

# LET'S ENVISION VERONA!

The City of Verona is updating their Comprehensive Plan.  
We want you to help shape it!

## WHAT IS ENVISION VERONA?

The City of Verona is updating their comprehensive plan. This comprehensive plan is an update of a plan initially adopted in September 2009, and reconfirmed and adopted again with additional documentation in October 2019. Through this 18-month process, the City and supporting consultant team will use data analysis, research, and community input and ideas to develop a roadmap and long-term vision for the City of Verona. The update will also reflect the most current census data, the needs of the community, and the State of Wisconsin comprehensive plan requirements.

## WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is the roadmap and long-term vision for the next 30 years of a community. It guides decision-making, policy, land uses, and zoning recommendations amongst other key topics. The State of Wisconsin requires the plans to address nine (9) key elements:

1. Housing

2. Issues and Opportunities

3. Transportation

4. Utilities and Community Facilities

5. Agricultural, Natural and Cultural Resources
6. Economic Development

7. Intergovernmental Cooperation

8. Land Use

9. Implementation

## WHAT'S THE PROCESS?

★

### PHASE 1 | LISTEN & LEARN

WINTER 2024 - SPRING 2025

Dynamic community planning process involving a wide range of local stakeholders and community voices to gain a complete understanding of the City today and the aspirations of the community.

PROJECT WEBPAGE • ONLINE SURVEY & WEBMAP • OPEN HOUSE

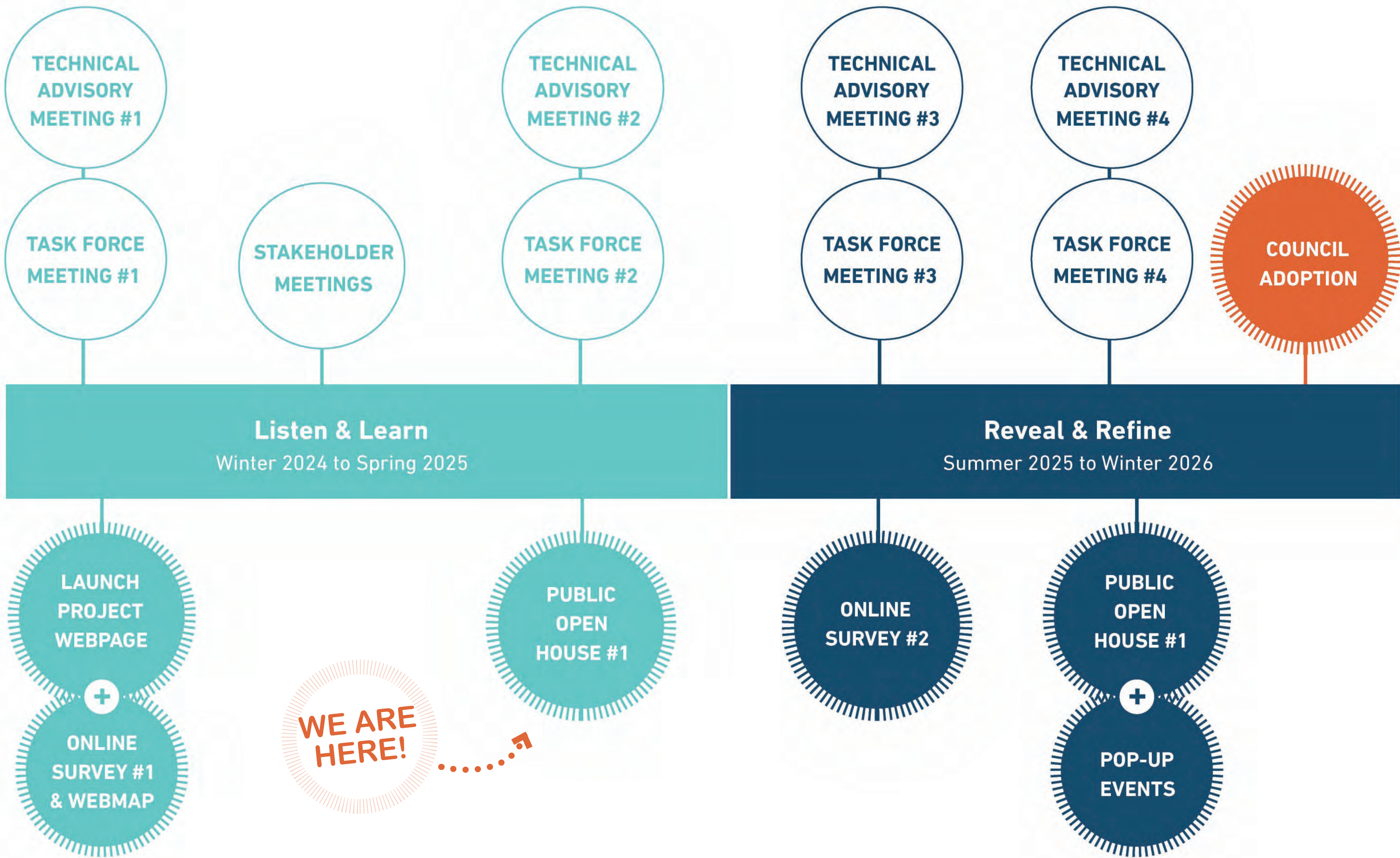
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### PHASE 2 | REVEAL & REFINE

SUMMER 2025 - WINTER 2026

Robust visioning process in which recommendations are vetted with the public and turned into implementable action items.

ONLINE SURVEY • OPEN HOUSE • POP-UP EVENTS • COUNCIL ADOPTION



PUBLIC SURVEY

As part of the comprehensive plan process, the planning team has created a short 5-to-10-minute survey\* to gather your feedback on the City. This survey will help guide the vision for the City of Verona and allow you to help shape the plan and planning process. Please scan the QR code to participate in the survey, or visit: <https://engagemksk.mysocialpinpoint.com/verona-comprehensive-plan>

We appreciate your help in **ENVISIONING** Verona’s future!

\*Note: This survey started in February 2025 on the project website, if you have filled this out previously you do not need to take the survey again.

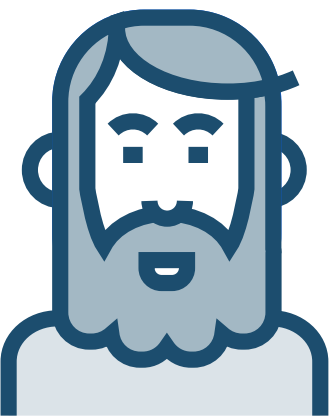


WHAT WE’VE HEARD SO FAR



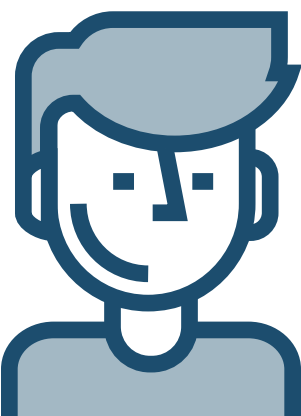
571 SURVEY  
RESPONDENTS

? SURVEY TAKER AGES (TOP 4)



13% of respondents were between the ages of 25 to 34

27% of respondents were between the ages of 35 to 44



26% of respondents were between the ages of 45 to 54

13% of respondents were between the ages of 55 to 64

? DO YOU LIVE AND/OR WORK IN VERONA?



58% of respondents live in Verona



6% of respondents work in Verona

26% of respondents both live and work within Verona

4% of respondents live and work outside of Verona but visit regularly

? ARE YOU IN YOUR DREAM HOME TODAY?

"Yes, I love where I live." 67%

"Not yet, it's too expensive...to live in Verona" 9%

"I do not know what my dream home is." 9%

? WHAT DO YOU ENJOY ABOUT THE CITY OF VERONA?

1. Parks & Regional Trails
2. Desirable Neighborhoods
3. Tree-lined Streets
4. Nature All Around

? WHAT'S MOST IMPORTANT FOR THE FUTURE OF VERONA?

67% of respondents "...want to have access to a wealth of parks and recreation amenities."

58% of respondents "...want to protect the City's forests and natural resources."

58% of respondents "...want to have a vibrant and active downtown."

54% of respondents "...want to be able to bike or walk to school, work or for errands."

44% of respondents "...want to protect the small City character of Verona."

? WHAT ARE THE TOP FIVE (5) PRIORITY IMPROVEMENTS FOR VERONA OVER THE NEXT 10 YEARS

1. Shopping Opportunities
2. Downtown Improvements
3. Parks & Recreation
4. Road Improvements
5. Walkable and Bikeable streets and sidewalks

? WHAT HOUSING TYPES WOULD YOU LIKE TO SEE MORE OF?



MID-SIZED  
STARTER  
HOMES  
WERE MOST  
DESIRED

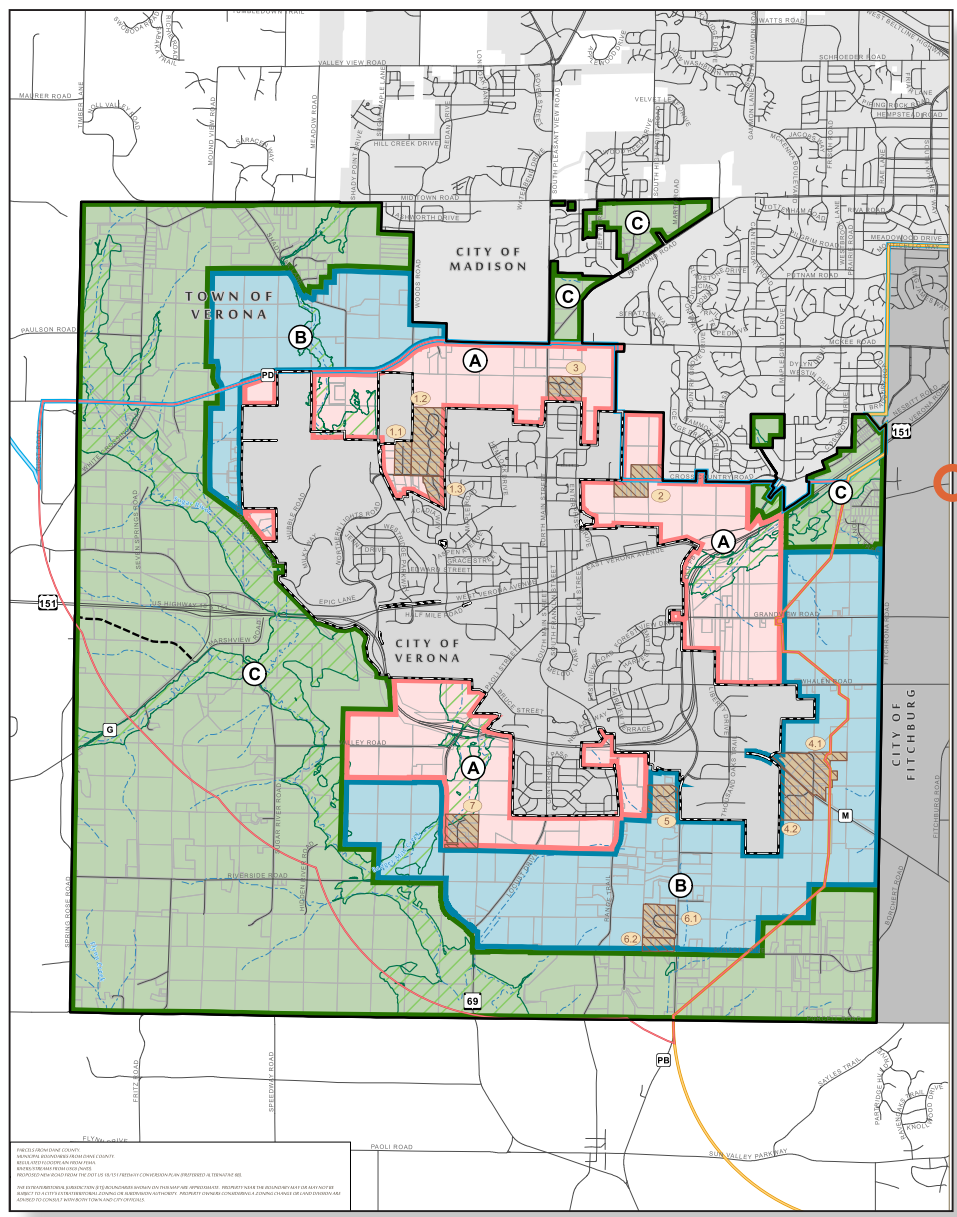
The length of colored bar relates to the percentage selected.

# DEFINING A STUDY AREA

This plan is a 30 year vision that looks beyond the existing City boundary to prepare for growth.

