

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 are using 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

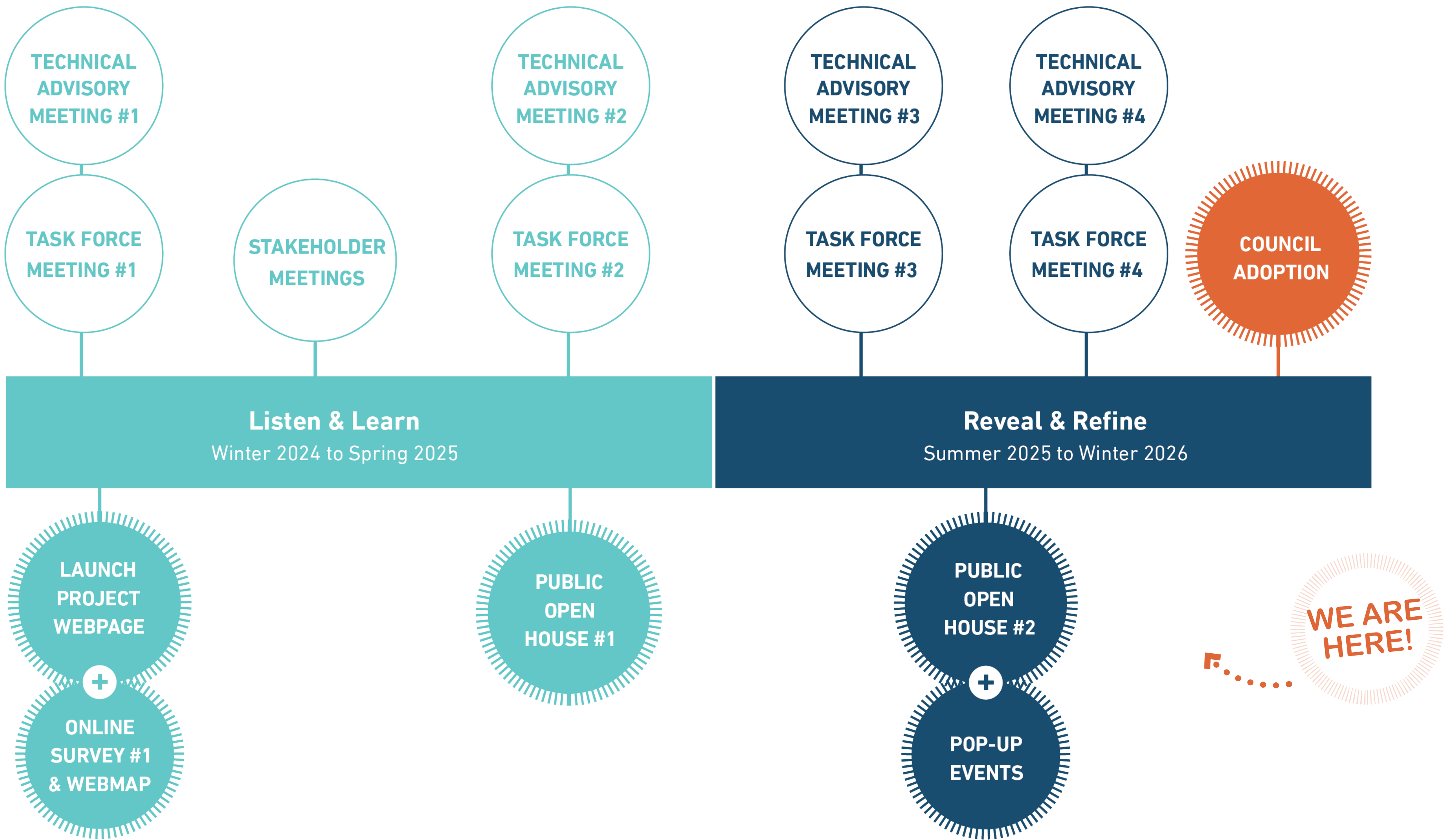
5. Agricultural, Natural and Cultural Resources
6. Economic Development

7. Intergovernmental Cooperation

8. Land Use

9. Implementation

WHAT'S THE PROCESS?



LAUNCH PROJECT WEBPAGE

ONLINE SURVEY #1 & WEBMAP

PUBLIC OPEN HOUSE #1

PUBLIC OPEN HOUSE #2

POP-UP EVENTS

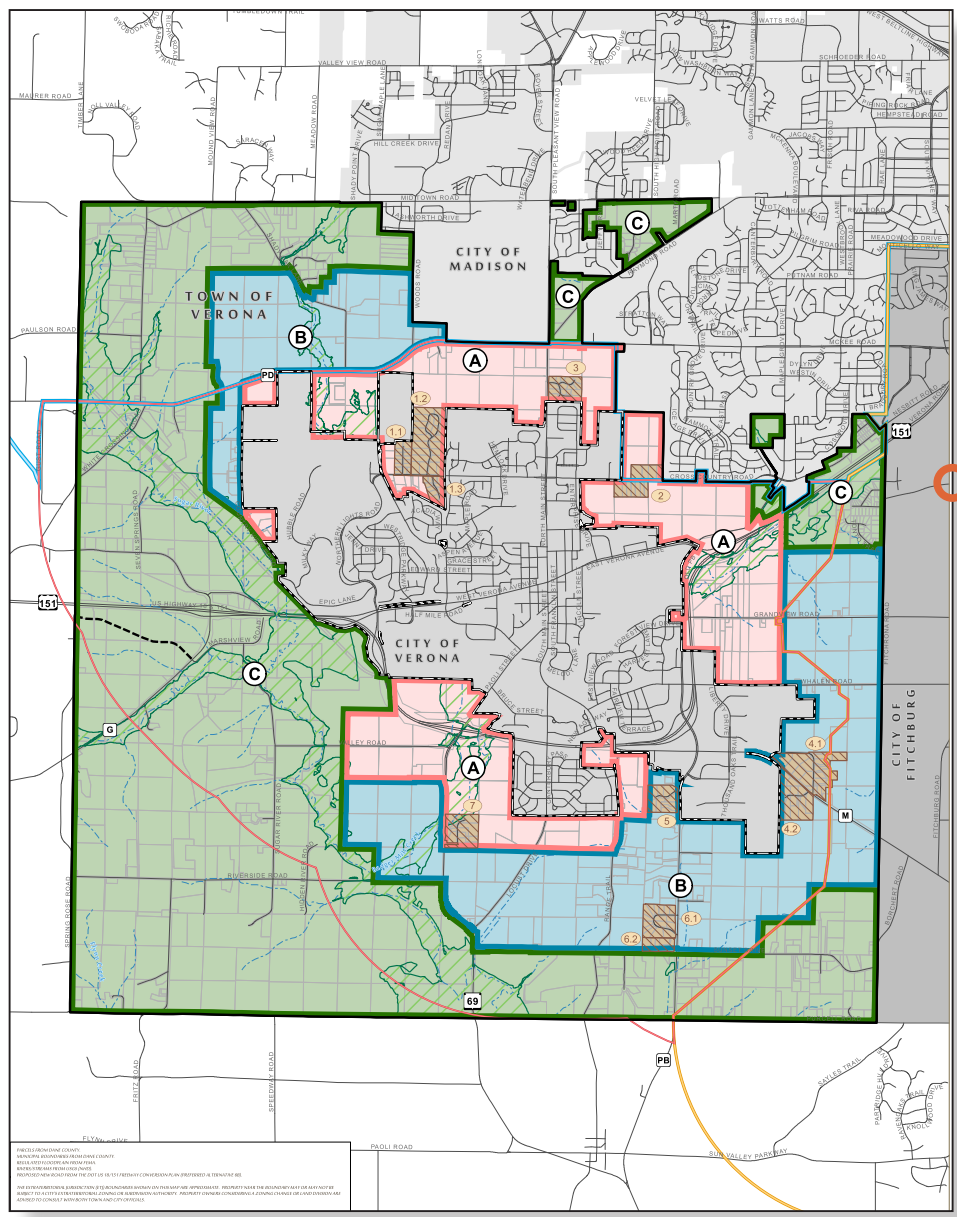
WE ARE HERE!

