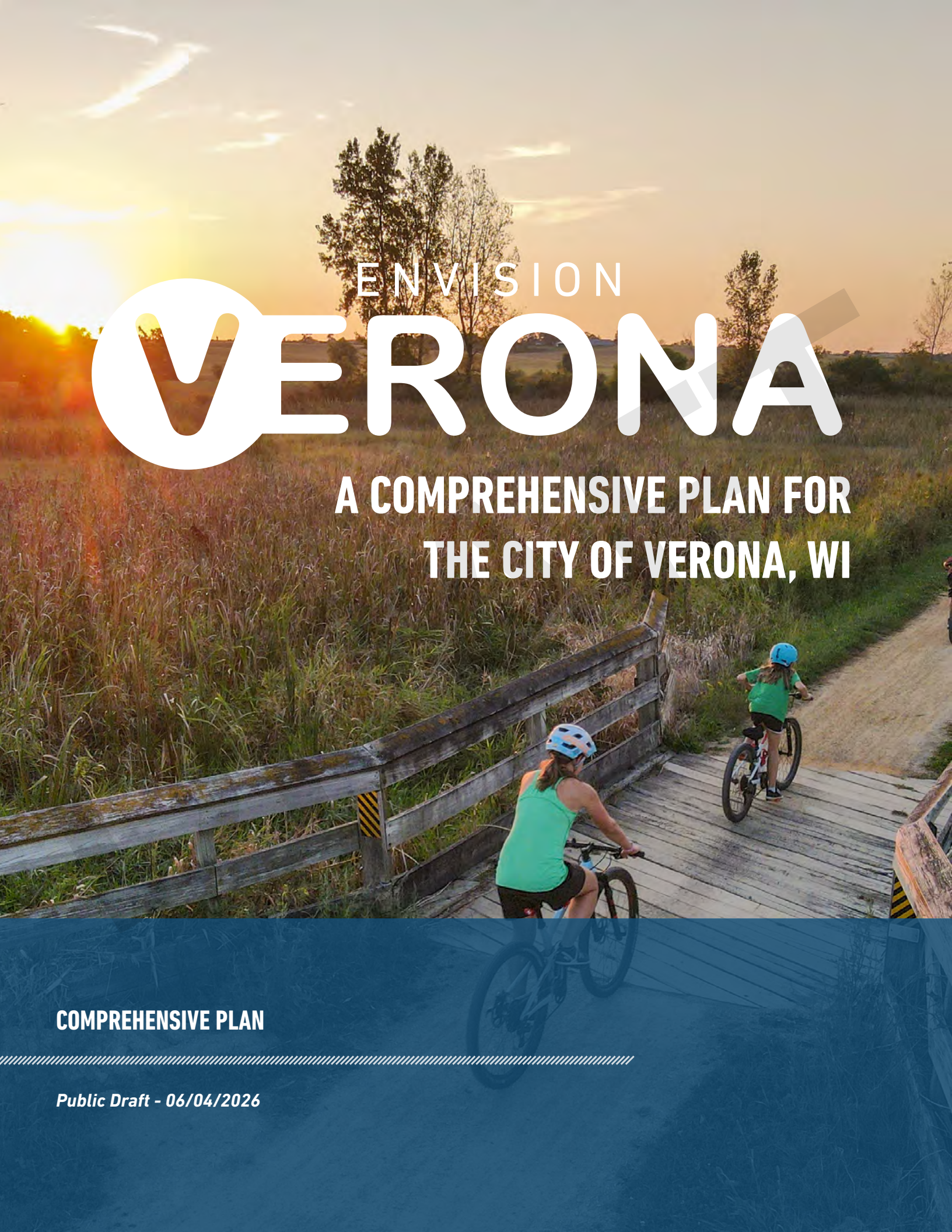




ENVISION VERONA

A COMPREHENSIVE PLAN FOR
THE CITY OF VERONA, WI

COMPREHENSIVE PLAN

Public Draft - 06/04/2026

ACKNOWLEDGMENTS

We acknowledge and thank the many Verona stakeholders and residents who participated in the Envision Verona comprehensive planning process. We especially appreciate the participation, feedback, and support from the following:

Comprehensive Plan Task Force

Lauren Cohen, Citizen Member
Mike Hankard, Plan Commissioner
Beth Tucker Long, Alderperson
Christine Posey, Citizen Member
Devin Renner, Citizen Member
Lachlann Swanson, Alderperson
John Vogt, Citizen Member

Common Council

Luke Diaz, Mayor
Alejandro Hernandez, District 1
Lachlann Swanson, District 1
Mara Helmke, District 2
Chris Weiss, District 2
Spencer Harrison, District 3
Phil Hoechst, District 3
Beth Tucker Long, District 4
Patrick Lytle, District 4

Plan Commission

Luke Diaz, Chair and Mayor
Lachlann Swanson, Council Representative
Tyler Powers, Chair of Parks, Recreation, and Forestry
Linnea Matulat, Citizen Member
Tyler Wood, Citizen Member
William Taylor, Citizen Member
Mike Hankard, Citizen Member

Technical Advisory Committee (TAC)

Lucas Sivertsen, Director of Planning and Development
Katherine Holt, Community Development Specialist
Ann Freiwald, Assistant City Administrator
Dave Dresser, Chief of Police
Stephanie Ehle, Senior Center Director
Bryan Manning, Public Works Director
Alex Miller, Battalion Chief
Mara Trusty, Communications Manager
Mark Wegner, Parks and Urban Forestry Director
Carla Fischer, City Engineer, AECOM
Jess Billmeyer, City Traffic Engineer, AECOM

Consultant Team

MKSK
1861 Group

CONTENTS

PART 1: THE VIEW FROM HERE

Introduction	8
Plan Purpose	10
Vision & Goals	12
Process and Participants	14
Community History	16
Community Context	18
Planning Context and Study Area	22
Community Profile	30

PART 2: COMMUNITY VOICES

The Verona Community Speaks	36
Community Themes	38
Stakeholders	46

PART 3: A VISION FOR THE FUTURE

The Big Goals	53
Future Land Use Strategy	59
Subarea Plans	68
Livable Verona	80
Prosperous Verona	96
Vibrant Downtown Verona	106
Green Verona	118
Fundamental Verona	128

PART 4: READY, SET, GO!

Implementation Strategies	146
Zoning Strategy	150
Funding Strategy	154
Capital Improvement Planning	162
Growth Areas and Annexation	163
Implementation Matrix	166

SUPPLEMENTAL DOCUMENTS

Appendix A: Previous Plan Summary
Appendix B: Community Profile & Existing Systems
Appendix C: Public Participation Plan
Appendix D: Community Engagement Summary
Appendix E: State of the Community Report

ABBREVIATIONS

Abbreviation	Description
ADU	Accessory Dwelling Unit
AMI	Area Median Income
BRT	Bus Rapid Transit
CARPC	Capital Area Regional Planning Commission
CBRE	Coldwell Banker Richard Ellis
CIP	Capital Improvements Plan
Common Council	Verona Common Council
CTH	County Trunk Highway
DCCVA	Dane County Cities and Villages Association
DOA	Wisconsin Department of Administration
EAH	Employer-Assisted Housing
EMS	Emergency Medical Services
Envision Verona	Envision Verona Comprehensive Plan
EPA	U.S. Environmental Protection Agency
FEMA	Federal Emergency Management Agency
FHWA	Federal Highway Administration
GIS	Geographic Information Systems
Greater Madison MPO	Greater Madison Metropolitan Planning Organization
HUD	U.S. Department of Housing and Urban Development
IATA	Ice Age Trail Alliance
MadREP	Madison Region Economic Partnership
Madison MSA	Madison Metropolitan Statistical Area

Abbreviation	Description
MMSD	Madison Metropolitan Sewerage District
NPS	National Park Service
NRHP	National Register of Historic Places
SHPO	Wisconsin State Historic Preservation Office
SOTCR	State of the Community Report
SSM Health	Sisters of Saint Mary Health
STH	State Trunk Highway
TAC	Technical Advisory Committee
Task Force	Comprehensive Plan Task Force
TID	Tax Incremental Districts
TIF	Tax-Increment Financing
USDA	U.S. Department of Agriculture
USH	United States Highway
VACT	Verona Area Community Theater
VACC	Verona Area Chamber of Commerce
VASD	Verona Area School District
WDNR or DNR	Wisconsin Department of Natural Resources
WEDC	Wisconsin Economic Development Corporation
WHEDA	Wisconsin Housing and Economic Development Authority
WisDOT	Wisconsin Department of Transportation

DEFINITIONS

Word/Term	Definition
Growth Area	A growth area is the unincorporated land outside of the current Verona City limits that is identified for potential future growth, development or possible annexation into the City of Verona in the future.
Horizontal Development	Horizontal development is development that typically spreads horizontally or outward across land, often in a more spread-out, low-rise form that requires more land per unit of activity. This type of development is often found in a more suburban-style growth pattern.
Vertical Development	Vertical development is development that typically builds upward, often in a multi-story form that stacks that requires less land per unit of activity. This type of development is often found in a more urban or downtown setting.
Workforce Housing	Workforce housing is housing that is affordable to households earning approximately 60-120% of the Area Median Income (AMI), and typically includes essential workers such as teachers, healthcare workers, and first responders. ¹
Multi-Use Trail or Path	Multi-Use Trails (also referred to as Multi-use Paths) are designed to accommodate a wide range of pedestrian users, bicyclists, and other mobility devices that travel in two directions, and are typically located independently from roadways or otherwise. ²
Trail	Trails are off-street shared-use facilities with natural surfaces that are typically located within corridors, open spaces, or parks, and are designed primarily for walking and biking. In some cases, trails may also accommodate ATVs or snowmobiles.

¹ Urban Land Institute (ULI), *Affordable Housing: Designing an American Response*

² National Association of City Transportation Officials (NACTO), *Paths*

PART 1: THE VIEW FROM HERE





INTRODUCTION

In 2024, the City of Verona initiated an 18-month process to develop a new Comprehensive Plan, the official guiding policy document that outlines the community's vision and framework for growth and development over the next 30 years. This vision and framework are the result of considerable analysis and study of existing conditions, including the City of Verona's economy and growth potential, its traditional downtown, neighborhoods, industrial areas, streets, infrastructure, and natural environment, as well as extensive participation and collaboration with Verona stakeholders and residents.

The City of Verona, located in southwest Dane County, Wisconsin — approximately 12 miles from the Wisconsin State Capitol in the adjacent City of Madison — is home to more than 15,800 people and known within the region for its desirable residential neighborhoods, a compact Downtown Verona district, high-quality schools, accessible recreational amenities, a unique rolling landscape and topography, location within the terminal moraine, and vital industrial and employment centers.

These vital industrial and employment centers are anchored by Epic Systems Corporation's headquarters campus. Originally founded in 1979 in Madison, Epic Systems Corporation is a major developer of digital health record management software and employs over 10,000 people at its Verona campus, in addition to offices nationwide. Verona's Business and Technology Parks also host numerous other significant employers, including Arrowhead Pharmaceuticals, Millipore Sigma, Carnes Company, and the Cleary Building Corporation.

In addition to its employment and industrial base, Downtown Verona and its commercial nodes along Verona Avenue and U.S. Highway (USH) 18/151 provide access to a variety of consumer goods and services, including grocery stores and markets, hardware and home goods, retail shops, restaurants, medical offices, fitness studios, and other personal and professional services. Verona's employment centers offer a diverse tax base and a range of job opportunities for the Verona community.

Verona is well-supported by its strong transportation network and an integrated parks and open space system. USH 18/151 and State Trunk Highway (STH) 69 (Paoli Street) connect Verona to the region, while Verona Avenue (U.S. Business Route 151) and Main Street (County Highway M) provide access to Downtown Verona. The Ice Age National Scenic Trail connects many of the city's parks and open spaces, supporting Verona as a local and regional destination for outdoor recreation.

Since the adoption of the last comprehensive plan in 2009, Verona has experienced notable changes. Verona's population increased by 4,000 people, while median home prices increased from \$250,000 to \$320,000. The proportion of people paying more than 30 percent of their household income, housing cost-burdened households have also increased, from 37 percent in 2010 to just under 50 percent in 2020. As housing affordability has become a critical issue across the Dane County region, Verona faces the challenge of identifying areas for strategic growth and improvement with significant constraints related to land topography, floodplains, and the need to extend infrastructure. Housing attainability and the availability of various housing options for young professionals, families, "empty nesters", and retirees are also key concerns. At the same time, residents prioritize balancing growth with the preservation of Verona's small-town character.

In 2026, Verona embarks on its next chapter — a future that is sustainable, inclusive, accessible, and economically robust, supporting a vibrant community life for its residents. ***Envision Verona will guide the city forward, toward a future that is vibrant, inclusive, and authentically Verona.***

PLAN PURPOSE

The Envision Verona Comprehensive Plan addresses critical planning issues facing the city and outlines a framework of goals, objectives, and strategies for land use, housing and neighborhoods, commercial and industrial districts, parks and open space, and transportation and infrastructure systems. The planning framework will help guide the Verona Common Council (Common Council), Plan Commission, and other municipal departments and government agencies on planning and regulatory decision-making, as well as capital improvement investments, ensuring consistency with the community's planning and development goals. Just as important, Envision Verona helps communicate the community's aspirations to private-sector investors, local institutions, businesses, and key stakeholders regarding growth and development priorities.

From a practical perspective, Envision Verona serves as the daily playbook for local planners and elected officials, guiding them in identifying suitable land uses and placing them in the appropriate locations in Verona, recognizing that each new development creates a lasting impact on Verona's design, urban form, and economic well-being.

Envision Verona provides the framework for planning policy areas for the city, listed below.



Growth Areas



Residential Neighborhoods and Housing



Commercial Districts and Corridors



Downtown



Urban Design and Placemaking



Transportation and Mobility



Water, Wastewater, and Infrastructure Systems



Community Facilities



Open Space and Recreation

A DECISION MAKING TOOL

Additionally, the Envision Verona Comprehensive Plan serves the following purposes for the City:

Future Vision and Land Use Framework. The Comprehensive Plan is the result of conversation and collaboration between the City of Verona, its residents, and key stakeholders to forge 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, City departments, and other partner agencies. Promoting uses that reflect the goals of this plan, resolving land-use conflicts where they occur, and leveraging opportunities for residential and economic development, new parks and recreational amenities, and new transportation options are key land-use objectives. The future land use strategy will make Verona resilient to economic, environmental, and social changes, enabling the community to adapt and offer more diverse employment opportunities and housing choices, access to parks and green spaces, and quality municipal services.

Guide to Public Investments. For the 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, and water, wastewater, and stormwater systems. Other investments may focus on parks and trails, community facilities, urban design and placemaking, and enhancements to Downtown Verona and neighborhoods. The Common Council may also use the Comprehensive Plan to seek grants and other funding sources at the local, regional, state, and federal levels to support future planning initiatives.

Guide to Private Investments. Locally, many private-sector parties are interested in investing in Verona. Developers, entrepreneurs, investors, and industries will utilize the Comprehensive Plan to gain a deeper understanding of local land use policies and development opportunities. Investors value transparency and consistency in local decision-making processes, helping to provide predictability and viability for their development projects and opportunities.

Inclusion and Engagement Tool. Envision Verona was developed through a community-driven planning process and thoughtful engagement with Verona residents and stakeholders at every stage. Such participation was essential to ensuring a wide range of Verona voices were heard and meaningfully incorporated in the Comprehensive Plan's vision and goals. The implementation of the Future Comprehensive Plan will provide additional opportunities for local residents and stakeholders to engage and be informed about Verona's ongoing planning efforts.

Implementation Program. The Envision Verona Plan outlines specific policies, strategies, and initiatives that help implement the community's vision for a sustainable and vibrant future. Aside from the critical roles the Common Council, the Plan Commission, and other municipal departments and entities will play in implementation, other partners, such as the Verona Area School District (VASD), the Capital Area Regional Planning Commission (CARPC) and the Greater Madison Metropolitan Planning Organization (Greater Madison MPO), among others, can also broaden stakeholder involvement and leverage available technical expertise and financial resources in key plan implementation actions. Private sector stakeholders, including investors, developers, and businesses, can also provide local insight and capital for key implementation efforts.

VISION & GOALS

THE BIG VISION

Envision Verona is guided by a comprehensive vision for the future over the next 30 years, with updates and revisions every 10 years.

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

THE BIG GOALS

The Big Vision is supported by five Big Goals that serve as the connective tissue for the plan - the underlying drivers behind all land use, transportation, subarea, and policy recommendations. Above all else, these goals were informed by community input and recurring feedback from the public.

Learn more about the vision, goals, and associated recommendations in **Part 3: A Vision for the Future on page 50.**



Vibrant Downtown Verona

A welcoming Downtown Verona that is both a destination and a neighborhood, with a strong sense of identity and community culture, and a vibrant small business and retail environment that keeps bringing people back.



Livable Verona

A community of strong neighborhoods with diverse housing options to support a more affordable and connected community for residents at all stages of life, and the next generation of Verona residents.



Green Verona

A community for which natural assets are core to its legacy and identity, and a sustainable future through land stewardship and smart city-building practices to support a resilient, healthy, and active community.



Prosperous Verona

A place to work today and tomorrow, anchored by Epic Systems Corporation and serving as a regional employment hub for manufacturing and technology, while supporting a rich small business and retail environment.



Fundamental Verona

Proactive, pragmatic, and high-functioning utility and infrastructure systems that support steady growth, desirable transportation options, and quality of life for all residents.

PROCESS AND PARTICIPANTS

PLANNING PROCESS & PHASES

Creating the Envision Verona Comprehensive Plan involved an 18-month, two-phase planning process that began in Fall 2024 and ended in Spring 2026 as illustrated in **Figure 1**.

Phase 1, “Listen and Learn,” included a review and assessment of previous planning documents and studies, existing land-use conditions, demographics and economic trends, potential growth areas, development opportunities, and constraints. This phase also included a series of stakeholder listening sessions and interviews, fieldwork, and two community open houses held at the Verona Senior Center and the Public Library. During this phase, the planning team hosted a website, online survey, and online web-mapping exercise, receiving over 1,500 contributions. Phase 1 concluded with the delivery of a State of the Community Report (SOTCR).

Phase 2, “Reveal and Refine,” focused on engaging the Verona community in developing planning goals, a Future Land-Use Strategy, and implementation action items. A second community visioning workshop, also held at the Senior Center and the Public Library, presented a Draft Future Land-Use Strategy and initial planning recommendations for Downtown Verona, growth areas, mobility, housing, and urban design. An online visual preference survey was also developed and disseminated to gather additional feedback from stakeholders; the survey received over 750 responses. The consultant team prepared and delivered the Draft Comprehensive Plan for review by the City of Verona in November 2025.

Learn more about the community and stakeholder engagement in **Part 2: Community Voices on page 34**.

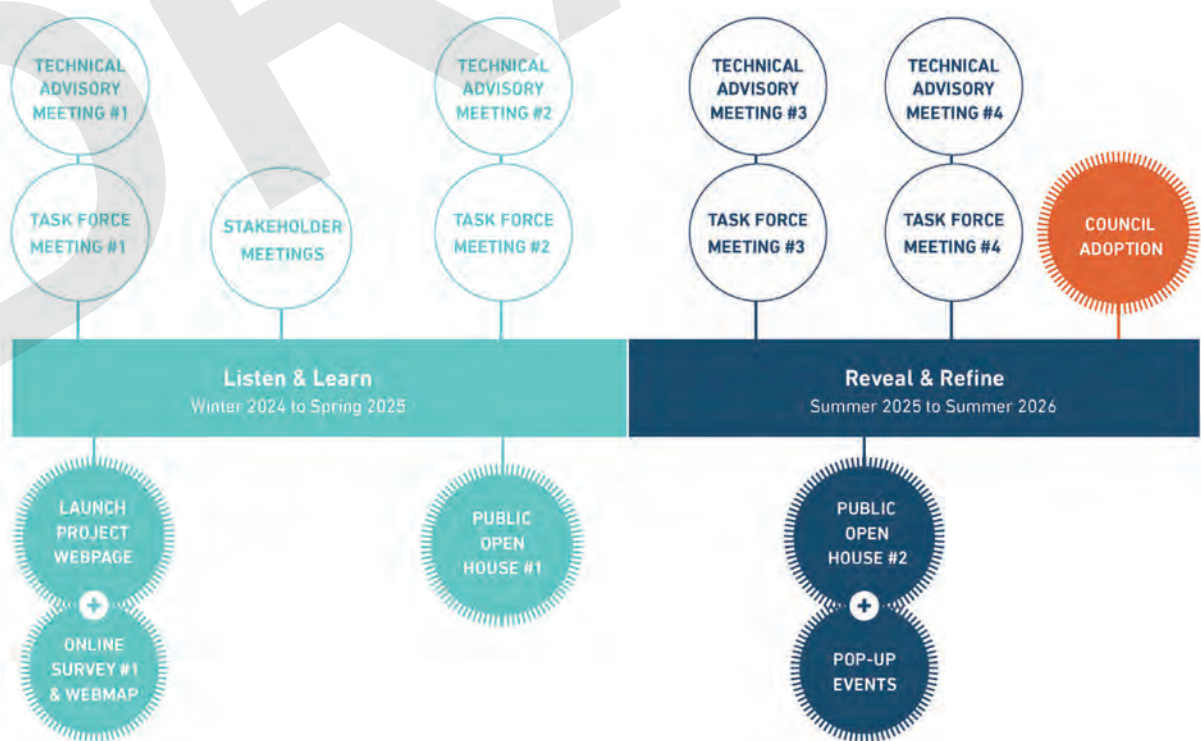


Figure 1: Envision Verona Comprehensive Plan Schedule and Process

KEY PARTICIPANTS

Comprehensive Plan Task Force and Technical Advisory Committee

The City of Verona established and convened a Comprehensive Plan Task Force (Task Force) and a Technical Advisory Committee (TAC) to guide and assist in developing planning goals and policy statements and in reviewing draft planning documents. The Task Force was comprised of elected and appointed officials, as well as community residents. The TAC was composed of representatives from various City of Verona departments, including Planning, Administration, Police, Fire, Public Works, Senior Center, Communications, and Parks and Urban Forestry. Department heads and City staff provided valuable technical expertise and guidance on key plan topics. The Task Force and the TAC met four times during the planning process.

