible use of downtown spaces through the UDO. 	<ul style="list-style-type: none"> Federal Historic Preservation Tax Credit [LINK] Historic Residence Assessment Freeze Law [LINK] Illinois Historic Preservation Tax Credit [LINK] T-Mobile Hometown Grants [LINK] City of Genoa Façade Improvement Program [LINK] Successful Models for Downtown Second Story Housing in Small Towns [LINK] DeKalb County Community Foundation Community Needs Grants [LINK]
1.4	Expand Genoa's boundaries to accomplish city goals. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Investigate annexation costs and benefits and prioritize parcels. Collaborate with adjacent municipalities to update boundary agreements, including renewal with Sycamore. 	<ul style="list-style-type: none"> APA Annexation Studies [LINK] Annexation Guide (Municipal Research and Services Center of Washington) [LINK]
1.5	Preserve Genoa's distinct identity by maintaining a green boundary between the city and surrounding communities. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Consider adding an agriculture or open space preservation zone to boundary agreements with Hampshire and Burlington. Work towards connection of Forest Preserve properties and school properties on Genoa's western edge 	<ul style="list-style-type: none"> Urban Growth Boundary [LINK] Urban and Rural Reserves [LINK] Illinois Partners for Conservation Program [LINK] USDA Conservation Reserve Program [LINK]
1.6	Provide a balance of uses in the city, considering the needs of employers, employees, residents, and visitors. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Guide Genoa's growth in accordance with the Comprehensive Plan. Make the Comprehensive Plan easily available on the city website for access by developers, real estate professionals, and the public. Educate the Plan Commission and City Council on how to consult the Comprehensive Plan as part of their regular order of business. 	<ul style="list-style-type: none"> Genoa Area Chamber of Commerce [LINK] APA Illinois Commissioner Training [LINK]

GOAL

Genoa will pursue development through managed growth that attracts new residents and businesses while retaining the community's small town feel and meeting the needs of existing residents and businesses.

NOTE: In addition to this objective and strategy, several of the other strategies summarized in the Implementation Plan relate to updating the city's Unified Development Ordinance (UDO) and Zoning Map to align with plan recommendations. Typically, this process to update the UDO and Zoning Map is one of the first steps to follow the adoption of the Comprehensive Plan. While the Future Land Use Plan and other recommendations in the Comprehensive Plan serve as a framework to guide growth and development in the community, the UDO provides the legally enforceable regulations that guide how property owners can use, develop, and improve their land. In addition, developers and builders utilize the UDO to guide their proposed developments to ensure they adhere to local zoning standards.

IMPLEMENTATION PLAN



1: Land Use & Development [CONTINUED]

#	OBJECTIVE	STRATEGIES	RESOURCES
1.7	Prepare for development that advances Genoa's long-term role in the region. PRIORITY: MEDIUM ●	Pursue multi-industry/multi-sector development. Work with site selectors to recruit new industry. Meet with property owners and realtors to discuss challenges to attracting desired development and remedies to overcome them.	<ul style="list-style-type: none"> • USDA Rural Business Development Grants [LINK] • DeKalb County Economic Development Corporation [LINK]
1.8	Retain the small-town feel and rural atmosphere of the community. PRIORITY: MEDIUM ●	Review impacts of proposed developments on population growth, school enrollment, scale of development, etc. Incorporate rural design elements where appropriate.	<ul style="list-style-type: none"> • Genoa-Kingston Community Unit School District #424 [LINK] • Citizens Institute on Rural Design [LINK] • Small Town and Rural Design Guide [LINK] • FHWA Small Town and Rural Multimodal Networks Guide [LINK]

GOAL

Genoa will pursue development through managed growth that attracts new residents while retaining the community's small town feel and meeting the needs of existing residents and businesses.

MANAGING GROWTH & DEVELOPMENT

The Future Land Use Plan provides a general blueprint for the community to guide where future growth and development are most appropriate in Genoa. As described below, the city has a few tools at its disposal to help manage growth and development in a manner that enables the community to guide the intensity of growth that is most appropriate for Genoa and stems external pressures as best as possible. See Objective 1.4 for details and resources.

NATURAL BUFFERS

While the Future Land Use Plan designates certain areas as potential growth areas for residential, commercial, and industrial development, a majority of the city's 1½-mile planning area is covered by agricultural use.

In addition to active farms and food production, agricultural land serves as a natural buffer around the community that can help curtail sprawling development. The local forest preserves, greenway along the Kishwaukee River, and other open spaces serve as other natural buffers.

BOUNDARY AGREEMENTS

Sprawling development can occur both internally from the community and externally from neighboring municipalities. While the Future Land Use Plan helps to prevent internal sprawl, existing boundary agreements with Burlington, Hampshire, and Sycamore help to control external pressures.

Genoa should ensure existing boundary agreements are kept up-to-date, particularly taking the Future Land Use Plan into account. In addition, Genoa should coordinate with Kingston and DeKalb to establish new boundary agreements.

LAND CONSERVATION

Landowners who own farmland, open space, or other undeveloped land can place their land in conservation, which provide legal means to prevent development of such land. The Illinois Department of Agriculture manages the Partners for Conservation Program, while the USDA offers its Conservation Reserve Program.

Easements may be granted for utilities, trails, and other infrastructure; however, land conservation precludes, or at least helps to minimize, major land development. Other conservation efforts include deed restrictions in perpetuity and land donations to the forest preserve.



IMPLEMENTATION PLAN

2: Economic Development



GOAL

Genoa will have a vibrant and growing economy based on supporting existing businesses and industries, encouraging entrepreneurship, and attracting new employers.

#	OBJECTIVE	STRATEGIES	RESOURCES
2.1	Encourage entrepreneurship and support locally owned, unique small businesses that serve Genoa residents and visitors. PRIORITY: HIGH ●	Consider a small business incubator. Work with Junior Achievement and the school district to grow future entrepreneurs. Consider an entrepreneur grant program for new start ups. Set aside space for pop ups in existing buildings and free standing small shops. Work with the Chamber to learn what business owners, customers, and visitors desire.	• Genoa Area Chamber of Commerce [LINK] • Heart On Main Street [LINK] • SBA District Office [LINK] • Sample Counter Surveys (contact NIU Center for Governmental Studies for examples) • Monticello Bootcamp [LINK] • Batavia Boardwalk Shops [LINK] • NIU Office of Innovation [LINK] • Kishwaukee College Small Business Development [LINK] • DeKalb County Community Foundation Essential Skills Grants [LINK]
2.2	Promote existing programs and policies and develop new ones that facilitate business continuation and growth. PRIORITY: HIGH ●	Connect with educational institutions and public agencies that offer technical assistance to businesses. Solicit input from businesses on what assistance is desired. Ensure parking requirements are not overly burdensome to small businesses including surveying businesses on parking needs and monitoring usage of existing spaces. Identify opportunities for city officials to promote Genoa such as ICSC, Illinois Municipal League, etc. Post information for available sites in a readily accessed location. Provide a summary sheet or potential site plan for proposed developments. Include transportation network information in marketing materials.	• Property Tax Abatement Program [LINK] • SBA District Office [LINK] • NIU Office of Innovation [LINK] • Kishwaukee College Small Business Development [LINK] • Monticello Bootcamp [LINK] • Case Study: Fargo, ND Parking Strategy [LINK] • DeKalb County Property Tax Information [LINK] • USDA Rural Business Development Grants [LINK] • International Council of Shopping Centers (ICSC) [LINK] • Illinois Municipal League [LINK] • IDOT Traffic Counts [LINK] • DeKalb County Community Foundation Economic Development Grants [LINK]
2.3	Identify and market the community's primary assets that attract visitors to Genoa. PRIORITY: HIGH ●	Strengthen downtown as a focal point for the community. Coordinate tourism efforts with DeKalb County. Participate in Illinois Made. Continue to improve Kishwaukee River access. Market outdoor recreation opportunities in and around Genoa. Assist in marketing Genoa businesses to visitors.	• Genoa Area Chamber of Commerce [LINK] • Illinois Made [LINK] • DeKalb County Convention and Visitors Bureau [LINK] • Friends of the Kishwaukee River [LINK]
2.4	Strengthen the local workforce to meet the needs of a variety of employers. PRIORITY: MEDIUM ●	Work with the Chamber to learn workforce needs. Talk to youth about what it would take to keep them in town after graduation or bring them back after college. Access programs and resources from Illinois DCEO Workforce Development, WIOA Works Illinois, and other workforce agencies. Meet with business owners to discuss workforce issues.	• Case Study: Rethink Western Michigan [LINK] • Illinois DCEO Workforce Development [LINK] • DeKalb County Community Foundation Essential Skills Grants [LINK]

IMPLEMENTATION PLAN

2: Economic Development [CONTINUED]



#	OBJECTIVE	STRATEGIES	RESOURCES
2.5	Position the city so it can adapt to changing needs of business owners, workers, customers, and visitors. PRIORITY: MEDIUM ●	Coordinate with the Chamber to schedule Coffee with the Chamber or other informal meetup opportunities for business owners to seek resources or other assistance. Access research and data produced by Illinois DCEO Workforce Development, WIOA Works Illinois, and other workforce agencies. Coordinate with the Chamber to conduct a visitors survey.	<ul style="list-style-type: none"> Genoa Area Chamber of Commerce [LINK] Case Study: Fargo, ND Parking Strategy [LINK] Illinois DCEO Workforce Development [LINK] WIOA Works Illinois [LINK]
2.6	Work with property owners to modernize their sites, including steps like high-speed internet, higher or exposed ceilings, open workspaces for collaboration, and flex spaces built to suit. PRIORITY: MEDIUM ●	Connect owners with professionals who can evaluate and provide cost estimates for improvements. Ensure that high-speed internet is available to all properties. Coordinate with existing and future businesses to identify internet service needs. Work with internet service providers to improve service, expand coverage, and offer up-to-date plans. Investigate PACE Nation's clean energy economic programs to support local financing of green building improvements.	<ul style="list-style-type: none"> PACE Nation [LINK] Illinois Office of Broadband [LINK] BroadbandNow Illinois [LINK] City of Genoa Façade Improvement Program [LINK]

GOAL

Genoa will have a vibrant and growing economy based on supporting existing businesses and industries, encouraging entrepreneurship, and attracting new employers.



IMPLEMENTATION PLAN

3: Housing



GOAL

Genoa will encourage a diverse housing stock that meets the different needs of residents, protects community character, and enables the community to grow.