DEFINING A STUDY AREA

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

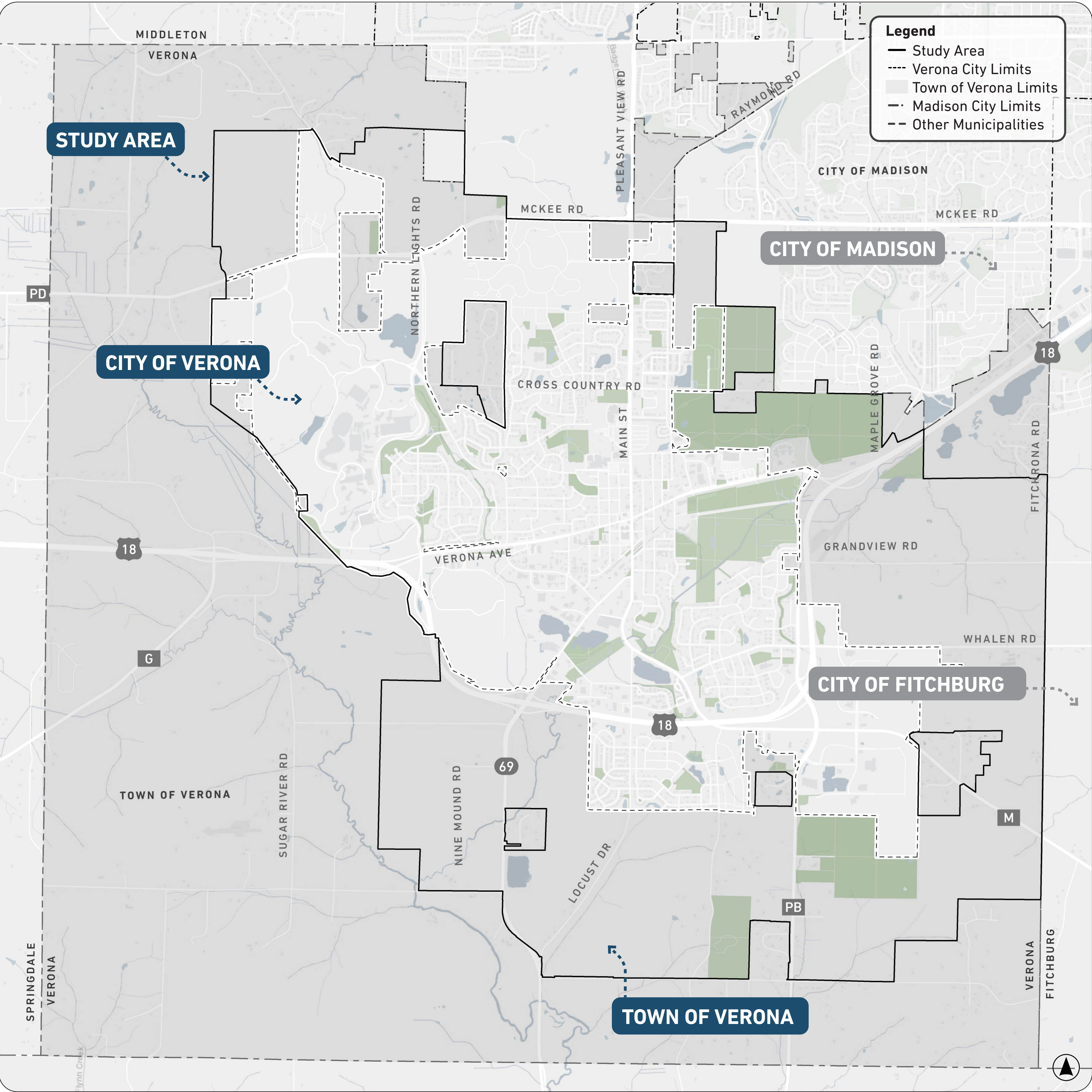
THE STUDY AREA

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!



WHAT WE'VE HEARD!

The Envision Verona Comprehensive Plan is shaped by your input!

Station

1

OVERVIEW

During the Spring of 2025, City of Verona residents, employees, and visitors were invited to provide their feedback to shape the future of the city through public open houses, a survey, webmap activities, and the project website.

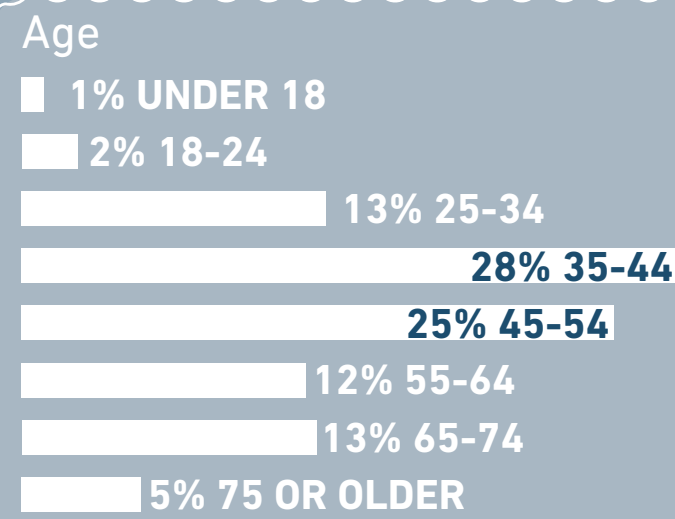
WHO PROVIDED INPUT?

2 PUBLIC OPEN HOUSES

90 PUBLIC MEETING ATTENDEES

589 PINS FROM THE WEBMAP AND IN-PERSON MAP

1078 POST-IT COMMENTS



758 SURVEYS COMPLETED

Live/Work Status

5% JUST WORK IN VERONA	58% JUST LIVE IN VERONA	32% LIVE & WORK IN VERONA
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AMONG SURVEY RESPONDENTS

COMMUNITY THEMES

TRANSPORTATION & MOBILITY



- + Traffic along Verona Ave and Main St was cited as the #1 problem. Ideas vary about how to provide a solution.
- + Aside from traffic, bike & pedestrian safety was the most important mobility topic. Residents noted the need for safer intersections and neighborhood access to trails.
- + There is desire across a variety of demographics for increased transit options and frequency.

PARKS, RECREATION & COMMUNITY



- + Existing parks and recreation facilities in Verona are well loved, and existing events such as the farmers market are central to civic pride and sense of community.
- + Residents want more recreation amenities within the parks.
- + There is demand for additional community hubs and events, including an expanded Senior Center and desire for a community center.

LOCAL BUSINESS & DOWNTOWN



- + The existing local businesses are loved. However, the community strongly supports a more walkable downtown with more independent restaurants and shops.
- + Fast-food franchises were not viewed favorably by residents, with a preference for less auto-oriented retail.
- + Residents want the Downtown to have a distinct and recognizable identity.

HOUSING & DEVELOPMENT



- + Affordability is a top housing concern across a range of age groups. There is demand for more housing options, especially senior housing and smaller-scale starter homes.
- + People support Mixed Use development to create vibrant, walkable neighborhoods.
- + There is concern that too much development is changing Verona's character and that infrastructure is not keeping pace.