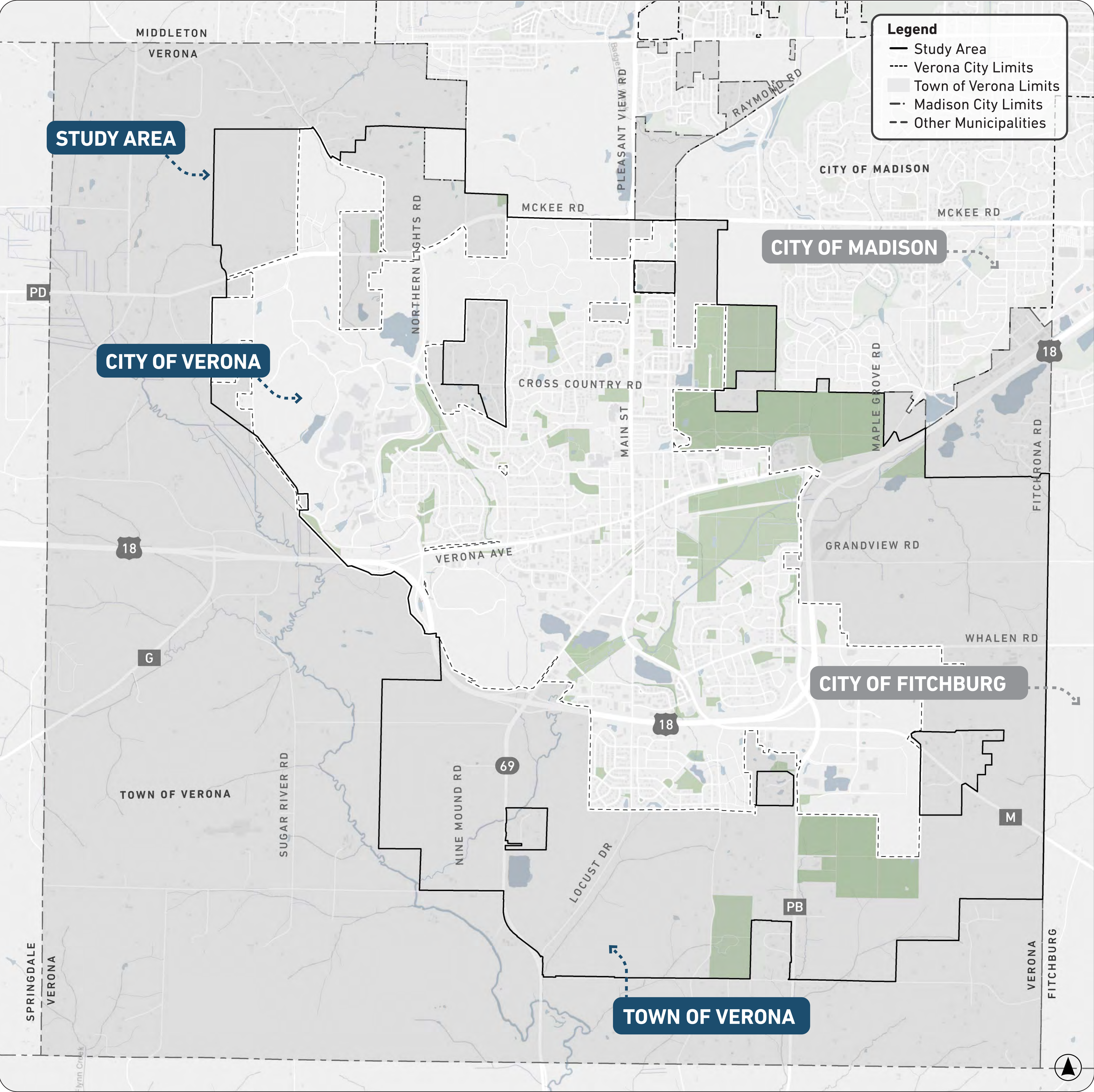
## THE STUDY AREA

A Comprehensive Plan explores how a City will grow, oftentimes beyond the current City boundary. For Envision Verona, a study area was delineated that includes the current City of Verona boundary as well as potential growth areas in the Town of Verona. These areas were previously identified as potential growth areas in a 2016 City and Town of Verona Agreement.



### GROWTH AREAS MAP

City and Town of Verona, Visit <https://www.veronawi.gov/227/Maps> to see more!



# THE STATE OF CITY

The context for the City today is one of change and growth.

Station

2

## 17 FACTS TO KNOW ABOUT THE CITY OF VERONA

### A: THE PEOPLE

1. Verona is growing and is expected to continue growing.
2. Verona has become both older and younger.
3. Verona has added more female residents over the past 10 years.
4. Verona Median income has increased and remains significantly higher than Dane County average.
5. Verona household size has decreased.

### B: THE HOUSING

6. Verona has been adding housing at a quick rate to keep up with demand.
7. New housing has predominantly been smaller 1-bedroom or larger 4+ bedroom homes.
8. Nearly half of new housing units are in larger multi-family buildings.
9. Nearly half of new residents are renters, and the cost burden of renting has gotten higher.
10. Housing costs have increased faster than incomes.

### C: TRAILS, PARKS AND TRANSPORTATION

11. Verona is a regional center for trails and parks.
12. Despite great regional trails, Verona has gaps in access from trails to neighborhoods.
13. Verona has concentrations of vehicular crashes all along Verona Ave. with a spike at Main St. Additional hotspots occur along Northern Lights, McKee, Main and US 18 Ramps.
14. Verona has regular rush hour traffic along Verona Ave.

### D: THE ECONOMY

15. Most Verona employees (90%) do not live in Verona.
16. Verona jobs are dominated by information and technology, largely impacted by the ongoing growth of Epic.
17. Job sectors outside of technology have grown as well, including Retail, Accommodation & Food Services, Business Support Services, and Manufacturing.

# POPULATION GROWTH

Verona is a growing City in a growing region.

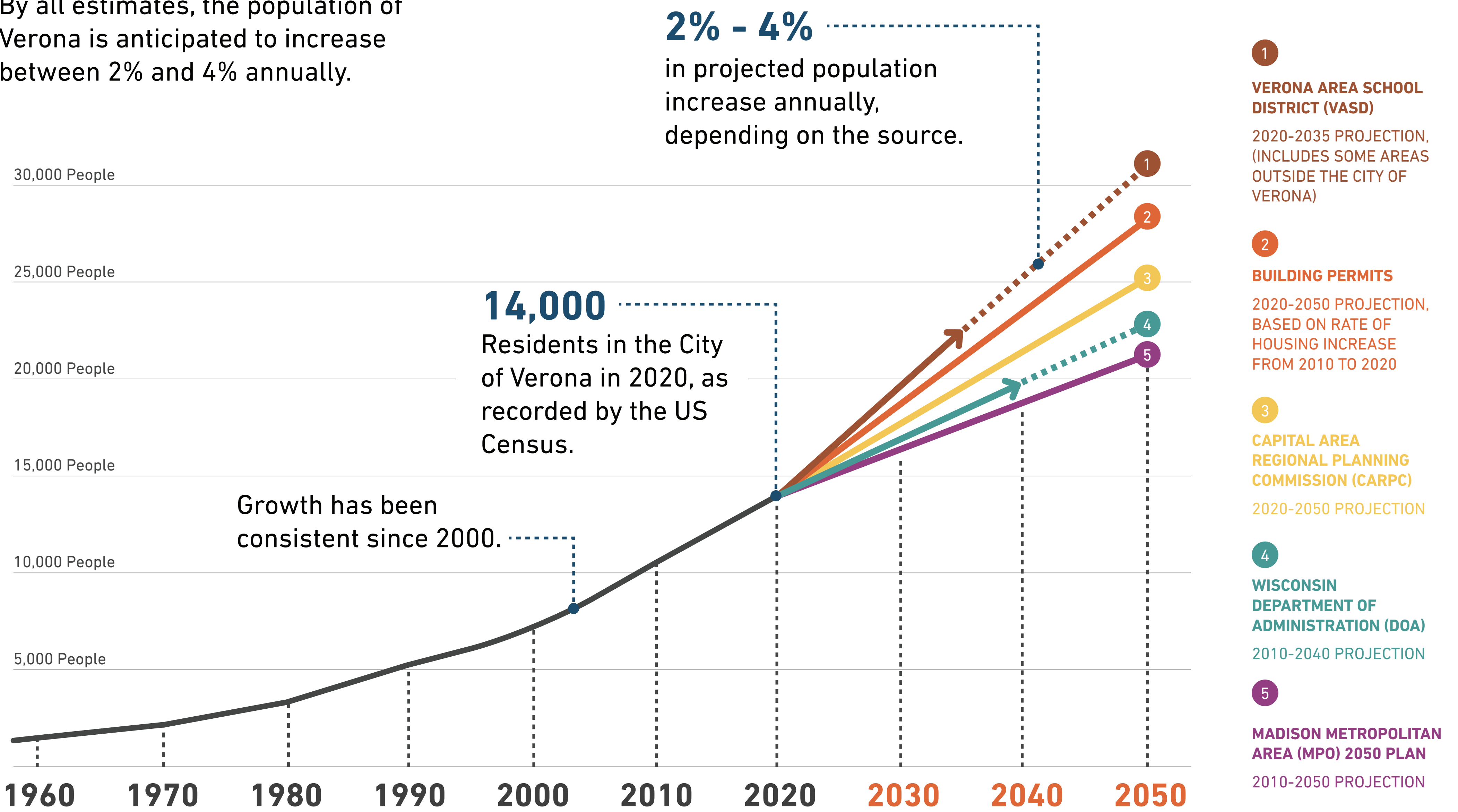
## POPULATION GROWTH

From 2010 to 2020, the City of Verona grew from 10,600 to 14,000 people, an increase of 32%. By comparison, the Madison Metropolitan Statistical Area (MSA) increased by 10% and Dane County increased by 15% over the same time period.

| Geography      | 1960    | 1970    | 1980    | 1990    | 2000    | 2010    | 2020    |
|----------------|---------|---------|---------|---------|---------|---------|---------|
| City of Verona | 1,500   | 2,300   | 3,300   | 5,400   | 7,100   | 10,600  | 14,000  |
| Madison MSA    | 454,400 | 547,500 | 599,500 | 649,100 | 743,000 | 827,700 | 910,200 |
| Dane County    | 222,100 | 290,300 | 323,500 | 367,100 | 426,500 | 488,100 | 561,500 |

## POPULATION PROJECTIONS

By all estimates, the population of Verona is anticipated to increase between 2% and 4% annually.



## WHY DOES THIS MATTER?

One of the primary elements the comprehensive plan will address is growth. More people means more impact on housing availability and prices, impacts on infrastructure, and increased demand for services.

The comprehensive plan will need to balance the opportunities and challenges of growth to ensure a Verona that appeals to current and future residents alike.

## WHY ARE THESE PROJECTIONS ALL DIFFERENT?

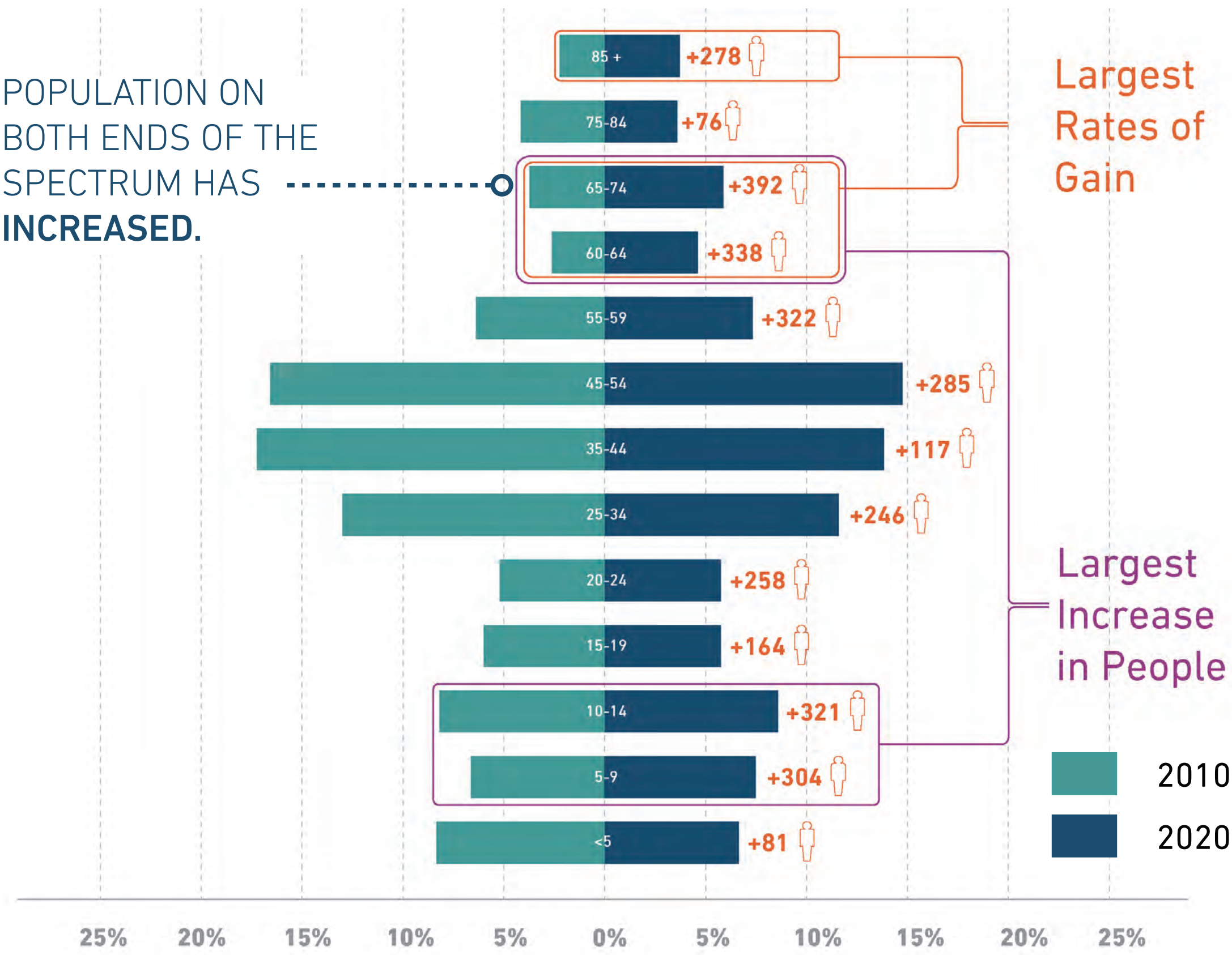
Population projections are conducted by different state and regional agencies to inform decision making around infrastructure and future needs. Each agency uses a unique methodology in their projections, resulting in a range of potential outcomes.