#	OBJECTIVE	STRATEGIES	RESOURCES
3.1	Plan for housing that accommodates all ages, incomes, and abilities. PRIORITY: HIGH ●	Promote options for older residents at all levels of ability from independent living to nursing care. Identify sites well located for residents with limited mobility such as seniors and those with disabilities. Ensure a range of housing options are permitted or special uses in the Unified Development Ordinance. Encourage innovative housing development. Encourage housing affordable for young families. Maintain communication with local realtors to understand the needs of homebuyers or renters. Allow accessory dwelling units in most residential districts. Encourage recycling of homes from older residents to younger.	<ul style="list-style-type: none"> • 2023 Genoa Housing Study • Local realtors • AARP ABCs of ADUs [LINK] • AARP Missing Middle Housing [LINK] • AARP Housing Resources [LINK] • APA Equity in Zoning Policy Guide [LINK] • NYT Article: Alternative Senior Retirement Communities [LINK] • Main Street America: At Home on Main Street, A Housing Guidebook for Local Leaders [LINK] • US HUD YIMBY Grants [LINK] • Habitat for Humanity of DeKalb County [LINK] • IHDA Home Revitalization and Repair Programs [LINK]
3.2	Diversify the local housing stock with different housing options like multi-family and Missing Middle in addition to single family homes. PRIORITY: HIGH ● Multi-Family: condos, apartments Missing Middle: duplexes tri/quad/multiplexes, townhouses, ADUs	Encourage development of moderate density housing where designated in the Comp Plan. Plan small affordable housing projects before large ones. Develop waiting lists for affordable housing, noting where people work. Encourage multi-family housing options suitable for families with children. Identify potential housing sites within walking distance of downtown.	<ul style="list-style-type: none"> • 2023 Genoa Housing Study • Genoa-Kingston Community Unit School District #424 [LINK] • Genoa Township Park District [LINK] • Genoa-Kingston Fire Protection District [LINK]
3.3	Evaluate proposed housing from multiple perspectives including local businesses, schools, and other providers of community services dependent on a sustainable population base. PRIORITY: HIGH ●	Solicit input from stakeholders when evaluating proposed housing. Include input from school, park, and fire districts, public works, and other service providers during the review process for new proposed housing.	<ul style="list-style-type: none"> • 2023 Genoa Housing Study • Illinois Housing Development Authority [LINK] • AARP Housing Resources [LINK] • US HUD YIMBY Grants [LINK]
3.4	Encourage housing that meets the needs of the local workforce. PRIORITY: MEDIUM ●	Ensure a range of residential uses are identified as permitted or special uses when updating the Unified Development Ordinance. Provide regular updates to information on local wage rates. Talk with employers about workforce needs.	<ul style="list-style-type: none"> • 2023 Genoa Housing Study • Illinois Housing Development Authority [LINK] • AARP Housing Resources [LINK] • US HUD YIMBY Grants [LINK]
3.5	Support maintenance and renovation of Genoa's historic housing stock. PRIORITY: MEDIUM ●	Support retention of housing stock through home maintenance programs. Educate homeowners on repair assistance. Identify historic homes and potential housing sites. Develop optional plaque program for historic homes. Add street or sidewalk ID of historic neighborhoods. Evaluate underutilized buildings for residential potential, including mixed use options. Supply assistance information to property owners with 2nd story residential. Establish a goal for development of additional multifamily housing units.	<ul style="list-style-type: none"> • Illinois Housing Development Authority [LINK] • Home Repair Assistance in Illinois [LINK] • AARP Housing Resources [LINK] • Successful Models for Downtown Second Story Housing in Small Towns [LINK] • Small Town Mixed Use [LINK] • AARP Walkability Solutions [LINK] • Historic Residence Assessment Freeze Law [LINK]

IMPLEMENTATION PLAN

4: Access & Mobility



#	OBJECTIVE	STRATEGIES	RESOURCES
4.1	Maintain and improve roads and sidewalks. PRIORITY: HIGH ●	Identify sidewalks that need improvement and any gaps in the sidewalk network. Continue to implement the city's sidewalk repair program, including a phasing plan for repairs.	<ul style="list-style-type: none"> City's Sidewalk Repair Program CMAP Sidewalk Gap and Walkability Study [LINK]
4.2	Increase connectivity by adding safe pathways and crossings for pedestrians and bicyclists of all ages and abilities. PRIORITY: MEDIUM ●	Promote Complete Streets principles that provide for safe shared mobility spaces that minimize conflicts between pedestrians, bicyclists, and motorists. Develop a phasing plan to prioritize buildout of trail segments. Apply for grant funds. Follow Safe Route to School best practices. Consider walkability in plan reviews. Build out bike infrastructure around town, including on-street bike lanes, shared use trails, bike racks in commercial areas and parks, etc. Provide building owners with information on ADA compliance and available grants.	<ul style="list-style-type: none"> Complete Streets (Smart Growth America) [LINK] AARP Walk Audit Tool Kit Walkability Solutions [LINK] AARP Community Challenge Grants [LINK] Illinois Trails Grant Programs [LINK] IDOT Safe Routes to School [LINK] IDOT Illinois Transportation Enhancement Program (ITEP) Grant [LINK] Illinois ADA Project, Americans with Disabilities Act [LINK] NACTO Bikeway Design Guide [LINK] DeKalb County Community Foundation Community Needs Grants [LINK]
4.3	Encourage the provision of electric vehicle charging stations. PRIORITY: LOWER ●	Include appropriate regulations for electric vehicle charging stations when updating the Unified Development Ordinance. Identify locations to set up initial set of electric vehicle charging stations. Pursue participation in an EV Readiness Program. Adopt elements of the 15-Minute City Concept.	<ul style="list-style-type: none"> Summary of Best Practices in Electric Vehicle Ordinances [LINK] Charging Forward: A Toolkit for Planning and Funding Rural Electric Mobility Infrastructure, US Department of Transportation [LINK] EV Readiness Program [LINK] Community Charging and Refueling Grants [LINK] Guide to the 15-Minute City [LINK] Defining the 15-Minute City [LINK] 15-Minute City App [LINK]
4.4	Improve access to public transportation options. PRIORITY: LOWER ●	Participate in County-wide transportation planning efforts.	<ul style="list-style-type: none"> DeKalb Sycamore Area Transportation Study [LINK] FHWA Micromobility [LINK] Shared Use Mobility Center [LINK] APA: On-Demand Microtransit: A Rural Solution to Public Transit [LINK]

GOAL

Genoa will be a well-connected community providing safe access and inclusive mobility for users of all ages, abilities, and transportation choices.

IMPLEMENTATION PLAN

5: Community Facilities & Assets



GOAL

Genoa will foster a network of educational, recreational, and civic facilities to enhance the community and be a point of pride for residents.

#	OBJECTIVE	STRATEGIES	RESOURCES
5.1	Strengthen downtown as a focal point for the community. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Encourage maintenance and improvement of second story residential units. Prioritize downtown as a preferred location for public facilities. Consider preparing a multi-faceted Downtown Plan following the Downtown Revitalization Project. Identify sites within walking distance of downtown that have residential potential, including underutilized buildings that could accommodate mixed use options. 	<ul style="list-style-type: none"> Genoa Area Chamber of Commerce [LINK] Federal Historic Preservation Tax Credit [LINK] Historic Residence Assessment Freeze Law [LINK] Illinois Historic Preservation Tax Credit [LINK] Successful Models for Downtown Second Story Housing in Small Towns [LINK]
5.2	Provide parks and recreation facilities suitable for all ages and abilities. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Incorporate public facilities as part of design elements that may be pursued in a Genoa branding program (related to Objective 7.1 under Community Design). Provide for more inclusive and accessible playground equipment and recreational facilities for all ages and abilities. Ensure total amount of park space meets or exceeds national standards (11 acres of park space per 1,000 residents). Ensure proposed residential developments provide for park or open space, including trail connections. Take a phased approach to conduct ADA accessibility audits of all public facilities, starting with municipal buildings. Coordinate with local contractors to evaluate the costs and tasks associated with making buildings ADA compliant. 	<ul style="list-style-type: none"> AARP Community Challenge Grants [LINK] Open Space Land Acquisition and Development (OSLAD) Grants [LINK] Illinois Dept of Natural Resources Grant Programs [LINK] Senior Playgrounds [LINK] Batavia Intergenerational Playground [LINK] Illinois ADA Project, Americans with Disabilities Act [LINK] ADA Standards for Accessible Design [LINK] ADA Checklist for Existing Facilities [LINK] AARP Universal Design and Livability [LINK] DeKalb County Community Foundation Community Needs Grants [LINK]

CREATING AN AGE FRIENDLY COMMUNITY THROUGH SENSE OF PLACE

Genoa's population, like that of most communities, is aging. The population age 65 and older has steadily increased while younger age groups have declined or held steady. In addition, the population in the surrounding area has aged. This means Genoa needs to plan for both aging residents and aging visitors.

Genoa has long worked to ensure that it has a sense of place -- a clear identity, physical boundaries separating it from neighboring communities, locations that encourage engagement, and accessibility. This Comprehensive Plan further guides the city in that direction.

These same principles can provide a structure for creating an age friendly community as described on the right. These principles can be incorporated into neighborhoods and public spaces throughout the community.

PHYSICAL

Are all areas of the community accessible (an older person can get there)? Do they promote mobility (an older person get maneuver around the location after they get there)? Are older people comfortable (they can stay awhile and do what was intended)?

VALUES

Does the community reflect the values and desires of the older population? Consider public art, businesses of interest, and organizations/institutions of interest and importance.

INTERACTION

Do spaces encourage older people to interact with other members of the community both casually (benches, wide sidewalks, coffee shops and cafes) and programmed (events, classes, activities)?



IMPLEMENTATION PLAN

5: Community Facilities & Assets [CONTINUED]



GOAL

Genoa will foster a network of educational, recreational, and civic facilities to enhance the community and be a point of pride for residents.

6#	OBJECTIVE	STRATEGIES	RESOURCES
5.3	Ensure adequate parking for all types of uses in all areas of the city. PRIORITY: HIGH ●	Investigate new ways to meet parking needs, including the potential to add or reduce amount of parking, where appropriate.	<ul style="list-style-type: none"> • APA PAS Report: Parking Standards [LINK] • Parking Reform Network [LINK] • Case Study: Fargo, ND Parking Strategy [LINK] • Creative Parking Ideas [LINK] • Parking Strategies to Support Livable Communities [LINK] • Parking Management for Small Communities [LINK]
5.4	Increase arts and cultural opportunities for residents and visitors. PRIORITY: MEDIUM ●	Coordinate a focus group with local artists, cultural institutions, and others to understand the arts and culture scene in Genoa and DeKalb County. Work with a consultant to develop a coordinated arts and culture program. Coordinate with local schools to engage students in contributing to Genoa's arts and culture scene.	<ul style="list-style-type: none"> • AARP How Art and Entertainment Helps Makes Communities More Livable [LINK] • CMAP Arts and Culture Toolkit [LINK] • Illinois Creative Recovery Grants [LINK] • T-Mobile Hometown Grants [LINK] • Fanny R Wurlitzer Foundation Grants [LINK]
5.5	Increase recreation opportunities along the Kishwaukee River. PRIORITY: MEDIUM ●	Coordinate with the Genoa Township Park District and Friends of the Kishwaukee River to identify potential river-based recreation opportunities to pursue.	<ul style="list-style-type: none"> • Genoa Township Park District [LINK] • Friends of the Kishwaukee River [LINK]
5.6	Provide equitable geographic distribution of parks and recreation facilities. PRIORITY: MEDIUM ●	Confer with national park metrics (11 acres of park space per 1,000 residents) to ensure new developments provide an appropriate amount of parks and recreation facilities.	<ul style="list-style-type: none"> • National Park Metrics (National Recreation and Park Association) [LINK]
5.7	Engage local businesses in community activities that benefit student learning at schools, encourage sponsorships at local parks and sports leagues, and boost Genoa's community spirit. PRIORITY: LOWER ●	Recruit businesses to participate in community activities that benefit student learning at schools, encourage sponsorships at local parks and sports leagues, and boost Genoa's community spirit. Provide sponsorship opportunities for businesses.	<ul style="list-style-type: none"> • Leveraging Public-Private Partnerships (National Recreation and Park Association) [LINK]



IMPLEMENTATION PLAN



6: Environmental Sustainability

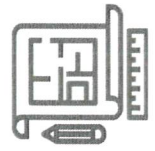
GOAL

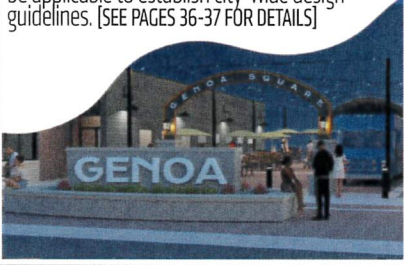
Genoa will promote practices that protect natural resources, consider farmland preservation, and advance sustainability initiatives.