COMMUNITY CHARACTER & IDENTITY



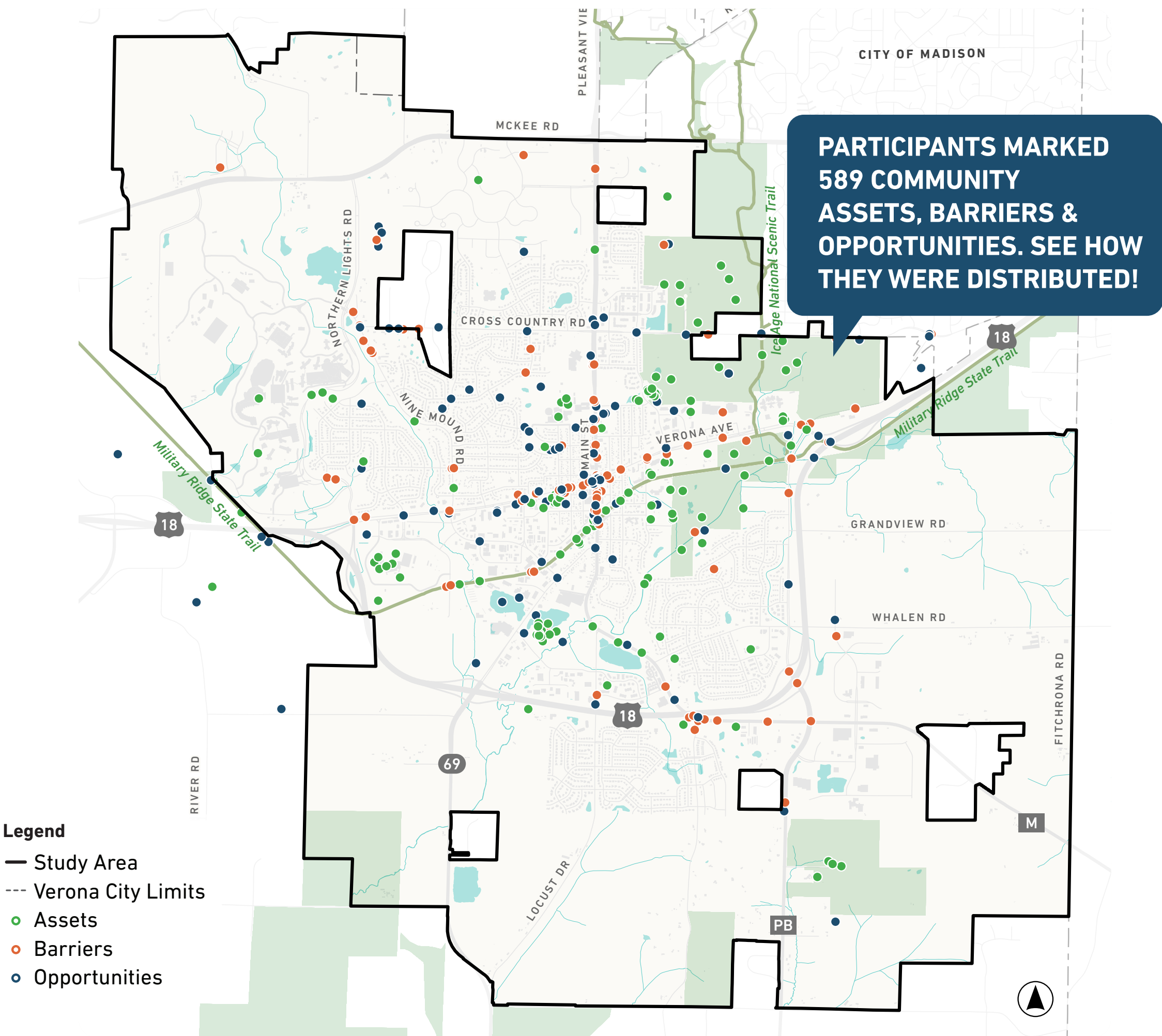
- + Verona's community identity is closely tied to its neighborhoods, historic small-town character, parks, and open space.
- + Residents cited liking nearby communities for having a cohesive, walkable, and vibrant Downtown.
- + Some respondents emphasized the desire for more cohesive architectural styles for new development.

ENVIRONMENT & SUSTAINABILITY

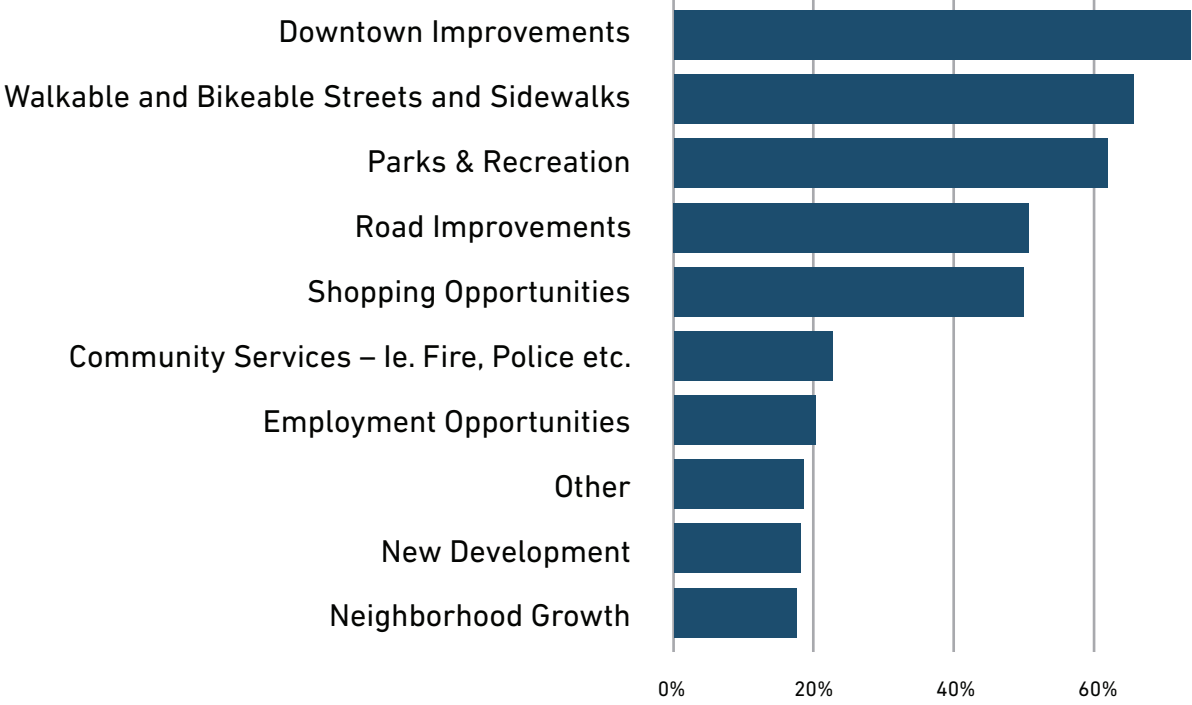


- + Residents support environmentally friendly policies including green building features in new development.
- + People want more plantings, trees, and landscaping.
- + Residents emphasized preserving greenspace and protecting it from encroaching development.

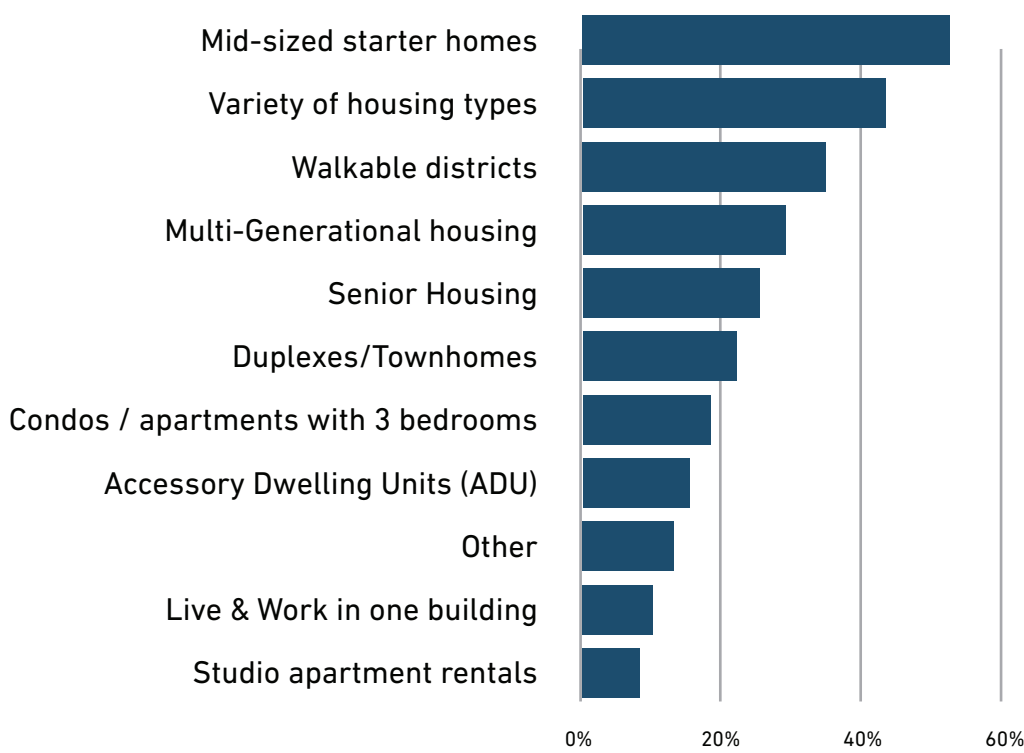
WEBMAP COMMENTS



OVER THE NEXT 10 YEARS, WHAT IMPROVEMENTS DO YOU WANT THE CITY TO PRIORITIZE IN THE MOST?