# DEMOGRAPHIC CHANGE

As Verona has grown, the community composition has shifted.

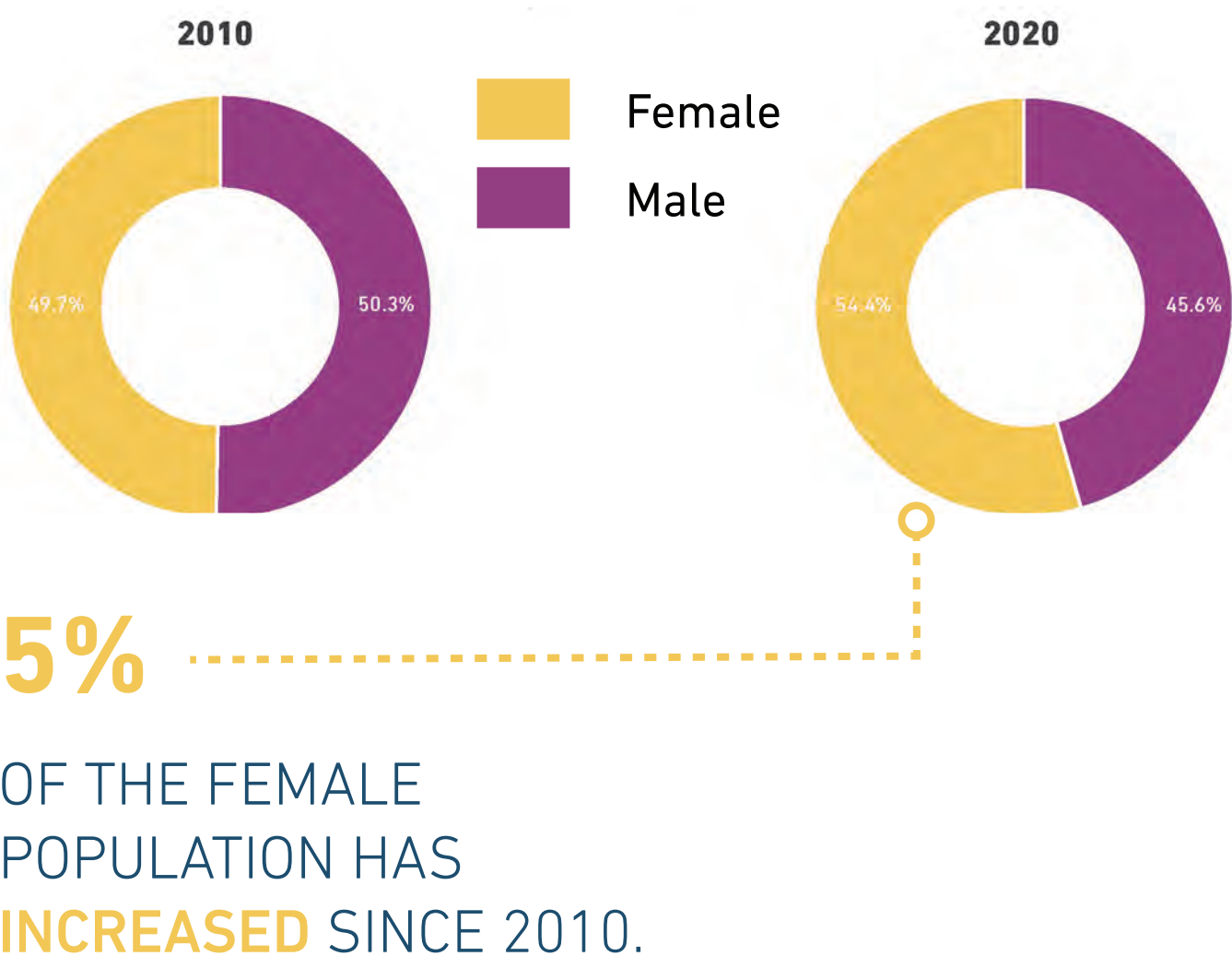
## VERONA IS GETTING OLDER & YOUNGER

From 2010 to 2020, the City of Verona gained residents across every single age bracket. Notably, the largest shares of increase were among people ages 60 to 74 and 5 to 14. This is in part to the natural aging of the population, as well as new residents that moved to the area.



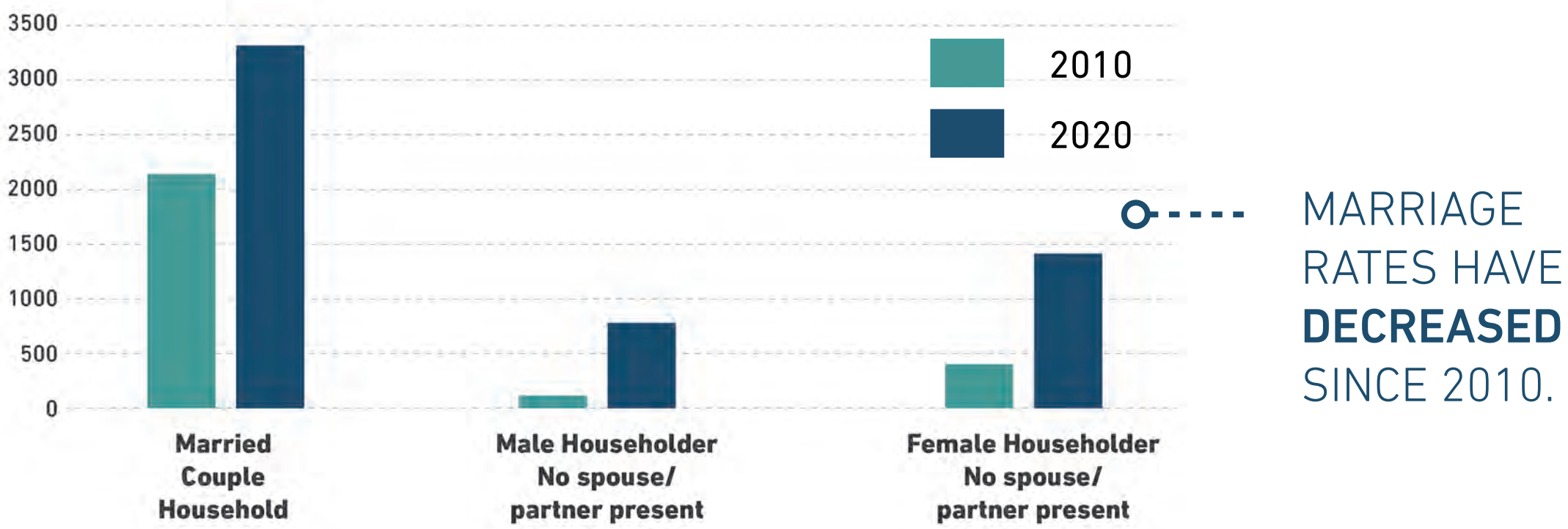
## VERONA HAS MORE FEMALE RESIDENTS

From 2010 to 2020, the share of the population residents that are women increased by 5%. Women make up 55% of the City's population.



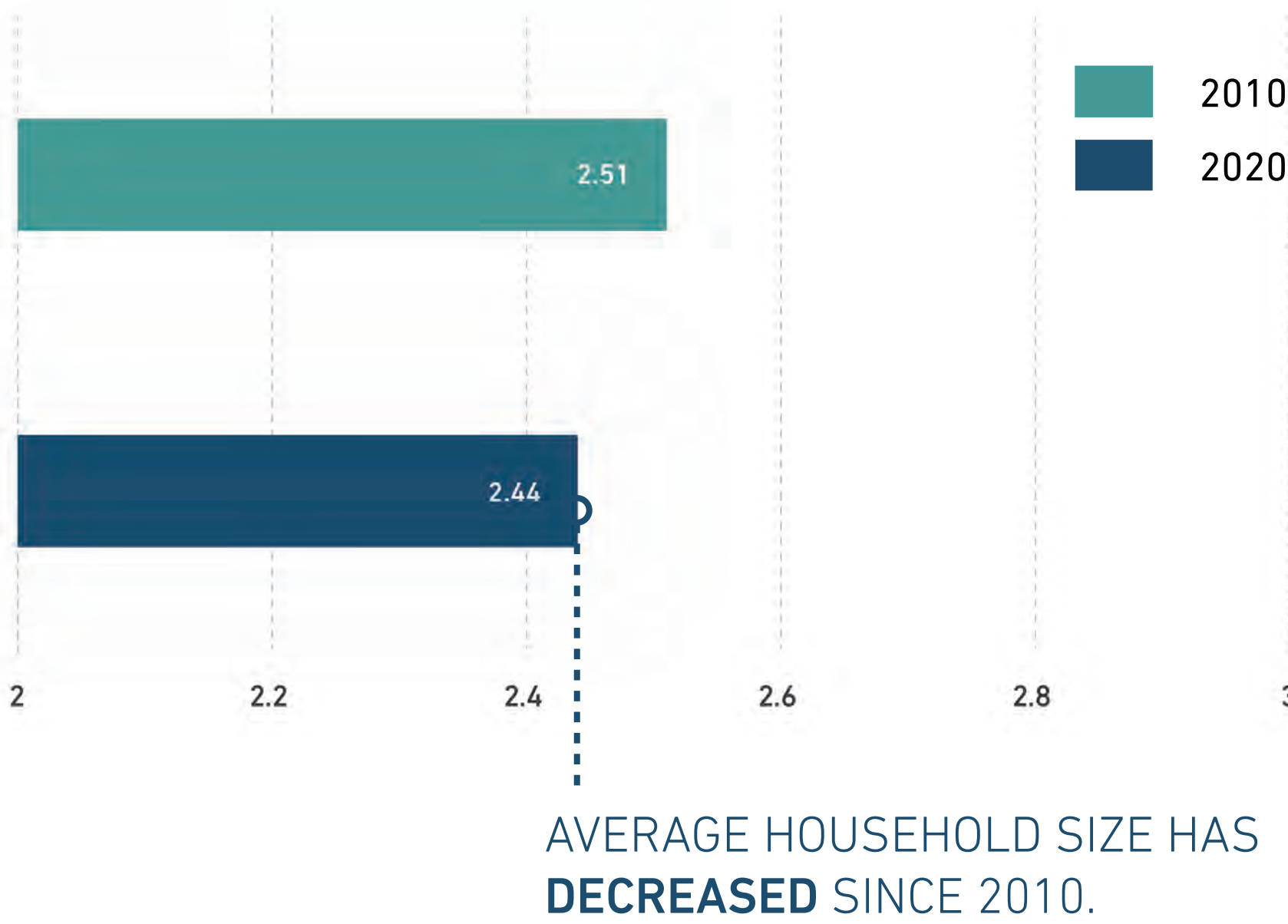
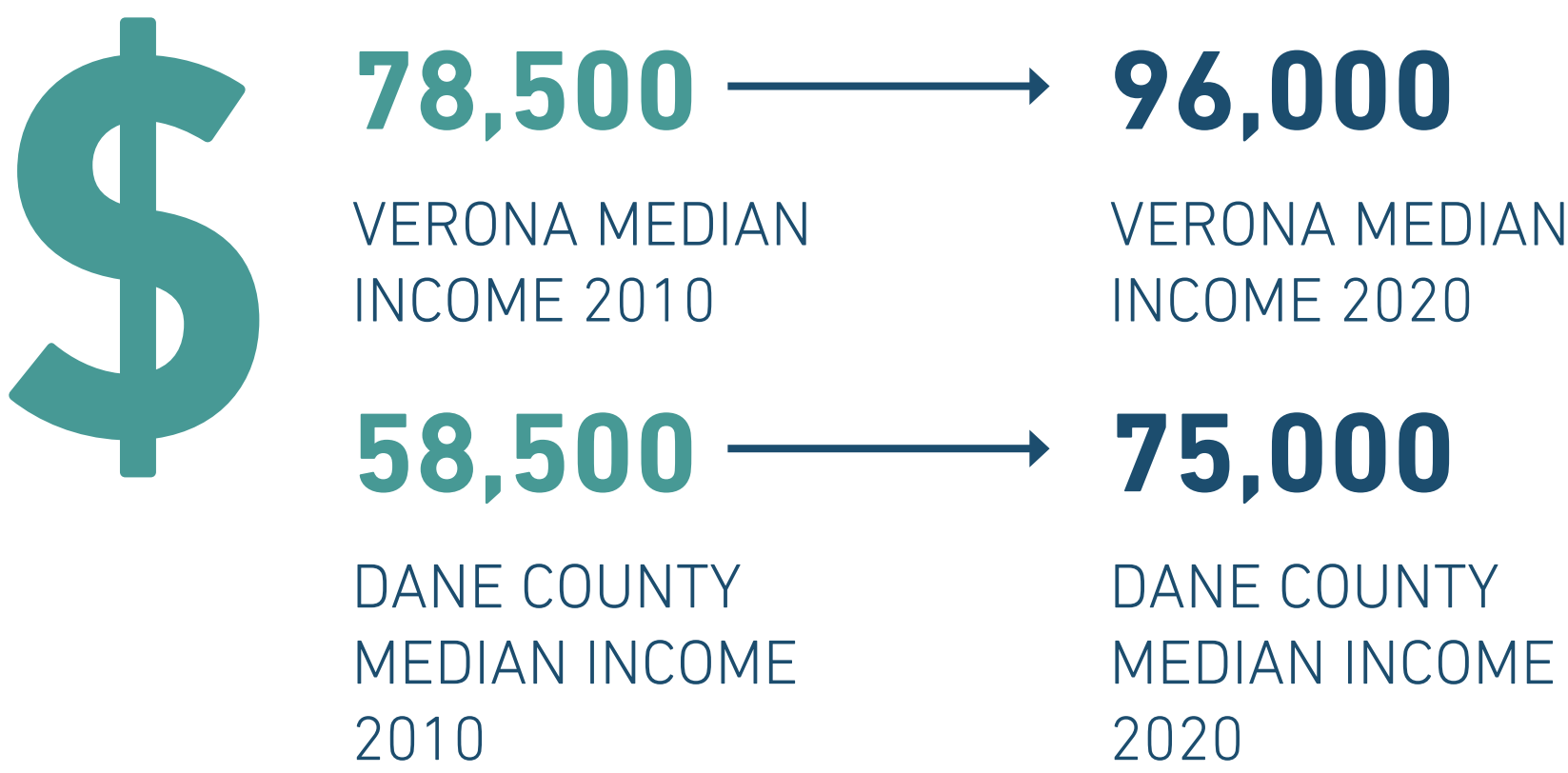
## VERONA HAS MORE UNMARRIED RESIDENTS

