



ENVISION **VERONA**

**A COMPREHENSIVE PLAN FOR
THE CITY OF VERONA, WI**

STATE OF COMMUNITY REPORT

Envision Verona Comprehensive Plan
07/18/2025

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The State of the Community Report summarizes the first phase of work for Envision Verona: Verona Comprehensive Plan. It is a point-in-time assessment of the existing conditions and trends within the City of Verona and defines the overall study area boundaries, process, and goals.

This report is part of Envision Comprehensive Plan Phase 1, Listen and Learn. It will serve as the first phase deliverable that provides a set of baseline data, that will be analyzed to help guide the creation of the Plan.

Client: City of Verona, Planning & Development

Lead Consultant: MKSK

Subconsultant: The 1861 Group

PART 1:

SETTING

THE STAGE



***"Lived here over 30 years
and love the City."***

- Online Survey



OVERVIEW & PURPOSE

In 2024, the City of Verona initiated an 18-month process to create a new Comprehensive Plan, the official guiding policy document describing the future vision and framework for the community's growth and development over the next ten years.

The Comprehensive Plan addresses critical issues and outlines appropriate goals and strategies related to land use, urban design, and community character; housing and neighborhoods; commercial and industrial districts; parks and open space, and infrastructure systems. This framework supports the Verona Plan Commission and the Common Council's decision-making regarding regulatory and investment actions in zoning and capital improvements and ensuring consistency with the community's planning and development goals.

Future Vision and Land Use Framework. The Comprehensive Plan is the result of conversation and collaboration between the City of Verona and its residents to determine consensus on the desired long-term future. The Plan's goals and future land use strategy represent those aspirations, helping to guide decisions by the Common Council, the Plan Commission, and other City departments and partner agencies. Promoting the best and highest uses of land, reducing and resolving land use conflicts where they occur, and leveraging the opportunities land can offer for residential and economic development, new parks, recreational amenities, and new transportation and mobility options are key objectives of the land use strategy. The future land use framework must also strive to make Verona a community resilient to economic, environmental, and social changes so

that residents can enjoy its amenities, employment opportunities, and quality of life in the years ahead.

Guide to Public Investments. For the City of Verona Common Council, the Comprehensive Plan guides decision-making for capital investments in infrastructure that support community vitality and future growth, including roads and transportation networks, as well as water, wastewater, and stormwater systems. Other investments may focus on parks and trails, community facilities, urban design and placemaking, downtown and neighborhood enhancements, as well as arts and culture activities. The Common Council may also want to use the Comprehensive Plan to seek grants and other sources of funding at the local, regional, state, and federal levels to support and fund future community projects.

Guide to Private Investments. Locally, many private-sector parties have an interest in investing in Verona. Developers, entrepreneurs, and industries will utilize the Comprehensive Plan to gain a deeper understanding of local land use policies and development opportunities. Investors prefer transparency and consistency in local decision-making to ensure the viability and success of their development projects.

Implementation Program. The Verona Comprehensive Plan outlines the specific actions and initiatives that help implement the communities goals and the City's policies. Aside from the critical roles and responsibilities that the City of Verona Common Council and Plan Commission will play in implementation, other partners (VASD, MPO, City of Madison etc.) can help broaden stakeholder involvement and participation in planning efforts.

WISCONSIN STATE STATUTE

In 1999, the Wisconsin Legislature enacted the State of Wisconsin Act 9, sometimes referred to as the state's "Smart Growth" law, requiring all governing jurisdictions with zoning and land use regulations to prepare, adopt, or update a comprehensive plan every ten years. Section 66.1001 of the Wisconsin Statutes, most recently amended under 2016 Wisconsin Act 391, outlines the requirements under Wisconsin Act 9, specifying that comprehensive plans must incorporate the following chapters or elements:

1. **Agricultural, Natural, and Cultural Resources.** Protecting natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources, as well as historic and archaeological sites and places, and economically productive areas, including farmland and forests.
2. **Economic Development.** Promoting the stabilization or expansion of the existing commercial and industrial base and the creation of a range of employment opportunities.
3. **Housing.** Providing an adequate supply of housing for households of all income levels and stages of life.
4. **Intergovernmental Cooperation.** Coordinating and cooperating on planning issues and needs among adjacent units of government and jurisdictions.
5. **Implementation.** Outlining the specific roles and responsibilities of governing jurisdictions and their agencies and departments in undertaking comprehensive plan strategies and initiatives.
6. **Issues and Opportunities.** Summarizing the key planning needs, issues, and opportunities for future community growth and vitality as identified by the community and key stakeholders during the planning process.

7. **Land Use.** Encouraging appropriate land uses, densities, and regulations that promote appropriate development patterns that diversify the land use mix while minimizing infrastructure and utility costs.
8. **Transportation.** Maintaining an integrated, efficient, and economical transportation system that enhances mobility, convenience, and safety and that meets the needs of all community residents, including those who are transit-dependent and disabled.
9. **Utilities and Community Facilities.** Providing adequate infrastructure and public services to meet existing and future market demand for residential, commercial, and industrial uses.

The Wisconsin statute also requires public participation and community engagement in the creation of a comprehensive plan. Public participation may take various forms, including communication programs, public workshops, and meetings, as well as opportunities for the public to discuss and comment on draft planning policies and actions. In addition, a local community may adopt amendments to the comprehensive plan from time to time to address specific planning issues as needed. Counties and municipalities must still conduct community engagement as part of any amendment process. Last, Section 66.1001(3) requires that all land use regulations, including zoning and subdivision codes, must be consistent with and not contradict the comprehensive plan's land use policies and goals.

PLANNING PROCESS AND PARTICIPANTS

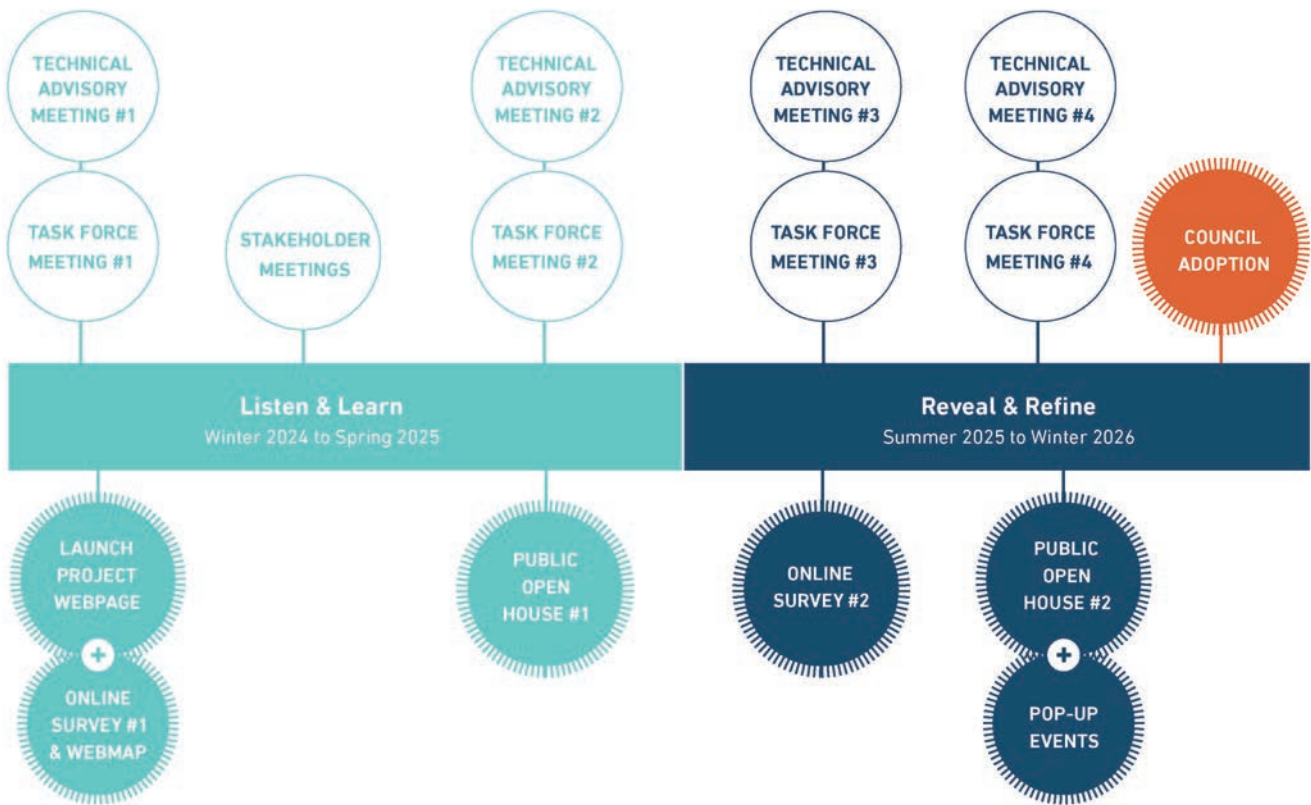
PARTICIPANTS

The 18-month comprehensive plan process is led by the City of Verona Staff and the consultant team, with oversight provided by the Task Force, who represent city staff, community leaders and residents of Verona. Throughout the entire planning process there has been an emphasis on engaging with the community and residents, to gather their feedback on The City today and where it is headed.