OF THE HOUSING TYPES LISTED BELOW, WHICH WOULD YOU LIKE TO SEE MORE OF?



HELP US UNDERSTAND WHAT QUALITY OF LIFE IN VERONA MEANS TO YOU.

- 1 in 2 people said:
- I want to have access to a wealth of parks and recreation amenities.
 - I want to protect the City's forests and natural resources.
 - I want an active and vibrant Downtown.
 - I want to protect the small City character of Verona.
- 1 in 3 people said:
- I want to live in a growing community with new businesses and activities.
 - I want to feel connected to and celebrate my community through art and events.
 - I want to have a robust variety of shopping options in the City.
 - I want to be able to bike or walk to school, work, or for errands.
- 1 in 4 people said:
- I want to live in a community where transportation options are easy to access for all.
 - I want to have access to more variety and affordability of housing options.



LEARN MORE!

HOW ENGAGEMENT FUELS PLAN RECOMMENDATIONS

The public input from the first round of engagement has informed the plan goals, big moves and themes. You can learn more about each of the themes, and provide additional comments and feedback at any board labeled "Station 2" at the top.

PLAN VISION

The City of Verona is a connected, safe, and inclusive community, that balances growth with character and quality of life, a regional center for walkability, trails, and outdoor recreation, with pathways for people of all backgrounds to work, live, raise a family, and age in place.

COMPREHENSIVE PLAN GOALS

DOWNTOWN

Downtown initiatives focus on enhancing walkability and traffic safety, supporting local small business, and expanding the character of downtown to include a broader stretch of Verona Avenue and Main Street.

GROWTH & DEVELOPMENT

Growth and Development initiatives focus on intentionally supporting region-appropriate population growth, fostering development, and balancing planned growth with the community's desire for a walkable community and environmental preservation.

HOUSING & NEIGHBORHOODS

Housing and neighborhood initiatives focus on creating a housing environment that supports a new generation of life-time Verona residents, preserves and maintains existing neighborhoods, creates walkable neighborhoods, and increases the variety of housing options.

EMPLOYMENT CENTERS & INDUSTRIAL AREAS

Employment centers and industrial area initiatives focus on expanding upon the historic and recent industrial and commercial growth to provide local employment opportunities and reinforce Verona as a manufacturing and technology employment hub in the region.

TRANSPORTATION & MOBILITY

Transportation and mobility initiatives focus on existing multi-modal and vehicular networks to support everyday needs, mitigate traffic safety concerns, improve mobility and provide transportation options.

PARKS, OPEN SPACE, AND COMMUNITY FACILITIES

Parks, open space and community facilities initiatives focus on reinforcing Verona as a recreation and leisure community, through expanded trail connections, community facilities and expanded parks to serve the community.

URBAN DESIGN, IDENTITY, AND COMMUNITY-FOCUSED DEVELOPMENT

Urban design, identity and community-focused development initiatives focus on establishing a consistent and recognizable identity for Verona that builds on existing charm while embracing growth as a small city through open space preservation, urban design, cohesive streetscape standards, and clear community branding and wayfinding.

INFRASTRUCTURE

Infrastructure initiatives focus on investing in city infrastructure to support desired growth patterns, increase and expand quality of services, and provide a sustainably managed and modernized utility systems for long-term growth.

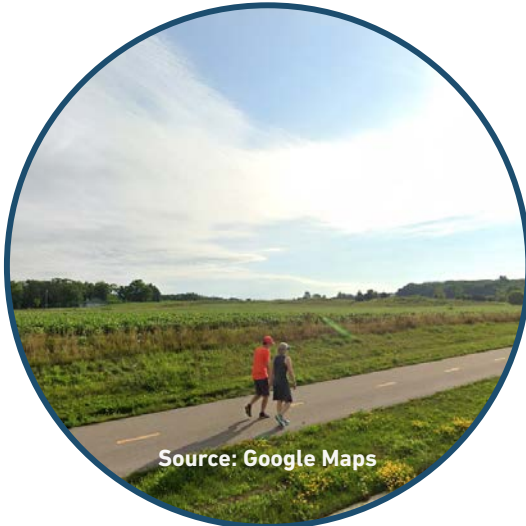
VERONA LAND USE

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



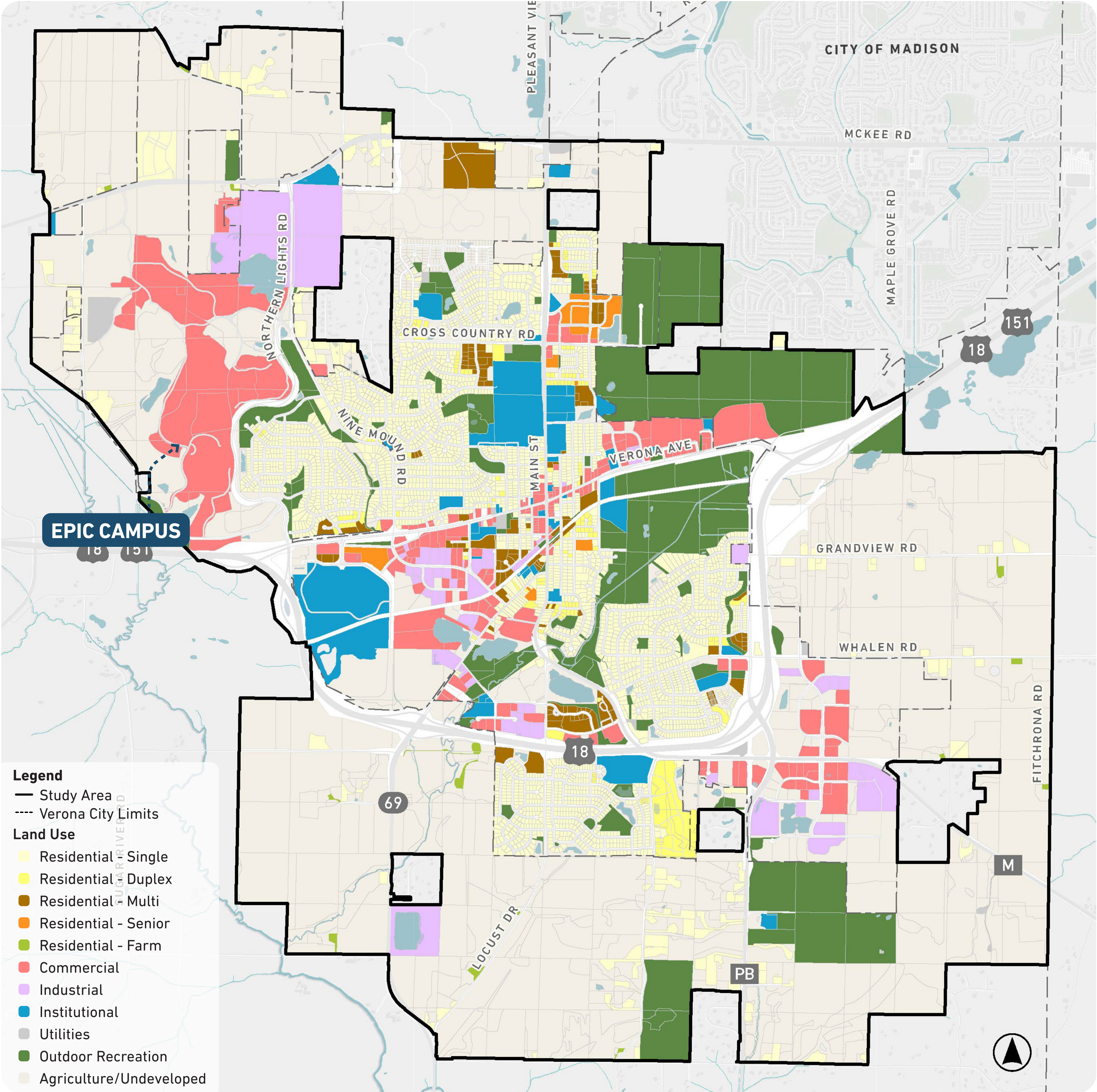
RESIDENTIAL



COMMERCIAL



OUTDOOR RECREATION



LAND USE CATEGORIES

Tell us your thoughts on the future of land use in Verona!