Community and Stakeholder Engagement

Throughout the planning process, the City of Verona engaged a wide range of Verona stakeholders to gather perspectives and feedback on current planning issues, constraints, and opportunities, as well as Verona's desired future. Many residents and stakeholders participated in the planning process, including:

- + Business Owners
- + Community Organizations
- + Developers and Homebuilders
- + Industries and Manufacturers
- + Property Owners
- + VASD



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



Public open house at the Verona Public Library on 9/30/25



Public open house at the Verona Senior Center on 9/30/25

COMMUNITY HISTORY

The original inhabitants of the land now known as Verona, Wisconsin, were Native Americans who lived in the area for over 10,000 years before the first permanent Euro-American settlement in Dane County, which occurred in 1828 with the arrival of Ebenezer Brigham, who established a lead-mining outpost near present-day Blue Mounds. The rich Native American history and culture included periods of hunting and gathering, organized agriculture, and the formation of complex trade networks through the centuries. Like much of southern Wisconsin, Verona once contained numerous burial and effigy mounds — earthen structures shaped like animals, believed to have been constructed for spiritual purposes. Unfortunately, as has happened throughout the Midwest, many of these burial mounds were lost to plowing and farming practices after Euro-American settlement. Remnants of multiple Native American campsites and a small number of conical burial mounds still exist in the Verona area as evidence of their past residency here. The Ho-Chunk Nation is the last of the Native American tribes to possess land in the Verona area, ultimately ceding the remainder of its land to the U.S. Government between 1829 and 1832.

The opening of Badger Mill in 1844 drew many settlers to the area. Homes and businesses began to be built and opened around what is now Locust Drive and South Main/Highway M. On February 11, 1847, the Town of Verona was officially established by the Wisconsin Territorial Legislature. The town is named after Verona, New York, the hometown of the early settlers George and William Vroman.

In 1848, the Matts built the first brick house in Verona, which still stands on the northeast corner of Verona Avenue and North Main Street. Around 1880, the Chicago and Northwestern Railroad laid track through Verona and constructed a depot and a stockyard. With the addition of the new railroad, industries and businesses flourished, including hotels, banks,

blacksmiths, doctors, schools, lumberyards, grocery stores, and a post office. Portions of the Town of Verona were incorporated as the Village of Verona on January 22, 1921. From the Great Depression to World War II, Verona remained a tight-knit agricultural hamlet in Dane County. It felt the impacts of the global conflict through local rationing, labor shifts, and the mobilization of its citizens for service in the armed forces and in wartime industrial production.

In the post-war period, Verona's population doubled from 748 in 1950 to 1,471 in 1960. In 1966, during the Vietnam War, Verona received a nickname from a detachment of U.S. soldiers deployed there. The men chose Verona as the perfect example of 'Hometown U.S.A.' as the area personifies small-town America. This slogan is still used by residents today.

On April 18, 1978, Verona was incorporated as the City of Verona. The new municipal government would seat four alders elected for one-year terms, with four elected for two-year terms. The City Council held its first meetings in a building owned by Carnes Corporation, a local manufacturer of heating and ventilation equipment. In 1980, a new City Hall was constructed, and throughout the 1980s and 1990s, Verona continued to see new business and residential growth, prompting the need for new schools and facilities. A mandatory recycling program began in January of 1991 for the City, and in 1992, the school system changed its mascot to the Wildcats. In 2008, a new \$18 million municipal complex, including a combined new City Hall and Police Station, opened.

Verona continues to grow outward from its traditional center along Verona Avenue and Main Street, with retail and commercial activity supporting flourishing new residential neighborhoods. The book, *A Sesquicentennial History of Verona, 1847-1997*, by Karl Curtis and published by the Verona Area Historical Society, contains a wealth of information on Verona's history.



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

COMMUNITY CONTEXT

The City of Verona consists of 6.4 square miles within its municipal limits (as of 2024). Located along the southwestern edge of the City of Madison, within Dane County, The City of Verona is governed by an eight-member Common Council, and includes a mayor, eight alder-persons, appointed citizens, and various task forces, boards, and committees. The City has 14 departments, including Communications, Public Library, Parks and Urban Forestry, Planning and Development, Public Works, Recreation, and the Senior Center.

An extended summary of the existing community context and land use can be found in **Appendix B: Community Profile & Existing Systems** and as part of **Appendix E: State of the Community Report**.

Community Services

The City of Verona offers a range of services to its residents, with some extending to the surrounding areas. These community services include Fire, Emergency Medical Services (EMS), Police, Public Works, Public Library, and Senior Center. The City of Verona is served by one fire station that covers 32 square miles and assists with EMS calls. The Fitch-Rona EMS provides EMS to the cities of Fitchburg and Verona, and the Town of Verona. 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. Public Works is responsible for maintaining streets, stormwater, sewer, water utilities, sidewalks, and addressing other street or utility issues. Additionally, Public Works manages local refuse and mandatory recycling, which started in 1991, various capital improvement projects and private developments. Public Works typically only provides services within the municipal limits.



City of Verona Senior Center, Source: City of Verona Facebook Page

Parks and Open Space

The City benefits from an abundance of land dedicated to parks, recreational facilities, open space, trails, urban forests, wetlands, and natural areas. These facilities are managed by several entities, including the City of Verona Parks and Urban Forestry Department, Dane County Parks, and the Wisconsin Department of Natural Resources (WDNR). The City's Parks and Urban Forestry Department maintains 25 parks 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. The Parks and Urban Forestry Department also oversees six conservancy lands that include the Military Ridge Reserve at 330 Glacier Ridge Trail, West Park at 630 Maple Road, East View Heights Nature Sanctuary, South Main Park and the Silent Street and Whalen Road Ponds. These conservancy lands connect people with nature through passive recreation opportunities, including low-impact, nature-based activities such as walking, hiking, and bird watching. In addition to the park facilities, the City

of Verona's Recreation Department administers various youth and adult recreation and sports activities at several park locations and at 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 Prairie Moraine, Scheidegger Forest, Falk Wells, and Sugar River Wildlife Areas.

To the west of Verona, past USH 18/151, is the Sugar River State Natural Area, managed by WDNR as part of the state's Natural Areas Program, which seeks to protect diverse wetland, prairie lands, and wildlife ecosystems. Three trails traverse or near Verona: the Ice Age National Scenic Trail, the Military Ridge State Trail, and the Capital City State Trail, managed by the WDNR and Dane County.



City of Verona Recreation Department & Community Center, Source: City of Verona Facebook Page



Firemans Park, Source: Visit Verona

Schools

The VASD serves the City of Verona, portions of Fitchburg, Middleton, Montrose, Springdale, and the Town of Verona, as well as 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, in the greater Verona area, there are three postsecondary education and higher education institutions, including Madison Area Technical College, Edgewood College, and the University of Wisconsin-Madison, among many others.

Shopping Districts and Commercial Activity

Verona has several shopping areas, including its traditional Downtown Verona district located along Main Street between Valley View Street on the south and the blocks just north of the intersection with Verona Avenue. The Downtown Verona district is home to several long-standing businesses, including Miller and Son's Supermarket, in addition to the coffee shops, banks, and other retail and service establishments. Beyond Downtown Verona, there are several retail destinations and shopping districts located along Verona Avenue east of Lincoln Street; in the Liberty Business Park; in the Verona Technology Park; and at the Market 5 development just north of the Verona Area High School at West Verona Avenue and Wildcat Way. These shopping districts feature a mix of destination retail, 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 Avenue.



Verona Area High School, Source: Visit Verona



Market 5 Shopping Area, Source: Visit Verona



Miller & Son's Grocery Store, Source: Visit Verona

PLANNING CONTEXT AND STUDY AREA

The City of Verona is located just southwest of Madison in Dane County and is bordered by the Town of Verona, the City of Fitchburg, and the City of Madison. It is within a 20-minute drive of Downtown Madison, approximately one hour from the Illinois state border, and about one-and-a-half hours from Milwaukee. Verona is part of the Madison Metropolitan Statistical Area (Madison MSA), which includes Columbia, Dane, Green, and Iowa counties. Verona, within the greater region, is shown on **Figure 2**.

Verona is readily accessible by United States Highways and state and county roads. USH 18/151 passes through the southern portion of Verona, with STH 69 continuing south. County Trunk Highway (CTH) PB traveling north-south skirts the eastern portion of Verona, with CTH M, which runs north-south through Verona's center, and CTH PD (McKee Road) traveling east-west along the northern edge. Both the Military Ridge State Trail and the Ice Age National Scenic Trail have rights-of-way and connections through Verona.

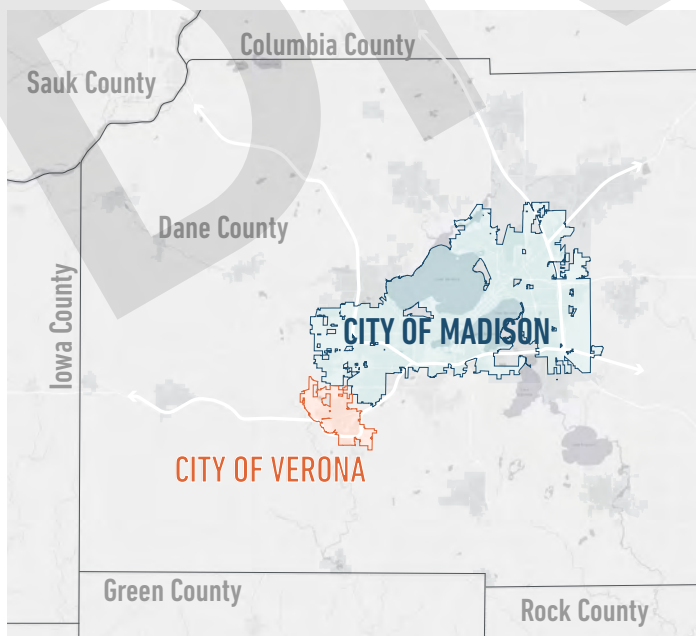


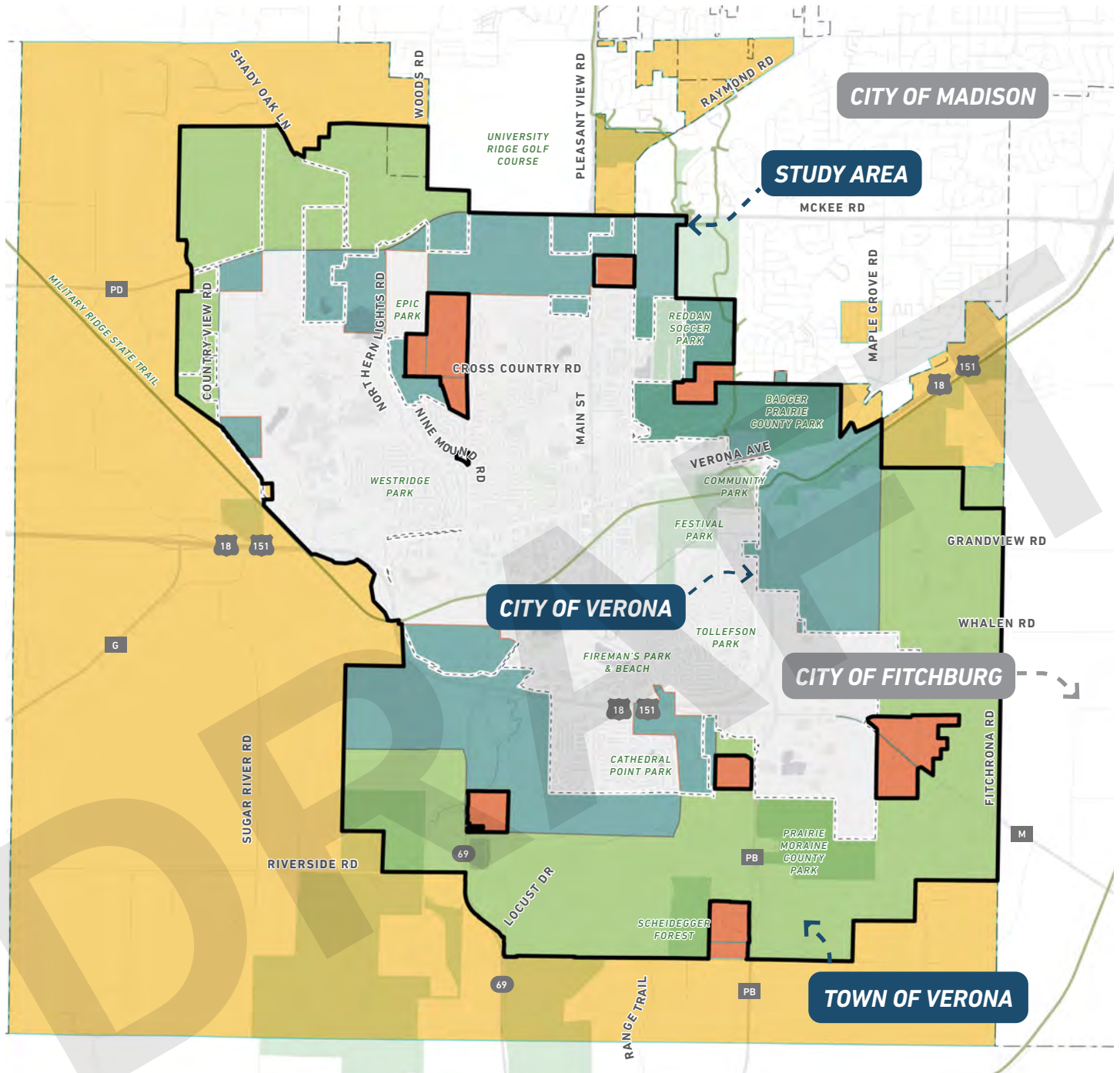
Figure 2: Regional Context Map

STUDY AREA

Envision Verona explores the possibilities for Verona's growth within and beyond the current municipal boundary. Early in the process, the City of Verona delineated a study area that considers all existing boundaries and intergovernmental and boundary agreements with neighboring communities, the current City of Verona municipal boundary, and potential growth areas within the City of Verona and the Town of Verona. The Envision Verona study area includes the entirety of the current municipal limits as well as Areas A and B as established in the 2016 City of Verona and Town of Verona Intergovernmental Agreement as shown in **Figure 3**.

A boundary agreement is a formal agreement between neighboring jurisdictions that defines boundaries, shared borders, areas of interest, protected areas, and determines which jurisdiction provides services to specific areas. If a boundary agreement between the City and Town of Verona is not renewed, the study area boundary may expand through a Comprehensive Plan amendment or in an updated Comprehensive Plan to include additional land beyond the current study area boundary. For more information on boundary agreements, see **Growth Areas and Annexation on page 163 of Part 4: Ready, Set, Go! on page 144**.

Figure 3: Study Area & Planning Boundaries



LEGEND

- Verona City Limits
- Study Area Boundary
- Parks
- Water
- Area A: City Growth Area
- Area B: City/Town of Verona Interest Area
- Area C: Town Protected Area
- Area D: Town of Verona Neighborhoods

LEGAL AND STATUTORY CONTEXT

In 1999, the Wisconsin Legislature enacted the State of Wisconsin Act 9, commonly 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 (10) 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:

- + **Agricultural, Natural, and Cultural Resources.** Protecting natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources, plus historic and archaeological sites and places, and economically productive areas, including farmland and forests.
- + **Economic Development.** Promoting the stabilization or expansion of the existing commercial and industrial base and the creation of a range of employment opportunities.
- + **Housing.** Providing an adequate supply of housing for households of all income levels and stages of life.
- + **Intergovernmental Cooperation.** Coordinating and cooperating on planning issues and needs among adjacent units of government and jurisdictions.
- + **Implementation.** Outlining the specific roles and responsibilities of governing jurisdictions and their agencies and departments in undertaking comprehensive plan strategies and initiatives.
- + **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.

- + **Land Use.** Encouraging appropriate land uses, densities, and regulations to promote development patterns that diversify the land-use mix while minimizing infrastructure and utility costs.
- + **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.
- + **Utilities and Community Facilities.** Providing adequate infrastructure and public services to meet existing and future market demand for residential, commercial, and industrial uses.

Additional Considerations

The Wisconsin State Statute also requires public participation and community engagement in the creation of a comprehensive plan, which may include communication programs, public workshops and meetings, and opportunities for the public to discuss and comment on draft planning policies and actions. The public participation plan for Envision Verona is available in **Appendix C: Public Participation Plan**.

A local community may adopt amendments to the comprehensive plan from time to time to address specific planning issues. These amendments follow the same process, including public notice and public hearing, however, they are focused on the areas where updates are proposed. Last, Section 66.1001(3) requires all updates or amendments to land use regulations, including zoning and subdivision codes, to be consistent with, and not contradict, the comprehensive plan's land use policies and goals. It is anticipated that the City will update its land use regulations as part of the ongoing implementation of this comprehensive plan.

PREVIOUS PLANS AND STUDIES

The Envision Verona Plan builds on the past planning efforts within the City and the region. In particular, the plan serves as an update to the most recent Comprehensive Plan, adopted in 2009, and subsequent updates. An extended review of all plans listed above can be found in **Appendix A: Previous Plan Summary**.

2009 Verona Comprehensive Plan

The Common Council initially adopted Verona's previous Comprehensive Plan in the Fall of 2009 and later updated, reconfirmed, and readopted it, along with its supporting documents and Sub Area Plans, in the Fall of 2019, to continue meeting the state comprehensive plan requirements. This continues the City of Verona's schedule of updating the Comprehensive Plan every ten (10) years, in accordance with state planning laws and the decennial release of U.S. Census data. Given Verona's continued growth and development pressures, along with ongoing planning needs, the City determined it was necessary to update the current plan in light of the release of 2020 Census information.