More Verona households are unmarried than were previously. In particular, the number of unmarried households (single households) has increased 2x the rate of married households. As a result, household size has decreased overall. Why does this matter? A shift in household composition points to the demand for new or different types of housing than were previously available.



## INCOMES REMAIN HIGHER THAN THE REGION

From 2010 to 2020, the median income (the middle income of residents) increased by 22% from \$78,500 to \$96,000. By comparison, Dane County increased by 28%. By comparison, the median income of Verona is 25% higher than Dane County.



# HOUSING GROWTH

There is high demand for housing in Verona, but the housing types are changing.

## VERONA HAS BEEN ADDING HOUSING

Over the past 15 years, the City of Verona has seen a significant increase in housing to keep up with demand. Building permits help keep track of where housing has been recently constructed as well as where new housing may be constructed soon. The map below illustrates where housing is located within the City and where recent housing permits have been issued.

842 UNITS

2010-2014

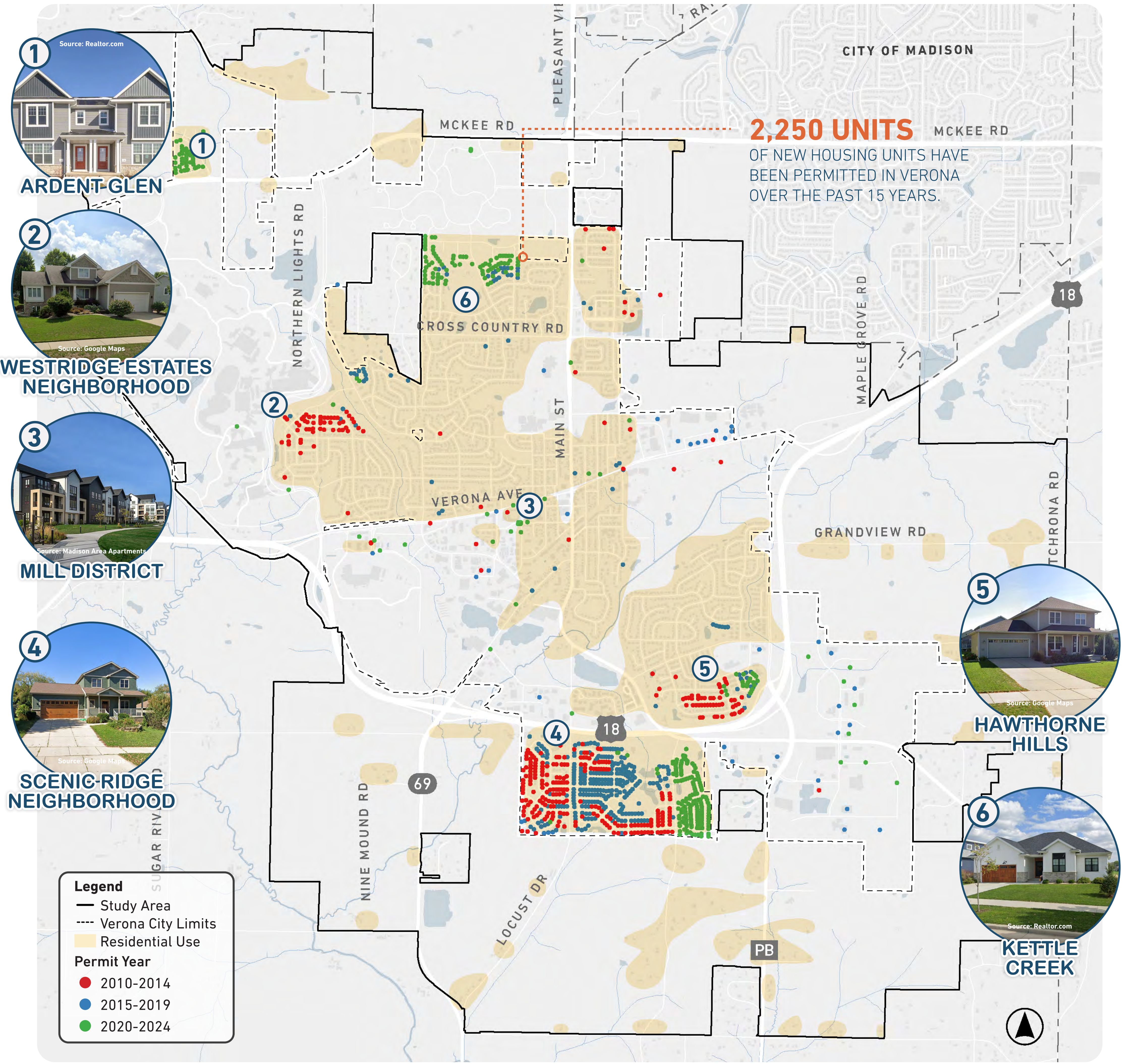
215 UNITS

2015-2019

QUICK STATS ABOUT HOUSING PERMITS

1,631 UNITS

2020-2024



# HOUSING CHARACTER

Housing characteristics have changed with population - higher prices, more renters, and different housing types.

## HOUSING GROWTH HAS BEEN ON THE EXTREMES

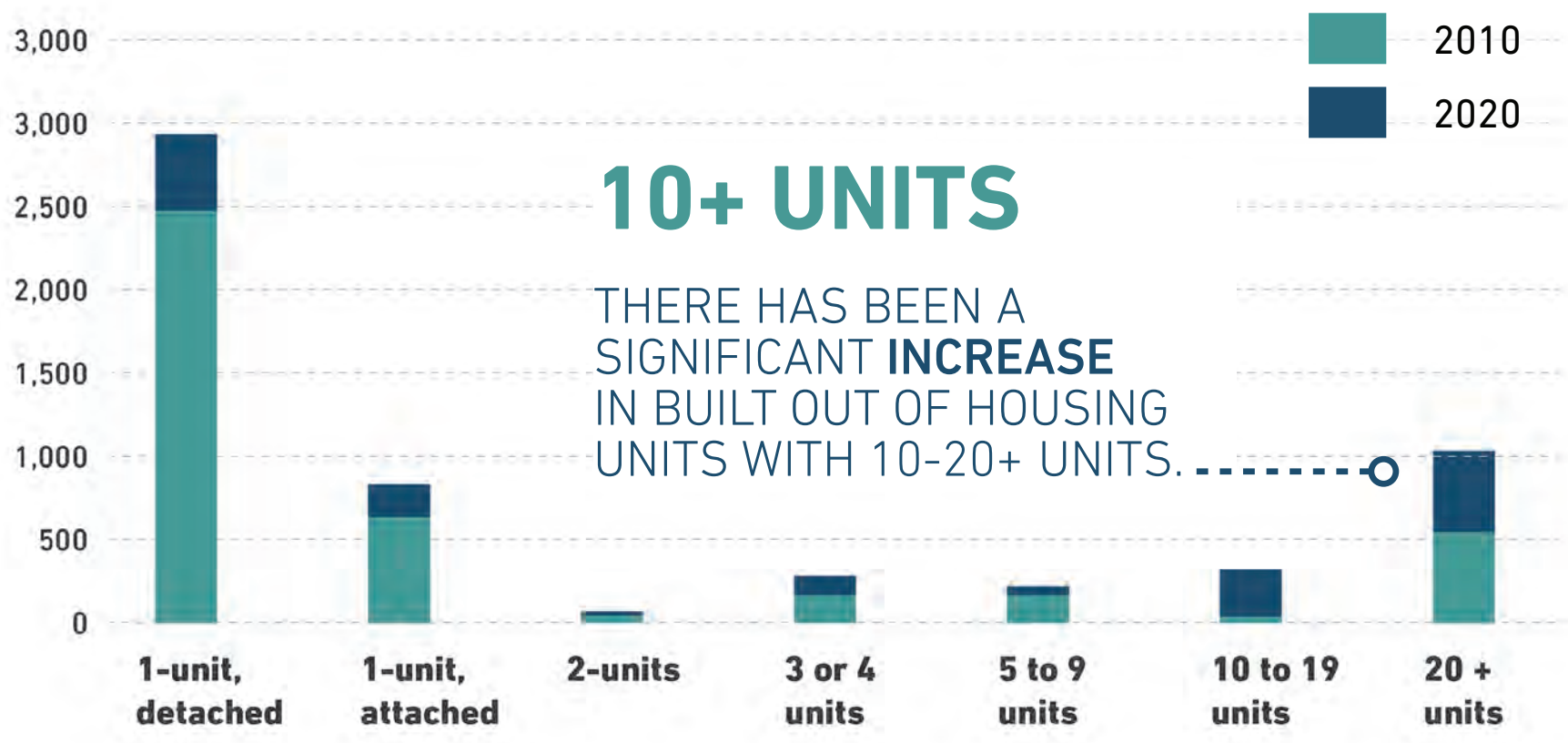
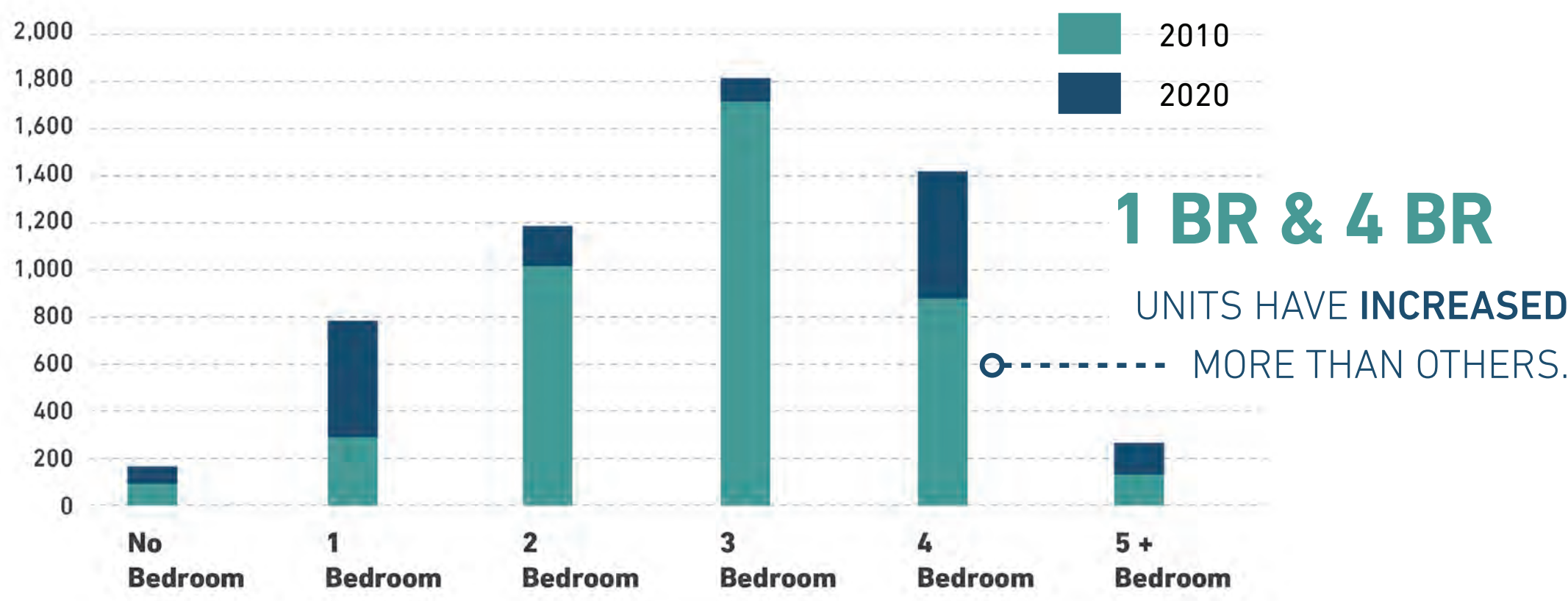
From 2010 to 2020, new housing units were largely smaller multi-family units or larger single-family homes.