#	OBJECTIVE	STRATEGIES	RESOURCES
6.1	Manage stormwater effectively to protect the natural environment. PRIORITY: HIGH ●	Preserve natural habitats wherever possible. Create a municipal drought plan. Coordinate stormwater management efforts with DeKalb County's Central South Branch Kishwaukee River Watershed-Based Plan. Coordinate stormwater management efforts with relevant strategies from Illinois EPA's Source Water Protection Plan.	• EPA Environmental Justice and Mapping Tool [LINK] • APA PAS Report: Planning for Infrastructure Resilience [LINK] • APA PAS Report: Green Infrastructure [LINK] • APA PAS Report: Subdivision Design and Flood Hazard Areas [LINK] • Central South Branch Kishwaukee River Watershed-Based Plan [LINK] • DeKalb County Community Foundation Watershed Grants [LINK] • Illinois EPA's Source Water Protection Plan [LINK]
6.2	Protect the Kishwaukee River. PRIORITY: HIGH ●	Coordinate local river protection efforts with the Friends of the Kishwaukee River. Evaluate and adapt river protection strategies from other "Friends of" river groups. Coordinate protection efforts with DeKalb County's Central South Branch Kishwaukee River Watershed-Based Plan.	• Friends of the Kishwaukee River [LINK] • Friends of the Fox River [LINK] • Friends of the Chicago River [LINK] • Central South Branch Kishwaukee River Watershed-Based Plan [LINK] • DeKalb County Community Foundation Watershed Grants [LINK]
6.3	Include sustainable and economically feasible practices in requirements for new developments. PRIORITY: MEDIUM ●	Update the city's Unified Development Ordinance (UDO) to include zoning and building standards that advance sustainable development principles.	• APA PAS Report: Planning for Infrastructure Resilience [LINK] • APA PAS Report: Green Infrastructure [LINK] • APA PAS Report: Subdivision Design and Flood Hazard Areas [LINK] • Great Plains Institute [LINK]
6.4	Maintain and enhance the city's tree cover. PRIORITY: MEDIUM ●	Evaluate the condition of the tree cover. Continue the community's participation in Tree City USA. Assist residents desiring to plant street trees. Keep the city's Urban Forestry Plan and Arbicultural Specifications Manual updated.	• Urban Tree Canopy Assessment [LINK] • Tree City USA [LINK]
6.5	Create a Green Genoa program that promotes recycling, energy efficient buildings, and other programs that support sustainability. PRIORITY: MEDIUM ●	Research best practices in green community programs. Seek out sponsors for a Green Genoa program. Expand the use of green infrastructure. Include energy efficiency and alternative energy sources in the zoning code and building regulations. Look into EPA's Green Power Partnership.	• EPA Green Power Partnership [LINK] • Case Study: Alton Climate Protection and Energy Efficiency Committee [LINK] • Green Zoning [LINK] • PACE Nation [LINK] • APA PAS Report: Green Infrastructure [LINK]
6.6	Work with providers of alternative energy sources to build up local resources in a way that is compatible with the community and enhances the local economy. PRIORITY: MEDIUM ●	Educate the community on alternative energy sources. Identify potential solar and/or wind sites. Look into EPA's Green Power Partnership.	• EPA Green Power Partnership [LINK] • Piatt County Wind Farm Info [LINK] • APA Policy Guide on Energy [LINK] • APA Solar Energy Resources [LINK] • APA Wind Energy Resources [LINK] • Case Study: Alton Climate Protection and Energy Efficiency Committee [LINK]

IMPLEMENTATION PLAN

7: Community Design



#	OBJECTIVE	STRATEGIES	RESOURCES
7.1	Require high quality design for public facilities and other structures that reflect community pride. PRIORITY: HIGH ●	<p>Develop a phased plan to prepare a series of city design guidelines, including community branding, gateway and wayfinding signage, streetscape, and landscape design.</p> <p>Identify design standards from the city's Downtown Revitalization Project that may be applicable to establish city-wide design guidelines. [SEE PAGES 36-37 FOR DETAILS]</p>  <p>Establish a Design Committee to oversee community design elements to ensure compliance with community standards.</p> <p>Codify the community design strategies outlined in Chapter 4 in the city's Unified Development Ordinance (UDO), where appropriate. [SEE PAGES 33-39 FOR DETAILS]</p>	<ul style="list-style-type: none"> • Citizens Institute on Rural Design [LINK] • Small Town and Rural Design Guide [LINK] • Rural Design Resources [LINK] • National Park Service Technical Preservation Services [LINK] • Navigating Main Streets as Places [LINK] • American Planning Association, Zoning Practice: Creating Design Guidelines That Work [LINK] • American Planning Association, PAS Report: Design Review Guiding Better Development [LINK]
7.2	Continue to support historic preservation through existing and new efforts. PRIORITY: HIGH ●	<p>Continue to coordinate historic preservation efforts with city officials, Kishwaukee Valley Heritage Museum, and DeKalb County History Center.</p>	<ul style="list-style-type: none"> • Kishwaukee Valley Heritage Museum [LINK] • DeKalb County History Center [LINK] • APA Historic Preservation Resources [LINK]
7.3	Codify the Comprehensive Plan's community design principles into the city's Unified Development Ordinance and other relevant codes. PRIORITY: HIGH ●	<p>Work with zoning professionals to update the zoning code.</p>	<ul style="list-style-type: none"> • APA Zoning Practice: Creating Design Guidelines That Work [LINK] • APA PAS Report: Design Review Guiding Better Development [LINK]
7.4	Support the incorporation of public art into community design. PRIORITY: MEDIUM ●	<p>Conduct a walking tour of Downtown Genoa and commercial corridors to identify potential locations for public art installations.</p> <p>Coordinate with local artists to commission the creation of public art pieces around Genoa.</p> <p>Work with building owners to identify blank walls for potential murals.</p> <p>Investigate whether there is a need for additional performance and rehearsal spaces.</p>	<ul style="list-style-type: none"> • CMAP Arts and Culture Toolkit [LINK] • Illinois Creative Recovery Grants [LINK] • The Walldogs [LINK]
7.5	Create a natural resources inventory with strategies intended to preserve and appropriately integrate environmental elements into community design. PRIORITY: MEDIUM ●	<p>Identify local expertise to lead an inventory.</p>	<ul style="list-style-type: none"> • Creating a Natural Resources Inventory [LINK] • Land Conservation Foundation [LINK]

GOAL

Genoa will enhance its community character through quality design of the built environment, respect for historic buildings, and protection of the natural environment.

IMPLEMENTATION PLAN



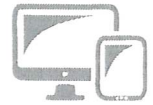
8: Utilities & Infrastructure

#	OBJECTIVE	STRATEGIES	RESOURCES
8.1	Consider ways to increase the efficiency and cost effectiveness of providing utilities and infrastructure through sound land use planning and coordination of future development. PRIORITY: HIGH ●	Partner with other communities and districts to coordinate services and resources. Assess the impact of proposed developments on existing utilities infrastructure.	<ul style="list-style-type: none"> • Other local jurisdictions • Case Study: Hillsborough County, FL, Utility Coordination Procedures [LINK] • Case Study: City of Laredo, TX, Utility Planning and Coordination Guide [LINK] • Northeastern Illinois Local Government Shared Services Survey Report (Metropolitan Mayors Caucus) [LINK]
8.2	Monitor the impact of new development on existing utilities and infrastructure to properly plan for improvements or expansion. PRIORITY: HIGH ●	Review future development with Public Works to understand impacts on utility capacity and expansion needs.	<ul style="list-style-type: none"> • Genoa Community Utilities Resource Page [LINK] • APA PAS Report: Planning for Infrastructure Resilience [LINK] • APA PAS Report: Green Infrastructure [LINK] • APA PAS Report: Planning and Broadband [LINK]
8.3	Evaluate the need for and impacts of septic systems for development unable to connect to municipal sewer infrastructure. PRIORITY: MEDIUM ●	Leverage TIF funds. Coordinate with developers and property owners as they evaluate septic systems for their projects.	<ul style="list-style-type: none"> • Homeowners Guide to Well and Septic Systems [LINK] • U.S. EPA Septic System Resources [LINK]

GOAL

Genoa will ensure utilities efficiently meet the needs of the community, serve potential new developments, and adequately respond to city growth.

IMPLEMENTATION PLAN



9: Communications

#	OBJECTIVE	STRATEGIES	RESOURCES
9.1	Provide communication options that meet the preferences of residents and businesses. PRIORITY: HIGH ●	Adopt preferences from survey. Continue city's strong events promotional campaigns through flyers and social media posts. Establish and regularly update city social media accounts. Assign a communications manager. Coordinate with high school to have students assist with newsletter, social media, etc. Develop a monthly or quarterly city newsletter in digital and printed formats. Hold periodic Coffee with Officials events to provide informal forums for community interaction.	• 2023 Community Survey (see results in the Appendix) • Sample promotional event flyers (see examples below) • Hinckley Hub [LINK]
9.2	Encourage communication between businesses and the community. PRIORITY: HIGH ●	Coordinate with the Genoa Area Chamber of Commerce to provide a web-based economic development information hub. Look into sharing a city booth with other organizations or businesses at community events where information is available and volunteers can answer questions/note comments. Continue the annual Explore Genoa Home and Business Expo.	• Genoa Area Chamber of Commerce [LINK] • West Chicago Economic Development Hub [LINK] • Carol Stream Economic Development Hub [LINK] • Explore Genoa Home and Business Expo [LINK]
9.3	Strive for membership of city boards, commissions, and committees that is representative of the community. PRIORITY: MEDIUM ●	Encourage underrepresented groups to participate. Provide information on city website on how to get involved. Build inclusivity and awareness of Genoa's cultural identity(s) in communication materials. Invite participation in advisory boards as a first step towards greater roles; develop leadership programs for adults and teens.	• Local Government Citizen Advisory Boards [LINK] • Case Study: Union City Youth Leadership Council [LINK] • APA PAS Report: Planning with Diverse Communities [LINK]

GOAL

Genoa will provide easy and clear communication between city officials, residents, property owners, businesses, and other community stakeholders.



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Appendix

Residents & Workers Survey Results

Business Survey Results

Future Land Use Plan Scenarios

Scenario A

Scenario B

Scenario C

City of Genoa Residents and Workers Survey *April 5, 2023*



Center for Governmental Studies
Northern Illinois University



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Center for Governmental Studies
Outreach, Engagement and Regional Development

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Project Background



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Center for Governmental Studies
Outreach, Engagement and Regional Development

2

Background and Purpose of Survey

- Online survey of residents and workers in Genoa
- Findings will be used to update the Genoa Comprehensive Plan, which guides land use decisions and policies affecting the growth of the community
- Center for Governmental Studies (CGS) staff worked with City of Genoa staff throughout the project



3

Survey Methodology

Questionnaire

- 31 questions
- Topics:
 - Moving considerations
 - Quality of life in the City of Genoa
 - Satisfaction with City facilities and services
 - Development
 - Future planning
 - Preferred communication methods
 - Personal and household characteristics



4

Survey Methodology

Data Collection

- An invitation email with a survey link was sent to residents. Up to 4 reminder emails were sent to non-respondents.
- The survey link was also posted on the City of Genoa's website and on social media
 - Survey opened on February 22, 2023
 - Survey closed on March 20, 2023
- Incentive: Option to enter a drawing for one of several \$50 gift cards
- 427 completed surveys were received



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Household Characteristics



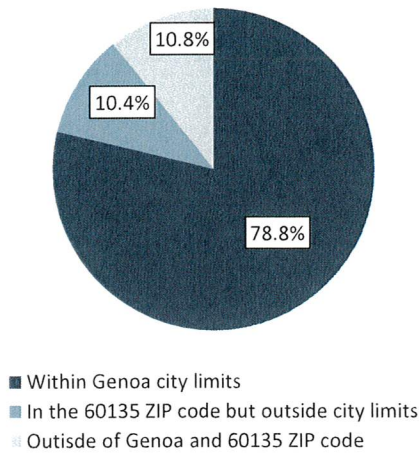
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Household Characteristics

Location

Where do you live?