Other Planning Efforts

In addition to the 2009 Comprehensive Plan, several other planning efforts have addressed Verona's growth areas, transportation and mobility, and open space and recreation. A review of past planning initiatives identified growth opportunities, regional trends, and gaps in prior planning efforts. These plans included:

- + Badger Mill Creek – Sugar River Area Study (2008)
- + Southwest Neighborhood Plan (2009)
- + Southeast Neighborhood Plan (2010)
- + Downtown Mobility & Development Plan (2014)
- + North Neighborhood Plan (2015)
- + Bike and Pedestrian Study (2016)
- + City Town Boundary Agreement (2016)
- + Northwest Neighborhood Plan (2018)
- + Comprehensive Outdoor Recreation Plan (2022)
- + Housing Affordability Report (2024)
- + Dane County Regional Housing Strategy (2024)

AREA JURISDICTIONS

State, County, Town, and City Boundaries

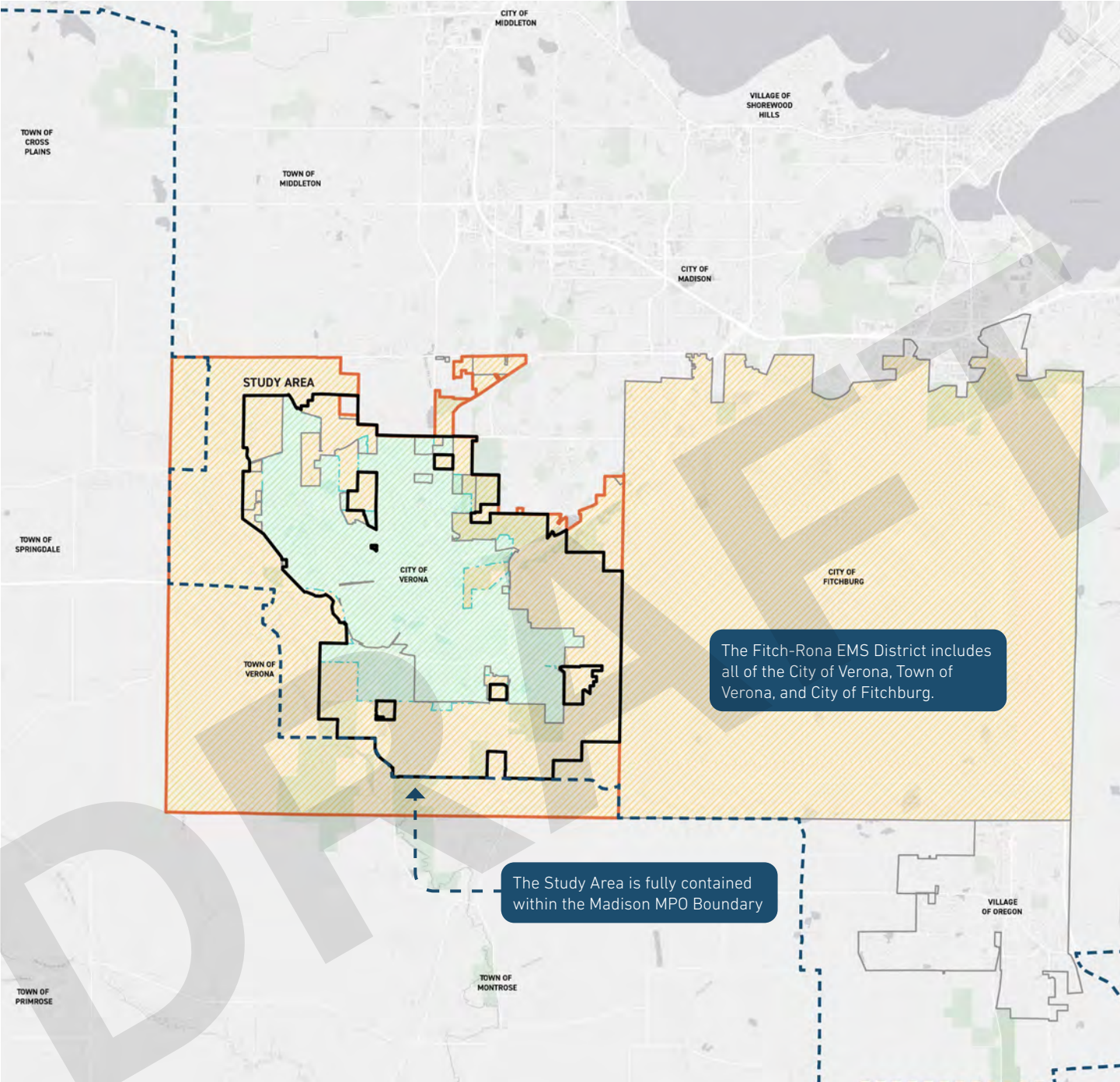
Verona shares boundaries with three adjacent local governments: the Town of Verona, the City of Madison, and the City of Fitchburg. This proximity necessitates that the City of Verona coordinate its efforts with the adjacent municipalities, the State of Wisconsin, and other regional agencies.

- + **Dane County.** The City of Verona and Dane County coordinate and collaborate on issues related to roadways and transportation, hazard mitigation, parkland and open space, and Geographic Information Systems (GIS) mapping and management.
- + **City of Fitchburg.** The City of Fitchburg and the City of Verona have overlapping three (3)-mile extraterritorial jurisdictions to Verona's eastern boundaries. Fitchburg and Verona both consult on pending development projects within their extraterritorial jurisdictions. A portion of the VASD also extends into Fitchburg.
- + **City of Madison.** The City of Madison borders Verona on its northeast and north sides. The City of Verona consults with the City of Madison on a variety of development issues, including transit services provided by the City of Madison's Metro Transit to Verona. A portion of the VASD also extends into the City of Madison.

- + **Town of Verona.** The City and Town of Verona continue to actively collaborate on various planning, public safety, and public works issues and initiatives. The Town borders the City of Verona on its north, south, east, and west sides. A portion of the VASD also extends into the Town of Verona.
- + **State of Wisconsin.** The City of Verona and various state agencies collaborate on a range of projects. The City works closely with the WDNR and the Wisconsin Department of Transportation (WisDOT). The City and the WDNR have a long history of collaborating on wetlands protection, floodplain management, and recreational amenities, such as the Military Ridge State Trail. WisDOT has jurisdiction over the federal and state highways traversing Verona.

See **Figure 4** for regional jurisdictional boundaries.

Figure 4: Other Regional Jurisdictional Boundaries



LEGEND

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



Other Government Entities and Agencies

Other government entities and agencies that work and intersect with the City of Verona include:

- + **Capital Area Regional Planning Commission (CARPC).** CARPC serves as an advisory board to Verona, providing recommendations for locating municipal sanitary sewer facilities in Urban Service Areas (USAs). USAs are geographic locations where future sanitary sewer facilities can be extended. The City of Verona can request amendments to the USA for future development projects. The CARPC also compiles and prepares regional land use plans for the Greater Madison MPO to utilize for its regional transportation modeling. Under new leadership, CARPC seeks to have an increased role in providing assistance in planning issues that span municipalities.
- + **Greater Madison Metropolitan Planning Organization (MPO).** The City of Verona and the Greater Madison MPO work regularly together on local and regional transportation and mobility projects. The Greater Madison MPO has assisted the City with planning the expansion of CTH M between Cross Country Road and Mineral Point Road in the City of Madison.
- + **Madison Metropolitan Sewerage District (MMSD).** MMSD provides wastewater treatment services to five cities, eight villages, and numerous sanitary and utility districts. The City coordinates wastewater management system improvement efforts and infrastructure upgrades with the MMSD.
- + **Verona Area School District (VASD).** The VASD is the public school district serving the City of Verona, the Towns of Verona, Springdale, Montrose, and a portion of the cities of Fitchburg and Madison. VASD currently operates four elementary schools, two middle schools, three charter schools, and one high school. The City of Verona and the VASD coordinate on issues related to redistricting, school facilities, housing developments, and land use projections. An Intergovernmental Development Advisory Committee, comprised of the City of Verona, City of Fitchburg, Town of Verona and the VASD, meets on a quarterly basis to discuss growth impacts on school district facilities and staffing.
- + **Other Agencies and Organizations.** Additional regional agencies that coordinate planning efforts with the City of Verona include Fitch-Rona EMS, Verona Fire District, Ice Age National Scenic Trail Alliance and South-Central Wisconsin Public Library System.



COMMUNITY PROFILE

Verona, Wisconsin, is a diverse and vibrant community, comprising a rich mosaic of people, homes, open spaces, commerce, transportation, and community amenities. Verona is also recognized regionally as a desirable, well-rounded community. Verona was designated a Tree City in 1994 and has continued as a Tree City since celebrating its twenty-fifth (25th) year mark in 2019, and its thirtieth (30th) year mark in 2024. Verona is a Wisconsin Active Together Community and was awarded the Bronze level in 2019 and 2023 as a Bicycle Friendly Community. In 2025, the City earned the SolSmart Silver designation. In addition, Verona is an Ice Age Trail Community as the trail weaves between the Unglaciated Driftless Area and lands covered by the Green Bay Lobe.

10 THINGS TO KNOW ABOUT VERONA

This section provides a brief overview of the community demographics and the City of Verona in 2026. An extended review of the community profile and statistics can be found in **Appendix B: Community Profile & Existing Systems** and as part of **Appendix E: State of the Community Report**.

People and Growth

- + **A Growing Community:** Verona's population is growing, with both older and younger residents.
- + **Shifting Demographics:** Verona has seen an increase in female residents, and household sizes have decreased.
- + **Rising Incomes:** Verona's median income is rising and has remained above the Dane County average income.

Housing & Development

- + **Lots of New Housing:** Verona has added housing quickly, but development is primarily focused on one-bedroom and four-bedroom homes.
- + **Increase in Multi-household Buildings:** The majority of new housing units developed are multi-family dwellings and apartments.
- + **Affordability Issues:** Housing costs and the cost burden of renting have increased, and a majority of new residents in Verona are renters.

Transportation, Mobility, and Access

- + **Great Trails, Limited Access:** Verona is a regional center for trails and parks, but has limited neighborhood access to trails.
- + **North-South Traffic:** Verona lacks a network of north-south regional arterials, forcing significant local and regional traffic onto CTH M. USH 18/151 access at East Verona Avenue is limited to one direction, to the west. These factors result in a concentration of traffic in Downtown Verona.

Market and Economy

- + **A Regional Workforce Hub:** Approximately 90 percent of local Verona workers do not reside in Verona, and jobs within the city are dominated by information and technology, largely influenced by the ongoing expansion of the Epic Systems Corporation campus.
- + **Job Growth Across Sectors:** Epic Systems Corporation is the most significant single driver of job growth, but other sectors outside of technology have grown, including Retail, Hospitality, Food Services, Business Support Services, and Manufacturing.

A GROWING COMMUNITY

City of Verona has undergone significant growth in recent years, and is expected to continue growing. Since 1960, Verona’s population growth (+850%) has far surpassed the growth rate of the Madison MSA (+100%), Dane County (+150%), Wisconsin (+50%), and the United States (+85%). Most of this growth has occurred since 2000, with Verona’s population doubling since that year. The current population, as of 2023, is estimated to be 15,800, while the 2020 census reported 14,000 residents.

Population projections are conducted by different state and regional agencies to inform decision-making around infrastructure and future needs. Each agency employs a distinct methodology in its projections, yielding a range of potential outcomes. Based on 2025 VASD anticipated growth rates, the population of Verona is expected to increase by nearly four percent annually over the next three decades, reaching more than 25,000 people by 2040 and 34,000 by 2055.

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

Table 1: Population Growth Table

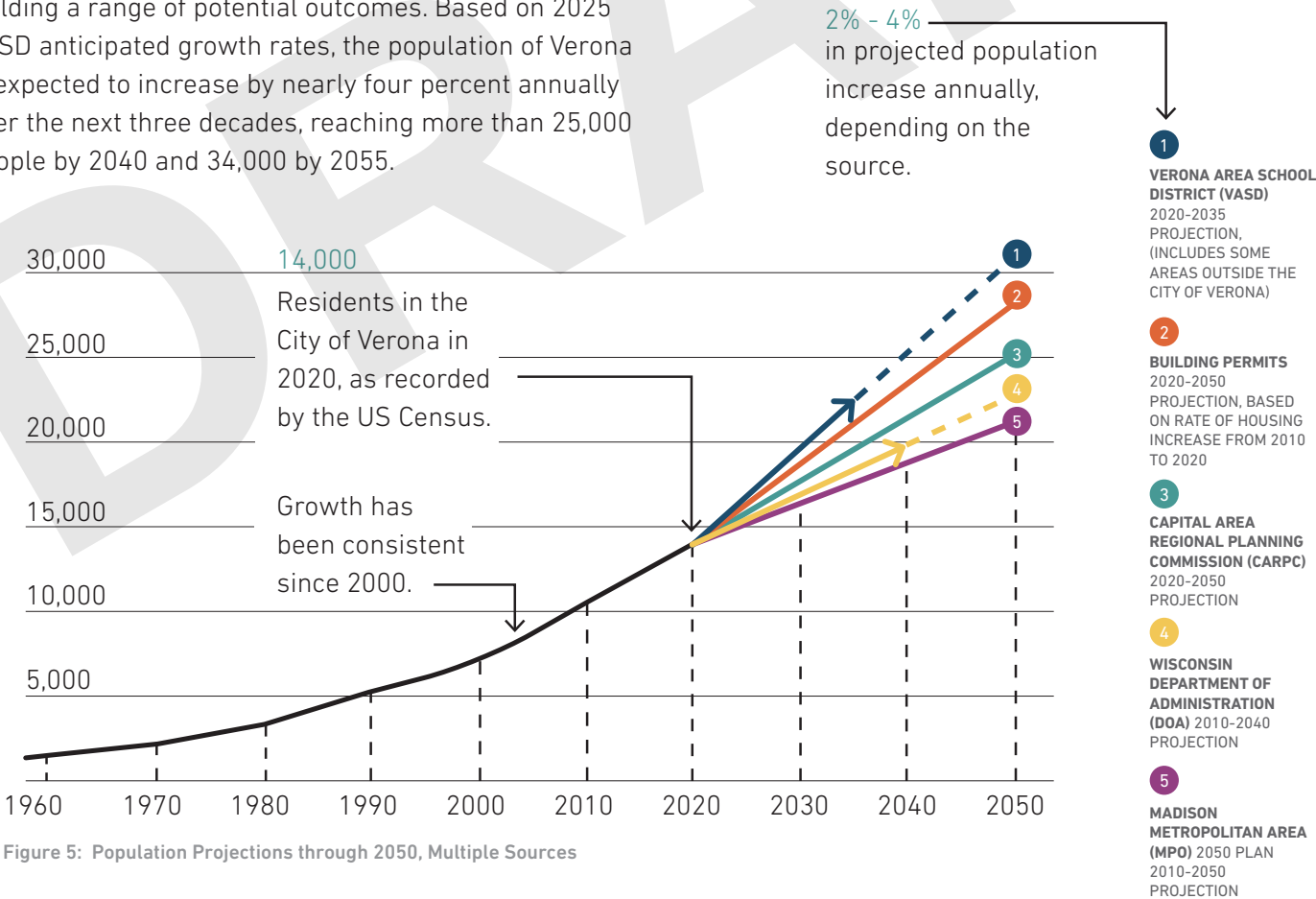


Figure 5: Population Projections through 2050, Multiple Sources

SHIFTING DEMOGRAPHICS

As the City of Verona has grown, its demographic characteristics have changed and become more diverse. Changes in age, sex, household size, and income all indicate shifting planning needs and priorities for Verona.

Age

The population began to age after 2010, with the median age increasing from 35.7 years in 2010 to 37.2 years in 2020. This median age is notably higher than Dane County's figure of 35.2 years. This increase is primarily due to the share of individuals aged 65 and above rising from 10.1 percent in 2010 to 13.3 percent in 2020, and to the 25-54 age group's share declining from 46.7 percent to 40.4 percent during the same period. These age trends can impact tax revenue, demand for municipal services, and the housing market.

Population by Sex

Women comprise 55 percent of Verona's population, representing a significant shift over the past decade. From 2010 to 2020, the share of the population that is female increased by 5 percent, adding more than two female residents for every new male resident over that time.

Race and Ethnicity

As Verona becomes more diverse, increases in the percentage of non-white populations are observed for Black (+3.3%) and two or more races (+2.5%), while decreases occur for White (-3.8%) and Hispanic of any race (-3.2%). Additionally, and maybe surprisingly considering the presence and growth of Epic Systems Corporation, the foreign-born population shrank in Verona (from 5.1% to 4.0%), in contrast to Dane County and Wisconsin, which both saw increases of at least 0.4 percent in the share of foreign-born population from 2010 to 2020.

Household Status and Size

As of 2020, approximately 58 percent of households include married or unmarried partners. More Verona households are unmarried than were previously. In particular, the number of single households (no spouse or partner present) has increased by double the rate of married households. The average household size has decreased since 2010, as has the average family size — both trends are evident nationwide. The Verona Area School District also notes in its most recent enrollment projections that the birth rate has decreased from 12.4 births per 1,000 in 2010 to 9.2 births per 1,000 in 2024.

Household Income

Household earnings have increased by 22 percent over the last decade. The share of households earning more than \$100,000 increased from 33.4 percent in 2010 to 46.5 percent in 2020, which can have a material impact on housing costs, as noted in the following pages. While households earning less than \$50,000 did not change in a significant way, households in the middle, earning between \$50,000 and \$100,000, decreased from a 38.8 percent share of households to just 28.5 percent of households, which is in contrast to a much smaller decrease in Dane County and a slight increase in Wisconsin households.

Continue reading for **Part 2:**
Community Voices.



PART 2: COMMUNITY VOICES



THE VERONA COMMUNITY SPEAKS

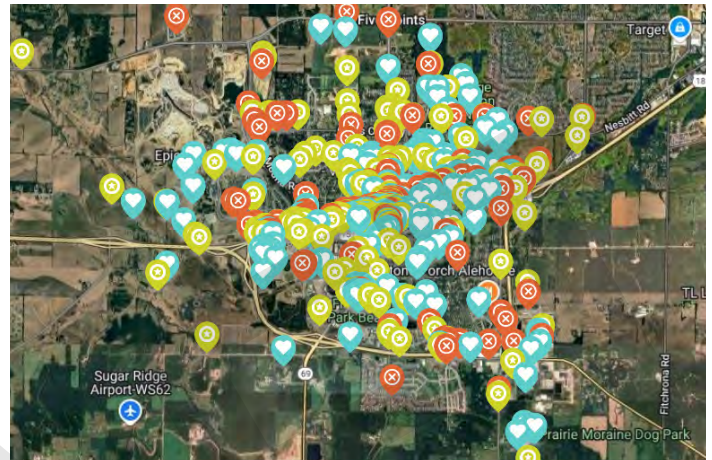
Envision Verona is an actionable vision that reflects the aspirations of the Verona stakeholders and residents. The Envision Verona planning process was organized around two key phases of community engagement, outlined in **Figure 1 on page 14**.

The first “Listen and Learn” phase focused on understanding the current state of Verona, including key planning themes and perspectives, along with assets, issues, and opportunities. The second “Reveal and Refine” phase garnered feedback on the proposed Draft Comprehensive Plan land use and planning strategies.

In both phases, the planning team engaged the broader community and key stakeholders. Community engagement occurred in two primary ways:

- + *Digital Outreach.* A website, “Envision Verona,” was created to host a long-form survey, an online mapping activity, and a general forum for comments. Paper surveys were also distributed at key locations and at public meetings.
- + *In-Person Events.* In-person community events were held at the Verona Senior Center and the Verona Public Library in April and September 2025. The events were advertised through social media, newsletters, and flyers. Paper surveys were also distributed at key locations and at public meetings.

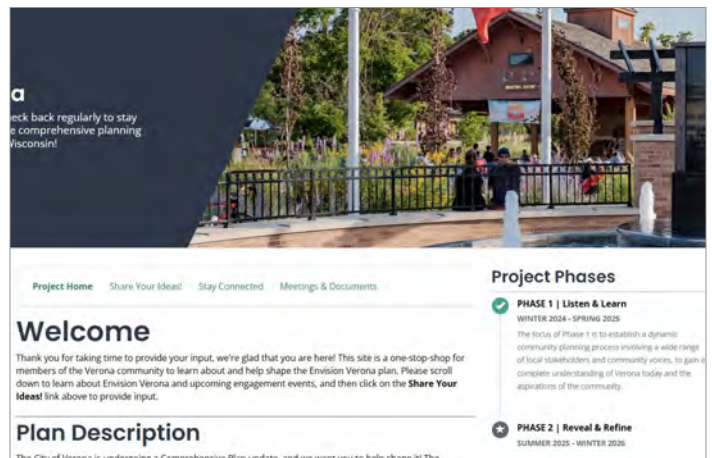
Learn more about the public participation plan and detailed engagement results in **Appendix C: Public Participation Plan** and **Appendix D: Community Engagement Summary**.



A screenshot of the online webmap. Participants were asked to pin community assets, barriers, and opportunities.



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



Envision Verona project website

AT A GLANCE



900+ TOTAL VERONA
VOICES ENGAGED

4 PUBLIC OPEN HOUSES



DIGITAL OUTREACH

100+ PUBLIC MEETING
ATTENDEES*

*Count includes only individuals who elected to sign in.
Additional people were in attendance.