SCHEDULE

The planning process is split into two (2) phases, Phase 1: Listen & Learn and Phase 2: Reveal & Refine. Listen & Learn focuses its efforts on a 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. Reveal & Refine focuses on a robust visioning process in which recommendations are vetted with the public and turned into implementable action items. This schedule and process is demonstrated in Figure 1.

Figure 1: Schedule & Process



TASK FORCE & TECHNICAL ADVISORY COMMITTEES (TAC)

The Envision Verona process is supported by a Task Force and Technical Advisory Committee (TAC). The Task Force consists of a combination of elected officials and community representatives, and helps to provide a local perspective to the planning approach and priorities. The TAC is made up of department heads and City staff, who provide technical expertise and guidance on key topics relevant to the plan. Each committee is scheduled to meet four times over the course of the planning process.



Public open house at the Verona Senior Center on 4/22/25.

THE CITY OF VERONA CONTEXT

A BRIEF HISTORY

The original inhabitants of the land were American Indians, which included Mound Builders that left burial mounds throughout the area until most were plowed for fields. The Winnebagos were the last American Indians to have occupied the Town of Verona area, ceding to the U.S. Government from 1829-1832. Beginning in 1837, settlers began to arrive to this area with the help of opening a grist mill on Badger Mill Creek in 1844. Homes and businesses began to be built around Locust Drive and U.S. 18/151. On February 11, 1847 the Town of Verona was officially established by the Wisconsin Territorial Legislature. The town is named after Verona, New York, which was the hometown of early settlers George and William Vroman.

Portions of the Town of Verona would become the Village of Verona and in turn become the City of Verona. In 1848, the Matts built the first brick house in Verona on the northeast corner of Verona Avenue and North Main Street, which is still there. Around 1880, the Chicago and Northwestern railroad track was laid, subsequently, side tracks, a depot, and stock yard were added. With the addition of the railroad tracks and establishing a school charter, businesses began to flourish with new businesses arriving such as hotels, churches, bank, blacksmith, doctors, schools, lumberyard, grocery store, post office, and telephone switchboard.

Fast forwarding a bit in history, after all of the wars the area continued to prosper. In 1966, Verona received a nickname from a detachment of men fighting in Vietnam. The men chose Verona as the perfect example of 'Hometown U.S.A.' as the area personifies our country.

This slogan is still used today by residents. The Village began discussions to transition from the Village of Verona to the City of Verona in 1976.

On April 18, 1978, the City of Verona was established and left behind the title Village, which occurred solely to protect its borders from encroachment from the City of Madison. Initially four (4) alders were elected for one (1)-year terms and the other four (4) were elected for two (2) year terms until the City was fully operational. The City Council meetings were originally held in a building owned by Carnes Corporation. In 1980, the City Hall held its first public meeting and was open for business. In the 1980s, several older homes were torn down to make room for expansion of businesses as well as new businesses.

The 1990s saw continued growth with more residences requiring more room in the existing schools. A mandatory recycling program began in January of 1991 for the City. In 1992, the school system changed their mascot to the Wildcats. Additional schools were built to accommodate the growth in the City of Verona as well as the neighboring areas.

Verona has continued to grow from the center at Verona Avenue and Main Street north, south, east, and west. Residential development continues to flourish with commercial development supporting its residents. The Verona Area Historical Society and the book "A Sesquicentennial History of Verona 1847-1997" by Karl Curtis contains a plethora of information for a more in-depth history of the area.



Historic Images of Downtown Verona circa 1911 (Verona Area Historical Society)

VERONA TODAY AND COMMUNITY CONTEXT

The City of Verona is a growing community with a population of 15,815 (2023 U.S. Census estimate) residents within the 6.4 square miles of land within the municipal limits (as of 2024). Located along the southwestern edge of Madison, Wisconsin, within Dane County, Verona is governed by an eight-member Common Council, comprised of a mayor, eight alderpersons, and various task forces, boards, and committees. The City of Verona has 14 departments, including, among others, Communications, Library, Parks and Urban Forestry, Planning and Development, Public Works, Recreation, and the Senior Center. The City has received several awards recognizing community achievements, including designation as a Tree City, a Wisconsin Active Together Community Bronze Level recognition in 2019, and acknowledgment as a Bicycle Friendly Community in 2023. Verona is also an Ice Age Trail Community, which is a network of Wisconsin communities that promote and maintain the Ice Age National Scenic Trail.

Community Services

The City of Verona offers a range of services to its residents, with some extending to the surrounding areas. Some of these community services include: Fire, Emergency Medical Services (EMS), Police, and Public Works. The City of Verona is currently served by one fire station that covers 32 square miles and assists with EMS calls. The Police Department also operates out of one station, headquartered at City Center. It provides public safety and community services, including fingerprinting, child safety seat inspections, notary services, and vacation watch/vacant house registry, among others. Public Works is responsible for the maintenance of streets, sewer and water utilities, sidewalks, and other street or utility issues. In addition, Public Works also manages local refuse and recycling,

as well as various capital improvement projects. Public works typically only provides services within City limits.

Parks and Open Space

Verona benefits from an abundance of land within and adjacent to Verona dedicated to parks, recreational facilities, open space, trails, urban forest and wetland natural areas managed by several entities, including the City of Verona Parks and Urban Forestry Department, Dane County, and the Wisconsin Department of Natural Resources. The City's Parks and Urban Forestry Department maintains 25 parks and four special conservation areas that offer amenities such as picnic areas and shelters, playgrounds, ball diamonds and multi-purpose fields, tennis and pickleball courts, ice skating rinks, and access to bicycle and hiking trails. Conservancy lands include the Military Ridge Reserve at 330 Glacier Ridge Trail, West Park at 630 Maple Road, and the Silent Street and Whalen Ponds, located at the corner of Enterprise Drive and Silent Street and 601 Whalen Road, respectively. In addition to the park facilities, the City of Verona's Recreation Department administers various youth and adult recreation and sports activities hosted in several park locations and the gymnasiums of local schools.

Dane County Parks manages the 316-acre Badger Prairie Park, incorporating a dog park and access to the Badger Prairie Mountain Bike Trailhead, as well as the Ice Age Junction Natural Resource Area, both located on the northeast edge of Verona. Other nearby Dane County parks include the Prairie Moraine, the Schneidegger Forest, the Falk Wells, and the Sugar River Wildlife Areas. To the west of Verona, past U.S. 18/151, is the Sugar River State Natural Area, managed by the Wisconsin Department of Natural Resources (Wisconsin DNR) as part of the state's Natural Areas Program, which seeks to protect diverse wetland, prairie

lands, and wildlife ecosystems. Three trails traverse in or near Verona: the Ice Age National Scenic Trail, the Military Ridge State Trail, and the Capital City State Trail, managed by the Wisconsin DNR and Dane County.

Schools

The Verona Area School District (VASD) serves the City of Verona, portions of Fitchburg, Middleton, Montrose, Springdale, the Town of Verona, and a small portion of Madison. The VASD operates ten (10) schools: Badger Ridge Middle School, Core Knowledge Charter, Country View Elementary, Glacier Edge Elementary, New Century Charter, Savanna Oaks Middle School, Stoner Prairie Elementary, Sugar Creek Elementary, Verona Area High School, and the Verona Area International School. The school district serves approximately 5,800 students and employs over 1,300 educators and staff members.

It also provides services for the Verona Area First Five Years, rental facilities, aquatics, and a variety of other community services. Additionally, within the Verona area, there are four post-high school education and higher education opportunities, including Madison Area Technical College, Edgewood College, the University of Wisconsin-Madison, and Madison College, among many other educational institutions and opportunities.