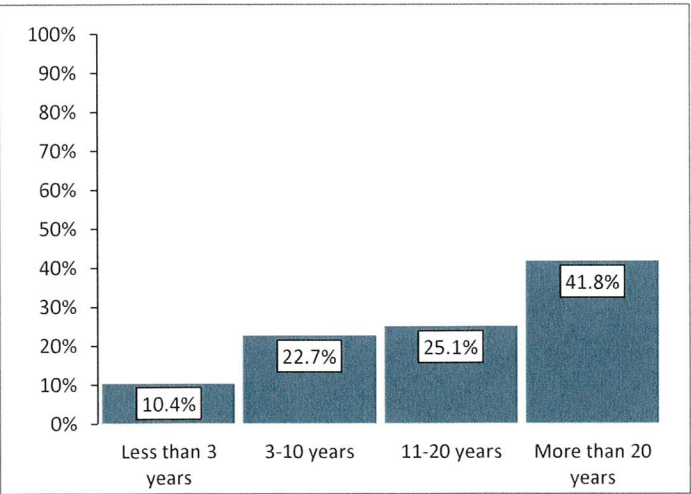


- More than three-fourths of respondents (78.8%) live within the Genoa city limits
- 10.4% live in the 60135 ZIP code but outside city limits
- Of the 10.8% of respondents who live outside of the 60135 ZIP code:
 - 27.7% live in Kingston
 - 23.4% live in Sycamore

Household Characteristics

Years Living in Genoa

How many years have you lived in Genoa? *Genoa Residents Only*

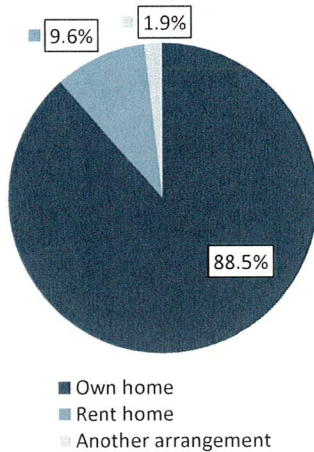


- Two-thirds (66.9%) of Genoa residents have lived in Genoa for more than 10 years

Current Housing

Rental or Ownership of Home

Rental/Ownership of Home

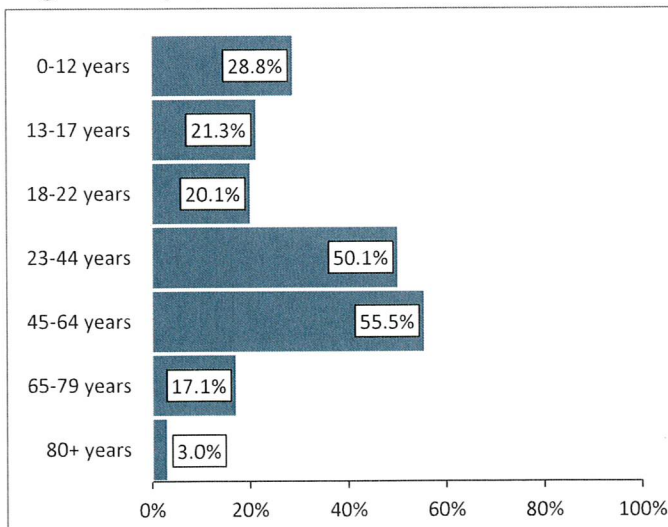


- Most (88.5%) respondents own their homes
- 9.6% rent their homes
- Many of the 1.9% who report another arrangement live with family members

Household Characteristics

Ages of Household Members, Including Respondent

Age Groups, All Household Members

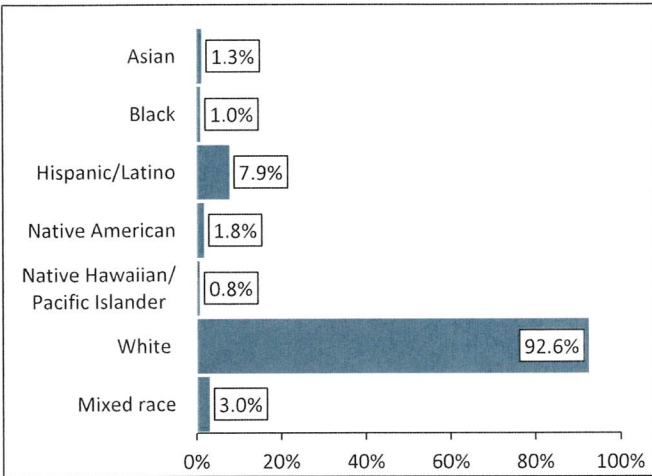


- 40.5% of households have at least 1 child aged 0-17
- 88.1% of households have at least 1 adult aged 18-64
- 18.7% of households have at least 1 senior aged 65+

Household Characteristics

Races/Ethnicities of Household Members and Primary Language in Household

Races/Ethnicities of All Household Members

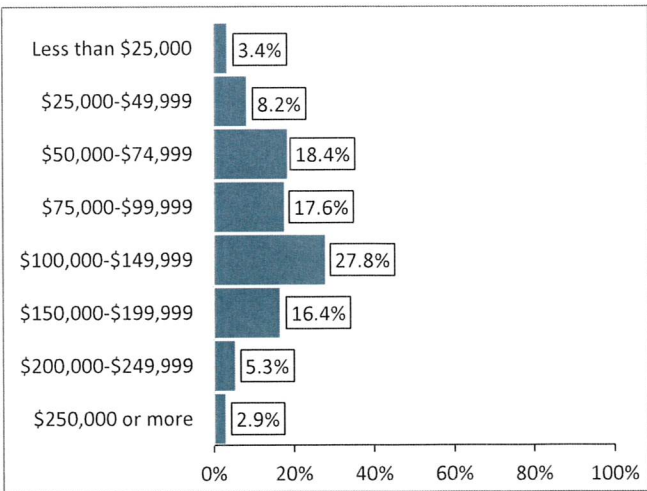


- English was the primary language for 98.6% of households
- 1.4% spoke Spanish as their primary language

Household Characteristics

2022 Household Income

What was your 2022 annual household income from all sources?



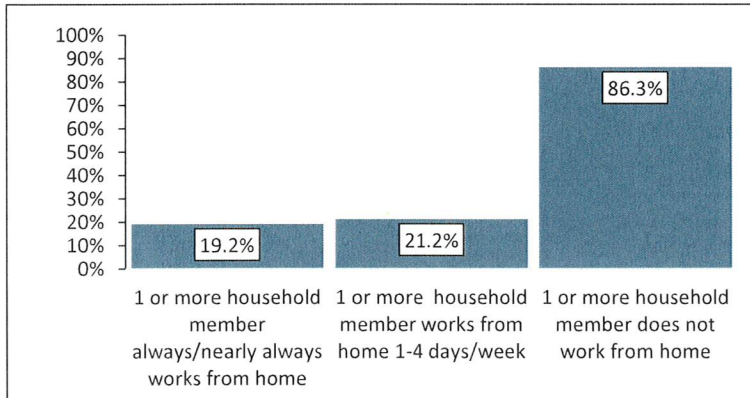
- 11.6% of households had a 2022 income of less than \$50,000
- 52.4% had a 2022 income of \$100,000 or more

Working From Home

All Respondents

Overall, on how many days per week does each wage-earning adult work from home rather than at an employer's location?*

Households with at least 1 wage earning adult



Overall, at least one household member works from home at least one day a week in more than one-third (36.3%) of households

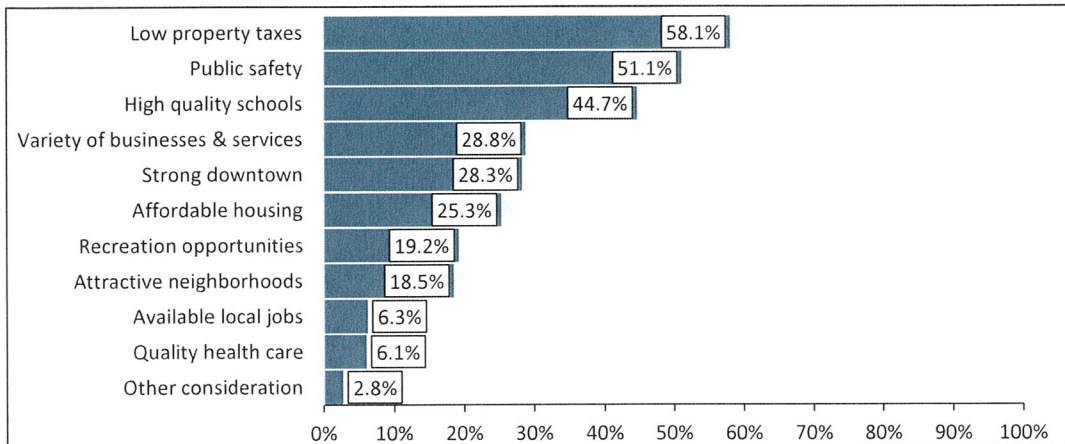
*Respondents could select a work from home status for up to 3 adults in the household.

Moving Considerations

Importance of Community Characteristics

All Respondents

Which are most important to you when thinking about a community to live in?*

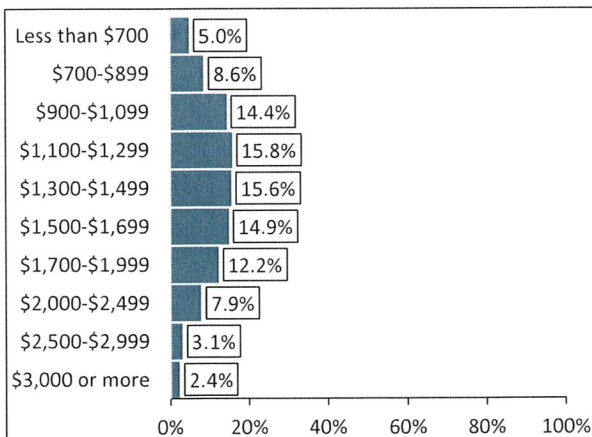


*Respondents were able to select up to 3 from a list of 11 characteristics

Monthly Housing Budget

All Respondents

How much could you afford to spend per month on housing, either in rent or a mortgage payment?

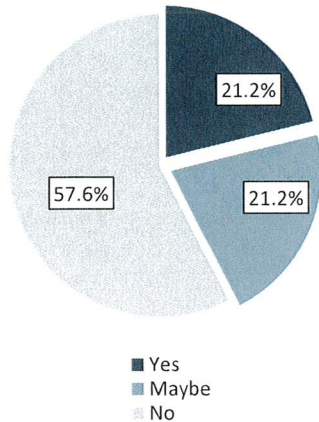


- 43.8% of respondents said their monthly housing budget was less than \$1,300
 - 13.6% had a monthly housing budget of less than \$900

Would Consider Moving to Genoa

Respondents Living Outside City Limits

Would you consider moving to Genoa?



- Most commonly, those who would consider moving to Genoa say it is because they like it
 - "Genoa is a wonderful community."
- The most common reasons for not considering moving to Genoa are:
 - Like or are established where they currently live
 - Don't want to be too close to their job
 - Genoa does not have enough shopping, activities, or amenities



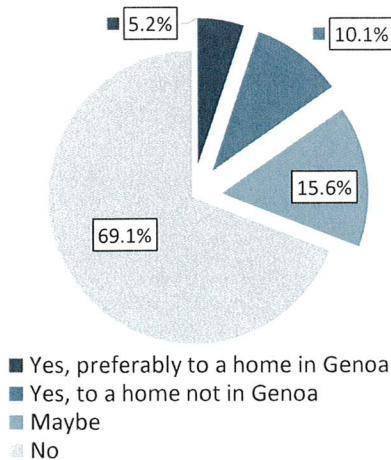
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Moving Considerations, Next Three Years

All Respondents

Are you considering moving in the next 3 years?



- A total of 15.3% are considering moving in the next three years
 - 5.2% would prefer a home in Genoa
 - 10.1% would move to a home not in Genoa
- Additionally, 15.6% may be considering moving



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Moving Considerations

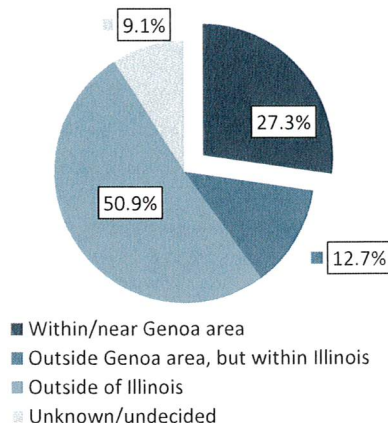
Respondents Who Are/May Be Considering Moving

- 30.9% of respondents are/maybe considering moving

Why are you considering moving?