### Unit Size

4 bedroom units made up 34% of new units while 1-bedrooms made up an additional 36% of new units. Despite being the majority of the historic housing stock, 2-bedroom and 3-bedroom units slightly increased.

### Housing Type

Detached, single-family homes made up 28% of new units, while 10+ unit apartment buildings made up 48%. Mid-density housing types from attached townhomes to duplex increased only slightly and remain a small share of Verona's housing.



## MORE RENTERS AND A HIGHER COST OF HOUSING

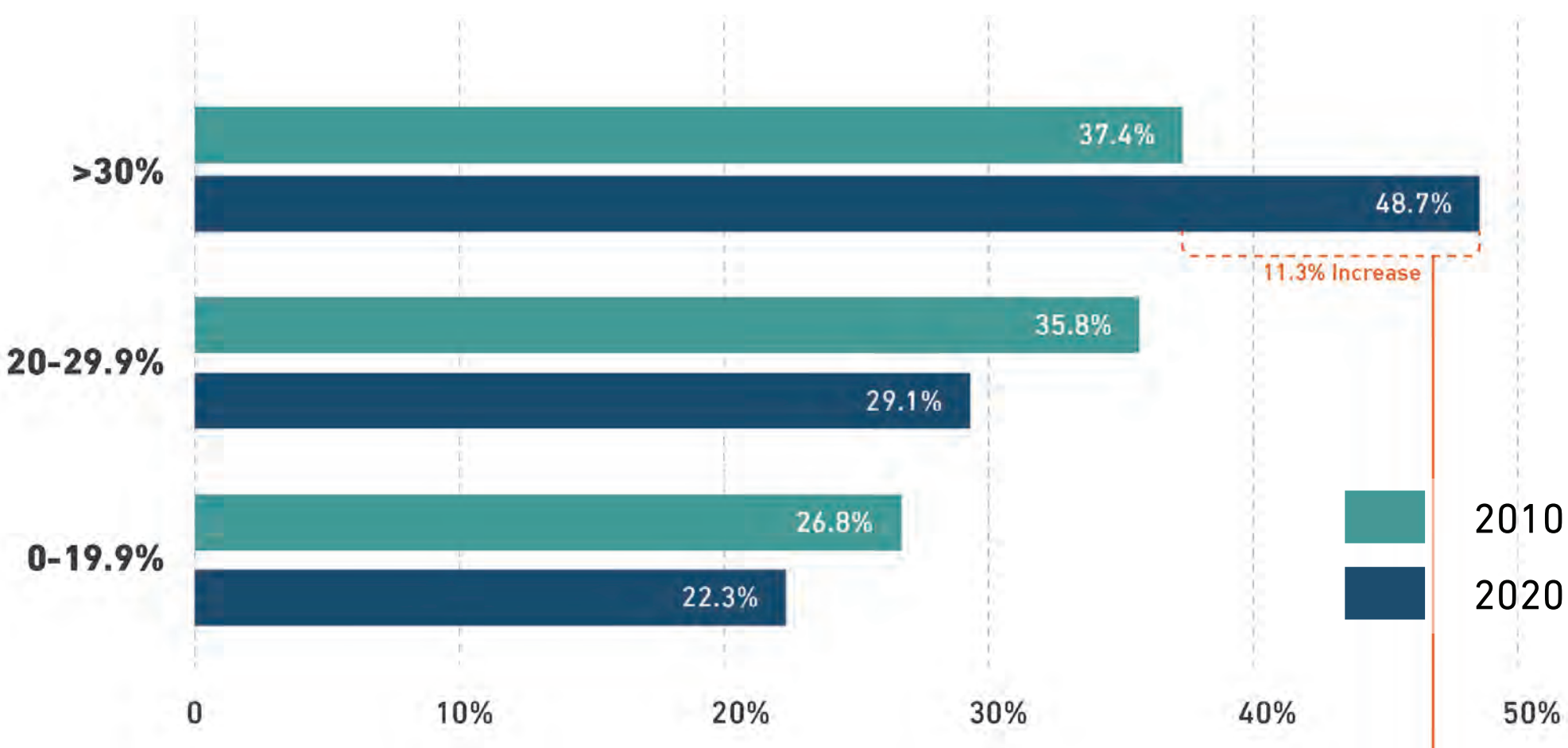
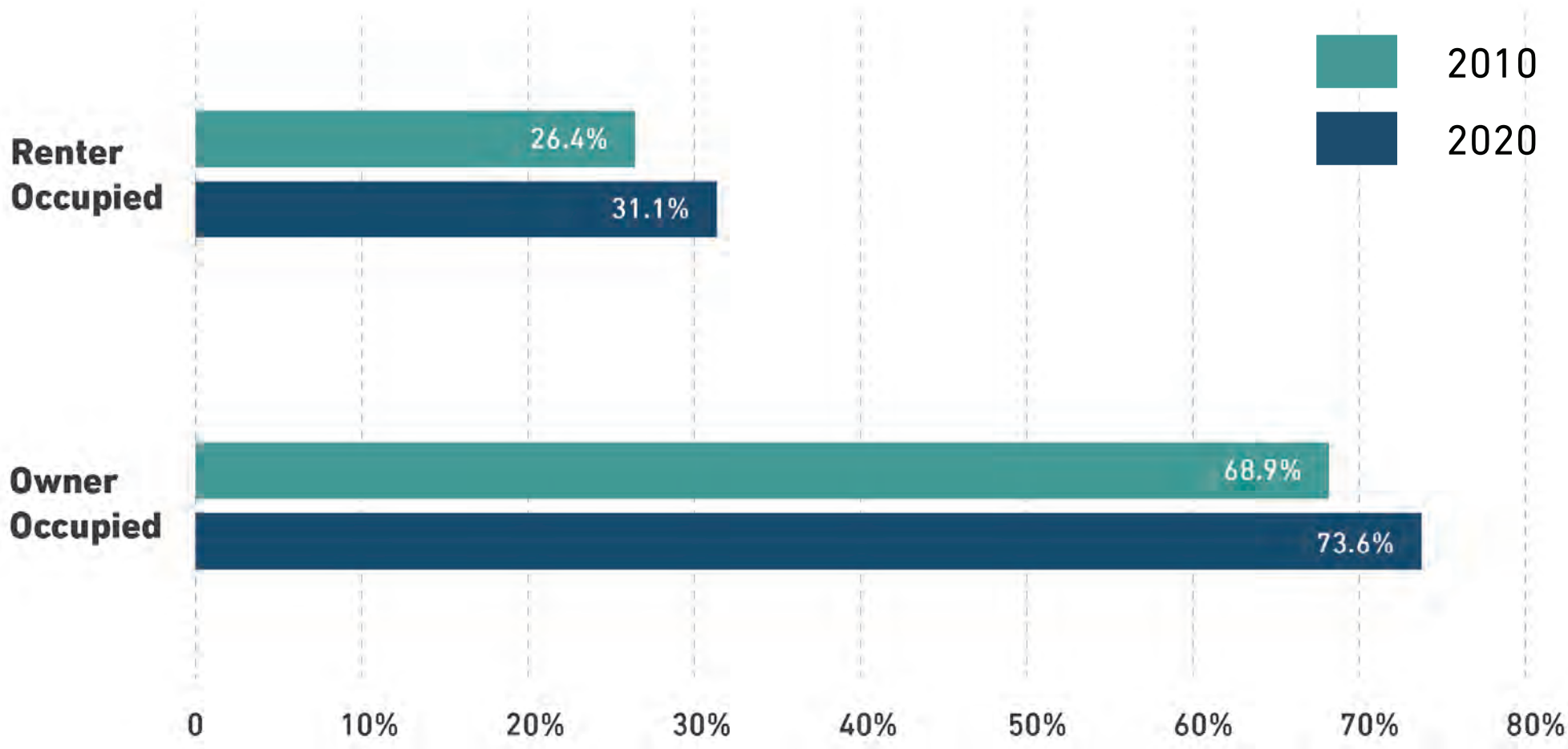
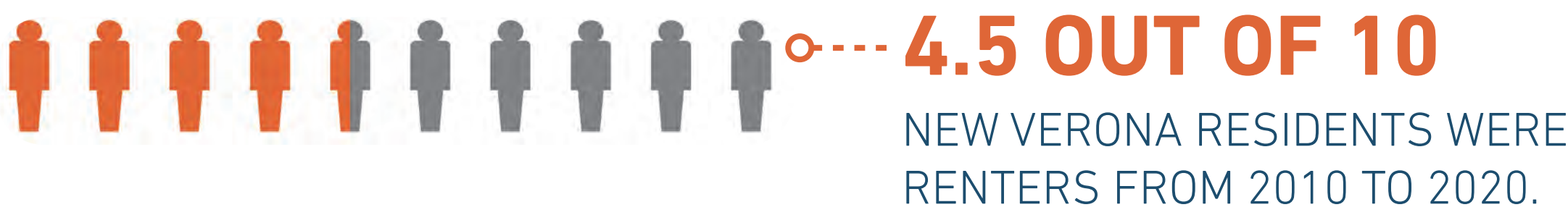
From 2010 to 2020, nearly half of all new residents were renters. This led to an increase of the renter population by 5% over that decade. Overall, 31% of residents are renters.

### Rent Burden

Rent-burdened refers to individuals who spend over 30% of their income or higher on housing costs; those who spend over 50% of their income or higher on housing costs are considered severely burdened. In addition to adding renters, the average rent burden also increased. Most notably, the percentage of renters spending 30% or more of their income increased by 11%.

### Housing Costs

The cost of purchasing a home in Verona has also increased. While this is partly due to national rates of inflation, median home prices increased from \$250,000 in 2010 to \$320,000 in 2020, an increase of 25%. This rate outpaces the median income increase of 22%.