Shopping Districts and Commercial Activity

Verona has several shopping areas, including its traditional downtown district located along Main Street between Valley View Street on the south and the blocks just north of Verona Avenue. The downtown district is home to several legacy businesses, including Miller and Sons Supermarket as well as coffee shops, banks, and other retail and service establishments. Downtown also serves as the setting for many of the community's special events, including Verona Hometown Days, the Spring Art Tour, Oktoberfest, and Art Fair on the Square. In addition to Downtown Verona, there are several retail

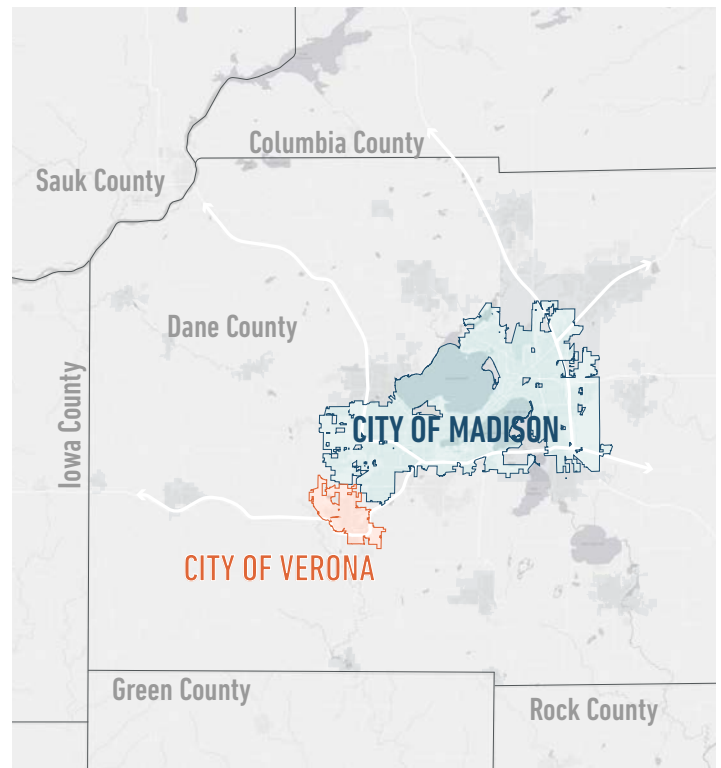
destinations and shopping districts located along Verona Avenue East of Lincoln Street, in the Liberty Business Park, north and southeast of U.S. 18/151 at Whalen Road and between Range Trail and Old County Highway (CTH) PB, and the Market 5 development just north of the Verona Area High School at West Verona Avenue between Victory Lane and West End Circle. These shopping districts contain a mix of destination retail services, dining, and entertainment establishments that attract customers from throughout the Verona area. Verona has four hotels, one located in Liberty Business Park and three along Verona Ave.

STUDY AREA & REGIONAL CONTEXT

The City of Verona, Wisconsin is located just southwest of Madison, WI in Dane County. The City is centrally located in Dane County, and is surrounded by the Town of Verona, the City of Madison, and the City of Fitchburg. It is located a 20-minute drive from Downtown Madison, about one hour away from the Illinois State border and about an hour and a half from Milwaukee. Verona is located within the Madison Metropolitan Statistical Area (MSA) which includes Columbia, Dane, Green and Iowa counties. Verona in the context of the greater region is shown in Map 1.

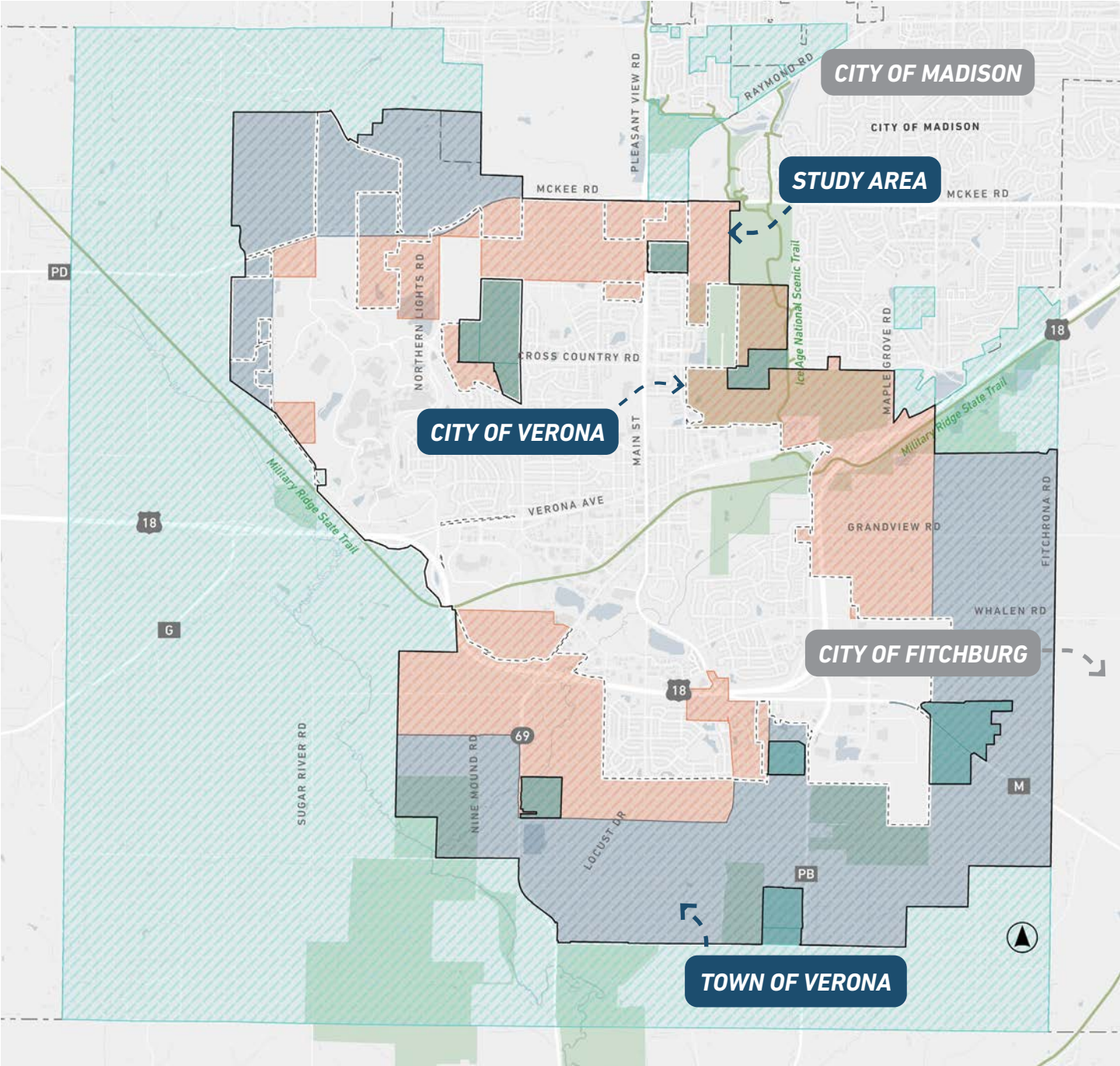
Envision Verona explores how the City might grow both within and outside of the current City boundary. Early in the process, a study area was delineated that includes the current City of Verona boundary as well as potential growth areas in the Town of Verona. Envision Verona includes both areas within the current City limits, and Areas A and B of the City of Verona and Town of Verona Intergovernmental Agreements, adopted in June 2016. The study area and growth area boundaries are shown in Map 2.

United States Highway (U.S.) 18/151 passes through the southern portion of Verona, with State Trunk Highway (STH) 69 continuing south. CTH PB traveling north-south skirts the eastern portion of the City with CTH M which runs north-south through the center of the City and CTH PD traveling east-west along the northern edge. Both the Military Ridge State Trail and the Ice Age National Scenic Trail have connections located in Verona, with the Military Ridge Trail connecting east-west and the Ice Age National Scenic Trail connecting north-south.



Map 1: Regional Context

Map 2: Planning Boundaries & Growth Areas



Legend

- Study Area
- Verona City Limits
- Parks
- Water

Land Use

- Area A: City Growth Area
- Area B: City/Town of Verona Interest Area
- Area C: Town Protected Area
- Area D: Town of Verona Neighborhoods

PLANNING CONTEXT

OVERVIEW

In addition to the previous comprehensive plan, other local planning efforts related to the future of Verona have been reviewed and analyzed. The objectives of this review of past planning initiatives are to:

- + Understand previous planning efforts, and what topics and areas they planned for.
- + Identify gaps in previous planning efforts.
- + Understand the key efforts identified and how they are relevant to the current comprehensive planning efforts.

Reviewed Plans

The plan review includes an evaluation of the following plans, studies and documents:

- + City of Verona Comprehensive Plan (2009)
- + Badger Mill Creek – Sugar River Area Study (2008)
- + Southwest Neighborhood Plan (2009)
- + Southeast Neighborhood Plan (2010)
- + Downtown Mobility & Development Plan (2014)
- + Bike and Pedestrian Study (2016)
- + City Town Boundary Agreement (2016)
- + North Neighborhood Plan (2015)
- + Northwest Neighborhood Plan (2018)
- + Housing Affordability Report (2024)

PRIOR COMPREHENSIVE PLAN (2009)

With Verona’s growth, development and changes since the previous comprehensive plan, the City determined that there was a need to update the comprehensive plan but wanted to wait until the 2020 census data was released to kick off the planning process with the most-up-date projections and data. The previous comprehensive plan was adopted in 2009 with several neighborhood plans adopted as amendments, these are reflected in this document and have been reviewed by the planning team. These documents include:

- + Southwest Neighborhood Plan (2009)
- + Southeast Neighborhood Plan (2010)
- + Downtown Mobility and Development Plan (2014)
- + North Neighborhood Plan (2015)
- + Comprehensive Outdoor Recreation Plan (2022)
- + Northwest Neighborhood Plan (2018)

The comprehensive plan update process is in progress and the consultant team has reviewed the previous comprehensive plan to determine what action items were identified, the key takeaways and its strengths, challenges, and opportunities. The following pages provide a snapshot of the previous comprehensive plan, and help inform the comprehensive update process by providing and understanding of the City’s planning efforts and what is relevant to Verona today.