2 PUBLIC SURVEYS

750+ SURVEYS COMPLETED
FOR EACH SURVEY

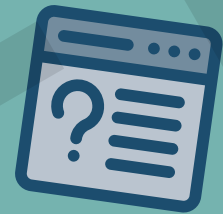
1,000+ COMMENT CARDS,
STICKY DOTS & IDEAS



20+ STAKEHOLDERS
ENGAGED

KEY STAKEHOLDER GROUPS

- | | |
|-------------------------------|-------------------------|
| + Verona Area School District | + Local Business Owners |
| + Major Employers | + Seniors |
| + Local Industries | + Real Estate Brokers |
| + Property Owners | + Local Developers |



11,195 WEBSITE
PAGE VIEWS

6,400+ WEBSITE
VISITORS

1,700+ DOCUMENT
DOWNLOADS

3,300+ RESPONSES,
PINS & IDEAS

2,200+ IDEA SHAPERS

1,520+ SURVEYS
COMPLETED

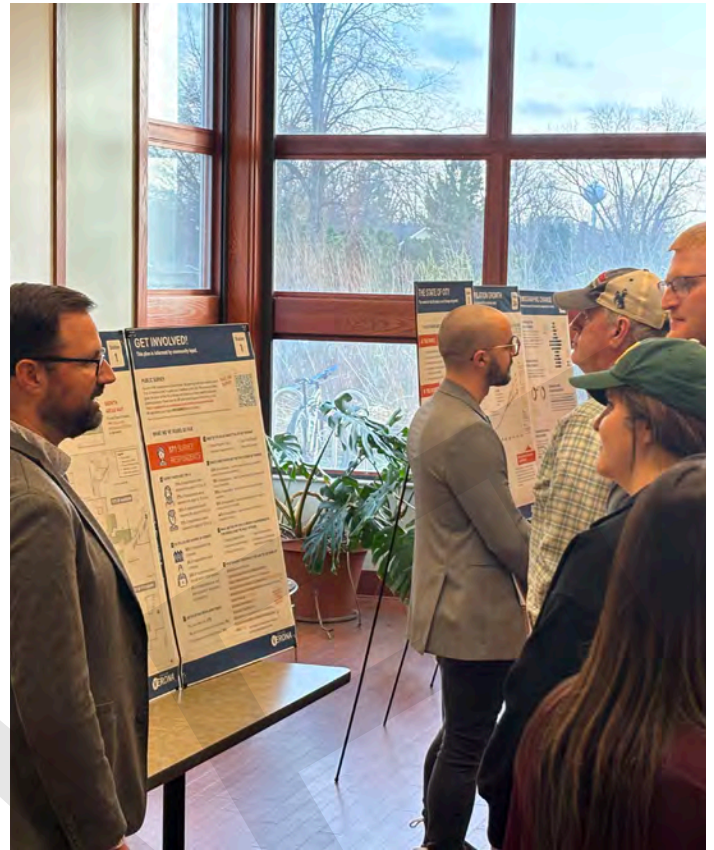
COMMUNITY THEMES

This section summarizes all community feedback received through the online web map, online survey, post-it boards, and the first two public community events. Comments were reviewed, categorized by topic, and consolidated into emerging planning themes. These include:

- + **Transportation and Mobility**
- + **Parks and Community Facilities**
- + **Local Businesses and Downtown**
- + **Housing and Development**
- + **Community Character and Identity**
- + **Environment and Sustainability**



Public open house at the Verona Senior Center on 9/30/25.



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



Public open house at the Verona Public Library on 9/30/25.

TRANSPORTATION AND MOBILITY

Traffic, Traffic, Traffic: While there is a consensus that residents are frustrated by Downtown Verona traffic, differing ideas surround potential solutions. Common ideas include removing street parking to increase the number of lanes, providing alternative routes around Downtown Verona, or increasing emphasis on alternative transportation options to reduce the number of cars.

Enthusiasm for Public Transit: A common theme across different user groups (seniors, Epic Systems Corporation employees, businesses) includes increasing public transit options and frequency. Suggestions include more bus routes, adjusted schedules - such as off-peak buses for school and work commutes - and greater utility of park-and-ride facilities—*“[Major Employers] should have a park and ride for workers. Less traffic in town!”*

Bike and Pedestrian: After traffic, the most discussed topic was bike and pedestrian safety and access. Many respondents highlighted the need for safer pedestrian crossings and expanded sidewalks in Downtown Verona, as well as bike lanes and trails that connect Downtown Verona with outlying neighborhoods. A common theme was the desire to comfortably walk or bike to the many attractions and destinations that Verona offers, including the Public Library, parks, and schools.

Traffic-Calming and Street Design: Traffic calming was frequently discussed, both for major intersections and minor corridors. For major intersections and corridors, ideas include roundabouts and better signal timing. Traffic compliance was also noted as a major issue, with several respondents flagging the need for increased enforcement and accountability —*“Ticket people who run red lights... way too many people running red lights.”* On more residential streets, especially

near parks and schools, traffic calming measures such as speed humps, road diets, and narrower lanes were recommended to slow cars.

Alternative Traffic Routes: Many respondents suggest rerouting traffic around the city center, rather than widening roads, to alleviate congestion and preserve the Downtown Verona character. As one comment notes about Verona Avenue: *“Move traffic around Verona instead of looking to expand the size... How can we have a small town feel with four lanes?”*

As part of the digital outreach process, an online mapping activity was hosted on the project website, and the results of this activity can be seen in **Figure 6: Community Mapping - Transportation** and **Figure 9: Community Mapping - Parks, Recreation & Community**. These maps demonstrate three drop-a-pin categories, described below:

- + **Community Assets.** Community Assets are areas, locations, or features that the community has identified as important, valued, or worthy of recognition.
- + **Barriers.** Barriers are areas, locations, or issues that the community has identified as challenges, concerns, or obstacles.
- + **Opportunities.** Opportunities are areas, locations, or spaces that the community has identified potential opportunities for improvement, investment, or new ideas.

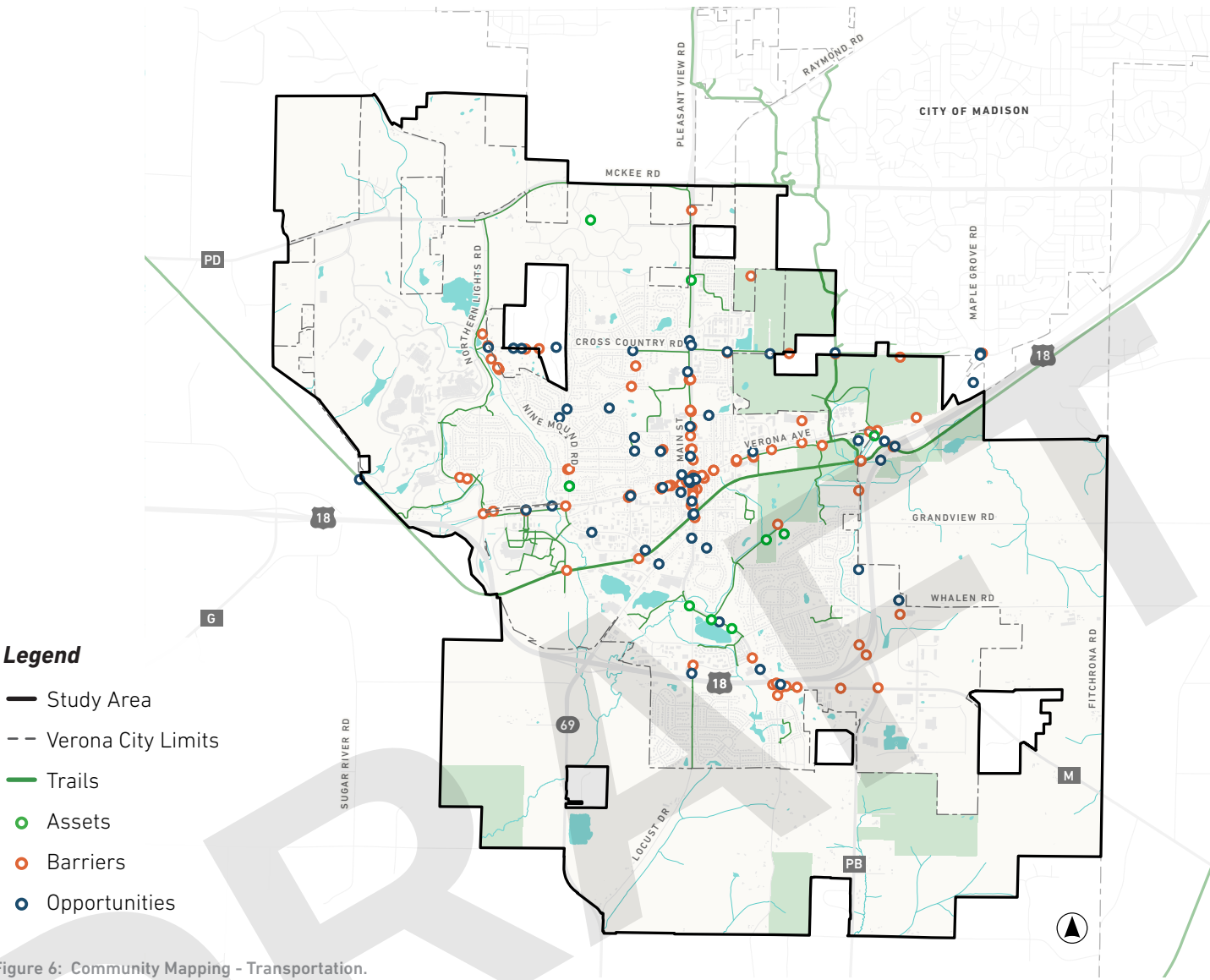


Figure 6: Community Mapping - Transportation.

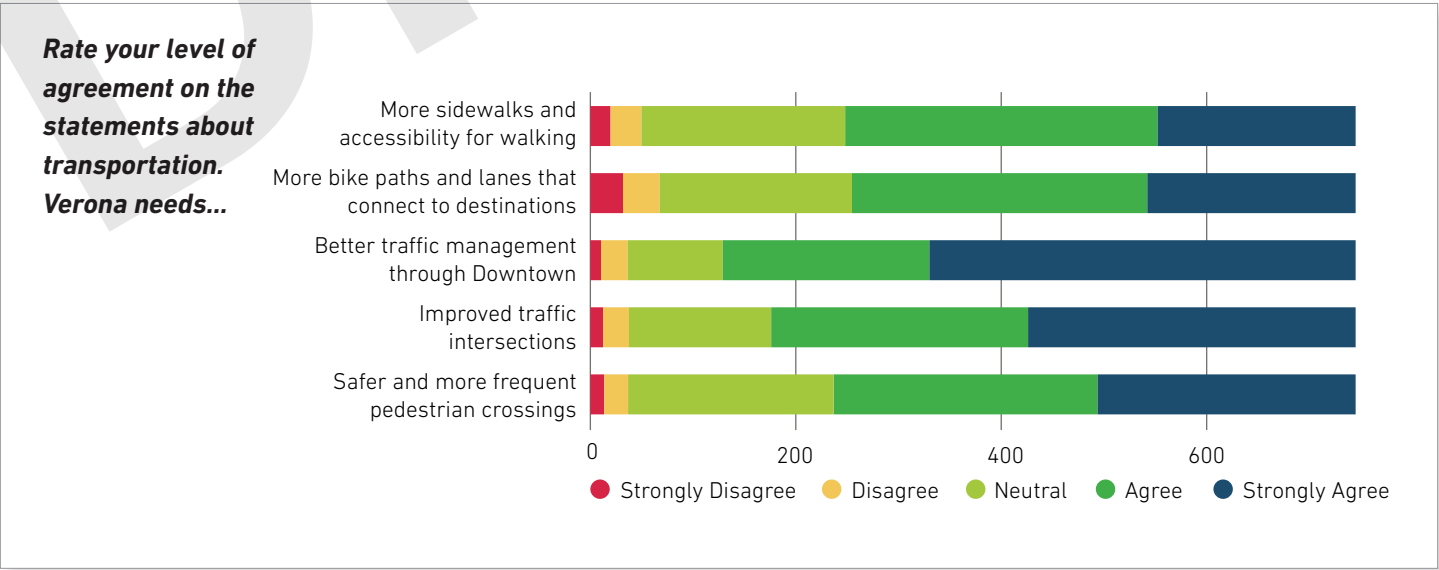


Figure 7: Survey, Level of Agreement - Transportation

PARKS AND COMMUNITY FACILITIES

Love Parks and Trails, Want More: *“I [would] like to see more parks in Verona”* — many residents express a desire for more parks and improved trail connectivity. While they enjoy the existing trail system, they also want extensions (e.g., to the VASD Nature Center) and new paths — *“Extend path to connect to Nature Center... [and] also add a signalized crossing.”*

Community Facilities: There is demand for more community hubs and events. Existing facilities, such as the Public Library and Senior Center, are highly regarded, with many commenting on the need for expanding the Senior Center. Many residents expressed the need for a community center and additional gathering and social spaces. *Note: The City has established a new community center on N Main Street.*

Recreation Amenities: Suggestions include an skating rink, fishing areas, and an outdoor fitness trail. One resident noted, *“More access to new skating rink in new Century Park,”* while others requested practical additions like restrooms at parks, playgrounds, and pickleball courts.

Farmers’ Markets and Events: The farmers’ market is highlighted as a valued community public space. Residents want more vendors, longer hours, and even year-round markets. Regular events, such as music and art festivals in parks, are also popular ideas for bringing people together and are seen as vital to the quality of life and Verona’s character.

LOCAL BUSINESSES AND DOWNTOWN

Walkable and Unique Downtown Verona Core:

Community residents strongly support the addition of more independent restaurants and shops in Downtown Verona. Many cite other small towns, such as Mt. Horeb, Mineral Point, Middleton, and Sun Prairie, as models for vibrant Main Streets — *“Paoli, Mount Horeb, and Mineral Point as models [with] unique restaurants, music, shops, festivals. Can’t we aspire?”*

Concerns About Fast Food: Many residents mentioned the desire to have fewer fast-food franchises — *“Don’t permit more fast food places. [They] are bad for people and increase [health issues].”* Residents largely believe that big chains harm community character.

Support for Small Businesses: Residents appreciate the existing local businesses and would like to see more. In addition to the desire to attract more small businesses, residents suggested new incentives for building improvements — *“Encourage new incentives for local businesses to maintain their buildings,”* and “buy local” campaigns. Additional ideas include providing small business start-up support to young entrepreneurs, helping them nurture homegrown businesses.

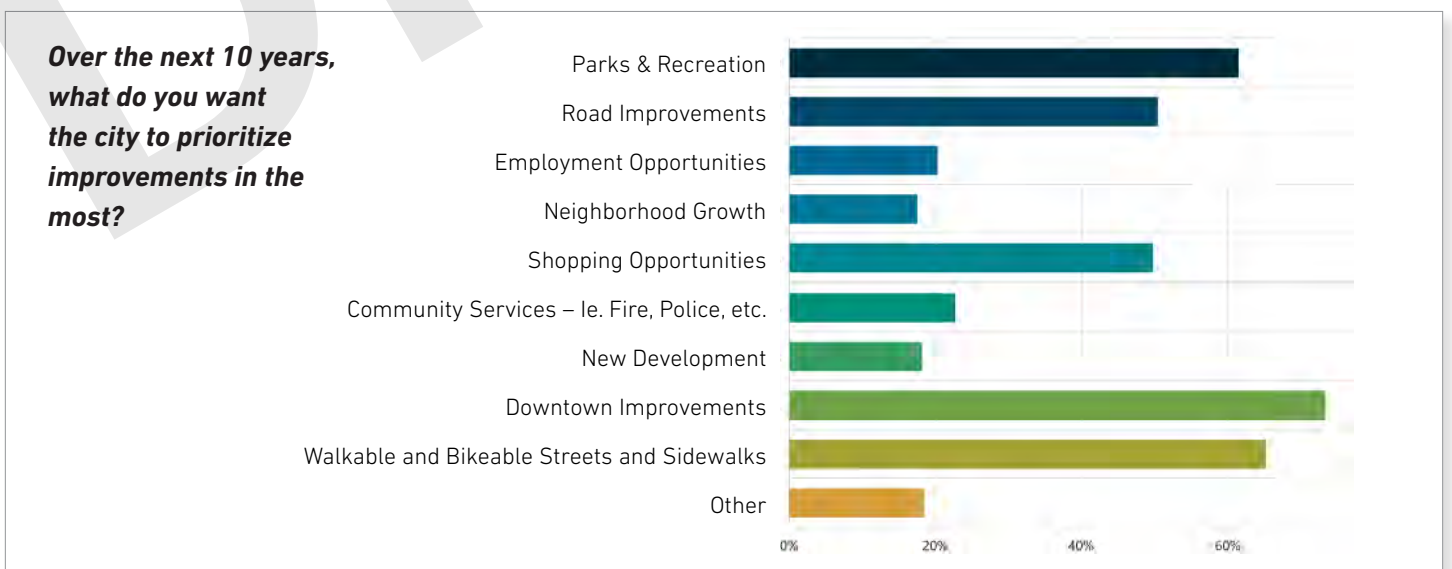
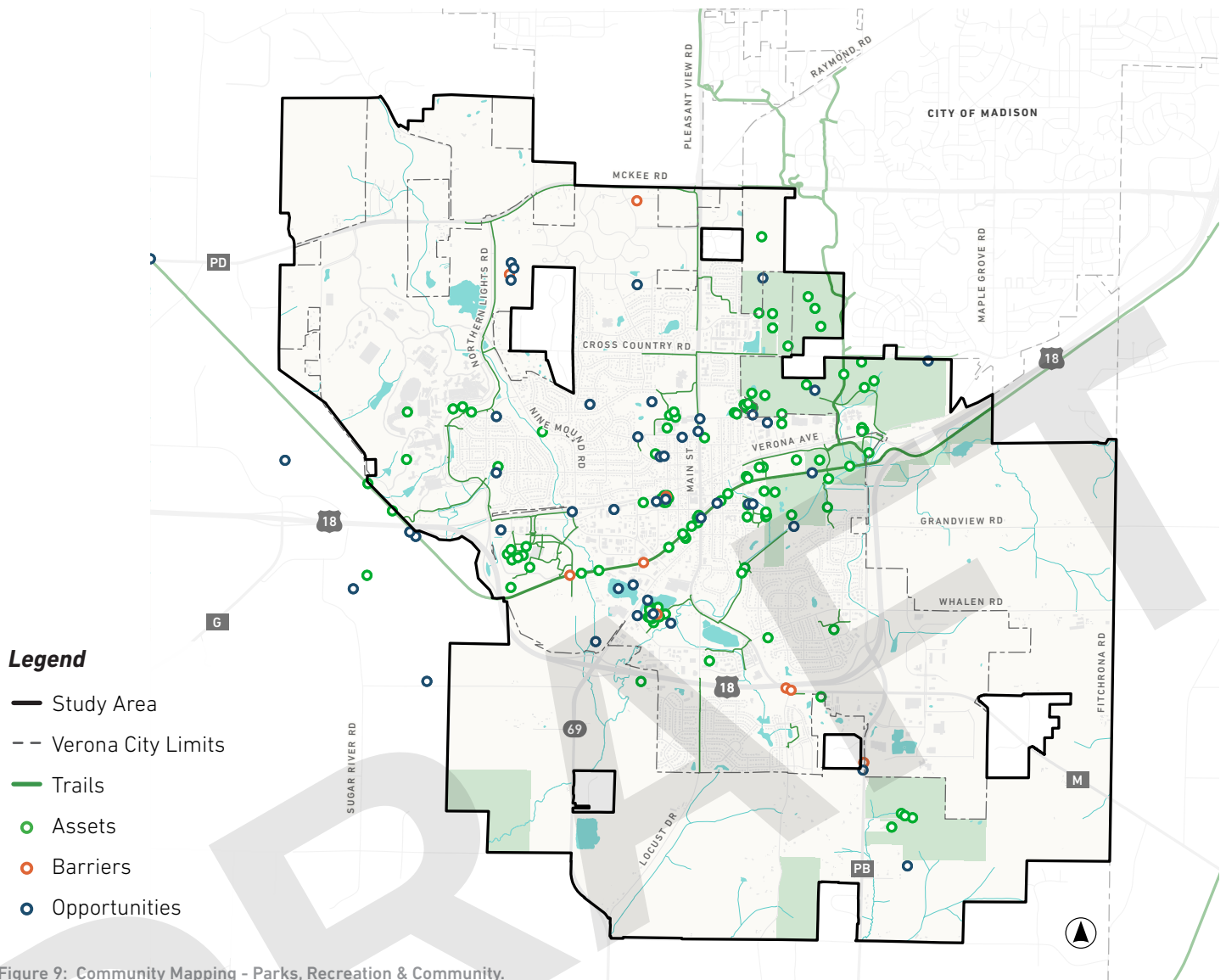


Figure 8: Survey, Future Improvement Prioritization

HOUSING AND DEVELOPMENT

Housing Supply and Affordability: Many residents and stakeholders have called for more housing options, particularly more attainable housing and starter homes that can serve younger families, the workforce, and seniors. There is interest in higher-density infill development in Downtown Verona to meet demand.