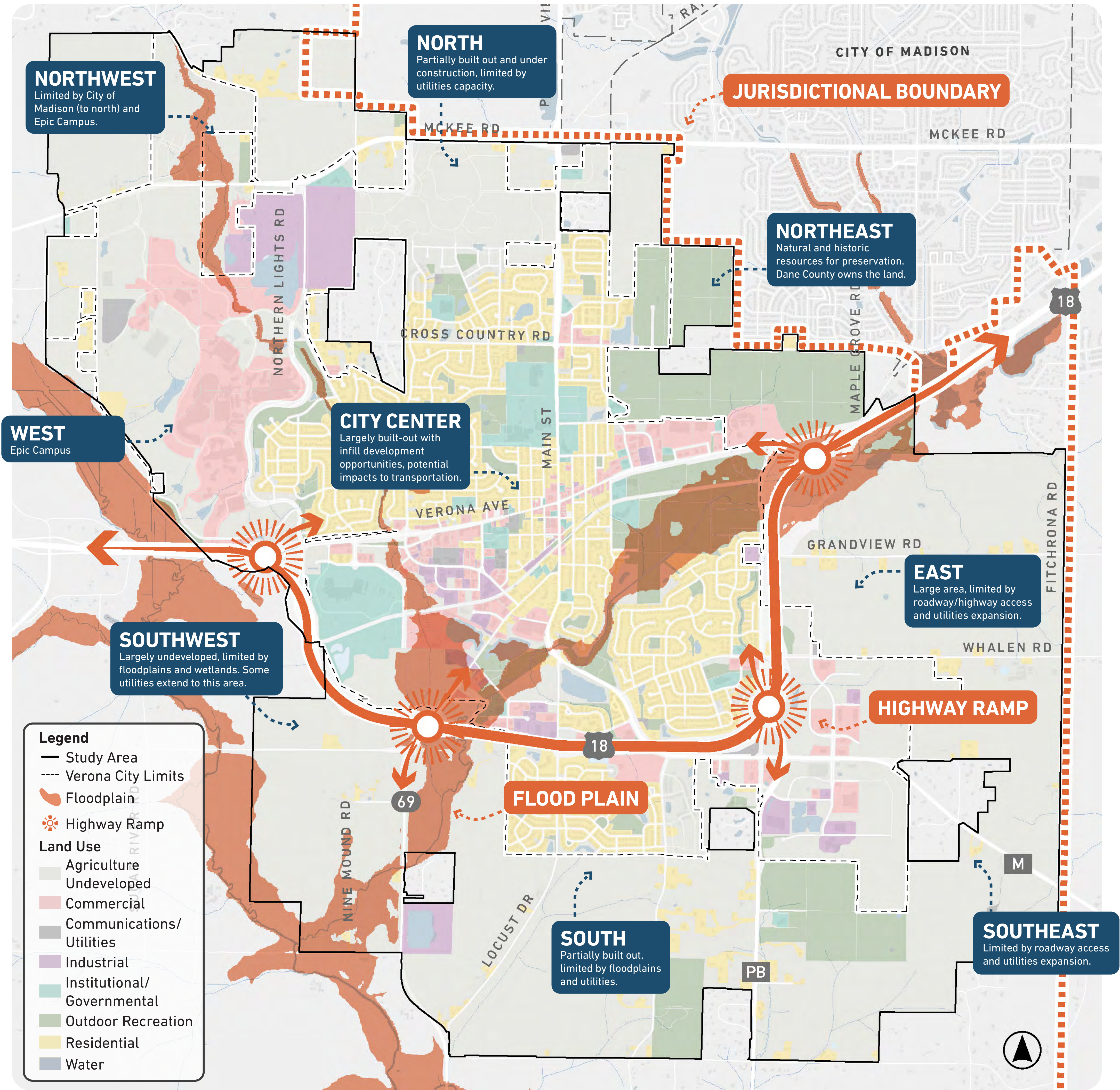


HOUSEHOLDS PAYING MORE THAN 30% OF THEIR INCOME TO RENT INCREASED FROM 380 TO 810.

## WHAT ARE THE OPPORTUNITIES FOR THE CITY TO GROW

Growth is multi-faceted. The City of Verona has historically expanded outwards via annexation and also inwards through increased density of downtown areas.

The below map depicts potential growth areas and barriers to growth, including floodplains, highways, and adjacent jurisdictional boundaries. All potential growth areas have pros and cons for future development.



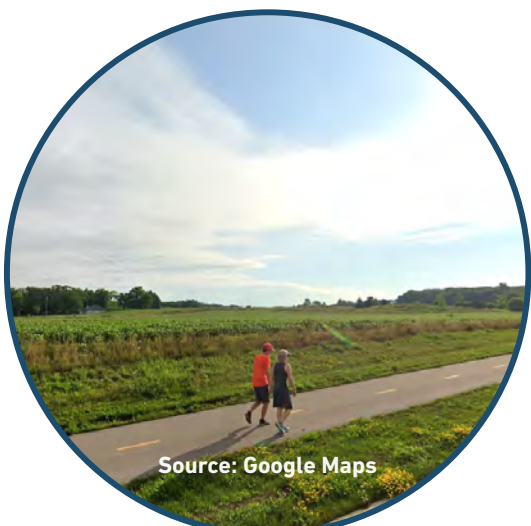
# VERONA LAND USE

While the largest land-use in the City is residential, the surrounding areas are dominated by agriculture.

## CURRENT LAND USE

Land Use in Verona is governed by the comprehensive plan, zoning map, and zoning ordinance. The comprehensive plan guides future of land use within the City of Verona and helps to inform land use decisions made by City staff. Residential and outdoor recreation make up the largest land uses within the current City boundary. By comparison, Agriculture is the dominant land use within the Town of Verona.

## TOP 4 LAND USES



AGRICULTURE



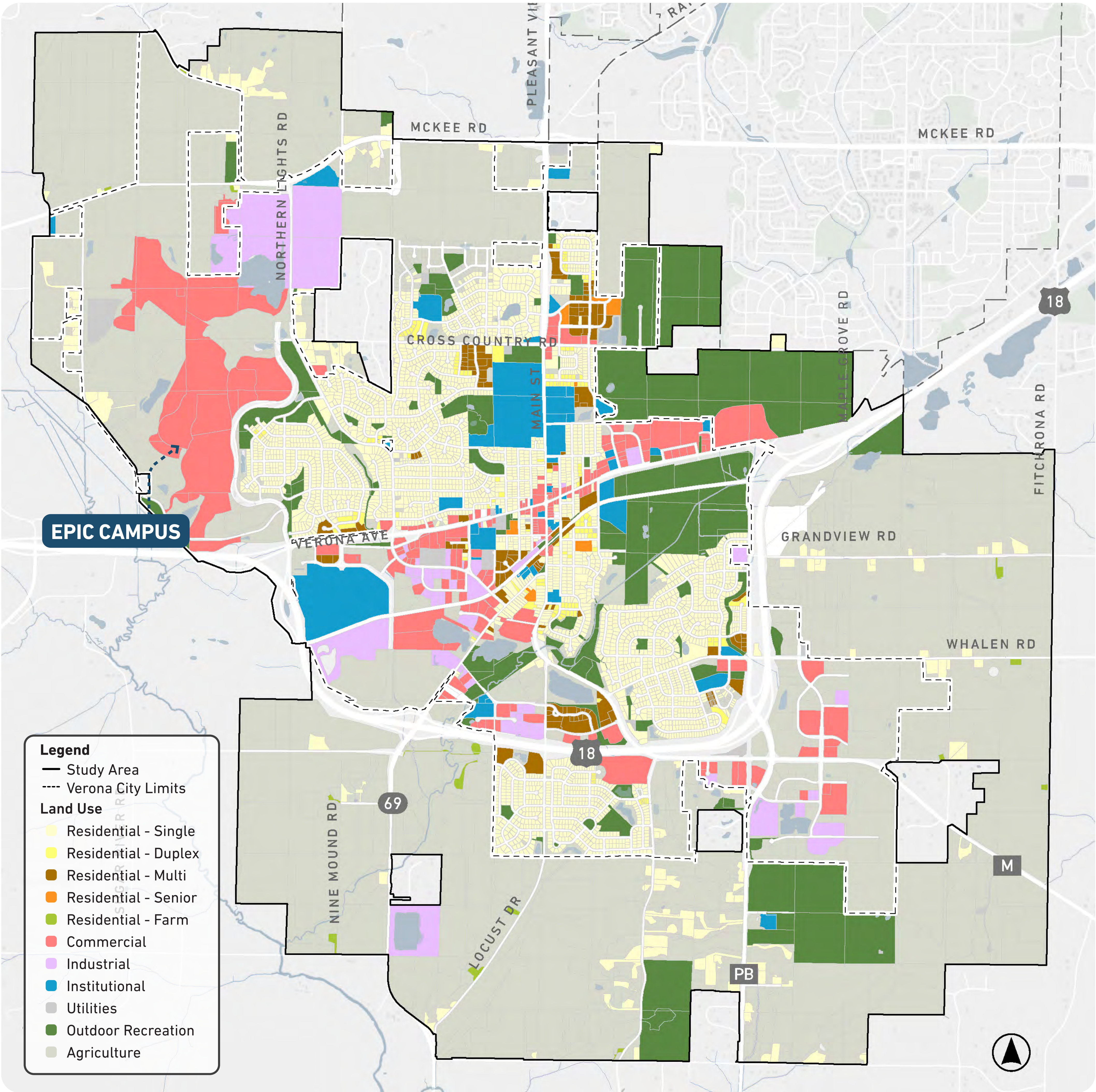
RESIDENTIAL



COMMERCIAL



OUTDOOR RECREATION



# TRAILS & OPEN SPACE

Verona is a point of confluence - of regional trails, regional parks, waterways, and geographic features.

## TRAILS, PARKS & ECOSYSTEM

Anchored by the Military Ridge Regional Trail and the Ice Age National Scenic Trail, the City has a robust trail system. However, access to trails from neighborhoods can be challenging for people walking or biking.

The Verona Area is home to regional attractions including the Verona Ice Arena and Park, Prairie Moraine County Park, Badger Prairie County and Aeromodeling Park, Ice Age Junction Area, and Sugar River Wetlands State Natural Area.