The following table lists the objectives from the prior comprehensive plan.

Prior Comprehensive Plan Objectives

Category*	Objective
Quality of Life	Maintain a 'small-town' feeling even as the city continues to grow.
Land Use	Continue to maintain a distinction between the City and outlying rural areas.
Parks and Recreation	Continue to provide quality parks, and quality recreational and cultural facilities and events.
Housing	Continue to regulate the density, pace and rate of residential growth in the City.
Economy	Continue to promote non-residential growth to strengthen the local economy and diversify the tax base.
Housing	Prevent existing housing stock from deteriorating.
Housing	Continue to implement the 'Residential Phasing Plan'
Housing	Provide a mix of owner-occupied and rental housing.
Housing	Provide a mix of single-family, duplex, and multi-family housing options.
Housing	Provide housing options for a range of household incomes.
Housing	Provide housing options for special needs populations.
Housing	Provide housing options that differentiate Verona from Madison.
Housing	Promote higher density housing in the center of the city.
Transportation	Increase capacity on CTH 'M' north of Cross Country Road.
Transportation	Explore alternative north-south routes between the City of Verona and the wide side of Madison to alleviate traffic on CTH 'M'.
Transportation	Provide mass-transit service as an alternative to automobiles.
Transportation	Require new development to accommodate future traffic.
Transportation	Investigate methods for how existing development can better accommodate.
Transportation	Accommodate bicycle traffic.
Transportation	Consider accommodations for other types of vehicles as transportation alternatives.
Transportation	Improve pedestrian facilities.
Transportation	Support efforts to improve regional transportation infrastructure.
Transportation	Convert existing residential development along high-volume traffic corridors.

*All categories as written in the 2009 Comprehensive Plan.

Category*	Objective
Transportation	Engage residents, property owners, and businesses in the downtown area to plan for short-term and long-term solutions for accommodating traffic in the downtown area.
Transportation	Short term—Utilize the existing right-of-way and pavement
Transportation	Long term—Acquire additional right-of-way and increase pavement width on North Main Street and at the intersection of Main and Verona only after or if parking restrictions are not sufficient.
Utilities	Continue to provide first-class community facilities.
Utilities	Continue to improve efforts in: Fire Protection, Police Protection, Emergency Medical Service (EMS), Solid Waste Disposal and Recycling, Administrative Services, Municipal Court Services, Streets, Sidewalks, Sanitary Sewer, Water Service and Stormwater Management Systems (Storm Sewers and Basins).
Utilities	Private Utility and Infrastructure Coordination
Environment	Continue to comply with Natural Preservation and Environmental Protection regulations.
Environment	Protect the quantity and quality of local surface waters and resources.
Environment	Protect the quantity and quality of local ground water resources.
Environment	Communicate with the citizens of Verona regarding proposed environmental protection regulations that will affect Verona—including regulations from units of government other than the City of Verona—such as FEMA flood map revisions and proposed Dane County shoreland zoning regulations.
Quality of Life	Continue to improve and support efforts in: Historical Society, Theatrical/Performance Art Groups, Natural and Cultural Facilities and, Historic Preservation.
Economy	Encourage light-industrial development (value-added, high-wage), manufacturing, research and similar development as a means to create local jobs and diversify the city's tax base.
Economy	Encourage new retail commercial development in appropriate locations.
Economy	Encourage new non-retail commercial development in appropriate locations.
Economy	Utilize room-tax revenues for tourism and economic development efforts.
Economy	Recognize agricultural practices as an important part of the Verona Area economy.
Economy	Continue good relations with the Verona Area Chamber of Commerce, the Greater Madison Convention and Visitors Bureau, THRIVE, and similar groups.
Economy	Build on the existing foundation of sporting facilities and sporting events in the Verona Area to further promote economic development.

*All categories as written in the 2009 Comprehensive Plan.

Category*	Objective
Economy	Support efforts to relieve congestion on local roadways.
Land Use	Encourage downtown development and redevelopment.
Land Use	Direct new residential development to the 'growing edge' of the city.
Land Use	Direct new non-retail commercial development to the 'growing edge' of the city.
Land Use	Protect and preserve areas within the planning area but outside of the city for rural land-uses such as crop agriculture, mineral extraction, and animal-related land-uses until such areas can be developed with appropriate urban uses.
Land Use	Direct urban development to areas designated for urbanization.
Land Use	Utilize zoning within the city to prevent adjacent land-uses that are incompatible.
Land Use	Continue to require adequate storm water management and other environmental protection measures for development.
Land Use	Implement the 'Downtown Plan' as outlined in Chapter 8.
Land Use	Encourage new development and redevelopment in the downtown area.

*All categories as written in the 2009 Comprehensive Plan.

BADGER MILL CREEK – SUGAR RIVER AREA STUDY (2008)

The Badger Mill Creek - Sugar River Area Study identifies a set of development recommendations for areas adjacent to Badger Mill Creek and Upper Sugar River, and describes the conditions of the water resources at the time of study, 2008.

This study was conducted in mid-2008, as a resource assessment and development analysis for the Upper Sugar River and Badger Mill Creek area. It was conducted to identify recommendations for development standards and environmental corridor boundaries surrounding Badger Mill Creek and the Upper Sugar River.

The following resulted from this study:

- + Study Area Resource Assessment of water metrics including but not limited to flow, runoff, quality, resources, withdraw and future impacts.
- + Performance standards for the Upper Sugar River, Badger Mill Creek and Locust Road Dry Tributary.
- + Recommendations for exemption or exclusion of development requirements based on site size, roads, soil condition and site conditions.
- + Extent of environmental corridor, determining what should be protected.
- + Environmental corridor design features including discharge, grading, plantings, soil stabilization, drainage and trail access, among others.
- + Management of design and implementation recommendations.
- + Monitoring and adaptive management recommendations.
- + Descriptions, hydrologic objectives, challenges and performance recommendations for eight (8) areas surrounding