Most Common Reasons for Considering Moving	Percent
Taxes/cost of living	18.2%
Job/commute	15.6%
To get out of Illinois	10.4%
Move to larger home	7.8%
Retiring	7.8%
Weather/climate	6.5%
Closer to family/friends	5.2%
Other reasons	28.6%

Where are you considering moving to?



Moving Considerations

Respondents Who Are/Maybe Considering Moving

What are the main reasons you are considering moving from your current home?*

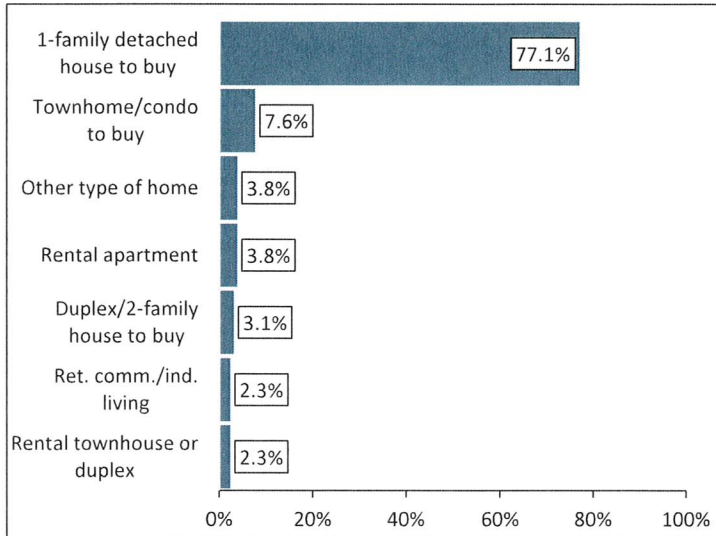
- Most common reasons:
 - Looking for lower cost of living/lower taxes (39.6% of respondents who are or may be considering moving)
 - Looking for a larger home (24.6%)
 - Desire better climate (24.6%)
 - Want a more rural area (17.9%)
 - Desire community with more shopping, services, or recreation (17.9%)

*Respondents were able to select up to 3 reasons from a list of 16

Type of Home

Respondents Who Are/May Be Considering Moving

What type of home would you be looking for?



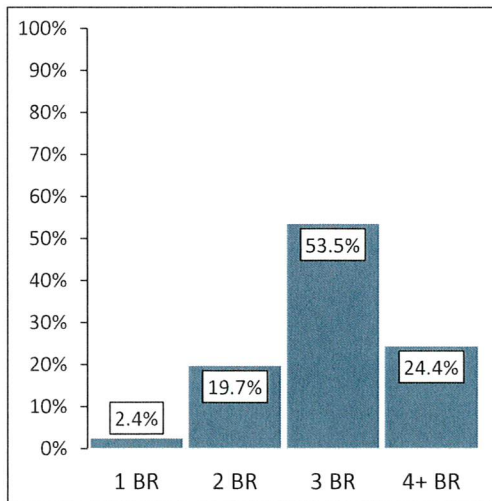
Would you consider renovating an older home?

- Yes (38.3%)
- Maybe (35.3%)
- No (26.3%)

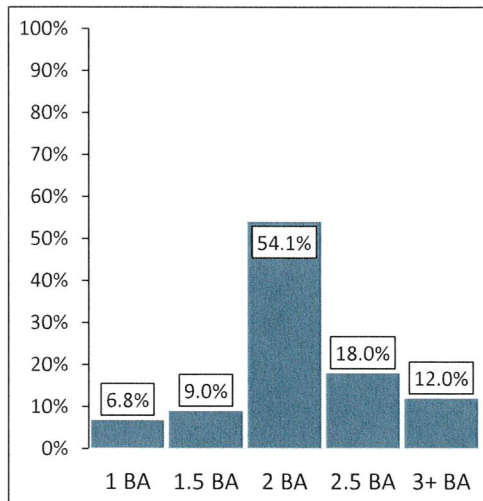
Type of Home

Respondents Who Are/Maybe Considering Moving

How many bedrooms do you need in your next home?



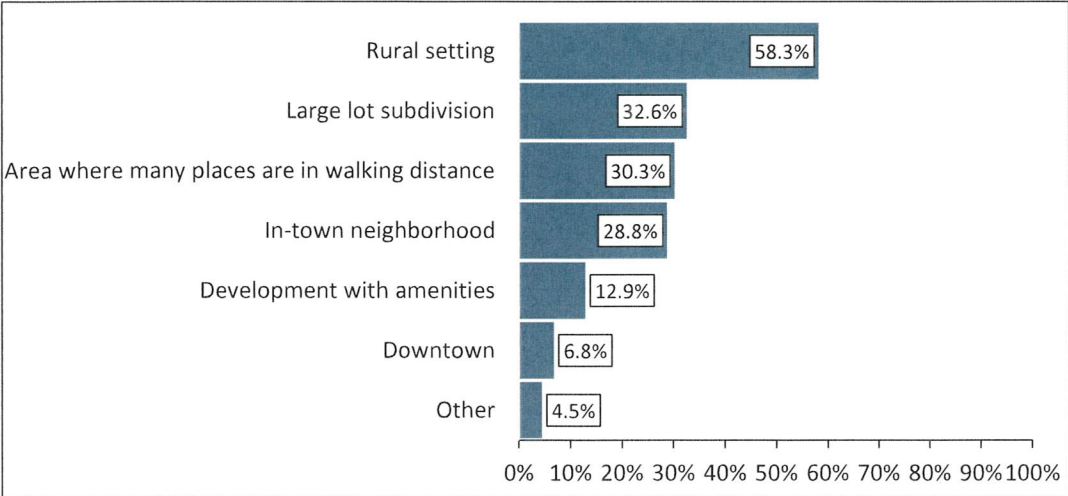
How many bathrooms do you need in your next home?



Type of Location

Respondents Who Are/Maybe Considering Moving

What kind of location are you looking for?*



*Respondents could select as many options as applied

Quality of Life

Best Things About Genoa

Best Things About Genoa <i>5 Most Common Themes</i>	Percent
Friendly people, sense of community	17.4%
Small town feel/pride	15.9%
Businesses, restaurants, or downtown area	13.0%
Schools and education	9.9%
Safe, low crime, Police and Fire departments	8.9%



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Suggestions for Improvements

Suggestions for Improvement to Genoa <i>5 Most Common Themes</i>	Percent
Additional/increased variety of businesses	15.6%
Improve or repair streets and sidewalks	14.3%
Additional/increased variety of restaurants	8.7%
Code enforcement/clean up or occupy derelict homes, buildings, and properties	5.5%
Reduce spending/taxes	5.4%



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Satisfaction with Genoa Facilities or Services

Genoa or 60135 Residents

Most selected for highly or slightly satisfied:

- Public library (93.0%)
- Police/Fire protection (90.9%)
- Community events (87.2%)
- Parks/recreation facilities (86.5%)

Most selected for highly or slightly unsatisfied:

- Arts and culture opportunities (50.2%)
- Code enforcement for private property (46.2%)
- Streets, sidewalks, and bike paths (37.1%)

Development

Support for Development Types in Genoa

Genoa or 60135 Residents

Most supported development types:

- Retail shops (92.6% of Genoa residents support)
- Personal services (87.3%)
- Entertainment/cultural (87.0%)
- Restaurants/bars (83.5%)
- Healthcare (82.7%)

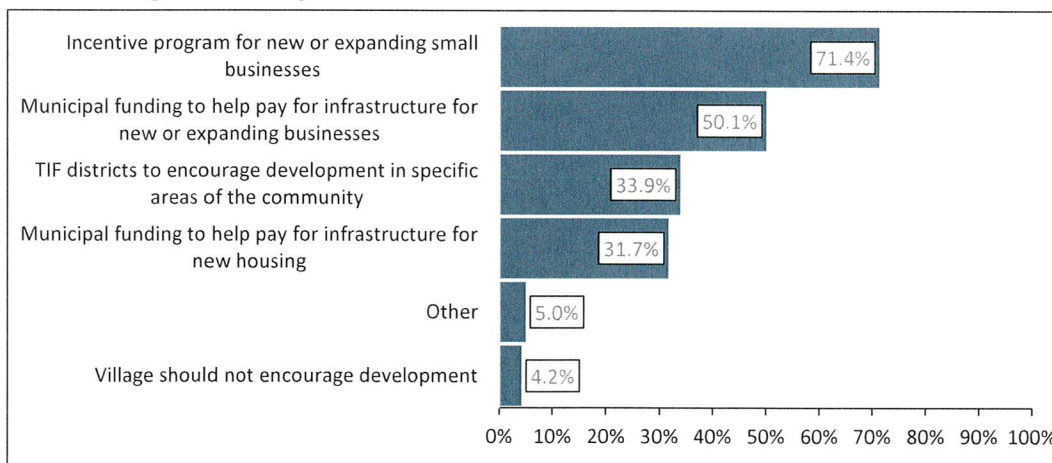
Most opposed development types:

- Apartments (46.2% of Genoa residents oppose)
- Condominiums (35.9%)
- Duplexes/townhouses (30.5%)

Incentives to Encourage Development

Genoa or 60135 Residents

Which of the following should the City of Genoa use to encourage development?*



*Respondents could select as many options as applied

Future Planning

Locations in Genoa in Need of Improvement

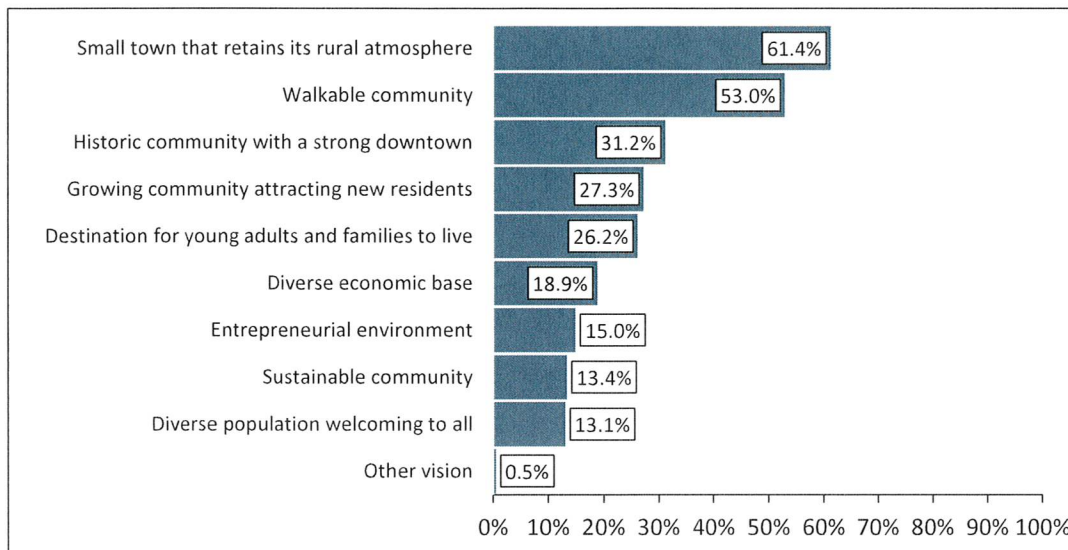
All Respondents

- 41.9% of respondents suggested at least 1 location in Genoa in need of improvement

Response Theme Respondents Who Suggested a Location in Need of Improvement	Percent
Downtown area	21.8%
Streets and sidewalks, overall	18.4%
Rte. 72/west end of town/train trestle	11.2%
East side of town	10.6%
Older neighborhoods	7.3%
Vacant buildings/property maintenance/code enforcement, overall	4.5%
Parks and recreation, walking and bike paths	3.9%
All areas/everywhere	2.2%
Other areas	20.1%

Vision for Genoa in 5 Years*

Genoa or 60135 Residents



*Respondents could select up to 3 options

Planning for Sustainability

Genoa or 60135 Residents

Residents were most likely to say these were **very or somewhat important** to plan for:

- Preserving natural areas and open space (97.6%)
- Water conservation (92.8%)
- Waste reduction and recycling (92.8%)
- Getting places on foot or bicycle (92.2%)

Residents were most likely to say these were **not very or not at all important** to plan for:

- Electric vehicle charging stations (60.9%)

Preferred Way to Receive News from City Genoa or 60135 Residents

Social media
(55.9%)



US Postal Service
(31.0%)



City website
(30.4%)



*Respondents could select up to 2 options



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Conclusions

- Residents would like the City of Genoa to remain a small town and retain its rural atmosphere and be a walkable community.
- Respondents think it is important for the City of Genoa to focus on code enforcement for private property, improving streets, sidewalks, and bike paths, and increasing arts and cultural opportunities.
- Respondents think it is important for the City to emphasize business development, including more retail shops, personal services, restaurants and bars, and healthcare.
- Respondents considering moving in/within Genoa mostly seek single family residential homes. Notably, the three most opposed development types are multi-family housing (apartments, duplexes, condos/townhouses.)