The ideas and map below illustrate a 30-year vision for the future of land use within the study area. This vision reflects the possible outcomes based on anticipated property development, land use changes, and planning opportunities.

BIG MOVES

- 1

Expanded Downtown. To include from S Nine Mound Rd to Military Ridge Trail to Verona Ave, with additional extension north along Main St and east along Verona Ave. Opportunity for diverse walkable community to include commercial, institutional, and housing, including expanded senior housing.

2 East Verona Ave Repositioning. To include transition from auto-oriented office and commercial to Downtown and Neighborhood Mixed Use frontage along Verona Ave. Existing grocery store commercial to be maintained.

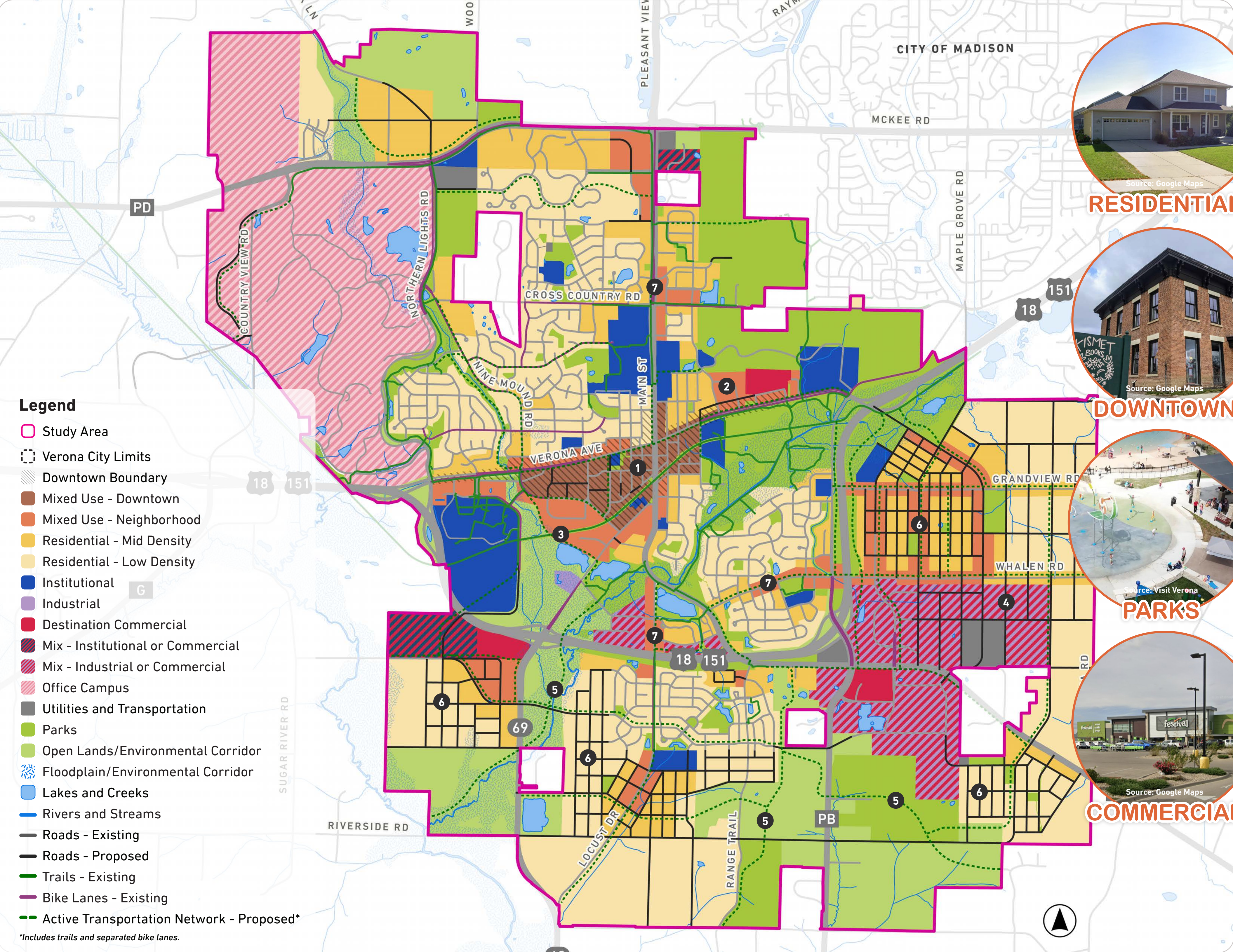
3 S Nine Mound Rd Transitional Zones. Long-range transition of existing land uses (commercial/ industrial) within floodplain to open lands / environmental corridor or to Mixed Use along S Nine Mound Rd.
- 4

Business/Industrial Park Flexible Expansion. Delineated opportunity for continued growth of the Liberty Business Park and Verona Technology Park. Blend of large lot commercial and industrial uses. As older industrial areas transition to other uses in the City, continued opportunity for this area to expand towards the east and southeast.

5 Southside Greenways. Designation of preservation/ non-development of areas of ecological value and existing forest to maintain a continuous green links along Ice Age Trail, south to Scheideggerer Forest, and along Badger Mill Creek.

6 New Neighborhood and Growth Areas.

7 Neighborhood Mixed Use and Walkable Corridors.



LEAVE/WRITE DOWN A COMMENT HERE

LAND USE - FUTURE

Learn about the Future Land Use map!

MIXED USE - DOWNTOWN



The Downtown Mixed Use Core encourages a mix of commercial and residential uses in both existing buildings and in new development, promoting Verona’s traditional downtown as a Mixed Use center of activity. Existing buildings and storefronts along Verona Avenue and Main Street should be maintained and rehabilitated to support retail and small business activity. Over the long term, new commercial and Mixed Use development may take place on select opportunity sites, designed in a way that reinforces Downtown Verona’s traditional pedestrian-oriented design character and scale. Certain opportunity sites may require the transitioning of industrial-commercial uses to residential or Mixed Use. Permitting a mix of uses in the Downtown Core will facilitate increased utilization of buildings and spaces and build value in Downtown real estate and businesses.

MIXED USE - NEIGHBORHOOD



Neighborhood Mixed Use districts provide opportunities for both residential and independent and convenience-type retailing and services, such as specialty retail stores, dry cleaners, groceries, salons, florists, clinics, and doctor offices, and cafes and restaurants. Such developments can include Mixed Use buildings, multi-building complexes, or small strip centers, offering flexibility for both commercial and residential uses within the same block or site. They should also be compatible in design and scale with adjacent land uses and feature adequate pedestrian connections and linkages to reduce vehicular use. Neighborhood Mixed Use districts are located throughout Verona, including land adjacent to the Downtown Core and west along Verona Avenue north of Verona High School, and in projected growth areas east of the U.S. Highways 18 and 151.

RESIDENTIAL - MID DENSITY



Mid-Density Residential districts provide for higher-density residential developments near commercial and Mixed Use areas and transportation corridors, helping to promote a range of housing types that meet varying household size and income needs. Such housing types can include a mix of multi-flats, townhomes, and multi-family apartment developments. Suitable locations for Mid-Density Residential include the growth areas east, south, and southwest of U.S. Highways 18 and 151, in select land parcels surrounding the Downtown Core, north along Main Street, and west along McKee Road. Higher-density residential will also help support the development of neighborhood commercial areas featuring convenience stores, restaurants, and services that meet the daily needs of neighborhood residents. Such developments should have pedestrian linkages to adjacent commercial areas, parks, and open space, and feature compatible design and architecture to surrounding land uses.

RESIDENTIAL - LOW DENSITY



Low-Density Residential neighborhoods, located primarily to the north and northwest and to the southeast and south of Downtown Verona, are largely characterized by pre- and post-World War II housing types on quarter-acre lots and those of more recent development that form cohesive neighborhoods within walking and driving distance of Downtown and nearby and regional employment centers. This land use designation seeks to preserve and maintain the traditional single-family character of these neighborhoods by encouraging housing maintenance and rehabilitation, compatible new infill housing, and residential subdivisions appropriate to its context. In the projected growth areas to the east, southeast, and southwest of U.S. Highways 18 and 151, opportunities exist for creating new single-family neighborhoods that comprise a mix of single-family homes, duplexes, triplexes, and townhomes, thereby providing a broader mix of dwelling types in these locations. Duplexes, triplexes, and fourplex housing types may also be permitted as infill housing in established single-family neighborhoods.