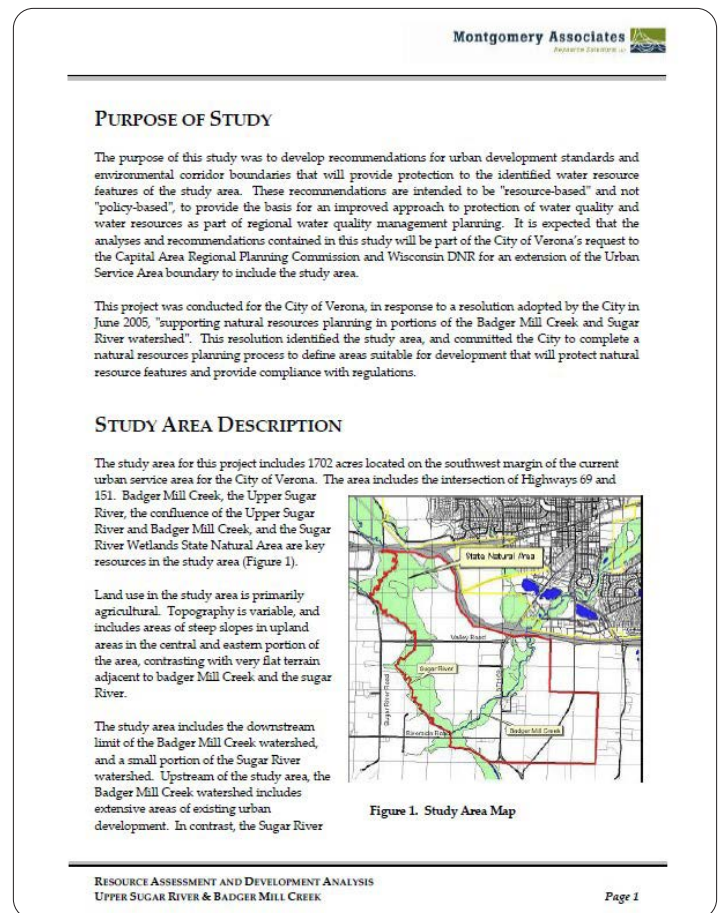


Figure 2: Badger Mill Creek -Sugar River Area Study

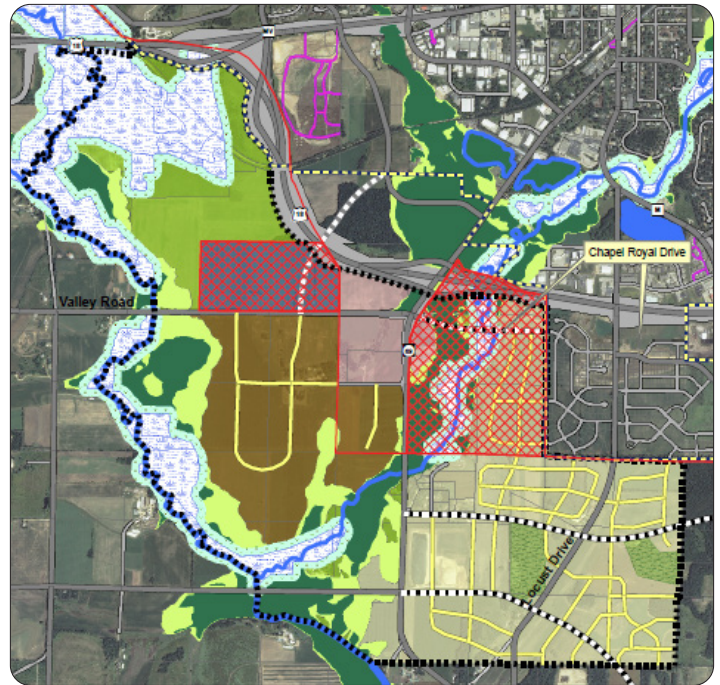
SOUTHWEST NEIGHBORHOOD PLAN (2009)

The Southwest Neighborhood Plan is a subarea plan that identifies the future growth of southwest side of Verona and its adjacent areas. The plan provides context for the area and, developed recommendations and implementation strategies for the southwest side of Verona.

This neighborhood plan was adopted in Mid-2009, as a subarea plan and was identified in the 2009 City of Verona Comprehensive Plan, as a future urban growth area. The plan was created to anticipate growth, plan for development and land uses, provide recommendations and describe the existing conditions of the study area.

From this plan the following recommendations were developed:

- + Non-residential uses should be west and north, and residential uses should be south and east of Badger Mill Creek.
- + Non-residential uses will include a mix of office, business-park, research, educational, light-industrial, corporate campus, service, and retail (non-big box).
- + Parklands, open spaces and areas set aside for environmentally sensitive areas should continue as new developments occur. Trails should also be accounted for, per Map 4 in plan.
- + Area specific recommendations for transportation, development, environmental protection, land uses, building design and other recommendation topics are included for the following areas: Northwest Medical/Institutional/Commercial Area, West Non-Residential Area, Northeast Commercial Area, Northeast Residential Area, Southeast Residential Area, and Southwest Residential Area.
- + Three (3) east-west arterials are planned for the study area. Encourage connectivity and multiple routes to relieve traffic congestion.
- + Areas for open space preservation will include all environmental corridors—including wetlands, floodplains, wooded areas, steep slopes and shoreland zones associated with both the Badger Mill Creek and the Sugar River. Areas should be used for recreation access, habitat preservation, and should use established slopes and setbacks to ensure protection.
- + Ensure continued support for farmland preservation, through city rules and encouraging dense development served by utilities.
- + Preserve Sugar River Wetlands State Natural Area as a buffer between Sugar River and agricultural development and enhance wetland functions.



Map 3: Southwest Neighborhood Plan Land Use Map

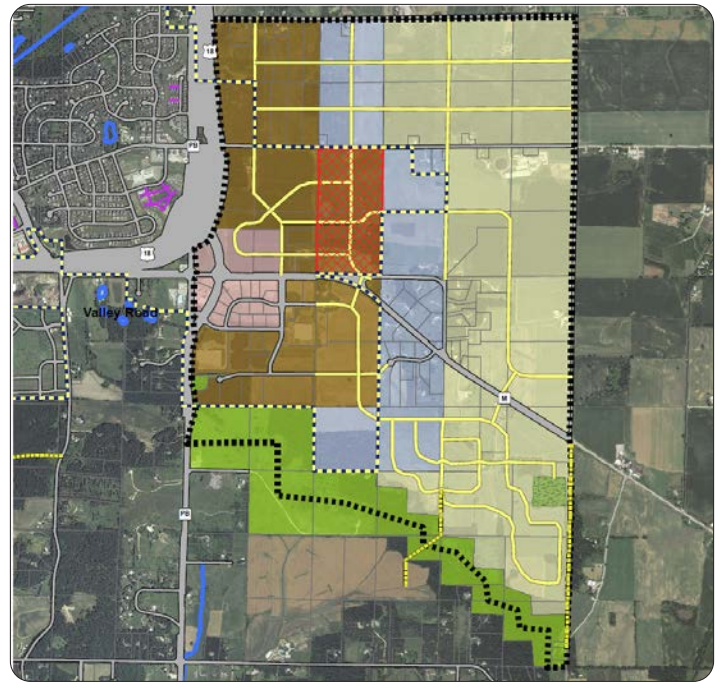
SOUTHEAST NEIGHBORHOOD PLAN (2010)

The Southeast Neighborhood Plan is a subarea plan that identifies the future growth areas of the southeast side of Verona and its adjacent areas. The plan provides existing conditions for the study area and recommendations for the development of the southeast side of Verona.

This neighborhood plan was adopted in early-2010, as a subarea plan and was identified in the 2009 City of Verona Comprehensive Plan, as a future urban growth area. The plan was created to anticipate future growth, plan for development and land uses, and describe the existing conditions of the study area, similar to the other neighborhood plans developed out of the 2009 Comprehensive Plan.

From this plan, the following recommendations were developed:

- + Non-residential land uses should be located closest to the intersection of two (2) county trunk highways with access to a U.S. highway. Planned non-residential land-uses in this area include a mix of commercial uses closest to the intersection of 'M' and 'PB' and office, business-park, research, educational, light-industrial, and corporate campus uses further from this intersection.
- + Residential development should occur further away from the county trunk highways and U.S. 18/151.
- + Residential densities at least as dense as historic density (4-5 units per acre) should be provided, to minimize land used to accommodate population growth and continue requirement for a mix of housing types within residential areas.
- + Area specific recommendations for transportation, development, environmental protection, land uses, building design and other recommendation topics are included for the following areas: Southeast Commercial Sub-Area, Southeast Business Park Sub-Area, Transition Sub-Area, North of 'M' Residential Sub-Area, South of 'M' Residential Sub-Area.
- + Continue discouraging cul-de-sacs to ensure connectivity, multiple routes and relieve traffic congestion on major roads. Continue the requirement for on-street bike lanes on all re-built or newly-constructed collector streets.
- + Ensure continued support for farmland preservation, through plat approval rules and encouraging dense development served by utilities.
- + Areas for open space preservation will include all environmental corridors—including wetlands, wooded areas, steep slopes and floodplains. Areas should be used for recreation access, habitat preservation, and should use established slopes



Map 4: Southeast Neighborhood Plan Land Use Map

and setbacks to ensure protection. Incorporation into residential subdivision as part of design is encouraged. The terminal moraine presents and opportunity for continuing the Ice Age National Scenic trail and other parkland opportunities, as demonstrated in Map 4 of the plan.

- + Phased development should be consistent with Verona policy, to gradually grow from urban edge.

DOWNTOWN MOBILITY & DEVELOPMENT PLAN (2014)

The Downtown Mobility & Development Plan is an area plan for Downtown Verona that addresses transportation, parking, pedestrian safety and comfort, redevelopment and the character of Downtown. The plan provides recommendations, improvements and a development plan for Downtown.

This Downtown plan was adopted in early-2014, as a mobility and development plan for Downtown Verona. The plan was developed to analyze the current state of Downtown through a mobility and development lens, and provide recommendations to create an environment for both pedestrian and vehicular traffic that is cohesive and determine where development should occur in Downtown.

From this plan, the following recommendations were developed:

- + Improve the Main & Verona intersection by adding turn lanes (short term) and expand the intersection with two through lanes in every direction (long term).
- + Signalize the Lincoln Street intersection.
- + Realign W. Harriet St.
- + Line up E. Railroad St. with Church St.
- + Signage to prevent cars from encroaching on pedestrian spaces while queued.
- + Provide an access driveway to parking lots and create an official drop off area for the Basswood Avenue connection to the Middle School.
- + Add a traffic signal to Paoli Street where it connects with Main Street.
- + Improve pedestrian crossings as roads are repaved, and address crossings at Westlawn Avenue and at the Military Ridge State Trail Crossing.
- + Improve streetscape throughout Downtown.
- + Address parking supply at five (5) key areas (listed and mapped in plan).
- + Expand Hometown Junction Park.
- + Update Downtown Design Standards to address setbacks, alignments, coverage and surfaces.