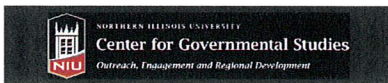
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City of Genoa Business Survey *March 24, 2023*



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Northern Illinois University



1

Project Background



2

Background and Purpose of Survey

- Online survey
- The purpose of the survey was to learn about the local economy and what would help businesses prosper.
- The survey findings will be used to update the City's comprehensive.
- The Center for Governmental Studies (CGS) worked closely with the City of Genoa's staff throughout the project.



3

Survey Methodology

Questionnaire

- 30 questions
- Topics:
 - Business characteristics
 - Business performance
 - Future plans
 - Workforce
 - Business in Genoa



4

Survey Methodology

Data Collection

- The City of Genoa provided a list of businesses and email addresses. CGS obtained additional businesses and emails from the Genoa Chamber of Commerce website.
- The survey opened on March 8, 2023
- The survey closed on March 20, 2023
- A total of 27 completed surveys were received



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Business Characteristics

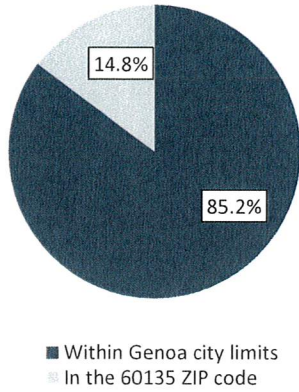


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Business Characteristics

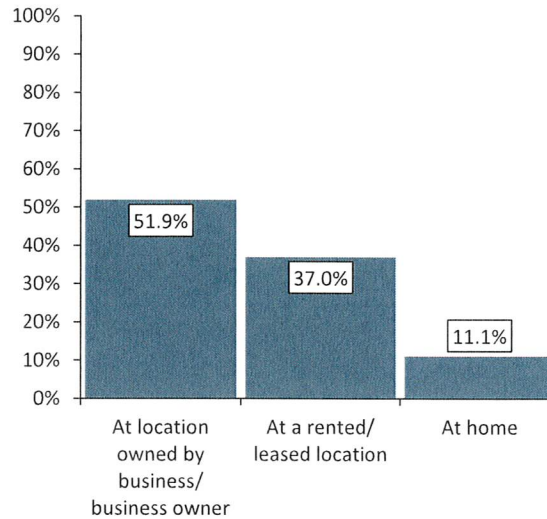
Location

Where is this business located?



* No businesses were located outside of the 60135 ZIP code

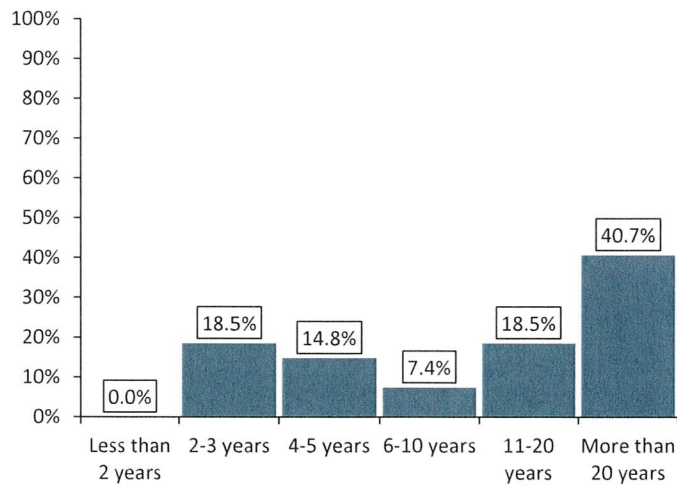
Where does this business operate?



Business Characteristics

Years in Genoa

Years Operating in Genoa

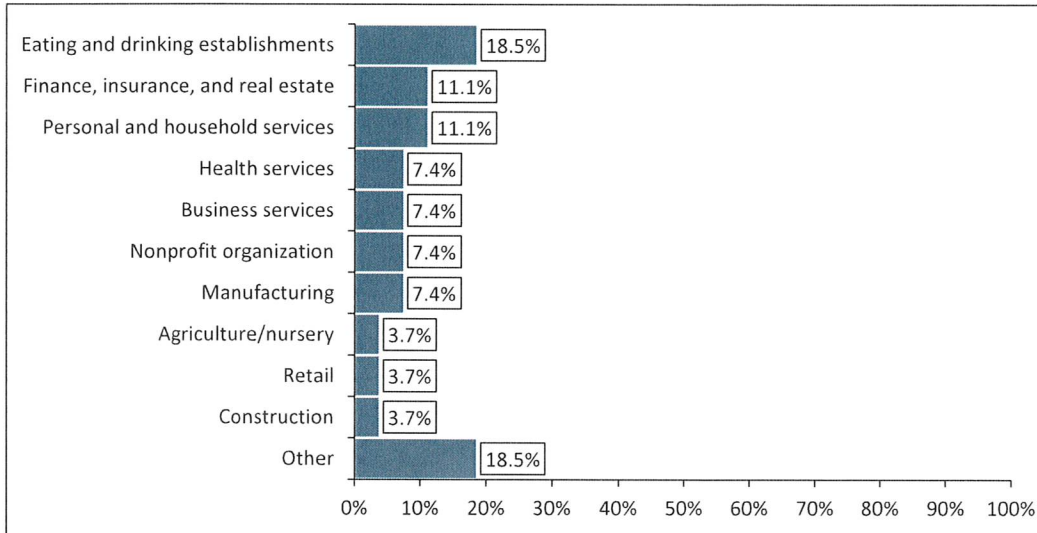


- Two in five (40.7%) businesses surveyed have operated in Genoa for over 20 years

Business Characteristics

Type of Business

- A variety of types of businesses responded to the survey



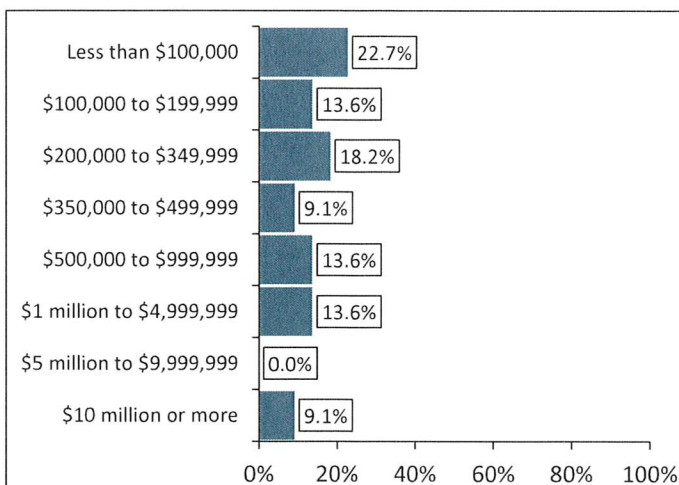
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Business Characteristics

Business Volume

What is this business' annual business volume?



- Just over half (54.5%) of businesses had annual business volumes of less than \$350,000



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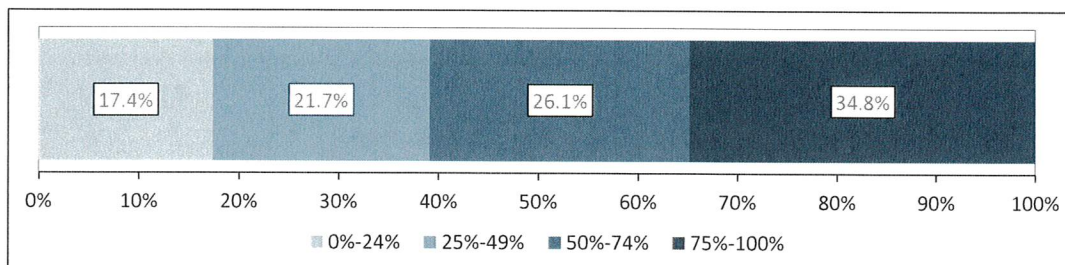
10

Business Performance

Percent of Revenue Generated in Genoa

- 58.3% of businesses said at least half of their total revenue is generated within Genoa or the 60135 ZIP code

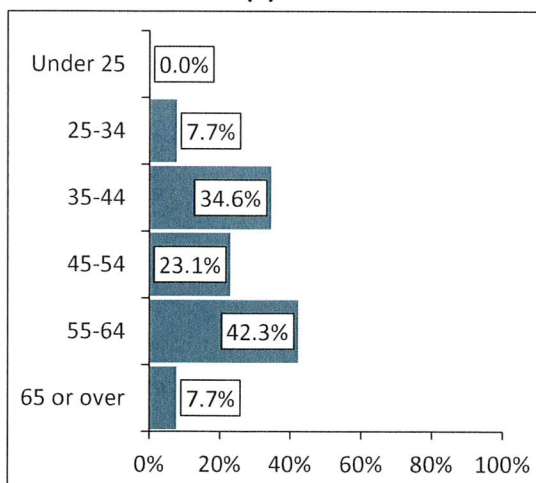
What percentage of your total revenue is generated within Genoa or the 60135 ZIP code?



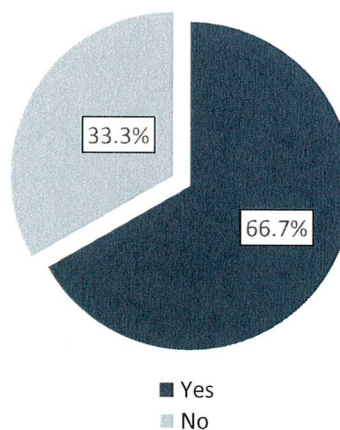
Business Characteristics

Business Owners

What are the age(s) of the primary business owner(s)?



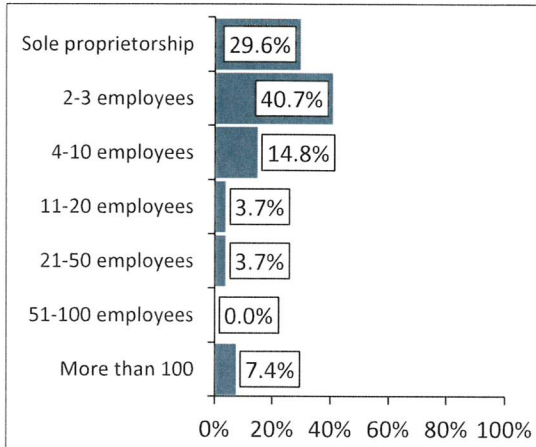
Do the primary owner(s) of this business live in Genoa?