Mixed-Use Development: Several stakeholders support mixed-use developments, with residential above storefronts to create vibrant, walkable neighborhoods — *“Even more mixed-use developments... more condos, duplexes, etc. You name it. Anything.”*

Concerns About Density and Overdevelopment: In contrast to supporters of increased development, many residents are concerned that excessive multifamily and higher-density construction is altering Verona's character and placing a greater burden on roads and infrastructure systems. *“Stop building so many apartment buildings... Verona is taking away too much land, green space,”* expresses fear of losing the small-town feel on the part of many residents.

Homeownership and Neighborhood Character: Several residents suggested promoting owner-occupied units, such as condominiums and townhomes, to encourage long-term residency among people moving to Verona. One survey respondent wants *“more owner-occupied housing... 2-3 bedroom, along with beginner... homes, along with homes for seniors.”* While many survey respondents recognized the need for rental housing, there was a strong desire to establish paths to homeownership to build local wealth and foster stable neighborhoods.

COMMUNITY CHARACTER AND IDENTITY

Small-Town Identity: Many residents emphasize the preservation of Verona's small-town charm. As one resident put it: *“I love the small town aspect and feel of Verona...”* Maintaining this hometown atmosphere is a high priority. This relates to various planning needs, including supporting local businesses, access to open spaces, architectural character, and enhancing walkability.

Downtown Verona Appearance: Stakeholders and residents note that Downtown Verona could benefit from aesthetic improvements — *“Downtown is an eyesore. Need more options for restaurants....”* Residents are in favor of facilitating façade improvements, outdoor dining, and special events and festivals to make Downtown Verona more welcoming.

Architectural Character: Architectural character was a recurring theme, with many survey respondents suggesting a higher level of design review for new development. Respondents identified recent multifamily housing developments as out of scale in terms of height, massing, and architecture with Verona's small-town character. For some, the new development appeared overwhelming in areas that were still predominantly agricultural and open space in character.

Community Pride: Despite numerous critiques, there is a level of appreciation for what already exists as the built environment in Verona. Survey comments include, *“Great small town grocery store!,” “Great Public Library,”* and *“I appreciate all the pickleball courts—thank you!”* In general, there is significant pride in Verona's community institutions and services.

ENVIRONMENT AND SUSTAINABILITY

Sustainability Initiatives: Many residents called for the pursuit and implementation of policies and programs that support environmental protection and community sustainability, such as encouraging the use of solar panels and electric vehicle (EV) charging stations, as well as enforcing dark-sky compliant lighting — *“Require warm color temperature outdoor lighting.”* Others suggest encouraging green building features in new developments.

Tree Planting and Greenery: There is interest in more trees and landscaping. Comments stated the need for *“More tree planting. Deciduous and evergreen... drought-tolerant vegetation.”* Medians and public spaces are viewed as areas for improvement with the addition of greenery, wildflower plantings, and rain gardens.

Managing Growth versus Protecting Nature:

Residents emphasize the importance of preserving green spaces and protecting them from encroaching development — *“Keep our green spaces and recreation areas from being overdeveloped.”* Some believe protecting farmland and open space is critical. The idea of increasing density in developed areas is mentioned in several comments, such as *“Preserve nature, increase density to improve walkability.”*



Public open house at the Verona Senior Center on 9/30/25.



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

STAKEHOLDERS

A diverse group of local and regional stakeholders participated in interview and focus group sessions in early 2025, representing key constituencies with informed perspectives on key topics, including:

- + **Major Employers and Industries**
- + **Property Owners**
- + **Small Businesses**
- + **Seniors**
- + **Real Estate Brokers**
- + **Developers**

EXISTING PERSPECTIVES

Economic Growth Constraints: Retail and office leasing remain difficult due to low daytime car and pedestrian traffic, an insufficient lunch crowd to sustain daytime activity, and retail competition from Madison. Small businesses struggle with visibility, workforce recruitment, and a lack of awareness of local community and sporting events that create customer spikes they are often unable to effectively serve.

Need for Enhanced Transportation Networks:

There is a need for an enhanced transportation network, particularly in areas such as public transit expansion, biking infrastructure, and parking solutions.

Downtown Verona Lacks Identity:

Downtown Verona is a popular destination for many residents, but the high traffic volumes and surface parking lots make the area feel disjointed and uncomfortable to walk through or bike.

Housing Demand and Affordability: There is a high demand for residential development; however, affordability, zoning constraints, and parking requirements can often complicate new projects. Workforce housing and mixed-use developments frequently encounter challenges in securing private sector financing.

Zoning and Permitting Complexity: Clearer communication of expectations for the zoning and permitting process will decrease uncertainty and avoid delays for developers.

Infrastructure Gaps: Land and topographic constraints make it challenging to extend water, sanitary, and road infrastructure systems in areas with potential for growth, as well as in areas planned for future annexation and industrial development.

Labor Market Shortages: Verona businesses have difficulties in finding skilled workers for certain industries, particularly in food service and hospitality, due to competition from Madison and other adjacent communities.

Parking and Traffic Issues: The lack of coordinated parking management efforts and increasing traffic congestion pose challenges for downtown's future development and in fostering a pedestrian environment.

Maintaining Private Sector Relationships: There was repeated recognition that, due to recent City staff turnover, the usual lines of communication and relationships had changed. Business and property owners desire consistency and frequent staff turnover strains these relationships.

OPPORTUNITIES FOR GROWTH

City of Verona's Business and Economic

Development Role: The City of Verona does not have a full-time staff person dedicated to economic development, a responsibility currently assigned to the Planning Department. State and regional agencies, such as the Wisconsin Economic Development Corporation, currently conduct active economic development efforts that may involve existing or prospective businesses and industries in Verona. Leveraging these resources, along with adding dedicated City of Verona staff at some point in the future, can help advance local economic development efforts and improve engagement among the City, developers, and property and business owners.

Communicating a Future Vision: A clear and defined vision for growth is needed to inform brokers, property owners, and developers seeking to develop and build in Verona. Understanding the City's priorities and timelines is needed to unlock the next steps for interested and willing parties in development.

Downtown Verona Revitalization: Increasing residential density and redevelopment of auto-oriented properties could create a stronger business environment and enhance walkability in Downtown Verona and in future growth areas.

Enhanced Public Transit and Mobility: Expanding bus routes, prioritizing new biking infrastructure, and improving "last-mile connectivity"—as well as walkability—could support workforce mobility and economic growth.

Facilitating Private Sector-City Partnerships:

Facilitating partnerships and relationships with private sector investors and developers, through roundtable meetings, for instance, can help build relationships with private sector entities willing to invest and develop in ways that are sympathetic to the community's desires and aspirations for new growth.

Leveraging Workforce Housing Initiatives: Utilizing available tax incentive programs and reducing parking mandates for development opportunities near mass transit access could facilitate increased workforce housing development in Verona.

Reevaluating Parking Requirements: Examine parking utilization in new developments to determine if parking quantity minimums could be reduced.

Re-Purposing Key Properties and Parcels: The former Public Library building has been converted to a community center. This adaptive reuse addresses an important community need while avoiding building demolition. Similarly, developing vacant parcels near bike trails is an opportunity for trail-oriented development that adds housing near bike amenities.

Improve Development Review Process:

Updating zoning requirements, conducting concurrent departmental reviews, and improving communication between City staff and developers could enhance the prospects for accelerating growth in Verona.

Supporting Economic“ Gardening”: Economic “gardening” is an approach to economic development that supports the growth and development of local entrepreneurs and small businesses. A business incubator or training center could also help generate new businesses for Downtown Verona storefronts and other locations, thereby increasing the labor pool and attracting lunch crowds. The City could partner with and leverage the resources of the University of Wisconsin Extension and Small Business Development Center at the University of Wisconsin-Madison to support local economic gardening initiatives.

Offering Targeted Business Support: Creating a Downtown Verona business incubator and identifying key parcels for commercial growth can help add new commercial space and small businesses in Downtown Verona over the long term.

Continue reading for **Part 3:**
A Vision for the Future.

PART 3: A VISION FOR THE FUTURE





THE BIG VISION

VISION STATEMENT

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

Envision Verona is a blueprint for what the City of Verona wants to become. In ten years...

...the City of Verona is a thriving and growing community within the Dane County region, known for its high-quality neighborhoods, vibrant shopping districts, employment centers, high-performing schools, and well-maintained parks, open spaces, and conservancy lands. The city has grown and developed, accommodating new residents, businesses, and industries in well-designed neighborhoods and places. Downtown Verona is revitalized and transformed by small businesses and adjacent mixed-use developments that infuse the area with new economic and social vitality. The city is regionally renown for its trails, parks, and open spaces, which form expansive environmental corridors that create an anchor for walkability and outdoor recreation. There is a balance between growth and maintaining character, resulting in a high-quality visual environment that makes the City of Verona a community of choice for residents, businesses, and industries. The city is a committed leader for environmental stewardship, responsible growth, and a resilient future, creating pathways for people of all backgrounds to work, live, raise a family, and age in place.

THE BIG VISION FRAMEWORK

The planning process to create the Envision Verona Plan reevaluated previous land use and planning goals, and, with committed dialogues and conversations with the Comprehensive Plan Task Force, Verona residents, and stakeholders, prepared a framework to communicate and implement Envision Verona.

The Vision Statement presents a description of the desired future. This is the vision that all recommendation ultimately support.

The Big Goals segment the vision statement into its largest components to create a framework that relates to the specific topics of a Comprehensive Plan. Both the vision statement and big goals serve as the reference point for decision-making, helping to answer the question: "How does future development and capital investments meet our planning vision and goals?"

Objectives, Action Items, and Strategies further break down the big goals into measurable actions, policies, and initiatives that can be implemented to move the City of Verona forward. These elements form the heart of the recommendations, ***beginning on page 80.***

THE BIG GOALS

The Big Vision is supported by five Big Goals that serve as the connective tissue for the plan - the underlying drivers behind all land use, transportation, subarea, and policy recommendations. Above all else, these goals were informed by community input and recurring feedback from the public.



Livable Verona

A community of strong neighborhoods with diverse housing options to support a more affordable and connected community for residents at all stages of life, and the next generation of Verona residents.



Prosperous Verona

A place to work today and tomorrow, anchored by Epic Systems Corporation and serves as a regional employment hub for manufacturing and technology, while supporting a rich small business and retail environment.



Vibrant Downtown Verona

A welcoming Downtown Verona that is both a destination and a neighborhood, with a strong sense of identity and community culture, and a vibrant small business and retail environment that keeps bringing people back.



Green Verona

A community for which natural assets are core to its legacy and identity, and a sustainable future through land stewardship and smart city-building practices to support a resilient, healthy, and active community.



Fundamental Verona

Proactive, pragmatic, and high-functioning utility and infrastructure systems, desirable transportation options, and high-quality services to support daily life for all residents and support steady growth.



LIVABLE VERONA

Verona began as a small hamlet in southwestern Dane County decades ago and, like Madison and other Dane County communities, has experienced substantial growth and development in recent years. That trend will continue, and planning and managing future growth will be vitally important to ensuring Verona has a balanced mix of new housing for a range of households and viable commercial areas that meet the shopping and services needs of residents. Additionally, Verona already has established neighborhoods defined by their varied housing stock and cohesive design appearance, as well as their walkability and proximity to Downtown Verona, schools, parks, trails, and other commercial areas. The Verona community desires to preserve Verona's existing character, expand housing options, and support walkability and connectivity between its established neighborhoods and the new neighborhoods to come. ***To learn more, jump to page 80.***

Source: Mill District, Steve Brown Apartments

Core Values of Livable Verona:

We will support and facilitate mixed-use neighborhoods wherever feasible in growth areas and opportunity sites that add new housing and commercial services.

We believe that new development should be appropriate for its context, of the highest design quality, and strengthen connections between neighborhoods and places in Verona.

We will support a diverse range of housing options that responds to the desires of the community and meets the needs of various individuals and households looking to reside in Verona.

We will conserve and adapt the existing neighborhood housing stock, which contributes to the neighborhood's character and cohesiveness.

We desire new neighborhoods and places that are walkable, well-connected, and offer ample mobility options, complementing existing neighborhoods, shopping districts, and other locations within Verona.

We encourage the sustainable development of new neighborhoods that promote water conservation, energy efficiency, increased access to parks and gardens, and the preservation of natural features.



PROSPEROUS VERONA

Along with its decades-long residential growth and expansion, Verona has also become a community of vibrant industries, employing a diverse workforce and driving a diverse economy related to healthcare, pharmaceuticals, technology, and manufacturing. There is also retail, office, and non-retail commercial activity within Verona, located within key corridors and in future growth areas that can meet the needs of a growing population. Verona has the potential to attract additional industries and commercial anchors that can spur job growth, new infrastructure investments, and a strengthened tax base. Verona residents and stakeholders highly value economic development initiatives that foster a more prosperous community. ***To learn more, jump to page 96.***

Core Values of Prosperous Verona:

We believe in consistent and coordinated economic development efforts that focus on building upon existing industry clusters and attracting and retaining industries.

We support programs and initiatives that foster entrepreneurial endeavors, creating new jobs and business ventures.

We will facilitate industrial and commercial development that maximizes the efficient use of land and available infrastructure, existing mobility options, while maintaining and protecting sensitive environmental features or conservancy lands, open spaces, and recreational assets.

We encourage new industries that employ sustainable best practices in reducing energy consumption.

We desire strong and vibrant commercial centers that offer a mix of neighborhood-serving retail and services that are accessible in neighborhoods and places within Verona.

We will promote and support endeavors and initiatives that make Verona a destination for business innovation and creativity.

VIBRANT DOWNTOWN VERONA

Downtown Verona, once served by the Chicago and North Western Railway, now converted to the Military Ridge State Trail, retains its small-town, hamlet appearance and design, poised to grow and develop as Verona's traditional mixed-use center. However, to make that happen, constraints in available land, parking, and transportation pose challenges to achieving a future transformation. Verona stakeholders and residents envision a future for the Downtown Verona that makes it a destination, with a neighborhood that accommodates new developments and public realm improvements, carefully blending the old and new in a unified, visually appealing, and pedestrian-oriented environment. **To learn more, jump to page 106.**



Core Values of Vibrant Downtown Verona:

We believe in creating and maintaining a supportive environment for small businesses and entrepreneurial activity in Downtown Verona.

We will pursue and facilitate infill and new development where opportunities exist to add new residential and commercial uses that diversify the Downtown Verona land use mix.

We aspire to a vibrant public realm that fosters pedestrian activity and encourages social gatherings.

We desire a well-designed transportation and mobility system that prioritizes pedestrian safety and comfort, and ease of travel within the downtown district.

We encourage new housing and mixed-use development in and around downtown to stimulate the local economy, reduce traffic, and environmental impact in the area.



GREEN VERONA

Verona boasts a setting rich in numerous environmental assets and resources, including the Badger Mill Creek and Upper Sugar River watersheds, greenways, wetlands, and several parks and natural areas. The Military Ridge State Trail and the Ice Age National Scenic Trail traverse through and near Verona, making Verona an outdoor destination within the Dane County region. Going forward, these assets comprise key elements of Verona's environmental corridors, which run northeast to southwest along Badger Mill Creek and to the west of Verona along the Sugar River. "Green Verona", means more than just protecting environmental features—it also encompasses mitigating the effects of climate change, reducing carbon emissions, managing waste, and utilizing renewable energy. With this focus, the community helps meet the needs of the present generation without compromising the needs of the future. ***To learn more, jump to page 118.***

Core Values of Green Verona:

We will pursue the maintenance, protection, and enhancement of critical environmental assets that contribute to maintaining existing ecosystems in addition to the health, well-being, and quality of life of Verona residents.

We desire a well-integrated mobility, pedestrian, and bike trail system that helps reduce carbon emissions and the need for automobile travel.

We will promote the use of renewable energy, green building design, and infrastructure systems that conserve resources, reduce environmental footprints, and enhance resilience.

We will integrate environmental protection and sustainability initiatives into community planning and economic development efforts.

FUNDAMENTAL VERONA

Roadways, trails, water, stormwater, and sanitary systems, and utilities comprise Verona's infrastructure systems — systems that support the growth, livability, and quality of life of neighborhoods and places within the city. Verona stakeholders recognize that such systems are both complex and vitally important, requiring coordinated and sustained investments to support both the existing quality of life and future growth. Such investments should achieve multiple and intersecting objectives whenever possible. For instance, targeted investments should help facilitate new development in intended growth areas while integrating enhancements to streets, parks, watersheds, green infrastructure, trails, and recreational facilities. Such systems must also support Verona's future land use goals, promote connectivity in the street network, and protect water quality and the environment. ***To learn more, jump to page 128.***



Source: Verona, WI Facebook Page

Core Values of Fundamental Verona:

We will support ongoing improvements and investments in infrastructure upgrades, including roads, sidewalks, trails, and paths, that provide multiple mobility options for Verona residents.

We will continue implementing the Comprehensive Outdoor Recreation Plan to maintain parks and expand recreational amenities.

We will invest in major infrastructure enhancements that enable the orderly growth and development of Verona.

We will strive to incorporate green design standards into our infrastructure systems and conduct integrated, coordinated planning that minimizes disruptions and ensures efficient service.

We will ensure that all infrastructure systems will have adequate capacity and system integrity in support of a vibrant and thriving Verona.

FUTURE LAND USE STRATEGY

The Future Land Use Strategy outlines how land will be utilized within the Verona municipal limits and in its project growth areas to achieve planning goals related to housing and neighborhoods, Downtown Verona growth and revitalization, industrial development, and parks, open spaces, conservancy lands, and environmental corridors. Zoning, subdivision codes, and other municipal regulatory tools serve as the principal means by which to implement the future land use strategy and ensure a sustainable and resilient Verona.

Verona's current land use pattern shapes its overall urban form, primarily influenced by its traditional Downtown Verona core, established neighborhoods, employment centers like the Epic Systems Corporation campus and industrial parks, shopping districts, parks, trails, open spaces, and its transportation network. While the current distribution and location of land uses will remain largely unchanged in the future, there is a notable opportunity for growth expansion to the east and southeast to meet the increasing demand for more housing, commercial, and industrial uses over the timeframe of this Envision Verona Comprehensive Plan. One major element of the Future Land Use Strategy is to convert the light industrial land between West Verona Avenue and South Nine Mound Rd into a mixed-use neighborhood that brings more residents closer to the traditional Downtown Verona core.

The City of Verona remains steadfastly supportive of growth and development that advance the goals of Envision Verona. Verona is in a unique position to attract new development, given its location adjacent to the City of Madison and its important assets, including parks and bike trails, excellent schools and services, and access to a regional transportation network. Verona also has the opportunity to introduce a diversity of new housing options in its priority growth areas that meet the needs of different households already living in Verona and those who will decide to reside in the community in the future.

While there are land and infrastructure constraints that pose challenges to future growth, developers, investors, and employers, the City of Verona will need to consider and balance its decision-making in light of the long-term vision for the community. By viewing future land use in that light, the City of Verona will continue to support a diverse pattern of land uses and a strong tax base for community prosperity and vitality.

The future land use strategy is included on the following pages and illustrated in **Figure 10: Future Land Use Map on page 61**.

AREAS OF FUTURE LAND USE CHANGE

The Land Use Strategy presented in this section describes the existing and future distribution of general land uses in Verona. Apart from these descriptions and future growth areas, the Land Use Strategy also seeks to “re-position” some aspects of the current land use pattern to advance key planning goals.

Envision Verona proposes only one area within the existing city boundary for significant land use change: the light industrial district bounded by West Verona Avenue on the north, Nine Mound Rd on the west, and extending southeast to Industrial Drive. Primarily comprising small-scale light manufacturing and commercial-industrial uses, this land area could be transformed into a mixed-use neighborhood offering residential and commercial opportunities adjacent to the traditional Downtown Verona core. This “re-position” would extend the Downtown Verona urban footprint further to the west and southwest. Some light industrial and their related office uses could remain to support Downtown Verona’s workforce. Otherwise, long-term the industries could relocate to Verona’s industrial parks as those existing buildings become second and third generation spaces over time and become more affordable.

Learn more about this area within the ***Downtown Subarea on page 70*** and recommendations on ***South Nine Mound Road Corridor on page 112***.