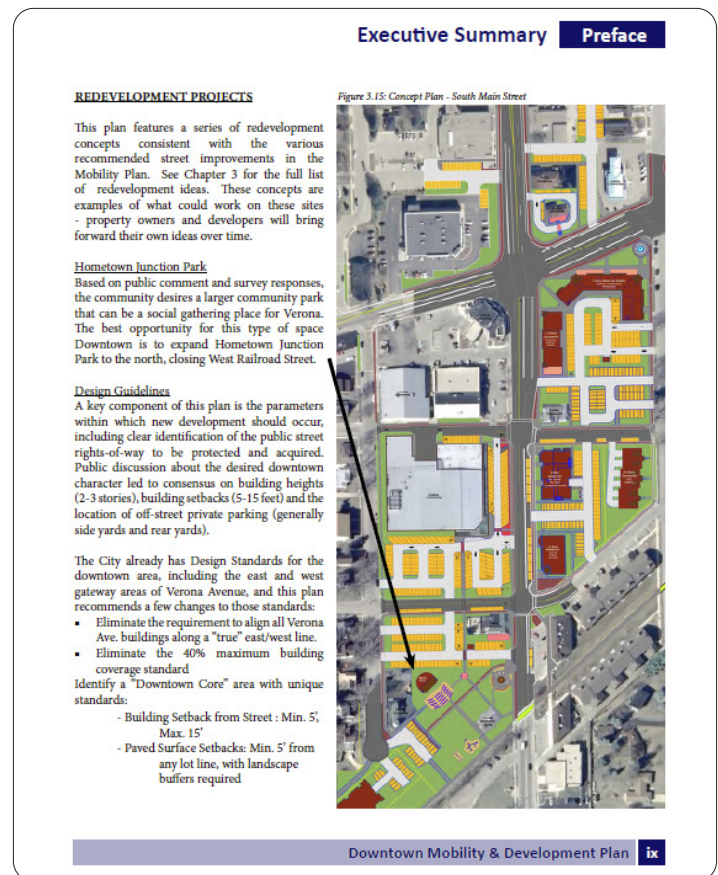


Figure 3: Downtown Redevelopment Plan

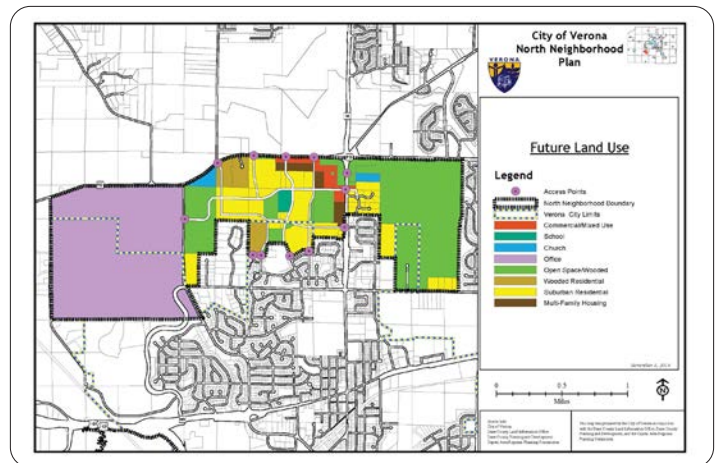
NORTH NEIGHBORHOOD PLAN (2015)

The North Neighborhood Plan is a subarea plan that identifies the future growth of the north side of Verona and its adjacent areas. The plan provides context for the area and developed recommendations for development for the north side of Verona.

This neighborhood plan was adopted in early 2015, as a subarea plan and was identified in the 2009 City of Verona Comprehensive Plan, as an identified area of large growth in the City and an identified need for orderly growth. The plan was developed to plan for development, growth, provide recommendations and describe the existing conditions of the study area.

From this plan, the following recommendations were developed:

- + Encourage the use of master planned developments and other mechanisms to accommodate a range and mixture of housing options.
- + Provide pedestrian access and amenities as part of all housing developments.
- + Encourage housing designs that serve elderly and people with disabilities.
- + Ensure development allows for adequate parking, storage, vehicular movement, landscaping, buffering, open space and public infrastructure and facilities.
- + Protect the character and scale of residential areas by carefully planning non- residential uses such as parking lots, roadways or institutional growth minimize negative impacts on residential properties and neighborhoods.
- + Prior to development beginning, the City shall adopt design standards for the commercial/mixed use and multi-family land use areas within the North Neighborhood.
- + Coordinate with the school district and local organizations to improve recreation choices, including the shared use of facilities for community benefit.
- + In areas designated for future development served by public sanitary sewer and public water systems, use a holding strategy (e.g. Rural Agricultural zoning) which allows only agricultural and limited site improvements until the property is developed.
- + Promote infrastructure and amenities that are user friendly and development that includes a sense of connectivity in sidewalks, streetscaping, and trails/ paths.



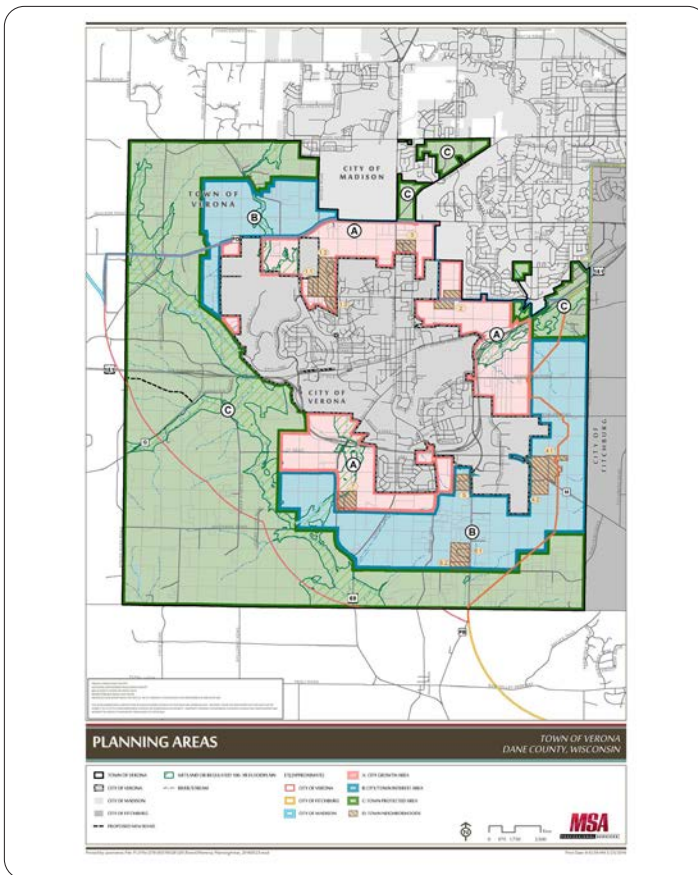
Map 5: North Neighborhood Future Land Use Map

- + Plan and construct a pattern of streets, sidewalks, and bicycle facilities that maximize the connectivity of land uses within the neighborhood and connectivity to areas outside the neighborhood.

CITY OF VERONA AND TOWN OF VERONA BOUNDARY AGREEMENT (2016)

The City of Verona and Town of Verona boundary agreement is an agreement between the two municipalities identifying long-term growth and development plans for both municipalities in a coordinated growth effort.

This boundary agreement was adopted in mid-2016, to create a more coordinated effort between boarding municipalities as they look to grow past their boundaries at the time of adoption. The boundaries and growth areas are demonstrated in map 6, and the agreement was developed through the intergovernmental agreement requirements of the state.



Map 6: Growth Boundaries Map

BIKE AND PEDESTRIAN STUDY (2016)

The Bike and Pedestrian Study is a study of pedestrian and bicycling facilities in the City of Verona, and how facilities can be improved through identification of projects and recommendations for enhancement. The study recommends projects that contain mapping, description, costs, and benefits of each item.

This study was conducted in mid-2016, and identified bicycle and pedestrian improvements and projects for the City of Verona. The study identifies eleven (11) projects to improve bicycle and pedestrian facilities across the city.

From this study, the following projects were identified:

- + Six (6) bike routes.
- + Identify methods to connect trails, signage and trail improvements.
- + Construction of curb bump-outs on Verona Avenue at Marietta Street, Franklin Street, Westlawn Avenue and Jefferson Street.
- + Intersection improvements of CTH M with Locust Drive, Whalen Road and Prairie Heights Drive.
- + Pavement marking on Basswood Road, Edward Street, Tamarack Way and Hemlock Drive to accommodate bike lanes and parking on both sides of the road.
- + Paving the segment of Military Ridge State Trail between Old CTH PB and Nine Mound Road.
- + Path improvements to the existing Ice Age National Scenic Trail segment from the Military Ridge Reserve Trail Junction (Project #7) down to Bruce Street.
- + Pave the existing Ice Age National Scenic Trail between the Military Ridge State Trail Junction (near the Hometown USA Community Park) and Glacier Ridge Trail.
- + Construction of a sidewalk from CTH M to Bruce Street.
- + Construction of pathway between the end of Ineichen Drive and the Ice Age National Scenic Trail junction.
- + Construction of sidewalk and/or pathway from the U.S. 18/151 bridge up to Carnes driveway.
- + Improvements to the CTH M and Range Trail intersection.