INSTITUTIONAL



Verona municipal facilities, such as the City Hall, Fire Department, Public Works, Public Library, and Senior Center; other government facilities; schools; and religious buildings and associated cemeteries are categorized as Institutional. The Institutional land use classification allows public or quasi-public entities to plan accordingly for the future expansion and location of such facilities.

INDUSTRIAL



Industrial zones permit a broad range of warehousing, manufacturing, research, technology, and their office-related activities with minimal environmental impact. Such industries are located in existing industrial zones, such as Liberty Business Park and the Verona Technology Park, which offer access to U.S. Highways 18 and 151 and County Highway (CTH) M, as well as select locations at Paoli, Main, and Factory Streets. An area of mixed light industrial-commercial uses, such as contractor and contractor-supply businesses, food wholesalers, and small manufacturers — some with outdoor storage requirements — will remain north of the U.S. Highways 18 and 151 and STH 69 interchange at Locust Drive below Bruce Street. More public-facing commercial uses, such as grocery stores, breweries, restaurants, and other retail services, will be permitted in the industrial and technology parks east of the U.S. Highways 18 and 151. The industrial district will continue to expand upon the existing Liberty Business Park and Verona Technology Park developments.

DESTINATION COMMERCIAL



A portion of Verona Avenue at Hometown Circle features Verona’s most significant concentration of both large and small format retail commercial activity, including Blaine’s Farm and Fleet, Festival Foods Grocery Store, and chain restaurants, which attract both local Verona residents and customers from the surrounding area. This land use classification also reflects the particular design characteristics of these developments, which are single-story in height with deep setbacks from the roadway and large parking areas. Future Destination Commercial development is projected for the southwest corner of the U.S. Highways 18 and 151 and State Trunk Highway (STH) 69 interchange.

MIX - INSTITUTIONAL OR COMMERCIAL



The Institutional and Commercial district supports a mix of commercial and institutional uses, focused around the SSM Health Clinic near U.S. Highways 18 and 151 and State Trunk Highway (STH) 69 interchange. This area of the district offers opportunities for medical, office, commercial and service-oriented developments that complements the clinic and serves the surrounding neighborhoods. The land use classification reflects the areas emerging role as a Mixed Use node, accommodating institutional facilities alongside commercial services within a walkable setting.

MIX - INDUSTRIAL OR COMMERCIAL



The Industrial and Commercial district supports a mix of employment-oriented land uses, focused around light industrial, office, and commercial uses. This land use classification reflects a district where these uses can co-exist within a flexible development framework. The area is intended to allow for both standalone enterprises and multi-tenant developments that support Verona’s economic base.

OFFICE CAMPUS



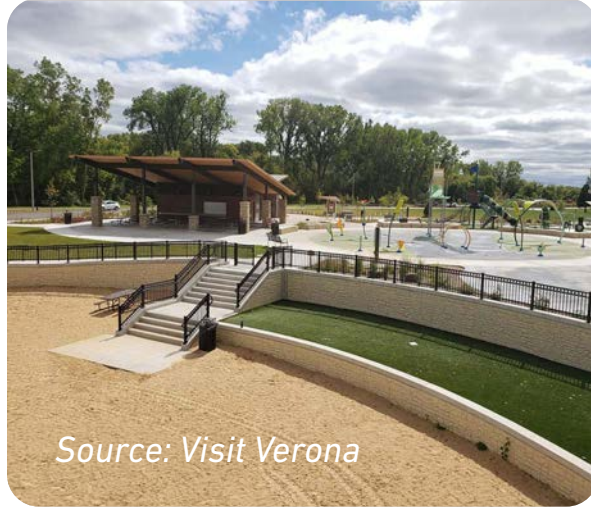
The Office Campus classification encourages large-scale office uses in single developments or as part of an office park setting. This classification primarily accommodates the Epic Systems Corporation campus on Verona’s northwest side at North Nine Mound and McKee Roads.

UTILITIES AND TRANSPORTATION



The transportation and utility network includes land devoted to the U.S. and State Highways, local roads and arterials, water towers and lift stations, and power and telecommunication lines.

PARKS



Parks encompass all parks and recreational lands and facilities within Verona, including those owned and maintained by the City of Verona Parks and Urban Forestry Department. The intent is to maintain and enhance such areas and their functions as active centers for recreational activity.

OPEN LANDS/ENVIRONMENTAL



Floodplains and environmentally sensitive lands, trails, lakes, creeks, and natural and topographic features comprise key elements of Verona’s “green” infrastructure and open space network. An overarching goal of this Future Land Use Strategy is to create environmental corridors that connect existing parks with new and existing trails, water features, and other open spaces, providing Verona residents with access to greenways and their trail systems from most residential neighborhoods. Protecting and enhancing such areas can help to protect natural features and wildlife habitats and provide added stormwater management benefits.

SUBAREAS FOR GROWTH

Envision Verona has identified five primary subareas for future housing growth over the next 30 years.

KEY SUBAREAS

1. Downtown Subarea:

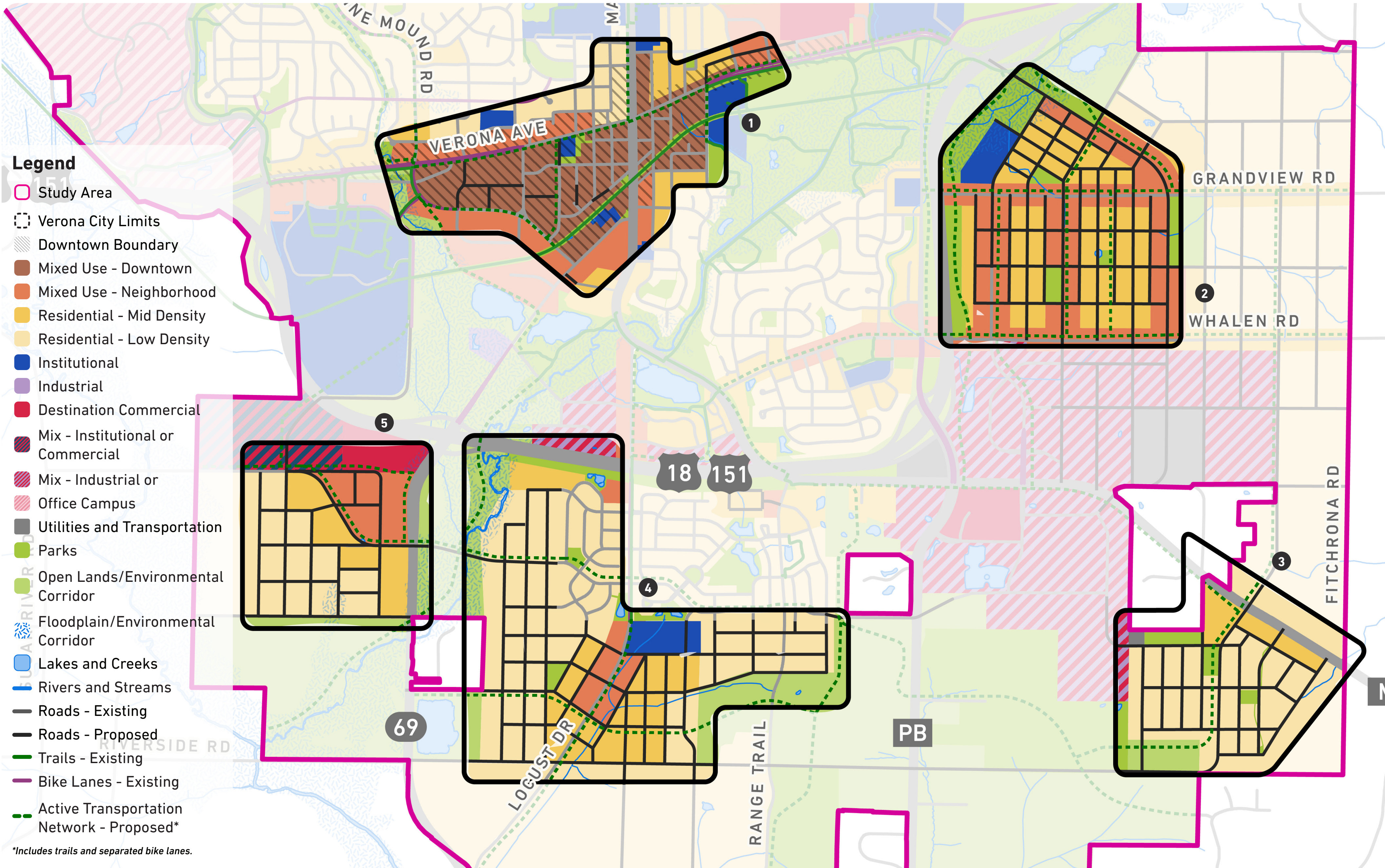
To include from S Nine Mound Rd to Military Ridge Trail to Verona Ave, with additional extension north along Main St and east along Verona Ave. Opportunity for diverse walkable community to include a variety of commercial, institutional, and housing, including expanded senior housing.
2. East Neighborhood Subarea:

To include new walkable neighborhood centered on Whalen Rd and Grandview Rd. Include Neighborhood Mixed Use primary corridors supported by Mid Density Residential neighborhoods. New neighborhood to feature land for new parks and school, and walking and biking connections to existing amenities and services.
3. Southeast Neighborhood Subarea:

To include new Low and Mid Density neighborhood with Condos, Townhomes, and Single Family homes.
4. South Neighborhood Subarea:

To expand upon Cathedral Point residential community and expand to include greater diversity of housing types and densities. Expanded neighborhood to bound by U.S. 18/151 and expanded greenways, and feature land for new parks and school, and walking and biking connections to existing amenities and services.
5. Southwest Neighborhood Subarea:

Centered around the Clinic, this new residential community will support a mix of neighborhood mixed use and mid-density residential development. The subarea to feature senior housing, traditional and multi-family housing, lifestyle amenities, support services, mixed use corridors, and neighborhood-oriented commercial uses that serve both the neighborhood and the clinic.

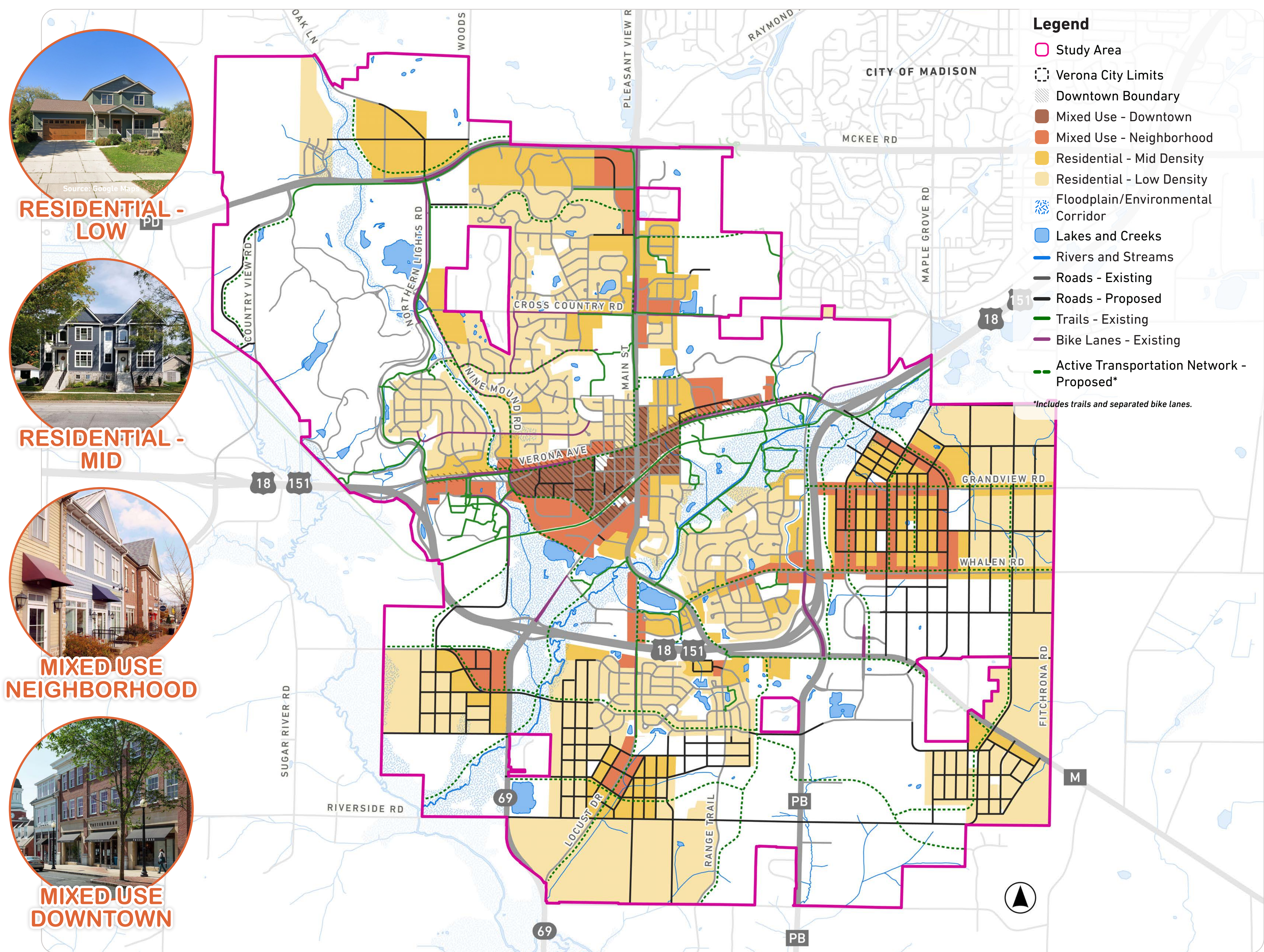


LEAVE/WRITE DOWN A COMMENT HERE

HOUSING & NEIGHBORHOODS

STRATEGIES

- + Identify housing opportunities to keep pace with population growth.
- + Increase housing opportunities in the downtown core.
- + Expand upon existing neighborhoods in the north and south subareas.
- + Identify new neighborhood opportunities to the east, southeast, and southwest.
- + Promote new development with housing variety that is well-connected to the City of Verona.



LEAVE/WRITE DOWN A COMMENT HERE

BIG MOVES

- 1

Plan and advocate for expanded bus routes to serve both existing and future residential and employment centers.
- 2

Improve intersection designs and enhance downtown connectivity to support traffic flow and pedestrian movement.
- 3

U.S. 18/151 full interchange and Verona Ave extension to CTH M, pending completion of WisDOT study currently underway.
- 4

Establish roadway grids that encourage walkability in the east, southeast, south and southwestern neighborhoods.
- 5

Southern loop road to CTH M to STH 69, to improve connectivity and connect east, southeast, south and southwestern neighborhoods.
- 6