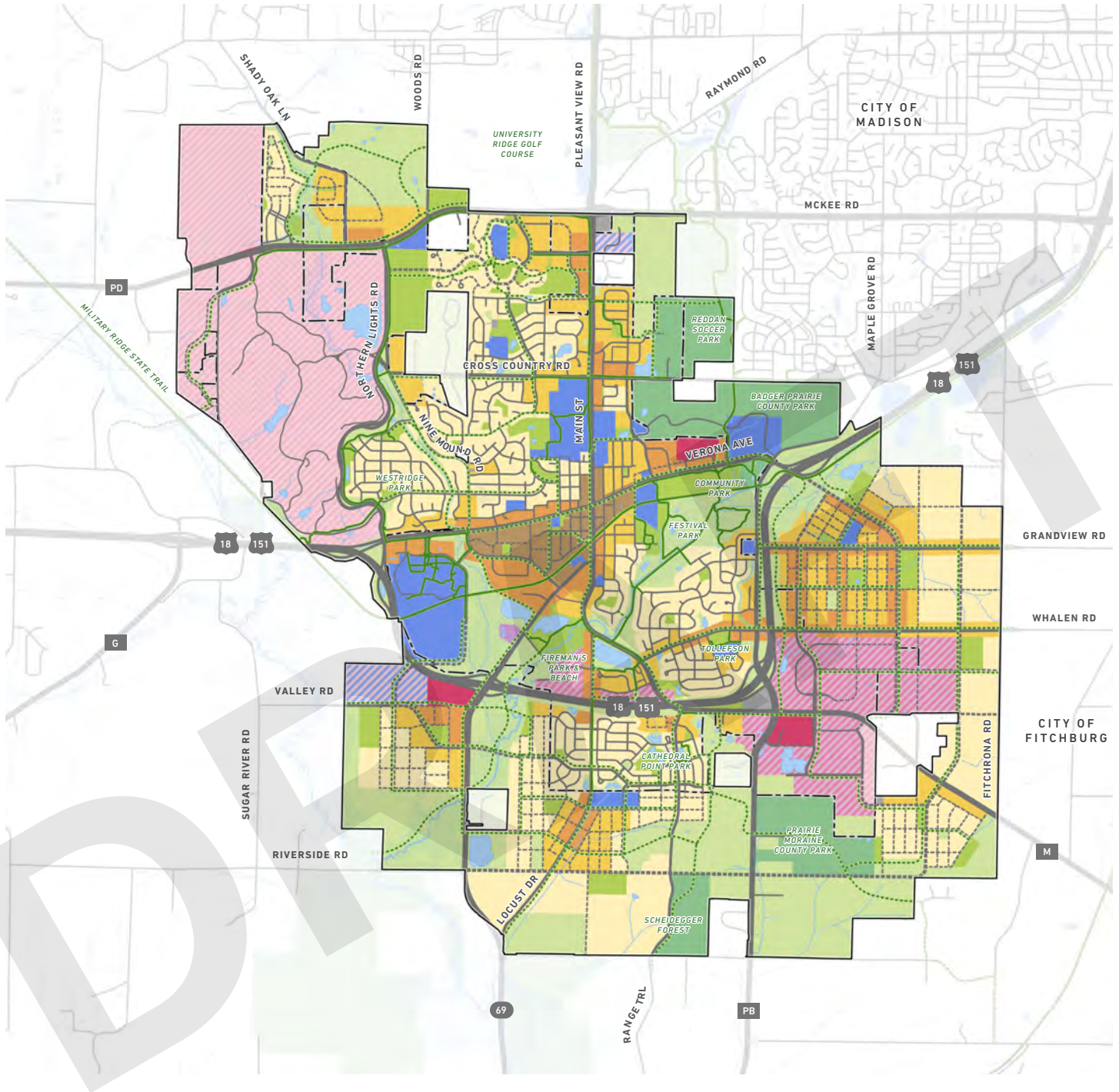
FUTURE LAND USE CATEGORIES

The future land use strategy shown in ***Figure 10*** includes a range of land use categories. These categories build upon previously established land use categories in the previous Comprehensive Plan, updated and modified to reflect the community goals and priorities outlined in this plan. The specific categories, described within this section, fall into the following:

- + **Mixed Use Categories:** Areas that combine civic, commercial, retail, and residential uses into a single parcel, block, corridor, or district.
- + **Living Categories:** Areas that are predominantly residential.
- + **Working Categories:** Areas that include the primary employment areas in the city, including office campus, commercial, and industrial land uses.
- + **Community Categories:** Areas that support and are intended for use by the community, including institutional uses, parks, and open lands.

While the future land use categories are related to and inform future zoning updates, they are distinct from zoning and intended to communicate the desired land use outcomes resulting from the implementation of Envision Verona, not the current legally-enforceable allowed use of land. For zoning-specific recommendations, jump ahead to ***Zoning Strategy on page 150***.

Figure 10: Future Land Use Map



Legend

- | | | |
|----------------------------|-----------------------------------|-------------------|
| Verona City Limits | Mix - Institutional or Commercial | Roads - Existing |
| Study Area Boundary | Mix - Industrial or Commercial | Roads - Proposed |
| Downtown Mixed Use | Office Campus | Trails - Existing |
| Neighborhood Mixed Use | Utilities and Transportation | Trails - Proposed |
| Housing B (Medium Density) | Parks - City | |
| Housing A (Low Density) | Parks - County or Regional | |
| Institutional | Open Lands/Environmental Corridor | |
| Industrial | Floodplain/Environmental Corridor | |
| Destination Commercial | Lakes, Creeks, and Streams | |





Urban mixed use building with ground floor storefronts.

MIXED-USE CATEGORIES

Downtown Mixed Use

Roughly bounded by Nine Mound Rd on the west and southwest, Paoli Street, Depot Drive, and Schweitzer Drive to the south, Lincoln Street on the east, and the blocks north and south along Verona Avenue, the Downtown Verona Mixed-Use Core encourages a mix of commercial and residential uses in both existing buildings and in new development, promoting Verona's traditional Downtown Verona as a mixed-use center of activity. Existing buildings and storefronts along Verona Ave and Main St should be maintained and rehabilitated to support retail and small business activity. Over the long term, new commercial and mixed-use development may occur on select opportunity sites, designed to reinforce Downtown Verona's traditional pedestrian-oriented design character and scale. Certain opportunity sites may require the transition of industrial or commercial uses to residential or mixed-use. A mix of uses in the Downtown will facilitate increased utilization of buildings and spaces, thereby enhancing the value of Downtown Verona real estate and businesses.



Source: Kentlands Storefronts; Congress for the New Urbanism

Neighborhood Mixed-Use

Neighborhood Mixed-Use districts provide opportunities for both residential and convenience-type retailing and services, such as specialty retail stores, dry cleaners, groceries, salons, florists, clinics, medical offices, and cafes and restaurants. Such developments may be configured in both traditional vertical mixed-use buildings, single-story multi-building complexes, or as part of smaller, auto-oriented strip centers. 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 Verona Core, west along West Verona Avenue north of Verona High School, and in projected growth areas east of USH 18/151.

Learn more about Mixed Use recommendations within Livable Verona on page 87.



Source 1: Willow Run, Verona, WI - Google Streetview
Source 2: Cottage - Little Rock



Low-Density Residential - Ranch Style House

LIVING CATEGORIES

Housing A (Low Density)

Housing A districts — located primarily to the north and northwest in addition to the southeast and south of Downtown Verona — are characterized mainly by pre- and post-World War II housing types on quarter-acre lots, as well as those of more recent development that form cohesive neighborhoods within walking and driving distance of Downtown Verona and nearby and regional employment centers. This land use designation aims to preserve and maintain the traditional single-family character of these neighborhoods by promoting housing maintenance and rehabilitation, compatible new infill housing and contextually appropriate residential subdivisions.

In the projected growth areas to the east, southeast, and southwest of USH18/ 151, opportunities exist to create new neighborhoods comprising a mix of single-family homes, duplexes, triplexes, and townhomes, thereby providing a broader mix of dwelling types in these areas. Duplexes, triplexes, and townhomes — often categorized as “missing middle” housing — offer more affordable housing options for young families, “empty nesters”, and seniors. Such housing types, along with ADUs, may also be permitted as infill housing in established single-family neighborhoods, as they are highly compatible with residential development types.

To achieve housing goals in the growth areas, the City may employ its Mixed Residential (MR) District and revise its Neighborhood Residential (NR) District zoning standards to better accommodate a broader range of housing types and opportunities. The City could also incentivize ADU construction through a revolving loan pool or financing program.



Valparaiso, IN - Residential Duplex

Housing B (Medium Density)

Housing B districts allow for higher-density housing near commercial, mixed-use areas, and transportation corridors, promoting a variety of housing types that cater to different household sizes and income levels. These housing options can include a mix of multi-family apartments, townhomes, and multi-flats. Suitable locations for Mid-Density Residential development include the growth areas east, south, and southwest of USH18/151, certain land parcels around the Downtown Verona Core, north along Main Street, and west along CTH PD. Higher-density housing will also support the creation of neighborhood commercial zones, featuring convenience stores, restaurants, and services that fulfill residents' daily needs. These developments should incorporate pedestrian linkages to nearby commercial areas, parks, open spaces, and conservancy lands, and feature designs and architecture that are compatible with surrounding land uses.

Learn more within Livable Verona on page 80.



Source: Visit Verona, WI Website

WORKING CATEGORIES

Destination Commercial

A portion of E 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 USH 18/151 and STH 69 interchange.



Verona, WI - Millipore Sigma

Epic Systems Corporation Campus
Source: Visit Verona Facebook Page

Industrial

Industrial zones permit a broad range of warehousing, manufacturing, research, and technology activities, along with their associated office activities, with minimal environmental impact. Such industries are located in existing industrial zones, such as Liberty Business Park and Verona Technology Park, which offer access to USH18/151 and CTH M, and 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 USH18/151 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 USH18/ 151.

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 expanding Epic Systems Corporation complex on Verona's northwest side at Northern Lights Rd and CTH PD.



Verona Technology Park includes a mix commercial and industrial today.

Mix – Industrial or Commercial

The Industrial and Commercial district supports a mix of employment-oriented land uses, including light industrial, office, and commercial activities. This district seeks to promote uses that can coexist within a flexible development framework, designed to accommodate both standalone enterprises and multi-tenant developments that support Verona's economic base.

Mix – Institutional or Commercial

The Institutional and Commercial district supports a mix of commercial and institutional uses, centered on the Sisters of Saint Mary (SSM) Health Clinic near the USH 18/151 and STH 69 interchange. This area of the district offers opportunities for medical, office, commercial, and service-oriented developments that complement the clinic and serve the surrounding neighborhoods. The land use classification reflects the area's potential emergence as a mixed-use node, accommodating institutional facilities alongside commercial services within a walkable setting.

Learn more within Prosperous Verona on page 96.



Ice Age Trail
Source: Visit Verona Facebook Page

COMMUNITY CATEGORIES

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 and Environmental Corridors

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 these areas can help preserve natural features and wildlife habitats, while also providing additional benefits for stormwater management.

Learn more within Green Verona on page 118.



City of Verona Fire Station 4

Institutional

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



W Verona Ave

Utilities and Transportation

The transportation and utility network includes land devoted to U.S. and State Highways, local roads and arterials, water towers, and sanitary sewer lift stations, stormwater management facilities, as well as power and telecommunications lines.

Learn more about Fundamental Verona on page 128.

SUBAREA PLANS

The previous Future Land Use Strategy covers general land use in different part of Verona. This section highlights key subareas that need special attention due to their potential to support future growth and development. This will help meet Verona's needs for housing, economic growth, transportation, and open spaces.

A subarea is a smaller, defined area of the City that studied in greater detail to guide land use, development, and establish area-specific goals that support the overall plan and the defined subarea. Focusing on subareas help address subarea-specific characteristics, opportunities and challenges within each area and support the overall goals of Envision Verona. The subareas studied in this plan include:

- + ***Downtown Subarea on page 70***
- + ***East Subarea on page 72***
- + ***Southeast Subarea on page 74***
- + ***South Subarea on page 76***
- + ***Southwest Subarea on page 78***

Downtown Verona merits special study due to its potential for expansion further west and southwest, an area that is predominantly light industrial. The remaining four out of the five subareas are located beyond USH18/151, in land that has not yet been annexed. The subarea future land use scenarios were developed with input from a variety of stakeholders and community residents during the planning process.

Subarea plans vary by context and natural features, but grid size for a walkable district in Verona is based on the historic downtown neighborhood grids (~350ft x ~650ft).



Sugar Creek Commons

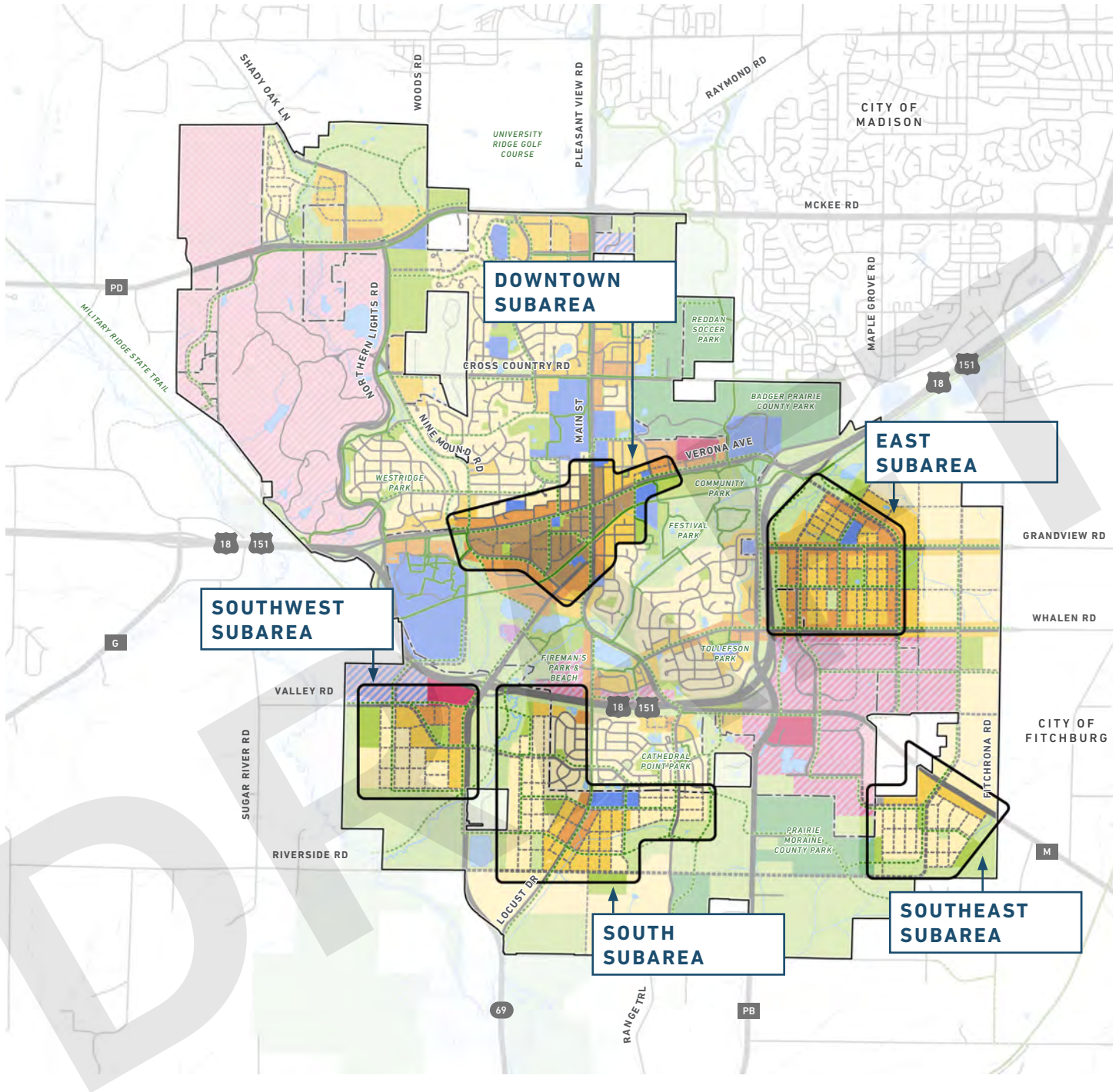


Verona City Center, part of the Downtown Subarea



Schoolhouse Yards, part of the Downtown Subarea

Figure 11: Subarea Overview Map



Legend

- | | | |
|----------------------------|-----------------------------------|-------------------|
| Verona City Limits | Mix - Institutional or Commercial | Roads - Existing |
| Study Area Boundary | Mix - Industrial or Commercial | Roads - Proposed |
| Downtown Mixed Use | Office Campus | Trails - Existing |
| Neighborhood Mixed Use | Utilities and Transportation | Trails - Proposed |
| Housing B (Medium Density) | Parks - City | |
| Housing A (Low Density) | Parks - County or Regional | |
| Institutional | Open Lands/Environmental Corridor | |
| Industrial | Floodplain/Environmental Corridor | |
| Destination Commercial | Lakes, Creeks, and Streams | |

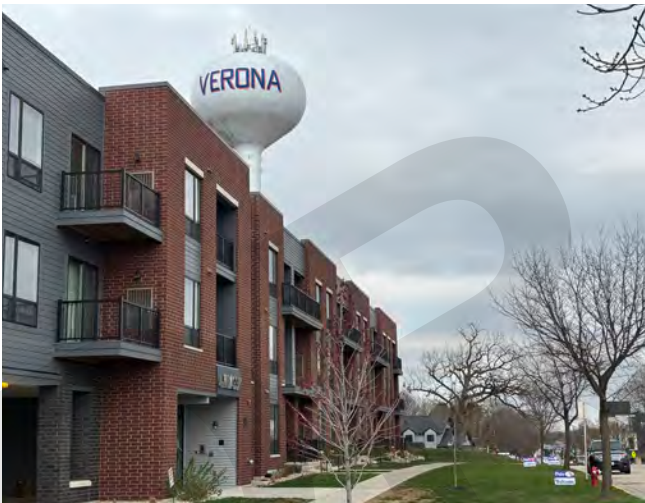


DOWNTOWN SUBAREA

Population Growth Projected: +1,500

Proposed New Parks: +10 acres

The Downtown Verona Subarea centers at the intersections of Verona Avenue and Main Street and is shaped by the following corridors: Verona Avenue, South Nine Mound Rd, Paoli Street, Main Street, Military Ridge State Trail, and Lincoln Street. As Verona grows, the Downtown Verona area needs to adapt to support a larger, more walkable, and expanded Downtown that accommodates a greater number of businesses, residents, and community institutions, while maintaining its historic small-town character.