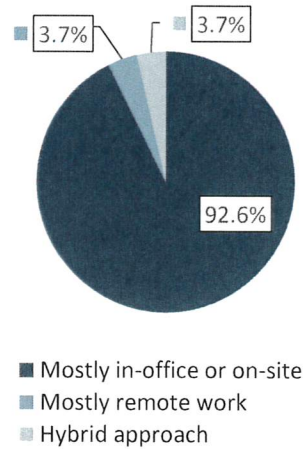
Business Characteristics

Employees

How many FTE employees does this business employ at the Genoa location?



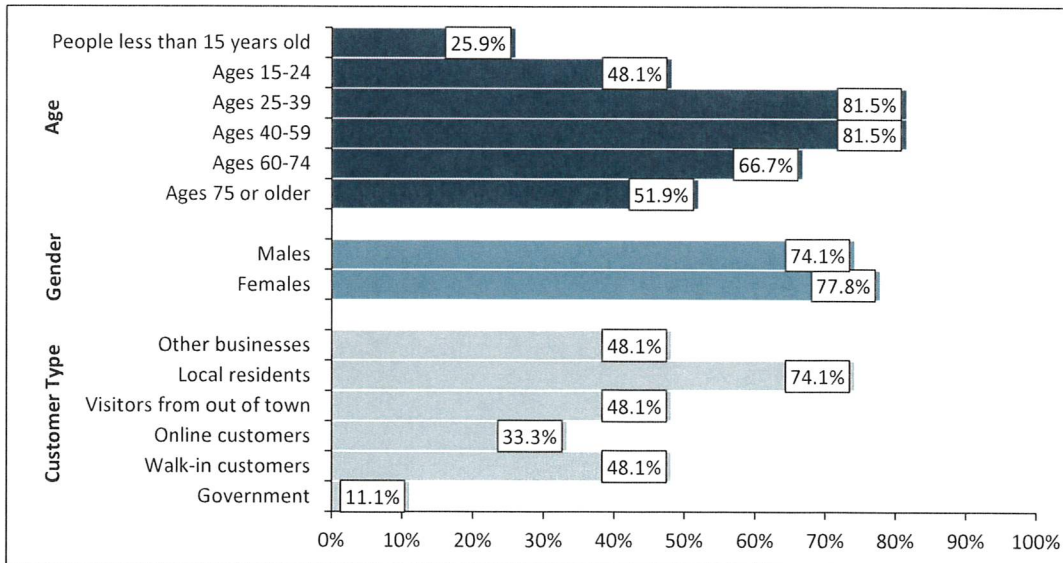
Where do most of your employees work relative to your Genoa area location?



Business Characteristics

Customers

Describe this business' frequent customers

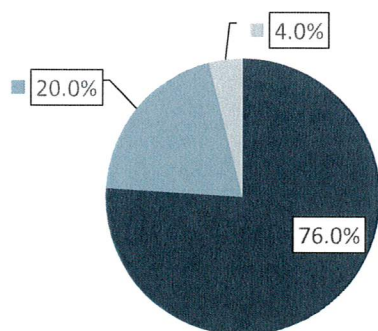


Business Performance

Business Performance

Past Performance

Describe the past two years of activity for this business



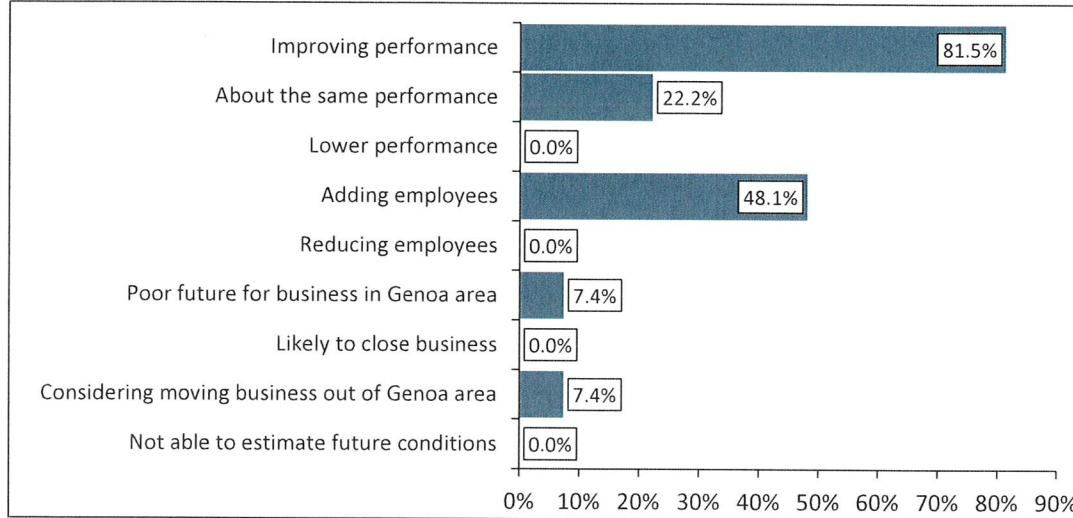
- Most businesses met/exceeded performance expectations (76.0%) in the past two years

- Met or exceeded performance expectations
- Did not meet performance expectations, but still financially viable
- Experiencing difficulties that threaten continued operation

Business Performance

Future Expectations

What are the expectations for this business during the next two years?

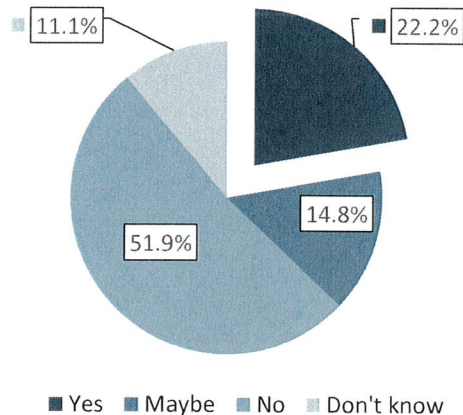


Future Plans

Future Plans

Plans for Expansion

Are there expansion plans for this business in Genoa in the next 2-3 years?



- 44.4% of all businesses said there were barriers that would limit expansion
- 66.7% of business **with plans to expand** reported such barriers
- Barriers included:
 - Lack of availability of land or building/office space
 - Cost/funding
 - Infrastructure, easement, or parking needs
 - Staffing concerns
 - Lack of business

Future Plans

Potential Limitations to Business' Future

Are any of these potential limitations to your business' future in Genoa?

- 51.9% of businesses selected at least 1 of the types of potential limitations asked about

Most common limitations:

- Parking (64.3%)
- Road capacity and/or conditions (57.1%)
- Public transit availability (35.7%)

Future Plans

Future Challenges

What factors might significantly challenge this business in the next 5 years?

- 92.6% of businesses selected at least 1 of the 12 types of challenges asked about

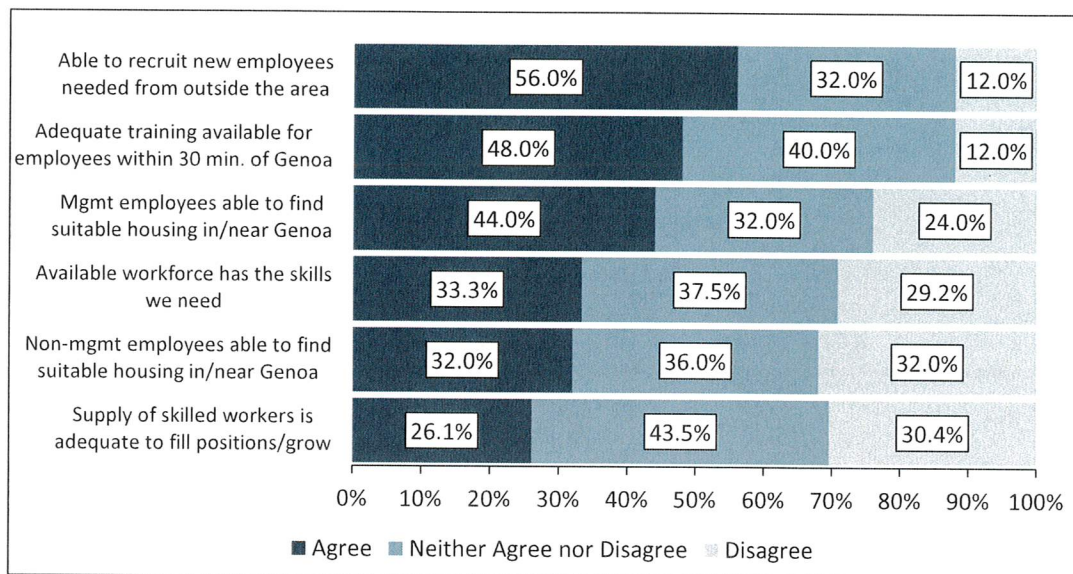
Most common future challenges:

- Increase in cost of doing business exceeds growth in revenue (48.0%)
- Competition from new similar businesses in the area (48.0%)
- Changes in the industry (44.0%)
- Difficulty recruiting workers (44.0%)

Workforce

Workforce

Workforce Characteristics and Limitations



Business in Genoa

Business in Genoa

Reasons for Locating in Genoa

- Businesses were asked why their businesses was located in Genoa; 88.9% provided an answer
 - Most commonly, the respondent lives in or grew up in the Genoa area

Response Theme	Number of Mentions	% of Valid Responses
Live in/grew up in the area	7	29.2%
Supportive or welcoming community/customers	4	16.7%
Location	3	12.5%
Pre-existing business/building	3	12.5%
Like/want to support Genoa	2	8.3%
Other reasons	5	20.8%



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Business in Genoa

Strengths as a Business Location

Businesses were asked to name up to 3 of Genoa's strengths as a business location

- 81.5% named at least one strength

Response Theme	Number of Mentions	% of Valid Responses
Location	16	30.2%
Supportive, welcoming community/customers	9	17.0%
Small town feel	5	9.4%
Affordability/cost of living/lower taxes	4	7.5%
Other businesses, collaboration/support between businesses	3	5.7%
Safety	3	5.7%
Downtown area	2	3.8%
Other strengths	11	20.8%



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Business in Genoa

Weaknesses/Challenges as a Business Location

Businesses were asked to name up to 3 of Genoa's weaknesses or challenges as a business location

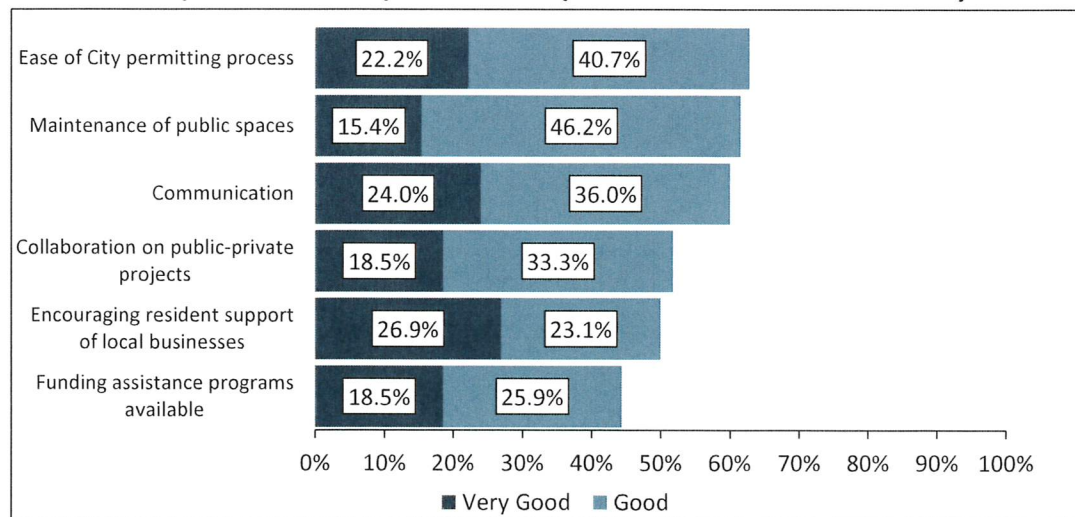
- 70.4% named at least one weakness/challenge

Response Theme	Number of Mentions	% of Valid Responses
Distance from/disruptions to transportation networks	5	13.2%
Parking	4	10.5%
Few other businesses	4	10.5%
Location, distance from other communities	3	7.9%
Small population/limited customer base	3	7.9%
Limited availability of buildings/land for expansion	2	5.3%
Limited support for businesses	2	5.3%
Dilapidated/run-down businesses/areas	2	5.3%
Improvements to/events held in downtown	2	5.3%
Affordable housing	2	5.3%
Other challenges	9	23.7%

Business in Genoa

City's Relationship With Business Community

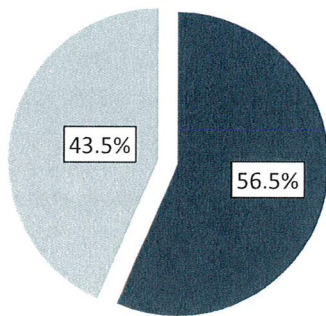
How would you rate the City's relationship with the business community on...