Create trail links along natural corridors.
- 7

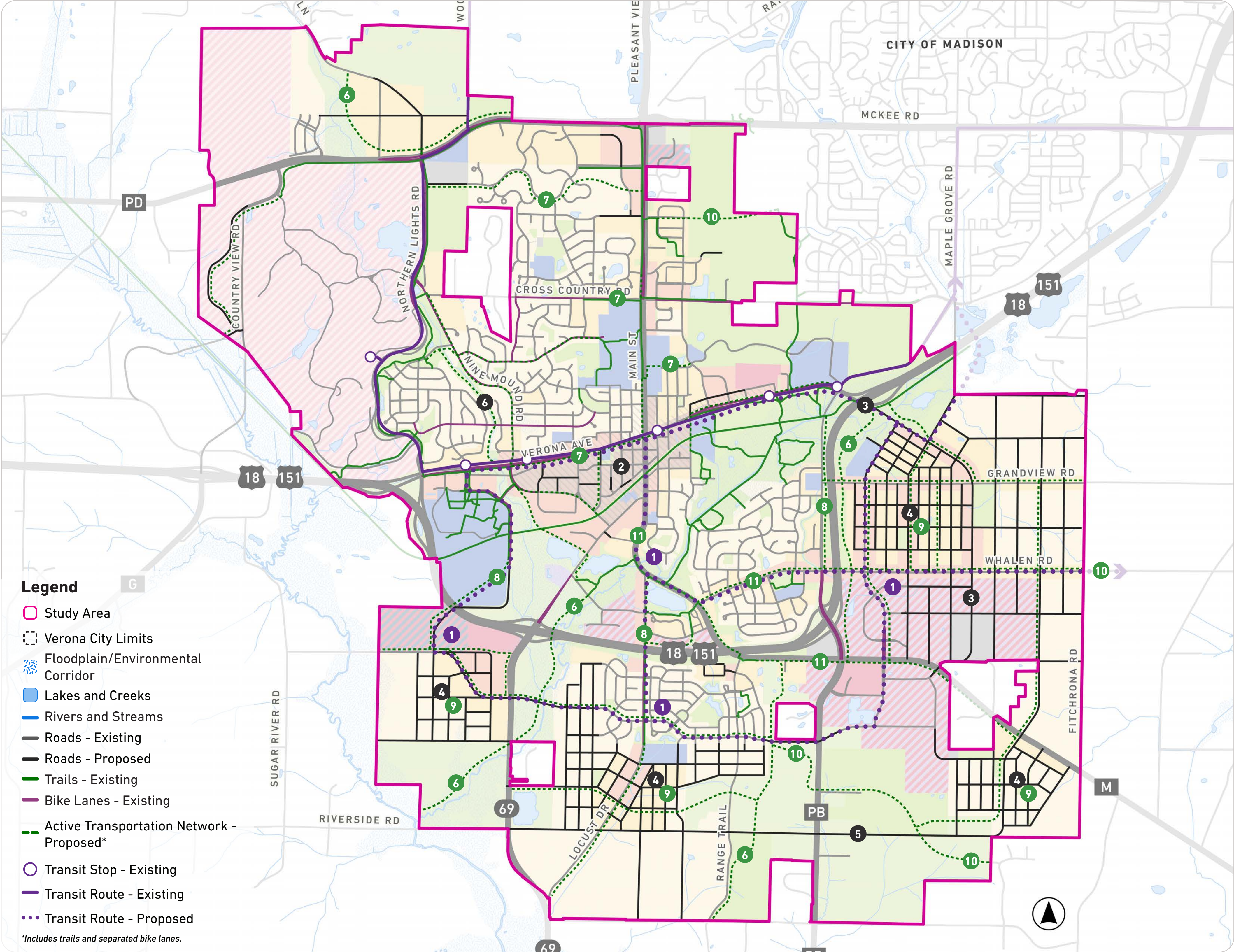
East-West community trail connections, connecting key destinations like the library and Badger Prairie Needs Network.
- 8

Major North-South community trail corridors, connecting Old PB, the High School, Sugar River, and neighborhoods across U.S. 18/151.
- 9

Develop a connected network of trails in new neighborhoods.
- 10

Extend the regional trail systems and connections to destinations like Badger State Trail and Reddan Park.
- 11

Connect trails along roads.



LEAVE/WRITE DOWN A COMMENT HERE

DOWNTOWN CHARACTER & ARCHITECTURE

Let us know what would improve the character of the Downtown core!

Step 1:

Take five (5) sticky dots.

Step 2:

Place a dot on what you like best.

LEAVE/WRITE DOWN ANY ADDITIONAL COMMENTS HERE

EVENTS, MARKETS & ACTIVATION



BLEND OF OLD & NEW



PUBLIC PLAZA & SPACES



ARCHITECTURAL VARIETY



PUBLIC ART



TREE LINED STREETS



PUBLIC PARKING



SIDEWALK DINING



WAYFINDING & BRANDING



TRAIL-ORIENTED DEVELOPMENT



GETTING AROUND!

Let us know what would support walking and biking more!

Step 1:

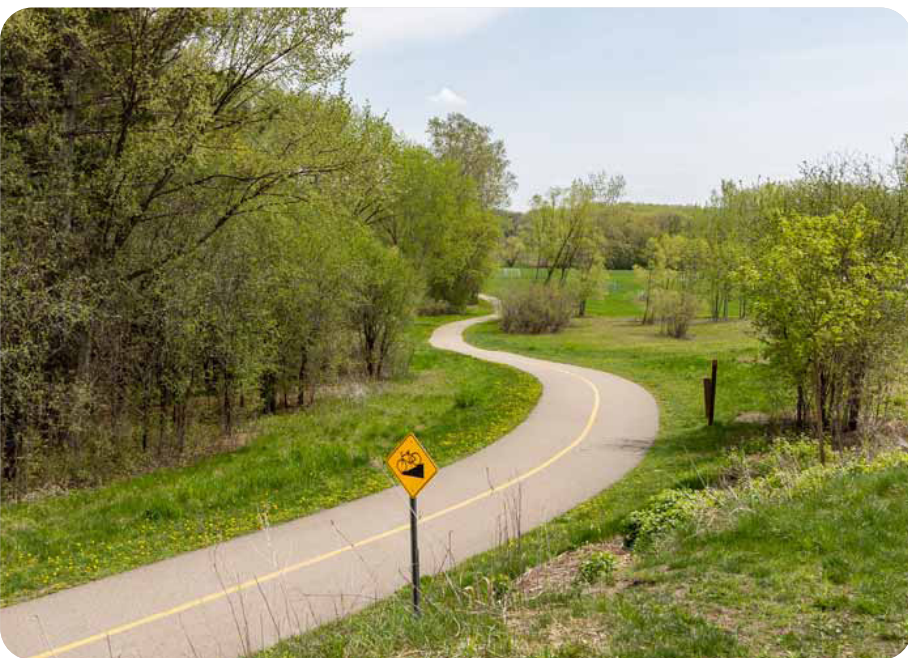
Take five (5) sticky dots.

Step 2:

Place a dot on what you like best.

LEAVE/WRITE DOWN ANY ADDITIONAL
COMMENTS HERE

GREENWAY TRAILS



FREQUENT PEDESTRIAN CROSSINGS



MULTI-USE PATHS



SIGNED ROUTES



PROTECTED BIKE LANES



ACCESSIBLE ROUTES



TRAFFIC CALMING



TRANSIT SHELTERS



SAFER ARTERIAL CROSSINGS



BIKE RACKS



ALL ABOUT MIXED USE!

Neighborhood Mixed Use increases walkability and amenities for residential communities. What styles of Mixed Use appeal to you?

Step 1:

Take five (5) sticky dots.

Step 2:

Place a dot on what you like best.

LEAVE/WRITE DOWN ANY ADDITIONAL COMMENTS HERE

TRADITIONAL (3-STORY)



MIXED USE BUSINESS CORRIDOR



VERTICAL MIXED USE (4-STORY)



NEIGHBORHOOD COMMERCIAL



VERTICAL MIXED USE (3-STORY)



TOWN CENTER



VERTICAL MIXED USE (2-STORY)



GROCERY IN GROUND FLOOR



TRADITIONAL (2-STORY)



PREDOMINANTLY RESIDENTIAL



VERONA AVE AT MAIN ST CONCEPTS

Let us know which of the traffic concepts you would support!

Step 1:

Take a sticky note.

Step 2:

Place a sticky note with your thoughts on the proposed concepts/

The ideas below represent a range of potential solutions for the Verona Ave and Main St intersection. A consistent critique of the intersection highlighted the need for safer and more comfortable pedestrian crossings, and desire for reduced traffic congestion, particularly for north-south travel.

Intersection improvements in isolation have limited capacity to reduce traffic congestion. The intersection is impacted by City-wide and regional roadway patterns and access, and exacerbated by a lack of north-south arterial roadways. The plan identifies future north-south roadway connections to help mitigate these regional roadway issues.

ROUNDAABOUT



PROS

- + Gateway feature in Downtown.
- + Provides consistent flow of traffic through intersection.

CONS

- + Requires acquisition of property to expand road.
- + Can limit pedestrian and bike access in area due to free flowing vehicles.

ONE-WAY COUPLETS



PROS

- + Reduces the number of cars going through the primary downtown intersection.
- + Opportunity for roadway width reduction and additional bike and pedestrian facilities.

CONS

- + Requires change to existing traffic patterns.
- + Introduces an additional traffic signal.

MAINTAIN EXISTING WITH CROSSING IMPROVEMENTS



PROS

- + Minimal impact to existing roadway function and access.
- + Improve safety and access for pedestrians and cyclists.
- + Easier to Implement.

CONS

- + Does not directly address vehicular traffic congestion.

LEAVE/WRITE DOWN
ANY ADDITIONAL
COMMENTS HERE