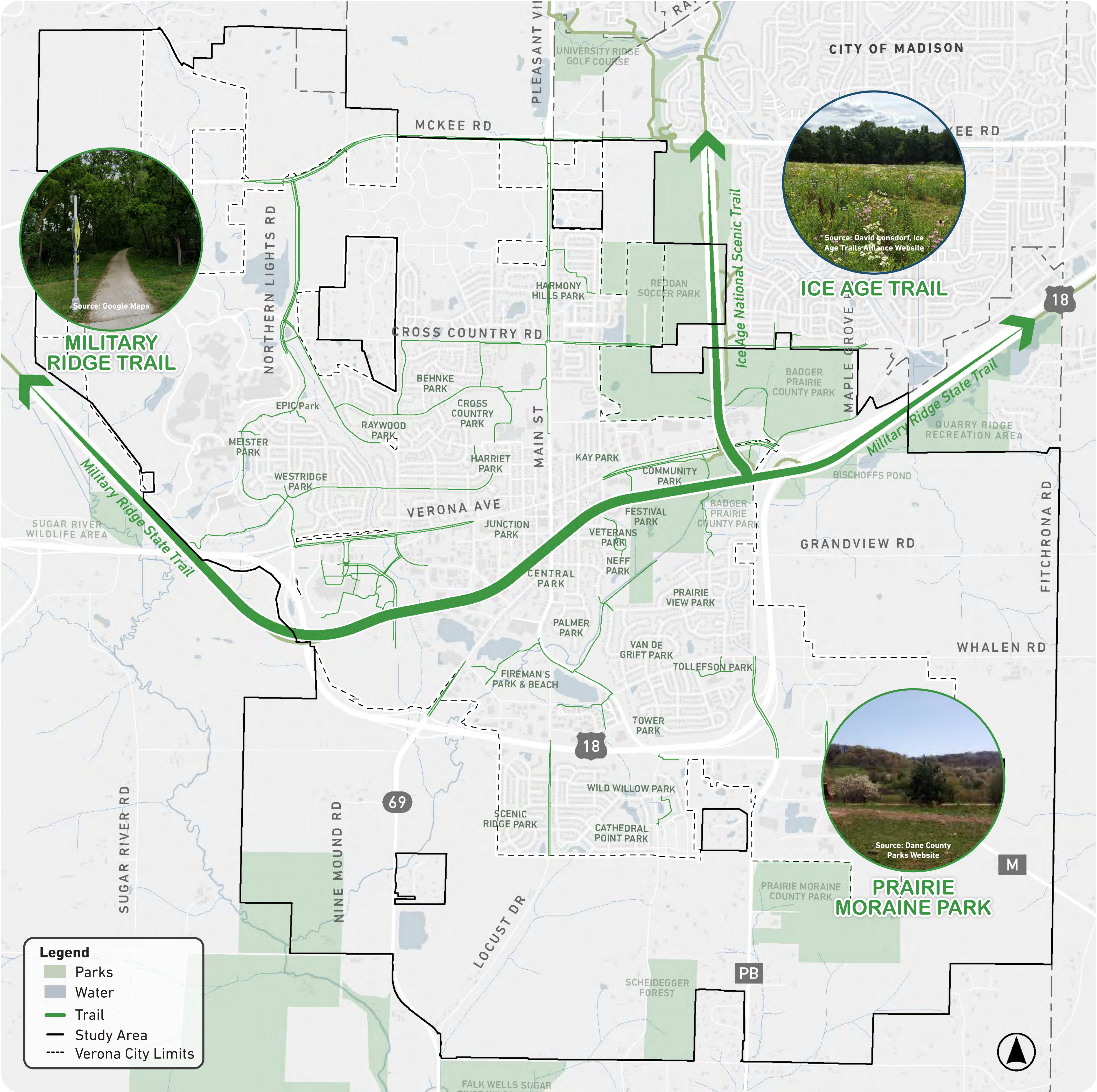
25 PARKS

4 CONSERVANCY/  
SPECIAL USE AREAS

160+ ACRES

QUICK STATS ABOUT  
PARKS & TRAILS

4.7 MILES  
OF TRAILS

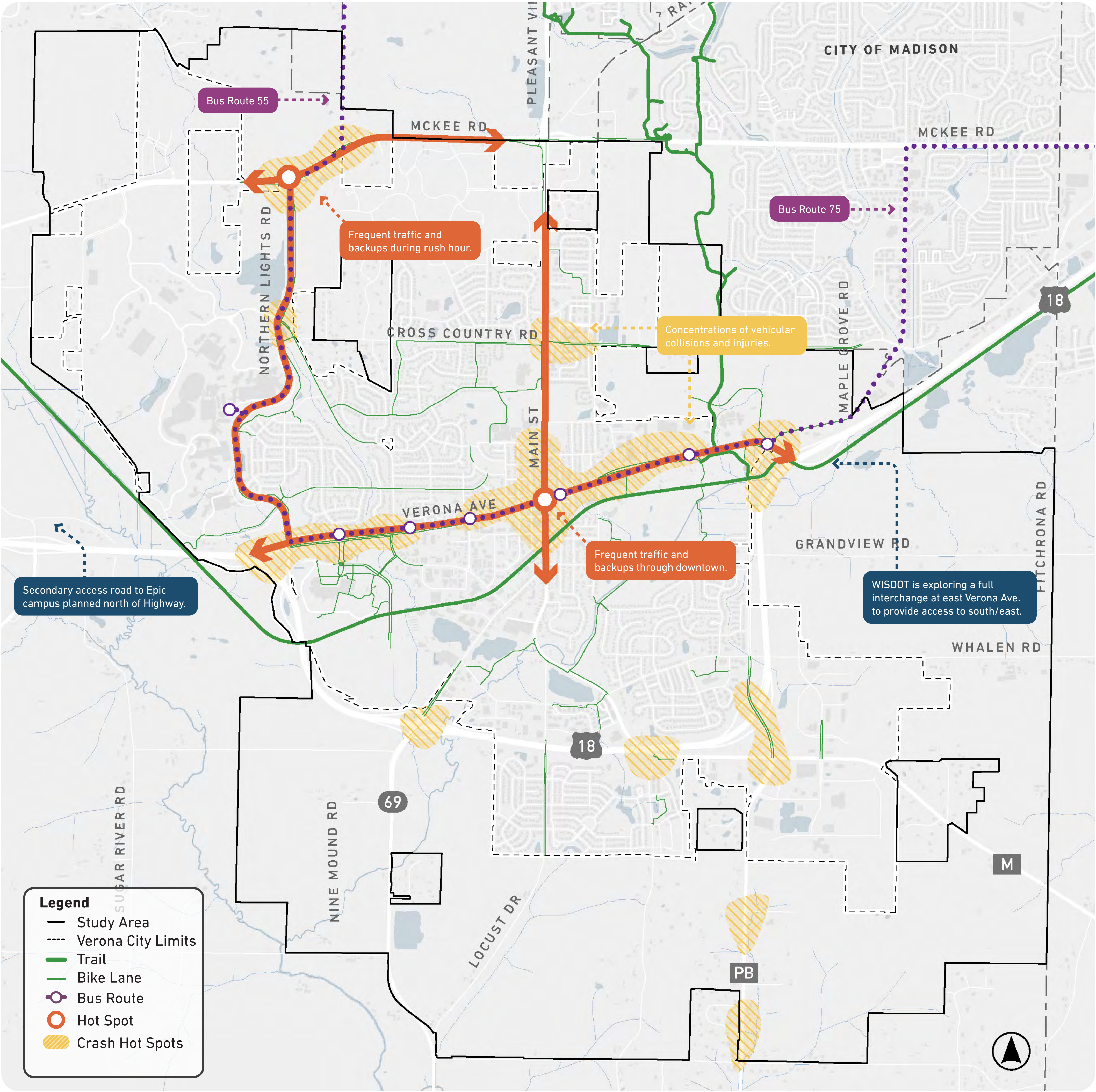


# TRANSPORTATION

City growth has put a burden on the local transportation system, elevating the need for diversified solutions.

## BY CAR, BY BUS, BY BIKE, BY FOOT

More people = more cars on the road. As it has grown, the City of Verona has seen an increase in congestion and collisions, largely centered around US-18 on ramps and Verona Ave. The 55/75 buses connect to the north and the east, with direct access to Verona Ave. and Epic Campus. As the City continues to grow, strategies are needed to increase roadway safety for all users, mitigate congestion, and expand non-vehicular transportation options.

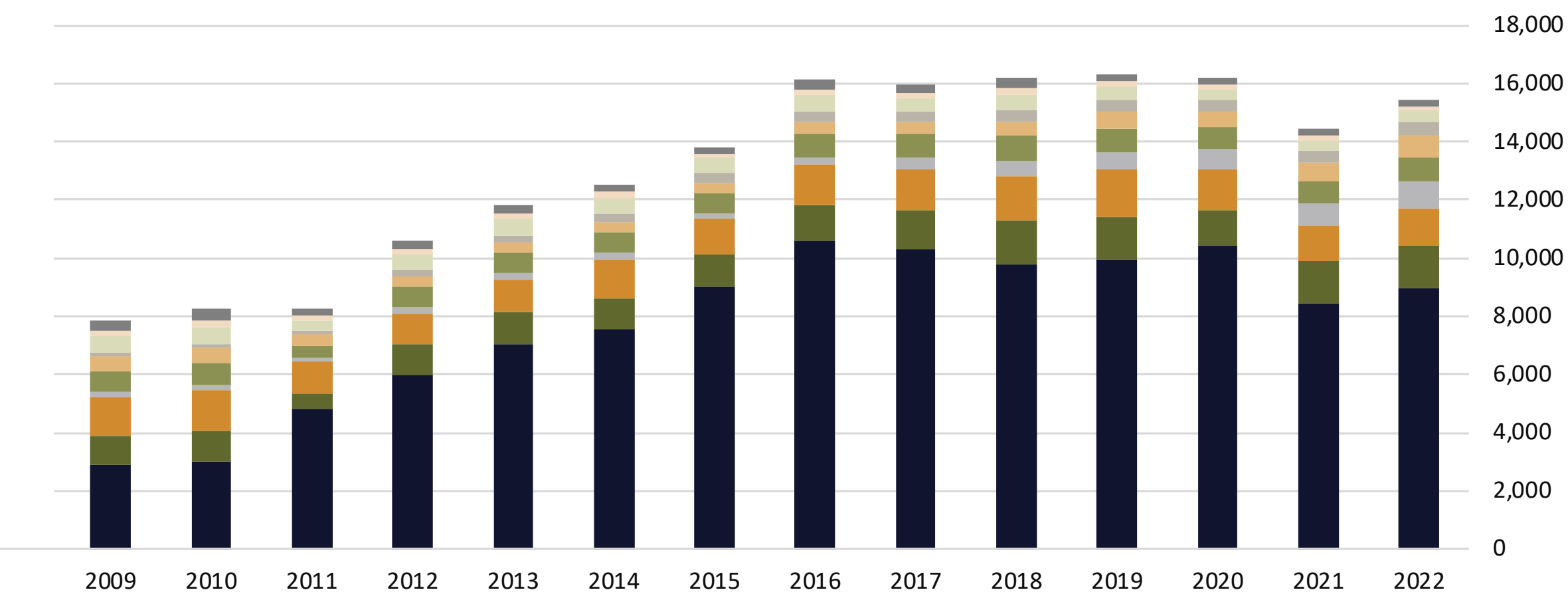
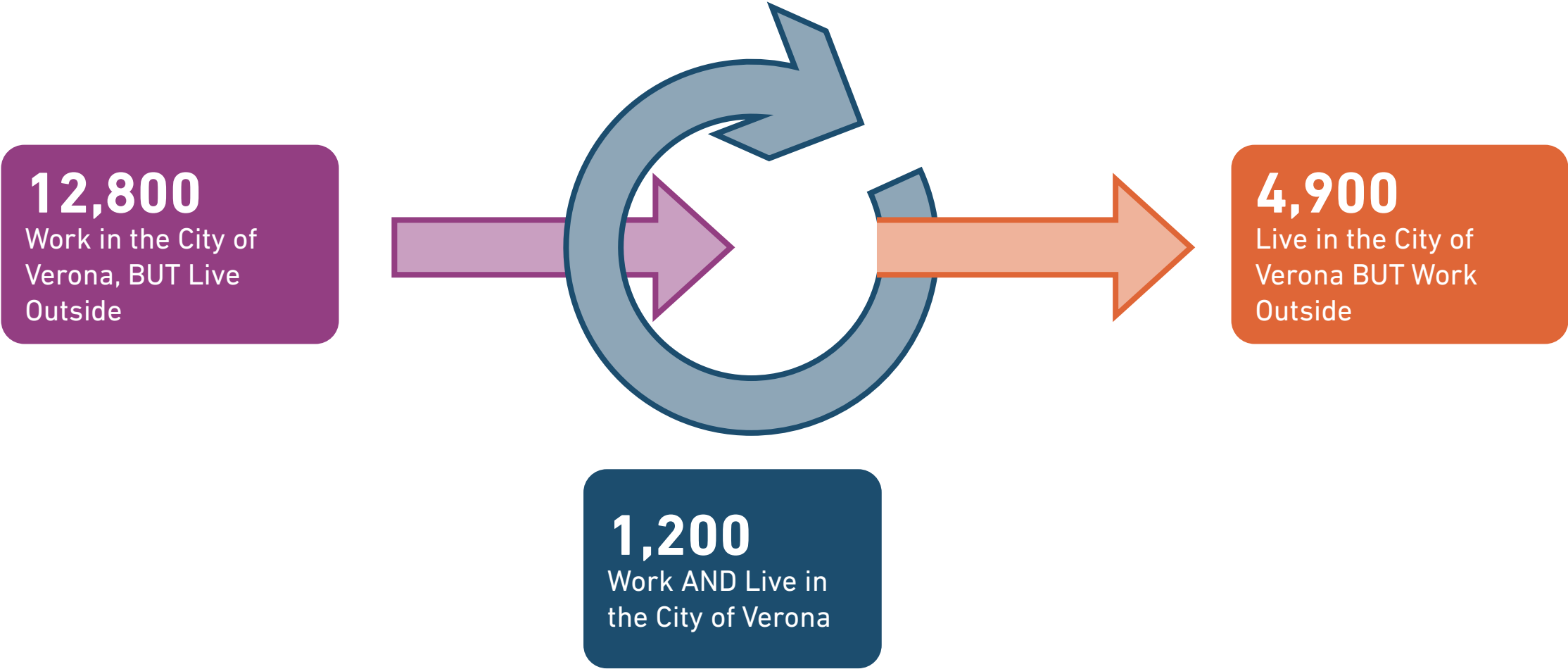


# VERONA EMPLOYMENT

Verona is a place to work, with roughly as many jobs as there are residents.

## A DAILY FLUX

Verona is home to roughly 14,000 jobs and residents. However, 90% of workers live outside of the City, and commute from Madison, Fitchburg, Middleton, and elsewhere in Dane County. This unique condition creates a reverse commuter surge for the City of Verona relative to the City of Madison.