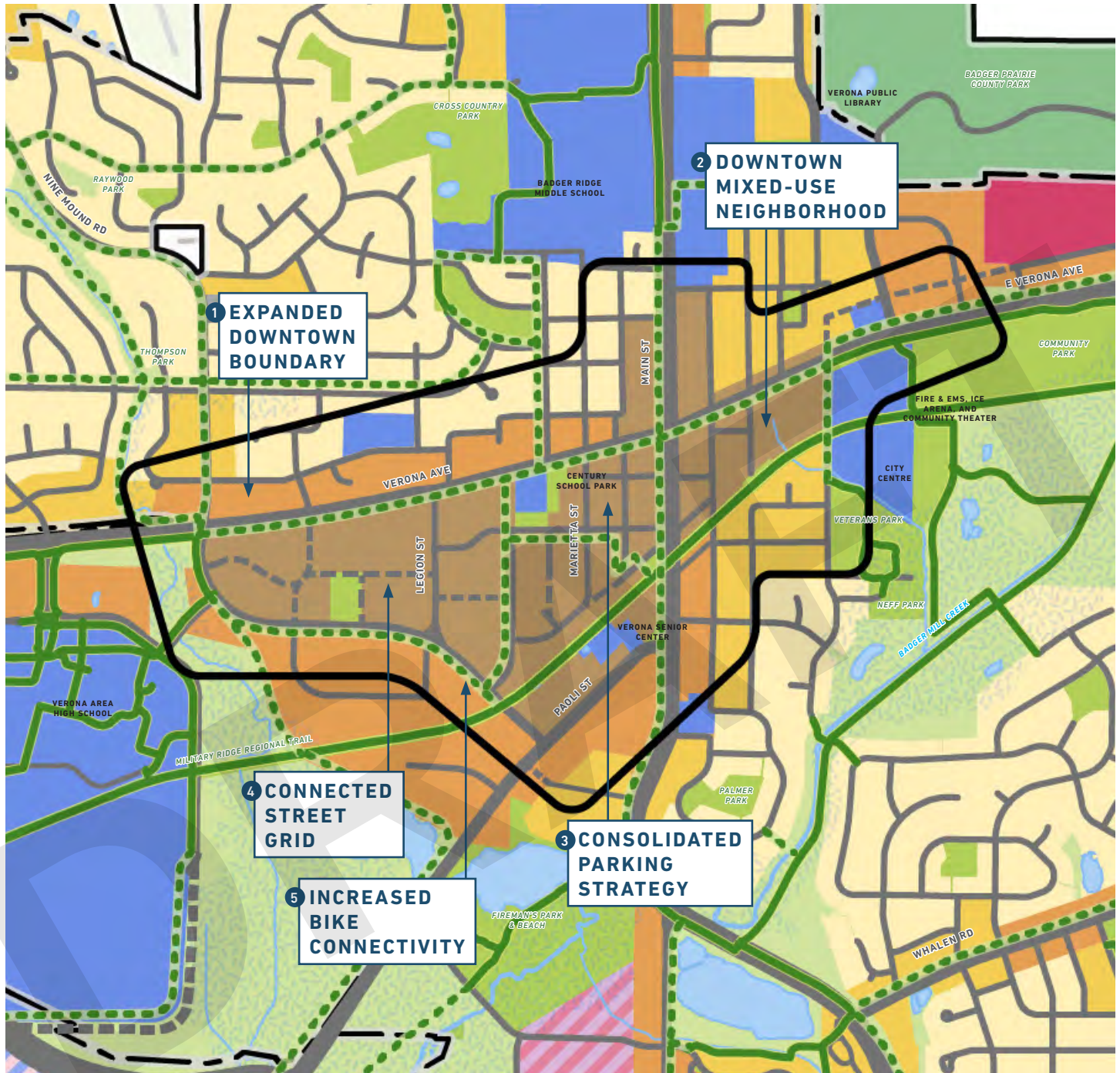
Multi-family housing expanded along Verona Ave



Military Ridge State Trail through the downtown

- 1 Expanded Downtown Verona Boundary.** The Downtown Verona area has historically been concentrated at the intersection of Verona Avenue and Main Street, with Miller and Son's Supermarket as its anchor. Looking forward, the vision is for an expanded Downtown Verona that extends the small-business and walkable character in an area bounded by Verona Avenue, South Nine Mound Rd, the Military Ridge State Trail, and Lincoln Street.
- 2 Downtown Verona Mixed-Use Neighborhood.** Older homes and light industrial parcels will be transitioned to create a blend of multi-story and mixed-use conditions, supporting Downtown Verona as a regional destination. Downtown Verona has seen a growth in housing over the past decade. This trend is expected to continue, driven by high demand for senior housing and workforce housing in the Downtown Verona area.
- 3 Consolidated Parking Strategy.** Infill development and Downtown Verona growth require a consolidated parking strategy to support businesses and visitors.
- 4 Connected Street Grid and Sidewalk Network.** A lack of through-streets in the Downtown Verona limits walkability and development potential. As parcels transition and develop, it is essential to establish roadway links and an expanded sidewalk network to create a well-connected and accessible Downtown Verona for both car travelers and pedestrians.
- 5 Increased Bike and Pedestrian Connectivity.** Improved trail or on-street facilities along Verona Avenue, as well as north-south to the Military Ridge State Trail. Additionally, increasing the frequency of safe bike and pedestrian crossings on Verona Avenue is necessary to enhance access to Downtown Verona.

Figure 12: Downtown Subarea Map



Legend

Verona City Limits	Mix - Institutional or Commercial	Roads - Existing
Study Area Boundary	Mix - Industrial or Commercial	Roads - Proposed
Downtown Mixed Use	Office Campus	Trails - Existing
Neighborhood Mixed Use	Utilities and Transportation	Trails - Proposed
Housing B (Medium Density)	Parks - City	
Housing A (Low Density)	Parks - County or Regional	
Institutional	Open Lands/Environmental Corridor	
Industrial	Floodplain/Environmental Corridor	
Destination Commercial	Lakes, Creeks, and Streams	



EAST SUBAREA

Population Growth Projected: +12,000

Proposed New Parks: +45 acres

The East Subarea encompasses existing agricultural, rural residential, and open land areas east of USH 18/151, bounded by Whalen Rd to the south and the Military Ridge State Trail to the north. The East Subarea is the largest opportunity area for long-term growth, envisioned as a walkable neighborhood with a diversity of housing types, mixed-use main streets, community parks, and convenient access to existing assets west of USH 18/151.



Whalen Rd today, looking east
Source: Google Maps



A vision for a mid-density neighborhood connected by greenspace
Source: Land Design, Painted Prairie - Aurora, CO

1 East Verona Avenue Interchange and Extension.

The WisDOT and Federal Highway Administration (FHWA) are conducting a USH 18/151 Corridor Study from the USH 18/151 interchange in Dodgeville to CTH PD (McKee Rd) in Fitchburg. The City has noted desired improvements in Verona, including full interchange access at East Verona Avenue. This would extend East Verona Avenue east and south of USH 18/151 to CTH M, unlocking access and neighborhood development potential for the East Subarea, especially north of Grandview Rd.

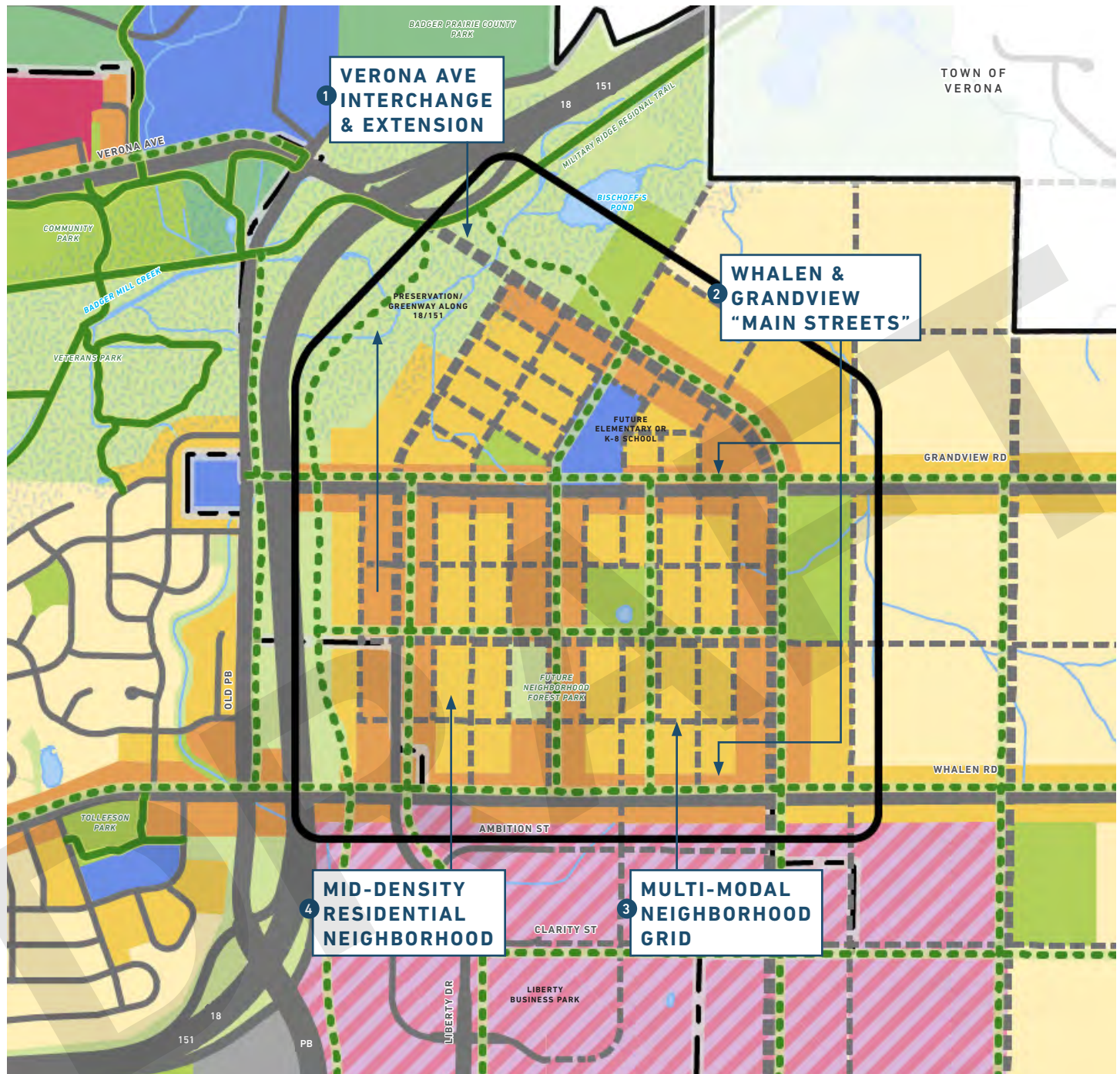
Alternate scenario: In the event the US 18/151 Full Interchange project does not move forward, a more compact East Subarea should be considered, limited to the areas between Grandview and Whalen Rds.

2 **Whalen and Grandview “Main Streets”.** Whalen Rd and Grandview Rd serve as gateways to the East Subarea, envisioned as mixed-use corridors with denser housing types and neighborhood-scale retail, service and office opportunities. Roadway design and streetscape enhancements will increase capacity and support pedestrian and cyclist access.

3 **Multi-Modal Neighborhood Grid.** A consistent block size across the neighborhood supports a more connected community with greater mobility. The right-of-way design establishes a hierarchy of north-south roads to support additional mixed-use development off Whalen Rd and Grandview Rd, as well as local roads throughout the neighborhood. A regular grid of trails supports walking and biking.

4 **Mid-Density Residential Neighborhood.** The mid-density neighborhood offers a diverse range of housing types to support young families and the next generation of homeowners in Verona. In addition to a variety of housing types, the East Subarea Plan allocates space for a future elementary school.

Figure 13: East Subarea Map



Legend

Verona City Limits	Mix - Institutional or Commercial	Roads - Existing
Study Area Boundary	Mix - Industrial or Commercial	Roads - Proposed
Downtown Mixed Use	Office Campus	Trails - Existing
Neighborhood Mixed Use	Utilities and Transportation	Trails - Proposed
Housing B (Medium Density)	Parks - City	
Housing A (Low Density)	Parks - County or Regional	
Institutional	Open Lands/Environmental Corridor	
Industrial	Floodplain/Environmental Corridor	
Destination Commercial	Lakes, Creeks, and Streams	



SOUTHEAST SUBAREA

Population Growth Projected: +1,500

Proposed New Parks: +15 acres

The Southeast Subarea is a hilly site located between CTH M, Prairie Moraine County Park, and Verona Technology Park. The Southeast Subarea is envisioned as a small mixed-density community that leverages its unique topography, views, and access to natural areas to create a one-of-a-kind neighborhood.



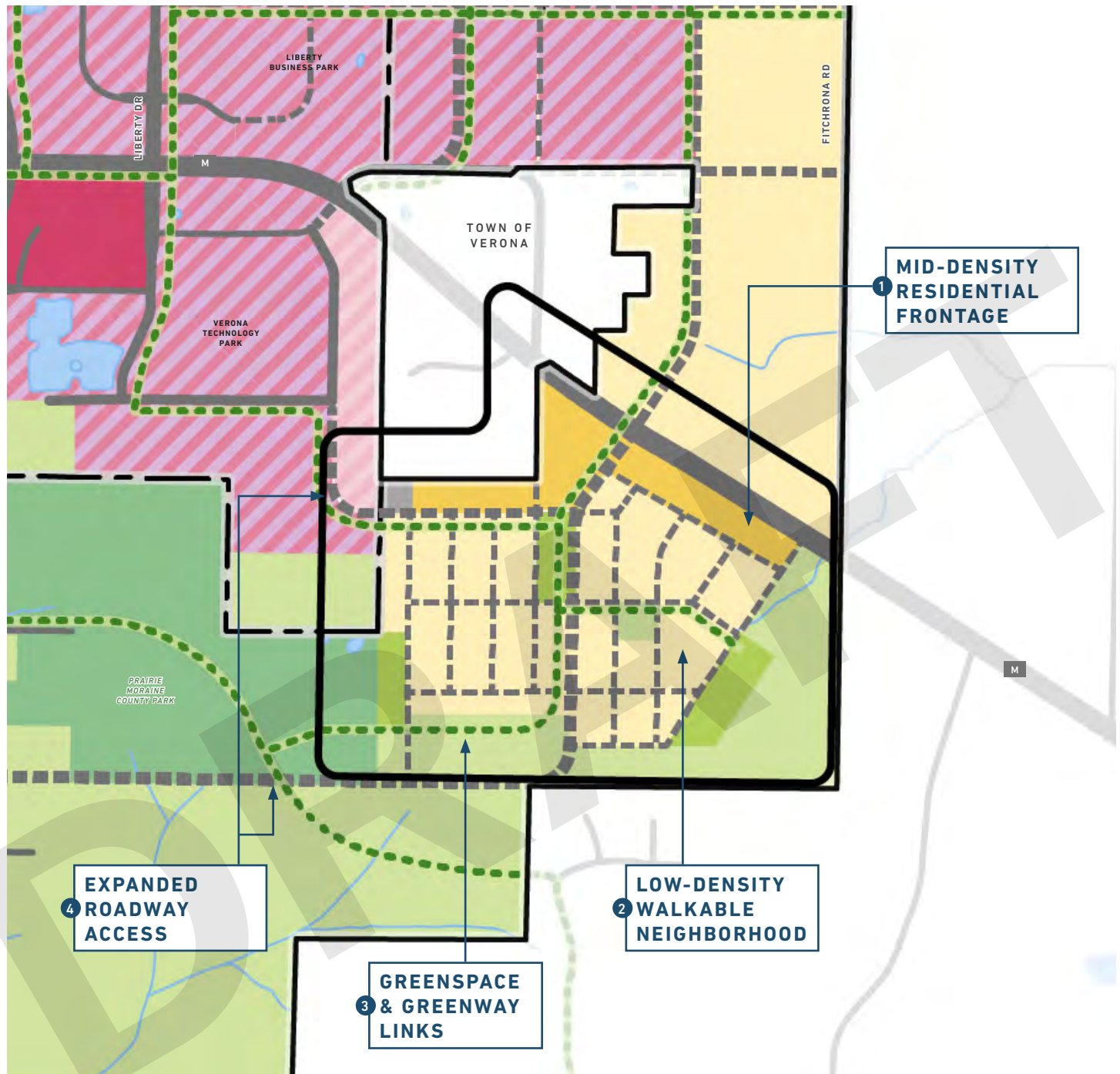
Lafitte-Greenway Bioswales in a flood-prone neighborhood.
Source: Brandon Huttenlocher, Design Workshop, Inc.



Prairie Moraine County Park is adjacent to the subarea
Source: Courtesy of Destination Madison

- 1 **Mid-Density Residential Frontage.** The mid-density residential frontage leverages the more level portions of land along CTH M, providing greater access internal to the property and increased residential density.
- 2 **Low-Density Walkable Neighborhood.** The majority of the subarea is envisioned as a low-density walkable neighborhood with a blend of single-family detached, single-family attached, duplexes, and townhomes. The neighborhood is structured with a regular block size. The distribution and orientation of roadways should work with the topography to minimize steep slopes while maximizing internal connectivity.
- 3 **Greenspace and Greenway Links.** The Southeast Subarea backs up on the Prairie Moraine County Park. The topography and forested areas are critical assets for this future neighborhood. Distinct landforms and forests within the subarea should be preserved as community assets, and development limits should be defined by the terminal moraine. Trails should connect from CTH M through the community to the trail system in the Prairie Moraine County Park.
- 4 **Expanded Roadway Access.** While primary access to the community is off of CTH M, secondary roadway access should be established to Verona Technology Park as well as to the west via a southern loop road that would cross the terminal moraine.

Figure 14: Southeast Subarea Map



Legend

Verona City Limits	Mix - Institutional or Commercial	Roads - Existing
Study Area Boundary	Mix - Industrial or Commercial	Roads - Proposed
Downtown Mixed Use	Office Campus	Trails - Existing
Neighborhood Mixed Use	Utilities and Transportation	Trails - Proposed
Housing B (Medium Density)	Parks - City	
Housing A (Low Density)	Parks - County or Regional	
Institutional	Open Lands/Environmental Corridor	
Industrial	Floodplain/Environmental Corridor	
Destination Commercial	Lakes, Creeks, and Streams	



SOUTH SUBAREA

Population Growth Projected: +6,000

Proposed New Parks: +30 acres

The South Subarea is defined by the area south of USH 18/151, along Locust Drive, and encompassing the Woods at Cathedral Point and Scenic Ridge subdivision. The area is defined to the west by Badger Mill Creek floodplain, to the east by Range Trail, and to the south by Riverside Rd (west of STH 69). The South Subarea builds on the success of the adjacent subdivisions and envisions a full-service neighborhood with housing, businesses, and community services, while improving multi-modal connectivity and access to Downtown.



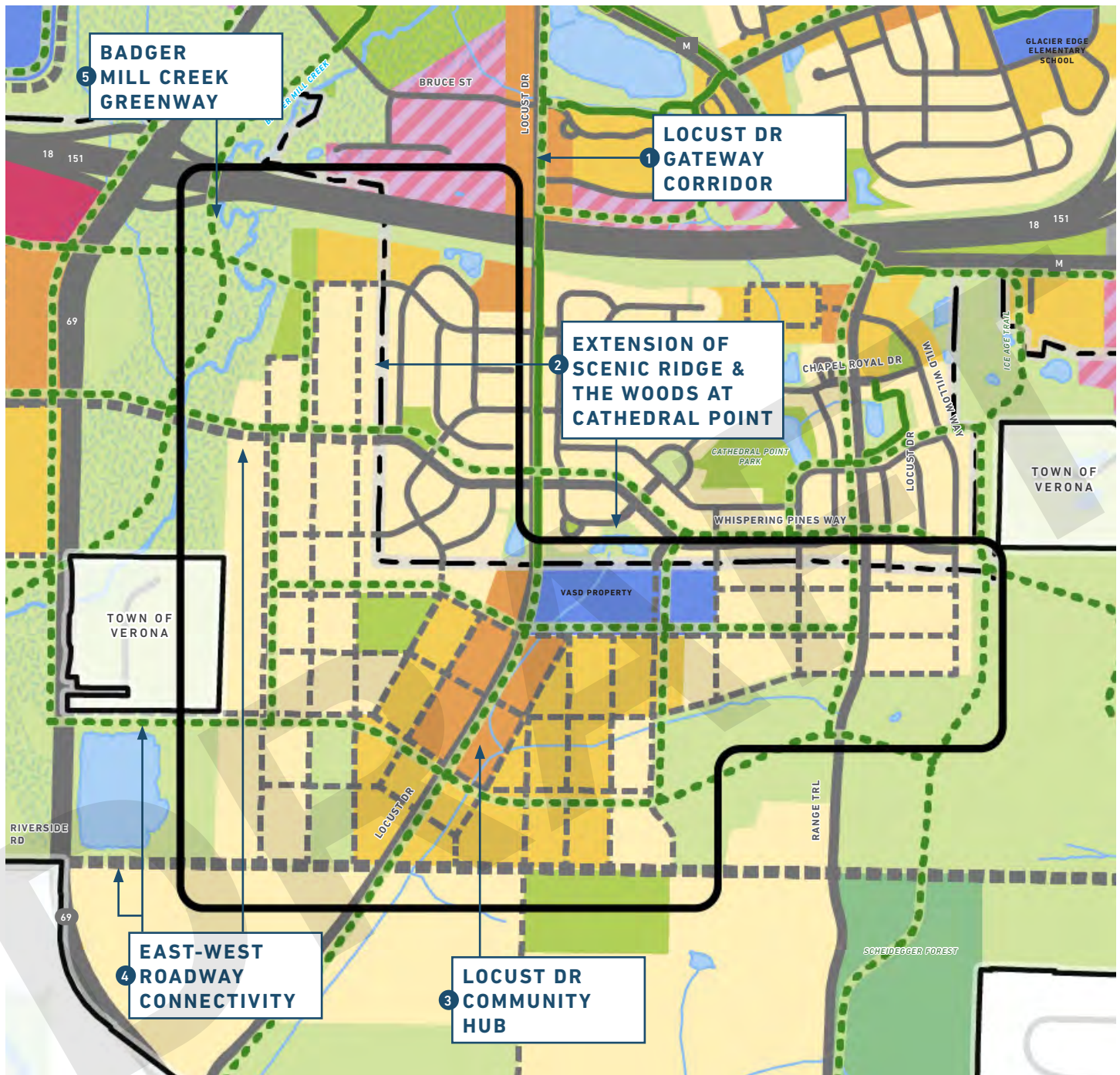
Van Aken District, Shaker Heights, OH
Source: MKSK



The south subarea expands upon existing development
Source: Google Maps

- 1 **Locust Drive Gateway Corridor.** Improved pedestrian and cycling infrastructure along Locust Drive from STH 69 to Main Street.
- 2 **Extension of Scenic Ridge and the Woods at Cathedral Point.** Expansion of roads and character of the established Scenic Ridge and the Woods at Cathedral Point subdivision to the west and south. The majority of the subarea is envisioned as a low-density walkable neighborhood with a blend of single-family detached, single-family attached, duplexes, and townhomes. The neighborhood is organized with a regular block size similar to the existing neighborhood.
- 3 **Locust Drive Community Hub.** The extent of Locust Drive, just south of the existing neighborhood, is envisioned as a community hub with mixed-use and neighborhood-oriented retail along Locust Drive, and mid-density residential on the surrounding blocks. The area incorporates a future VASD Elementary or Middle School, community parks, and trail links.
- 4 **East-West Roadway Connectivity.** Access is currently limited to the neighborhood. The South Subarea Plan includes improved east-west roadway connectivity, featuring three roadways that extend west to STH 69, including the proposed southern loop road that ties into Riverside Rd west of STH 69.
- 5 **Badger Mill Creek Greenway.** Badger Mill Creek serves as a natural boundary for development and is a valuable asset for preservation, as well as future trail and greenway expansion along the Sugar River.