Business in Genoa

Locations in Need of Improvement

Is there a location/area within Genoa that you think needs attention?



■ Yes
■ No

Response Theme Respondents Who Suggested a Location in Need of Improvement	Number of Mentions	Percent of Valid Responses
Street repairs	5	38.5%
Downtown area and/or buildings in downtown	5	38.5%
Other location	3	23.1%

Business in Genoa

City Policies and Actions

Are there any new policies, regulations, or actions that the City could take that would help this business?

- Only 14.8% (4 businesses) of businesses provided a response
- Suggestions included:
 - Establishing a TIF district (1 business)
 - Limiting the number of liquor/gaming licenses and food establishments (1 business)
 - Enforcing on-street parking limitations on Rte. 72 (1 business)
 - Encouraging residential growth through grant program to attract developers (1 business)

Business in Genoa

City Policies and Actions

Are there City policies, regulations, or actions that are unnecessarily making it more difficult for your business to prosper?

- Only 7.4% (2 businesses) of businesses provided a response
- Suggestions for actions the City should consider were:
 - City should enforce on-street parking limitations on Rte. 72 (1 business)
 - City should maintain access to Main St. on weekends (1 business)



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Business in Genoa

Other supports for Business Growth

Businesses were asked to name up to 3 things, other than City actions, which would help their business grow

- 53.8% named at least one support

Response Theme	Number of Mentions	% of Valid Responses
More businesses/increased diversity of businesses	5	26.3%
Events, activities, and recreational opportunities	4	21.1%
Other supports	10	52.6%



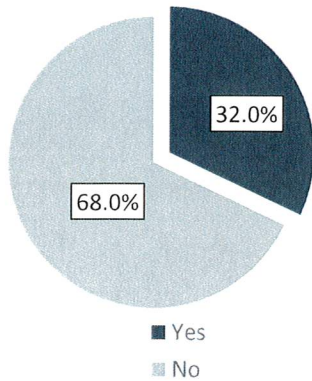
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Business in Genoa

Additional Businesses

Is there a particular business that you would like to have come to Genoa because it would help your business grow?



Response Theme Respondents Who Suggested a Business Type	Number of Mention s	Percent of Valid Responses
Manufacturing/industry	2	28.6%
Hotel/lodging	2	28.6%
Retail	1	14.3%
Entertainment	1	14.3%
Dining	1	14.3%

Conclusions

- In the past two years, the majority of businesses either met or exceeded performance. In the next two years, most businesses expect to improve performance.
- More than one-third of businesses plan to definitely or maybe expand business in Genoa in the next 2-3 years.
- The City has a good relationship with the business community.

Conclusions

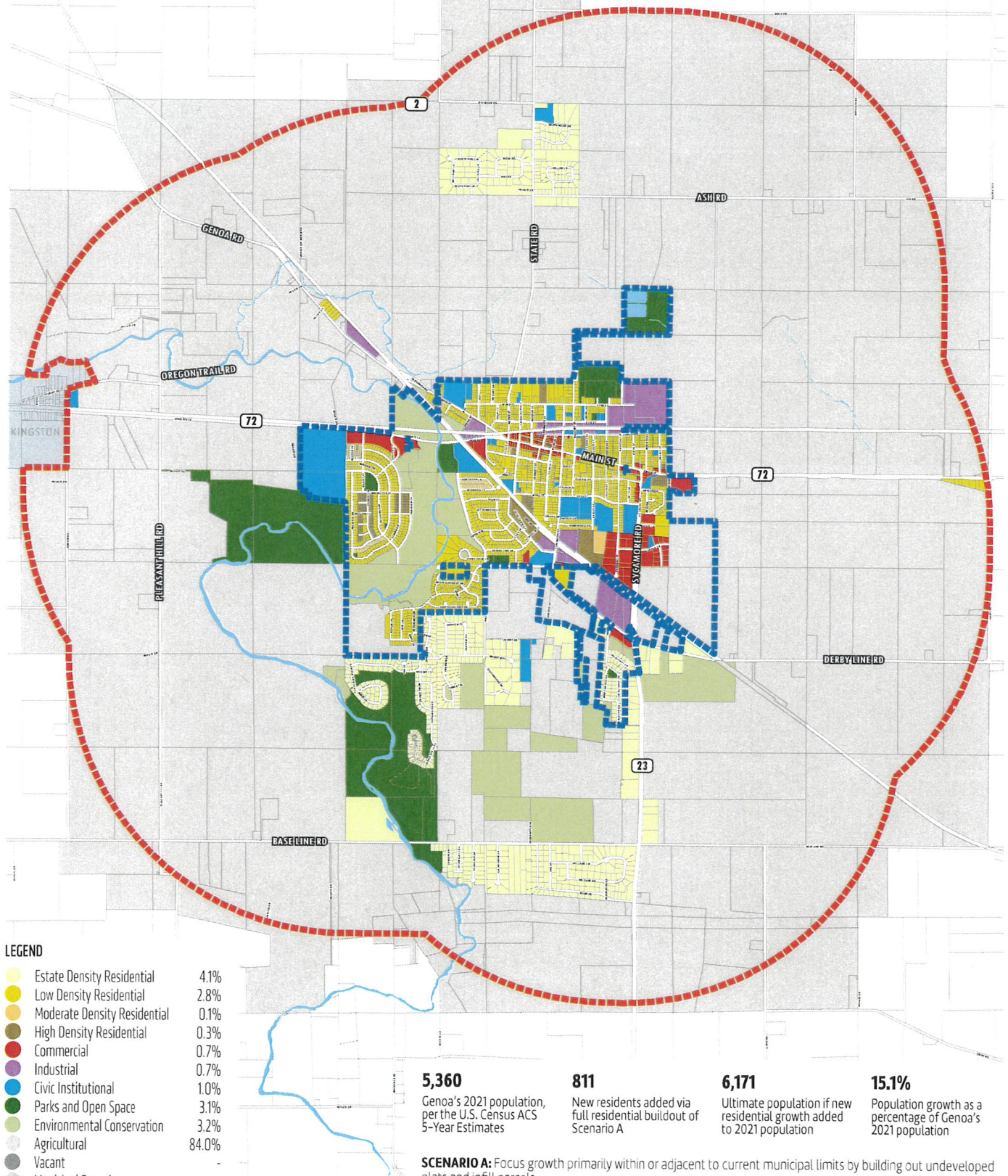
- Business location within a small town lends itself to both strengths and weaknesses.
- Parking, road conditions and capacity, and workforce recruitment are concerns of businesses.

SCENARIO A

Future Land Use Plan

GENOA COMPREHENSIVE PLAN UPDATE | CITY OF GENOA, IL

Last Revised: June 16, 2023

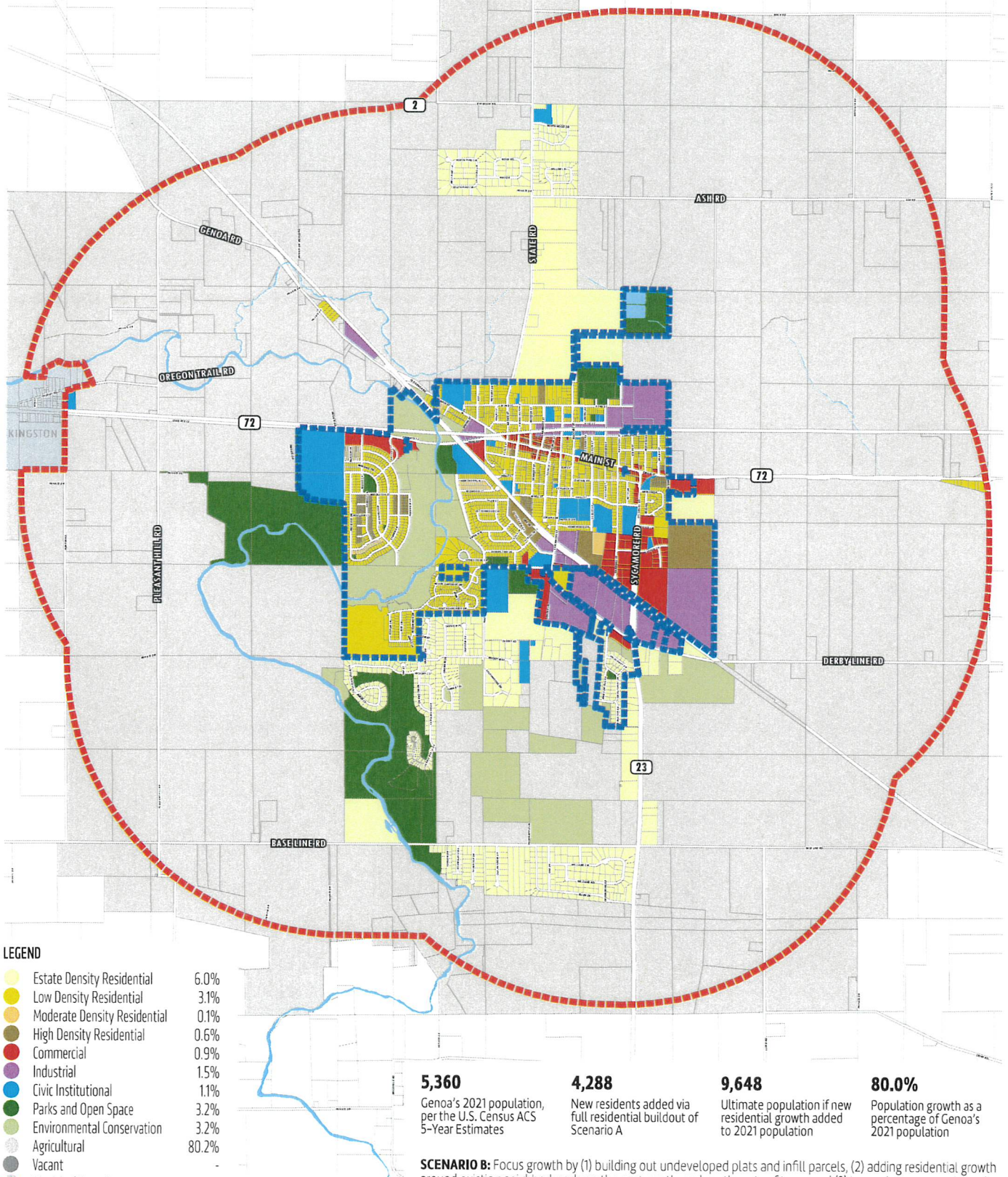


SCENARIO B

Future Land Use Plan

GENOA COMPREHENSIVE PLAN UPDATE | CITY OF GENOA, IL

Last Revised: June 16, 2023



LEGEND

- Estate Density Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential
- Commercial
- Industrial
- Civic Institutional
- Parks and Open Space
- Environmental Conservation
- Agricultural
- Vacant
- Municipal Boundary
- 1 1/2-Mile Planning Boundary

SCENARIO C

Future Land Use Plan

GENOA COMPREHENSIVE PLAN UPDATE | CITY OF GENOA, IL

Last Revised: June 16, 2023