## JOBS GROWTH

HAS DOUBLED THE NUMBER OF JOBS SINCE 2009, LARGELY DUE TO THE ONGOING EXPANSION OF EPIC SYSTEMS

### Legend - Employment Sectors

- Information
- Professional, Scientific, and Technical Services
- Business Support Services
- Other
- Retail, Accommodation, Food, and Other Services
- Manufacturing
- Wholesale Trade and Transportation
- Educational Services, Healthcare, and Social Assistance
- Construction
- Public Administration

## EMPLOYMENT HAS DOUBLED

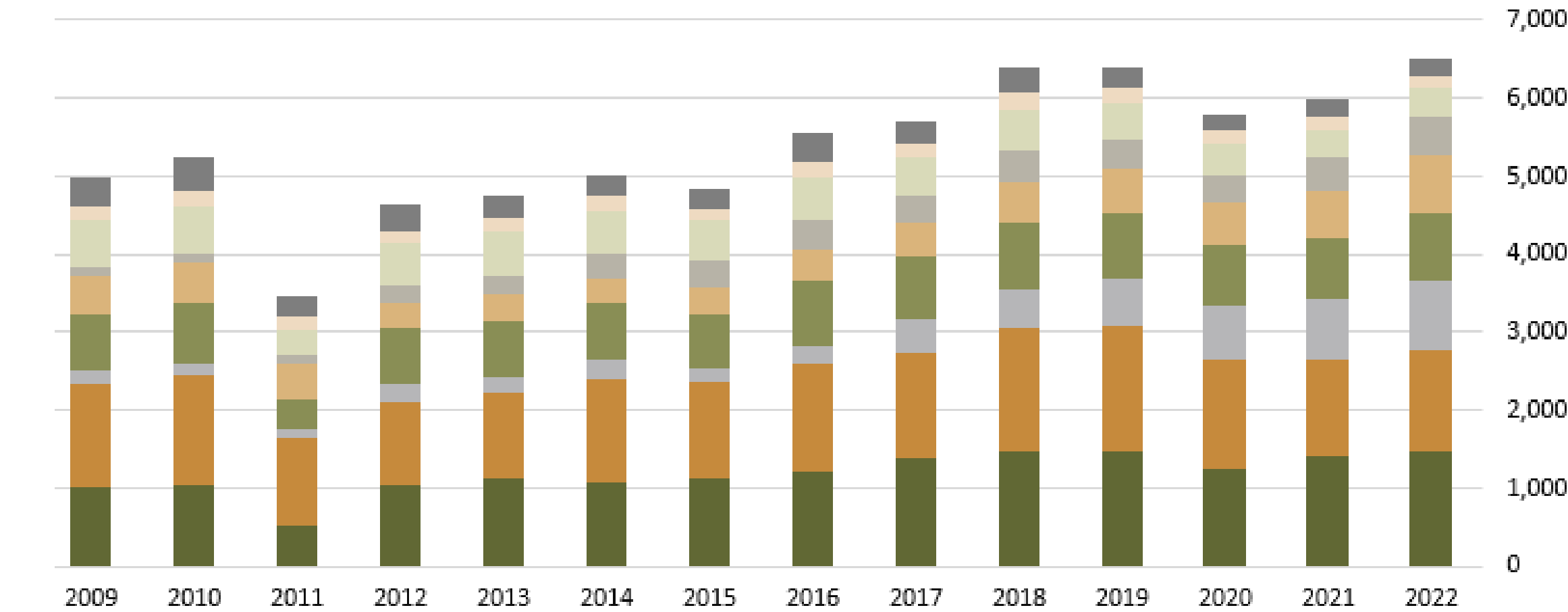
Since 2009, jobs in the City of Verona have doubled, largely due to the ongoing growth of and boom of Epic in the early 2010s. Epic falls under the categorization of "Information" jobs, which includes over 50% of jobs city-wide.

Other job sectors have been steady and growing. These include Professional, Scientific, and Technical Services; Construction; Retail, Accommodation, Food, and Other Services; Business Support Services; and Manufacturing.

The industry with the largest decline in employment over the last two decades is Agriculture.

## GROWTH = OPPORTUNITY

Verona's growth should offer opportunity across the spectrum of residents in and around the City. The City's economy structures around two categories of industry: "High Quantity, High Education," reflecting current strengths in the economy, and "High Growth, Low Barrier to Entry," which can create career opportunities for those without college degrees.



## NON-INFORMATION SECTORS

HAVE INCREASED BY ROUGHLY 20% SINCE 2009.

# CITY MAP ACTIVITY

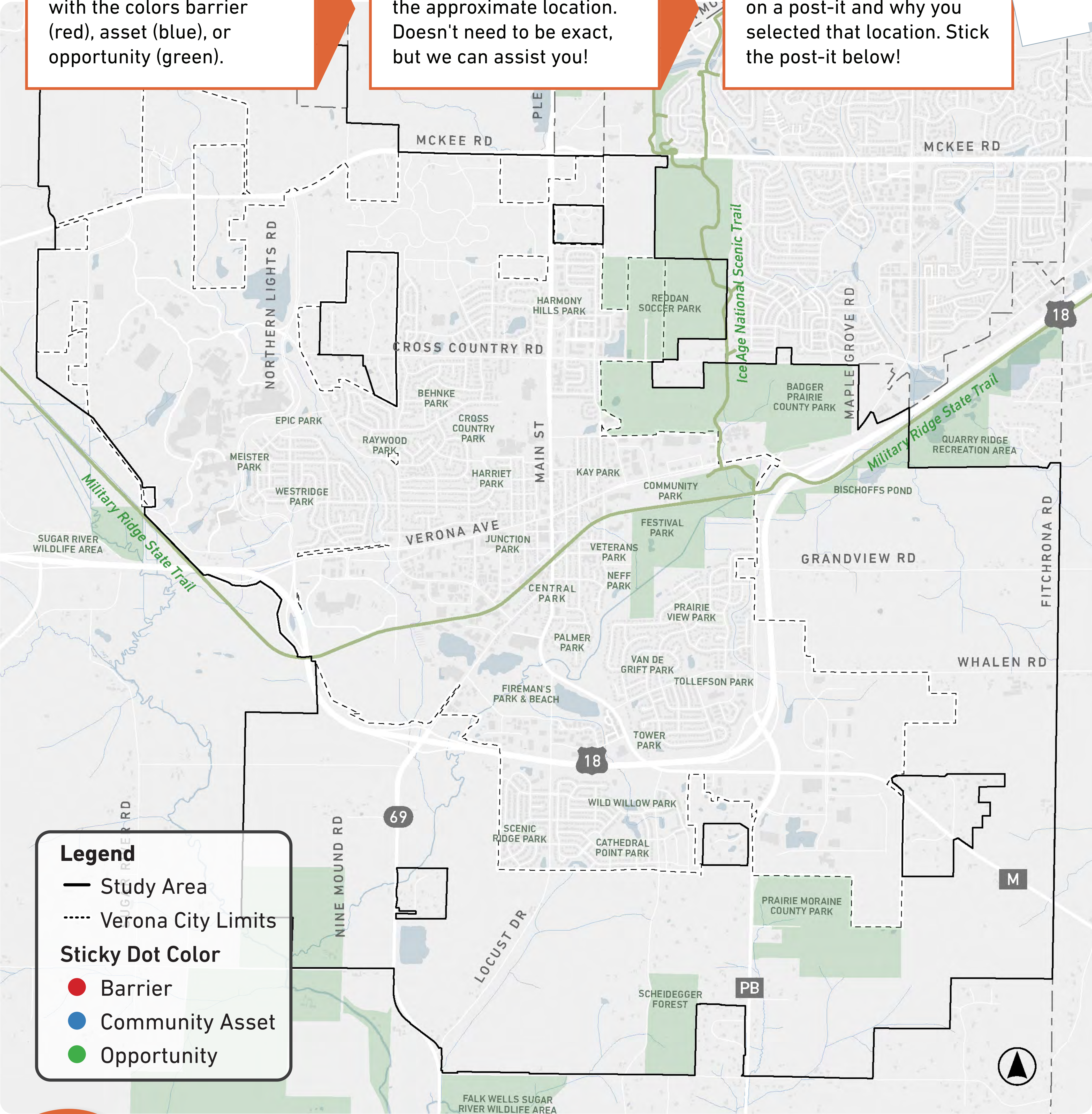
Tell us about the community assets, barriers or opportunities of the City of Verona.

Station  
3

**Step 1:** ●●●  
Take a dot that corresponds with the colors barrier (red), asset (blue), or opportunity (green).

**Step 2:** ○→●  
Place the dot on the map in the approximate location. Doesn't need to be exact, but we can assist you!

**Step 3:**  
Write down the dot number on a post-it and why you selected that location. Stick the post-it below!



The freeway creates a barrier!

I love downtown!

I think we should have more trees!

LEAVE/WRITE DOWN A COMMENT HERE

# DOWNTOWN MAP ACTIVITY

Station  
3

Tell us what areas of Downtown need improved or preserved!

**Step 1:**

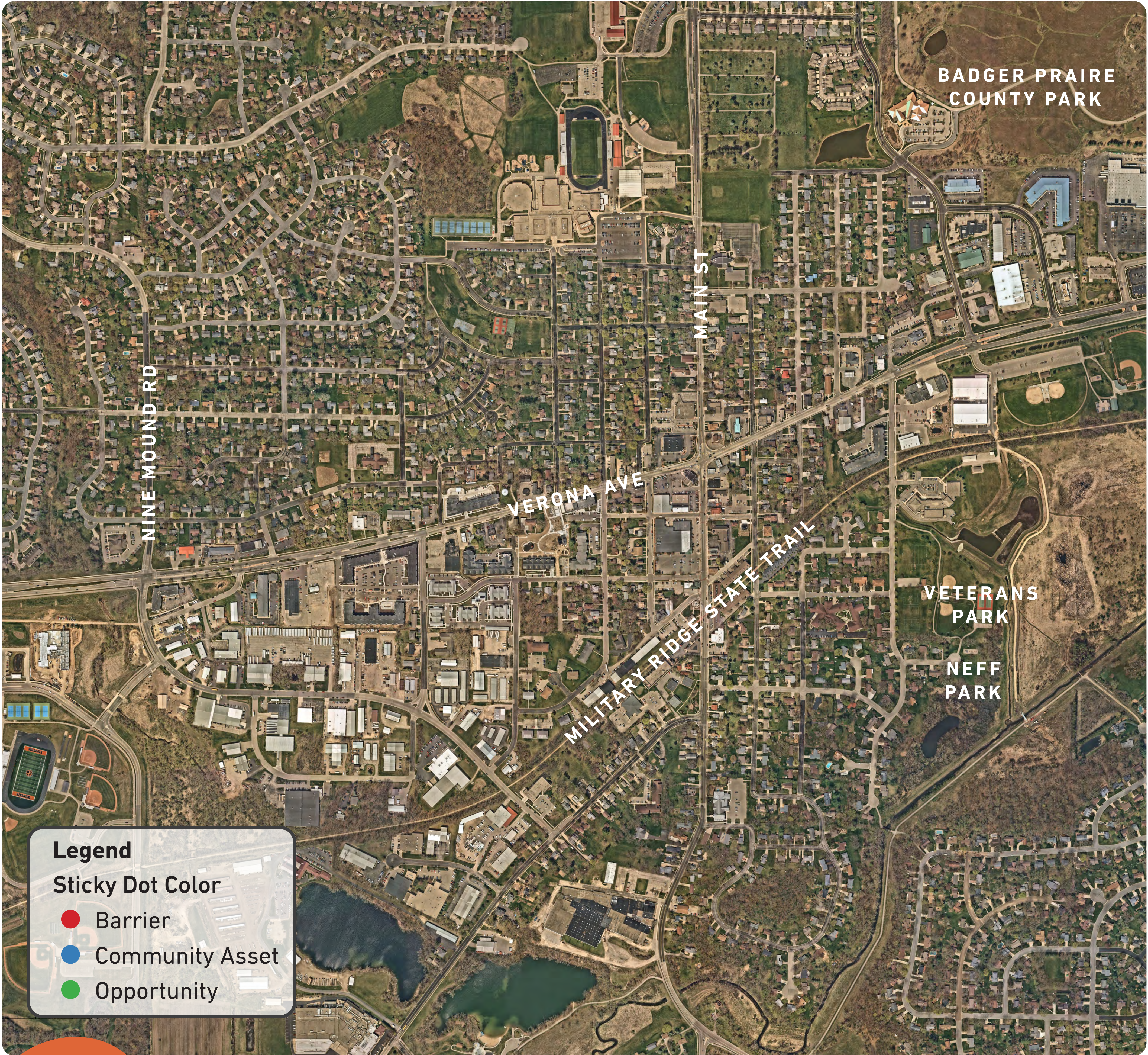
Take a dot that corresponds with the colors barrier (red), asset (blue), or opportunity (green).

**Step 2:**

Place the dot on the map in the approximate location. Doesn't need to be exact, but we can assist you!

**Step 3:**

Write down the dot number on a post-it and why you selected that location. Stick the post-it below!



I love the walkability!

Great Restaurants!

I think we should have more trails!

LEAVE/WRITE DOWN A COMMENT HERE

# YOUR VISION FOR VERONA

Let us know your big ideas for the City of Verona!

Station

3

Place a post-it below describing your big idea. For example, a big idea might be connecting more trail systems or adding more walkable retail.

|                             |  |  |  |  |  |  |
|-----------------------------|--|--|--|--|--|--|
| PLACE YOUR<br>POST-IT HERE! |  |  |  |  |  |  |
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