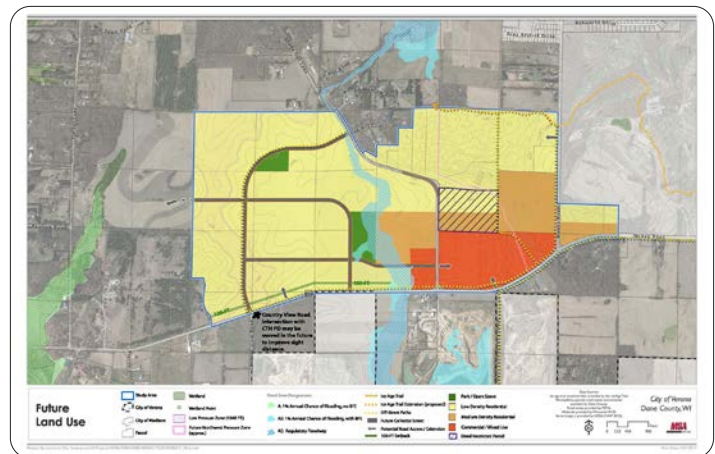
Map 7: Bike and Pedestrian Study, Project #1 Map

NORTHWEST NEIGHBORHOOD PLAN (2018)

The Northwest Neighborhood Plan is a subarea plan that identifies the future growth of the northwest side of Verona and its adjacent areas. The plan provides context for the area and development recommendations for the northwest side of Verona.

This neighborhood plan was adopted in early-2018 as an identified protected area per the boundary agreement. The plan was developed to respond to growth in the area that is in accordance with the boundary agreement, provide recommendations and describe the existing conditions of the study area.

From this plan, the following recommendations were developed:



Map 8: Future Land Use Map Northwest Neighborhood Map

- + Review and consider each project as it is proposed, using current plans and City ordinances as the basis for that review.
- + Accommodate a range and mixture of housing options by encouraging the use of master planned developments and other mechanisms.
- + Provide pedestrian access and amenities as part of all housing developments.
- + Encourage housing designs that serve the needs of seniors and people with disabilities.
- + Ensure development allows for adequate parking, storage, vehicular movement, landscaping, buffering, open space and public infrastructure and facilities.
- + Protect the character and scale of residential areas by carefully planning nonresidential uses such as parking lots, roadways or institutional growth so as to minimize negative impacts on residential properties and neighborhoods.
- + Coordinate with the school district and local organizations to improve recreation choices, including the shared use of facilities for community benefit.

- + In areas designated for future development served by public sanitary sewer and public water systems, use a holding strategy (e.g. Rural Agricultural zoning) which allows only agricultural and limited site improvements until the property is developed.
- + Plan and construct a pattern of streets, sidewalks, and bicycle facilities that maximize the connectivity of land uses within the neighborhood and connectivity to areas outside the neighborhood.
- + Require a wetland delineation study be conducted prior to any plans for development in these areas.
- + Require any urban development within the planning area to be preceded by a Phase One archaeological study and on-site evaluation for the presence of endangered or protected species.
- + Ensure land use compatibility and transitions.
- + Off-street paths are recommended for CTH PD, Woods Road, along the ridgeline west of Woods Road, and along the proposed future north/south collector (between CTH PD and Shady Oak Lane).
- + Extending the Ice Age National Scenic Trail from Woods Road through the Dykman and Keryluk properties, to be further connected through other lands north of the planning area. A 100-foot to 400-foot corridor around the Ice Age National Scenic Trail is recommended to preserve the rural character of the Trail. This recommended width allows for usable trail area as well as a buffer/setback area(s), providing for a natural hiking experience.
- + Existing environmental features should be preserved to serve as amenities or transitions between varying densities
- + Trails should be created through-out the wooded area to encourage outdoor recreation with considerations towards protecting the steep slopes along the ridge line and environmentally sensitive areas.

HOUSING AFFORDABILITY REPORT (2024)

The Housing Affordability Report is a annual report that reviews the existing housing stock, as per Wisconsin requirements (2017 Wis. Act 243), to track housing development, regulation impacts and progress towards the goals identified in the City of Verona's Comprehensive Plan.

This report was developed for 2024, based on the 2022-2023 permit years. The report contains an inventory of new residential lots created and approved, a map and list of undeveloped parcels that are zoned for residential development, a list of undeveloped parcels that are suitable for residential development, but not zoned and an analysis of the residential development regulations and impact.

From this report, the following analysis was determined:

- + 21% of all households in the City are "cost burdened" and is down from 2018 by 2%.
- + City has a surplus of available units with housing costs affordable to households between 51%-80% area median income (AMI).
- + City has nearly equal amount of housing units affordable to 50% or below AMI as households earning under 50% AMI.
- + Significant shortage of higher-value housing units affordable for households earning 80% AMI and greater.
- + Verona's housing unit mix is significantly lower than the plans mix, with only 54% of units are single-unit detached, 16% of units are single-unit attached and 30% are multi-unit.
- + On a per-unit basis, the average estimated City base fee is \$4,780.
- + In 2023, 3 subdivision plats were issued, 685 building permits (1-2 Unit), 95 alteration permits and 403 multi-unit residential permits.

JURISDICTIONS & BOUNDARIES

GOVERNMENT ENTITIES

The City of Verona is located in Dane County within South Central Wisconsin. Adjacent to Verona is the Town of Verona, the City of Madison and the City of Fitchburg. This proximity requires the City to coordinate its efforts with the adjacent municipalities, in addition to any requirements for coordination with the State of Wisconsin and the Federal Government.

Dane County

The City and Dane County often work together on topics such as transportation, preservation, land use, parkland and open space, record keeping, and mapping. These topics require coordination between both of these entities to ensure cohesive efforts and assistance when necessary. For example, county highway within City limits and long-range planning efforts such as hazard mitigation and sustainability efforts require county/city coordination and collaboration.

City of Fitchburg

The City of Fitchburg and the City of Verona contain overlapping extraterritorial authority. The Cities do not have an Intergovernmental Agreement or a Boundary Agreement. The City does inform the City of Fitchburg of development projects in their extraterritorial area as required by Wisconsin State Statutes. The City is interested in future discussions with the City of Fitchburg.

City of Madison

In 1996, the City of Madison and the City of Verona entered into an Intergovernmental Agreement to establish a community separation between the growing cities, and to establish CTH PD as the dividing line

between the two communities, this intergovernmental agreement expired in 2016. There have been discussions with the City of Madison about renewing or replacing the agreement, but no new agreement is imminent. Relations between the two municipalities remain positive as there are continued discussions about development and transit service provided by the City of Madison's Metro Transit.

Town of Verona

The City and Town have had, and continue to have, active cooperation among staff members and elected officials for a variety of planning, public safety and public works functions. On June 20, 2016, the City and the Town adopted a Boundary Agreement that establishes predictability about development and annexation patterns for a period of ten years. The agreement allows the City the option to permit rural development without annexation if it can show that it will not conflict with future City growth. As part of the Boundary Agreement, a map was created to show City growth area, City/Town interest area, Town protected area, and Town neighborhoods. The Boundary Agreement areas are demonstrated as part of the study area in Map 2.

State of Wisconsin

The City and various State agencies work together on a variety of projects and to meet all state statute requirements. The City works most closely with the Wisconsin Department of Natural Resources and the Wisconsin Department of Transportation. The City and the State have a long history of working together on wetlands and floodplains and the Military Ridge State Trail.

OTHER GOVERNMENT ENTITIES & AGENCIES

Other government entities and agencies that the City of Verona works closely with include:

Capital Area Regional Planning Commission (CARPC)

CARPC serves as an advisory board to the Wisconsin Department of Natural Resources, and assist in providing recommendations for locating municipal sanitary sewer facilities. Urban Service Area (USA) are areas where future sanitary sewer facilities can be extended and the City can request amendments to USA for future development projects. This agency compiles and prepares regional land use plans that the Greater Madison Metropolitan Planning Organization utilizes for the regional transportation model.

Greater Madison Metropolitan Planning Organization (MPO)

The City of Verona and the MPO work regularly together on regional transportation projects ranging from roadways to bicycles and everything in-between. The City attends regular MPO meetings and has a small voice in funding for transportation projects in the MPO area. The MPO has assisted the City with planning the expansion of CTH M between Cross Country Road and Mineral Point Road in Madison.

Madison Metropolitan Sewer District (MMSD)

MMSD provides wastewater treatment services to five cities, eight villages, and numerous sanitary and utility districts. The City joined MMSD service in 1996. Constant coordination occurs between the City and MMSD to ensure services are provided to City businesses and residents.

Verona Area School District (VASD)

VASD serves the City of Verona in addition to portions of the Town of Verona, the Town of Springdale, the Town of Montrose, and a portion of the Cities of Fitchburg and Madison. The City of Verona and VASD coordinate on a handful of topics including redistricting and matters of growth and development within the school district. VASD and the City of Verona coordinate to ensure both entities are aware of future developments to allow the district to plan for the future needs of students. Intergovernmental Development Advisory Committee meetings occur quarterly to discuss matters of growth and development within the school district and impacts from City's development on the school district facilities and staffing.

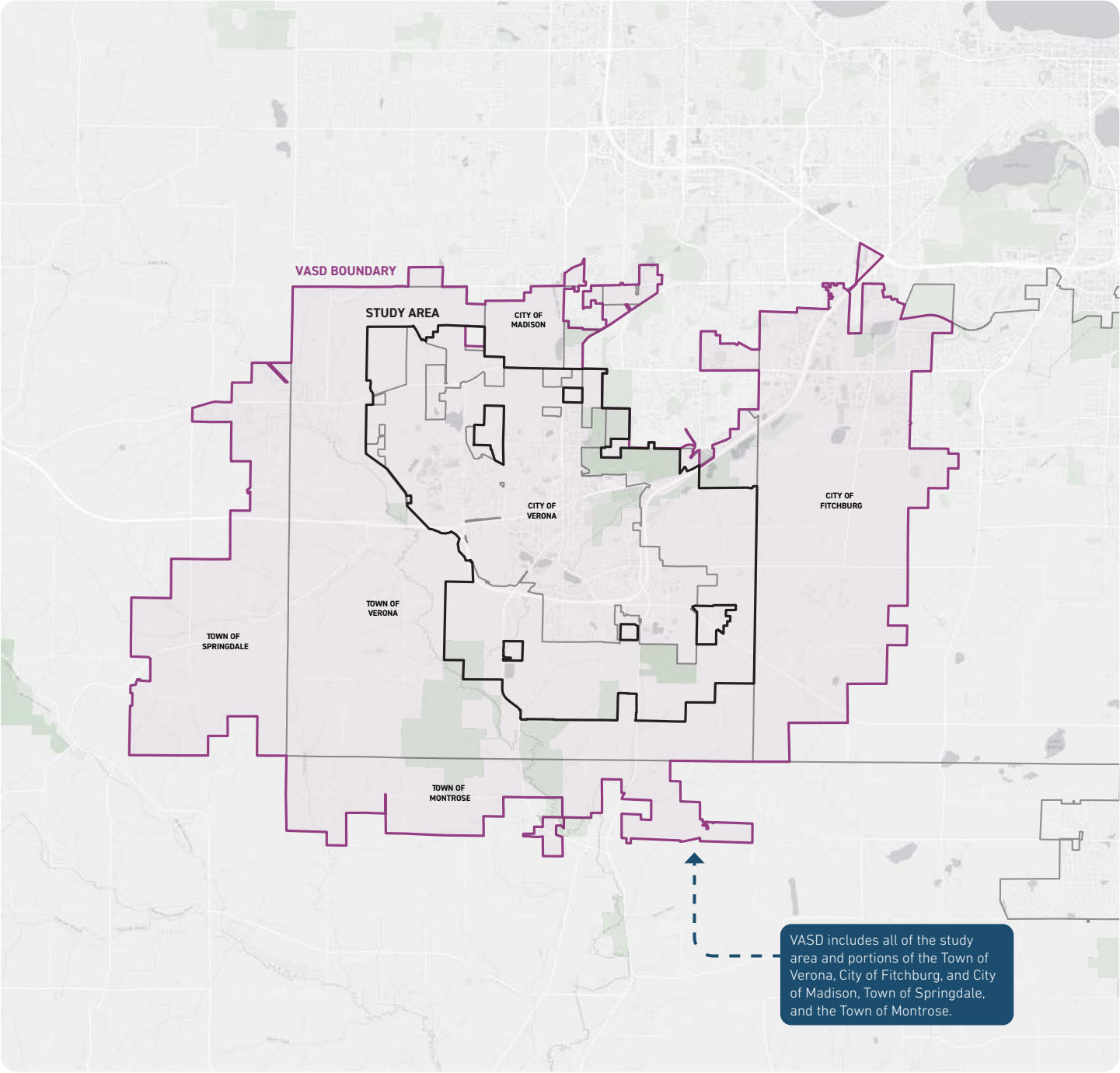
United States Federal Government

The City and various Federal government departments and agencies work together through funding, law and regulation compliance, public safety, emergency management, census and data reporting and through many federal projects.

Other Unlisted Agencies

Additional agencies that require extraterritorial coordination include Madison Metro Transit for bus transit, Fitch-Rona EMS, Verona Fire District, and South Central Wisconsin Library System.

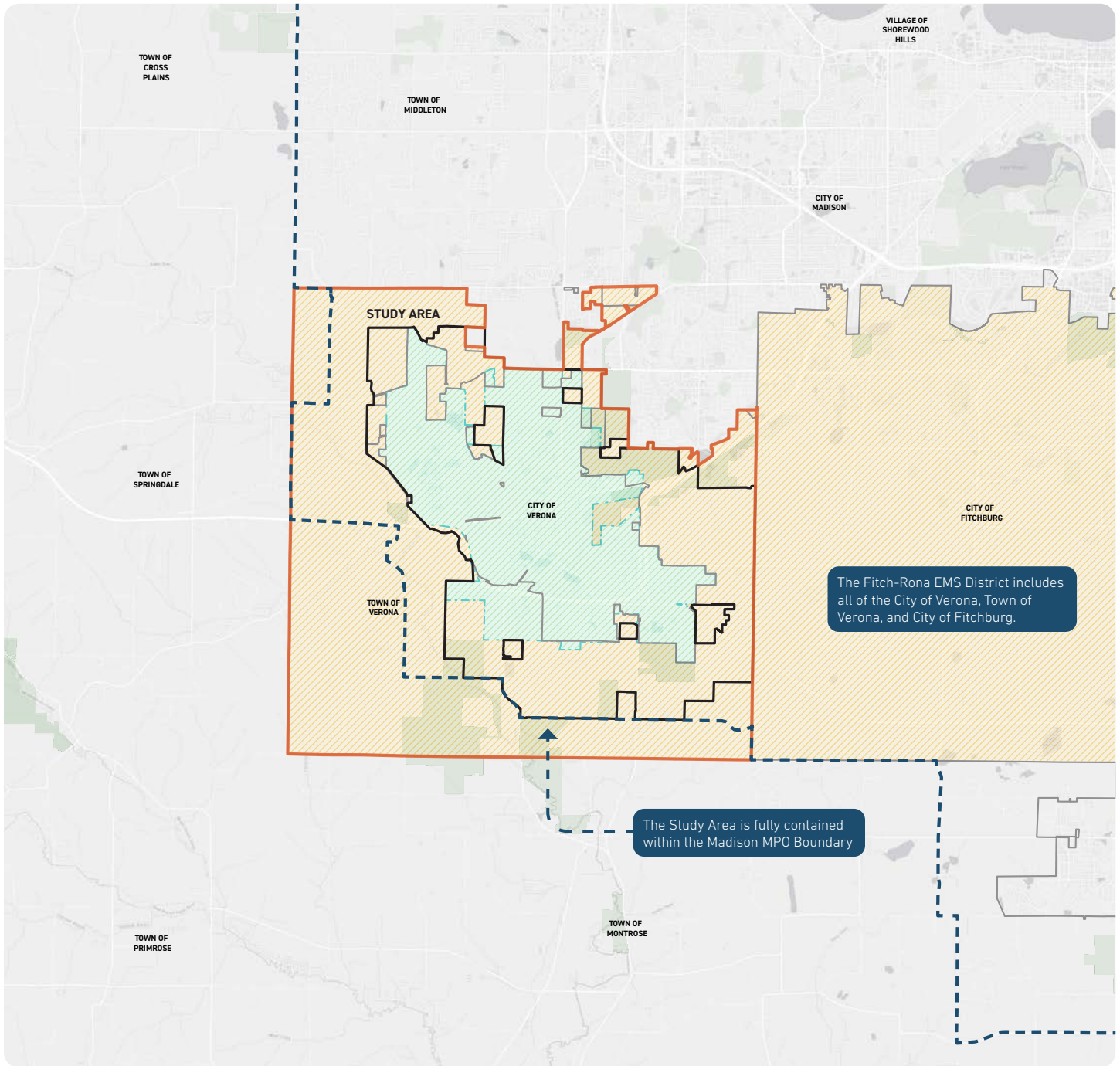
Map 9: Verona Area School District (VASD)



Legend

- Study Area
- Municipal Boundaries
- VASD Boundary

Map 10: Other Regional Jurisdictional Boundaries



Legend

- Study Area
- Municipal Boundaries
- - Madison MPO Boundary
- Verona Fire District
- ▨ Fitch-Rona EMS District
- ▨ Verona Sewer District