Figure 15: South Subarea Map



Legend

- | | | |
|--|--|---------------------------------------|
| [Dashed Line] Verona City Limits | [Pink Hatched] Mix - Institutional or Commercial | [Solid Grey Line] Roads - Existing |
| [Solid Black Line] Study Area Boundary | [Red Hatched] Mix - Industrial or Commercial | [Dashed Grey Line] Roads - Proposed |
| [Brown] Downtown Mixed Use | [Pink] Office Campus | [Solid Green Line] Trails - Existing |
| [Orange] Neighborhood Mixed Use | [Grey] Utilities and Transportation | [Dashed Green Line] Trails - Proposed |
| [Yellow] Housing B (Medium Density) | [Green] Parks - City | |
| [Light Yellow] Housing A (Low Density) | [Light Green] Parks - County or Regional | |
| [Blue] Institutional | [Light Green] Open Lands/Environmental Corridor | |
| [Purple] Industrial | [Blue Hatched] Floodplain/Environmental Corridor | |
| [Red] Destination Commercial | [Blue] Lakes, Creeks, and Streams | |



SOUTHWEST SUBAREA

Population Growth Projected: +2,000

Proposed New Parks: +30 acres

The Southwest Subarea is shaped by USH18/151, STH 69, Badger Mill Creek floodplains, and the Sugar River floodplains. The Southwest Subarea is anchored by the future SSM Health Clinic and is envisioned as an intentional lifestyle community for seniors and families seeking to live in Verona while remaining surrounded by nature.



A lifestyle community to support aging in place
Source: Fountain View at Gonda Westside, Gensler



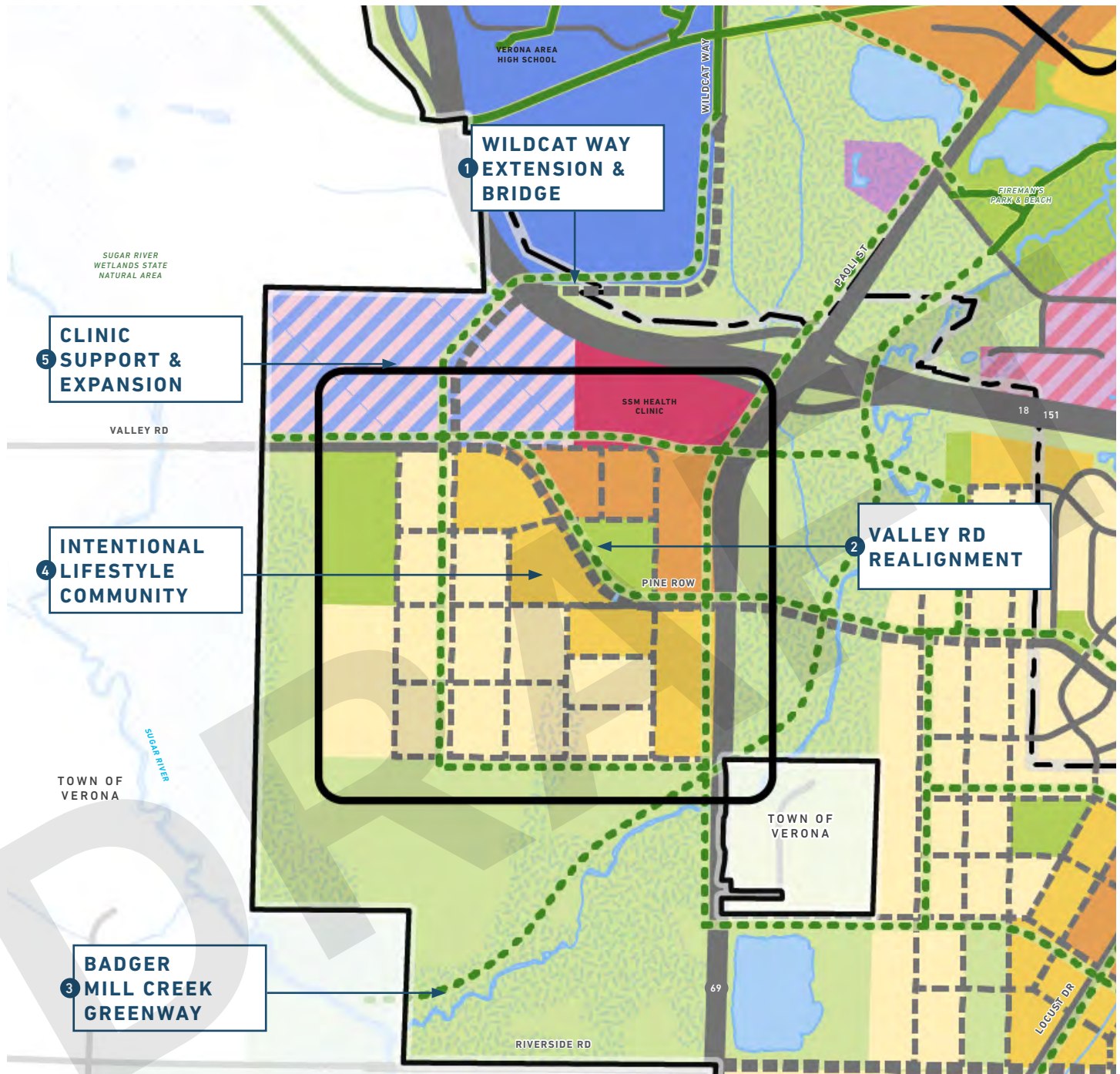
Visualization of SSM Clinic (under construction as of 2025)
Source: SSM Health; Rendering by Kahler Slater

- 1 **Wildcat Way Extension and Bridge.** Identified as an opportunity in the previous comprehensive plan, the extension of Wildcat Way and bridge over USH18/151 provides a critical link to the SSM Health Clinic, Sugar River Wetlands State Natural Area, and the Southwest Subarea.
- 2 **Valley Road Realignment.** The current alignment of Valley Rd is not consistent with WisDOT standard intersection distances from an interchange and is required to move south as further development occurs. While WisDOT does not have a single standard distance for intersections from an interchange, the minimum standard distance is typically 1,200 feet between intersections and 1,320 feet for signalized intersections. The recommendation is to realign Valley Rd to provide access to the SSM Health Clinic and connect to STH 69 near the existing Pine Row connection.

Note: This connection would be a City led effort and require modifications to floodway, construction of bridge and DNR/ FEMA review.
- 3 **Badger Mill Creek Greenway.** Refer to the South Subarea for the description of Badger Mill Creek.

Note: These lands may not develop as the creek serves as natural boundary and conservation corridor. See page 76, call out 5.
- 4 **Intentional Lifestyle Community.** Leveraging the clinic as an asset, the Southwest Subarea is centered on an intentional lifestyle community that supports a walkable and self-sufficient neighborhood for seniors, as well as families that want to live in Verona while still being adjacent to nature. The community is organized as a gradient, with mixed-use and retail/commercial areas nearest the clinic to serve both clinic employees and the broader community, and residential areas of decreasing density heading west.
- 5 **Clinic Support and Expansion.** The area north of Valley Rd holds long-term value as a potential site for future SSM Clinic expansion or health support services.

Figure 16: Southwest Subarea Map



Legend

Verona City Limits	Mix - Institutional or Commercial	Roads - Existing
Study Area Boundary	Mix - Industrial or Commercial	Roads - Proposed
Downtown Mixed Use	Office Campus	Trails - Existing
Neighborhood Mixed Use	Utilities and Transportation	Trails - Proposed
Housing B (Medium Density)	Parks - City	
Housing A (Low Density)	Parks - County or Regional	
Institutional	Open Lands/Environmental Corridor	
Industrial	Floodplain/Environmental Corridor	
Destination Commercial	Lakes, Creeks, and Streams	



LIVABLE VERONA



GOAL: GROW SMARTLY AND SUSTAINABLY.

Verona's housing needs are diverse and complex, as the local market is becoming unaffordable due to rising construction costs and the lack of available land for new construction. Approximately one-quarter of Verona's households are "cost burdened" - meaning that they spend more than 30 percent of their income on mortgage and rental costs. Additionally, slightly more than 70 percent of the housing mix consists of detached and attached single-family housing, with the remainder comprising multi-family apartments, mostly constructed in one-bedroom units. There is a demonstrable need for a range of housing products that offer both rental and ownership opportunities to key groups, including single professionals, young families, workforce households, and seniors. Future growth areas offer the most potential for providing new housing, while a focus on infill, conservation, and adaptation of the existing housing stock can offer options to certain households.

Livable Verona is the guiding strategy for managing growth, while preserving the character of Verona and supporting environmental stewardship. It focuses on maintaining strong neighborhoods, expanding, and diversifying housing options, allowing a diverse mix of land uses, and supporting a walkable, connected community for residents at all stages of life. This strategy balances new development to accommodate population growth, helping to foster a Verona that is livable, connected, and future-ready.

This section outlines additional key recommendations that follow the housing and neighborhood strategies outlined in the goals and objectives section.

"There needs to be more availability of housing for young families/first time home buyers with 2-3 bedrooms and it need to be affordable."

Verona Resident, Online Survey

THE WHY

The current state of housing that informs the Livable Verona recommendations.

The following trends highlight the key factors that have shaped the strategies of this section, as well as housing choices, affordability, and the long-term livability of Verona today. To dive deeper into current housing and population trends in Verona, explore consolidated findings from the research and the *State of the Community Report in the Appendix*.

1 Demand for housing in Verona is sky-high.

Population growth over the past decade has exceeded expectations, and is expected to continue over the next decade, shown in **Figure 17**. Housing growth and demand in Verona is influenced by access to regional employment centers, with commuting patterns greatly influencing where and how residents choose to live.

2 The cost of living in Verona is higher than ever.

Since 2020, for-sale home prices have risen above 45%, growing faster than local wages, shown in **Figure 18**. Since 2020, rental rates have increased by 19% while unit sizes have stayed about the same, even with significant growth in multifamily development, shown in **Figure 19**.

3 Verona has a shrinking path to home ownership.

From 2010-2020, Verona saw a decline in the share 2- and 3- bedroom homes, which are often thought of as starter homes, shown in **Figure 20**. Household sizes have continued to decline, increasing demand for these mid-sized and more flexible housing types.

4 Senior housing is under supplied.

Senior housing facilities in Verona report near-full occupancy and lengthy wait lists.

5 Supply is lagging behind demand.

New housing development in Verona has occurred at a limited pace, contributing to the low housing supply and increased competition for existing homes.

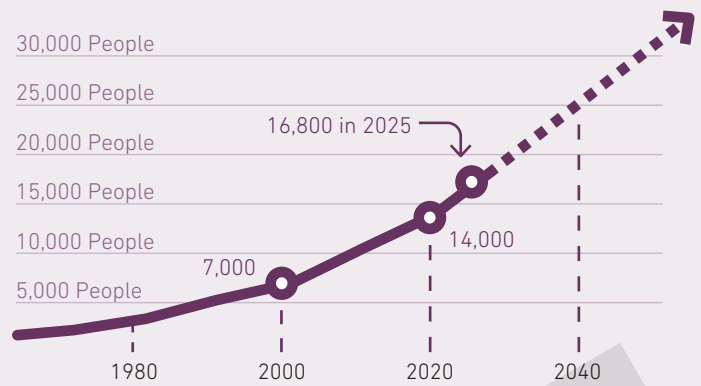


Figure 17: Verona Population Projections, Source: VASD/Census.

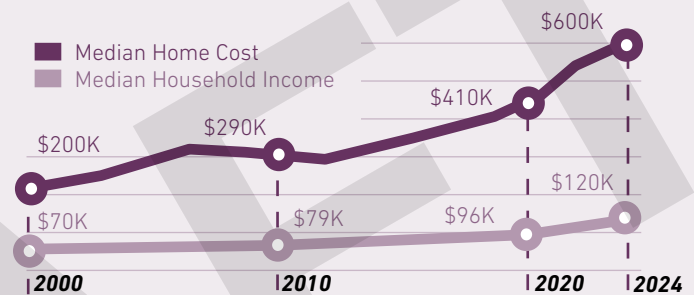


Figure 18: Verona Home Prices, Source: CoStar 2024.

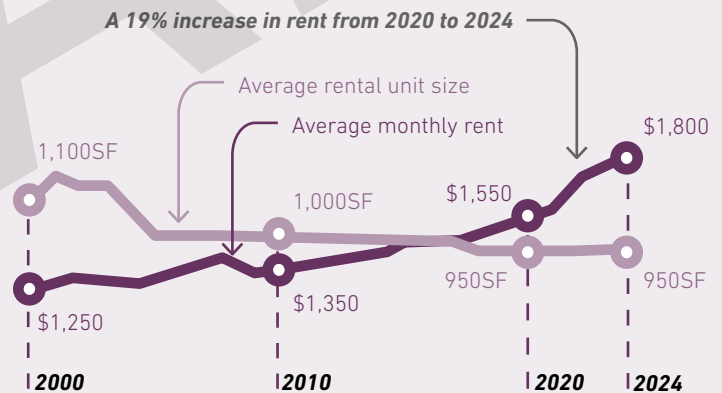


Figure 19: Verona Rental Unit Trends, Source: CoStar 2024.

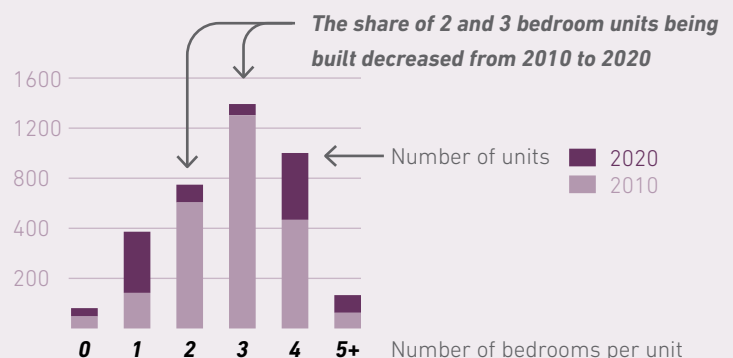


Figure 20: Verona units (rental and owned) by number of bedrooms 2010 to 2020, Source: Census.

THE HOW

The objectives and action items recommended to support the future of Verona housing.

- 
- L1 All about growth! Manage growth areas and development to achieve a balanced mix of land uses and align with regional population growth projections.**
- L1.1 Update zoning and subdivision codes to advance citywide housing goals, Livable Verona principles, guide transition between uses and densities of development, and support a diverse mix of housing types.
 - L1.2 Update zoning map to facilitate a diverse mix and distribution of housing development to advance citywide housing goals and provide an intentional transition to surrounding land uses in growth areas.
 - L1.3 Adopt anti-monotony requirements to promote architectural diversity in growth areas.
 - L1.4 Coordinate with VASD, municipal departments, and regional agencies to address needs and dedication of land in growth areas for schools, parks, and community facilities.
 - L1.5 Assess the use of financial incentives, including Tax-Increment Financing, partner-led land banking, and other local, regional, and state programs to support desired development.
- L2 All about municipal boundaries! Establish appropriate municipal boundaries with neighboring jurisdictions to support annexation of desired land for growth areas and development.**
- L2.1 Coordinate regularly with the City of Fitchburg, City of Madison, and the Town of Verona to refine and communicate desired growth patterns along and near municipal boundaries.
 - L2.2 Coordinate with the Town of Verona to mitigate land use conflicts of non-agricultural development in unincorporated areas through continued dialogue, including identifying potential conflicts associated with development served by wells and septic systems.
 - L2.3 Provide open communication channels and information sharing with property owners, developers, and investors of land within growth areas.

L3 All about relationships with developers! Maintain relationships with the local and regional development community to support desired growth.

- L3.1 Establish city-led, recurring developer, investor, and broker roundtables to disseminate available residential, commercial, and market information and discuss opportunities and constraints to new development.
- L3.2 Establish relationships and recruit developers experienced in workforce, affordable, and senior housing.

L4 All about existing housing! Maintain and enhance existing housing stock and neighborhoods.

- L4.1 Provide residents with educational resources and information on grants, loan programs, processes, and vendors for home rehabilitation, maintenance, energy efficiency retrofit, and accessory dwelling units, where applicable.
- L4.2 Explore the use of the existing Affordable Housing fund to support the preservation of naturally occurring affordable housing and provide assistance for home rehabilitation.
- L4.3 Assess the current zoning requirements for Accessory Dwelling Units (ADUs) and update the zoning code accordingly to reduce the obstacles to the implementation of ADUs for homeowners.

Overlap with Other Goals

- + For details on the transition of industrial land uses along South Nine Mound Rd, see Prosperous Verona (P.1 – All about industrial expansion and consolidation!) and Vibrant Verona (V.1 – All about growing Downtown!)
- + For detailed information on sustainable development practices, see Green Verona (G.3 – All about sustainable development practices!).
- + For details on the coordination of environmental corridors and parks within growth areas, see Green Verona (G.1 – All about conservation and open space! And G.2 – All about parks and recreation!
- + For details on coordination of utilities and transportation infrastructure to support growth, see Fundamental Verona (F.2 – All about infrastructure for growth! and F.3 – All about roads!)
- + For details on environmental and stormwater programs for homeowners and residents, see Green Verona (G.3 – All about sustainable practices!).
- + For details on employee housing, see Prosperous Verona (P.4 – All about employee housing!).

THE WHAT

The specific housing and growth outcomes that this plan is intended to foster.

There is no one-size-fits all approach to the future of housing and growth in Verona. Greater availability of housing and more affordable housing is critical, but unmitigated growth jeopardizes community character, sustainability, and desirability. The outcomes of Livable Verona are outlined below.



Compact & Varied Neighborhoods. To support the anticipated population growth, new and expanded neighborhoods are envisioned to the east and south of the existing city limits, as shown in the Subarea Plans (Pg. 86). These new walkable neighborhoods will support a diversity of housing types and scales in order to provide a range of options to current and future residents. This approach is anchored by a commitment to bolster the stock of “Missing Middle Housing”.

What is Missing Middle Housing?

Missing middle housing refers to a diversity of multi-unit buildings, such as **duplexes**, **fourplexes**, and **townhouses**, that are compatible in scale, form and height within lower-density neighborhoods. These housing types were common pre-WWII in Midwestern cities, but were abandoned in favor of detached single-family housing tracts and large-scale apartment buildings. These options enrich neighborhoods with a greater number of starter homes with 2 to 3 bedroom units, serve a more diverse population with varied housing needs, and provide greater affordability. For more detail on how this plan supports missing middle housing, see **Table 2**.



Incremental Retrofit of Existing Neighborhoods. Existing and established traditional single family neighborhoods naturally experience incremental change as buildings age and need replaced. Through strategic infill and ADU's, existing neighborhoods can support increased quantity of housing.



More Housing for Seniors & Employees. The development market does not naturally incentivize housing for seniors or the local workforce, two key demographics that are underserved by the current stock of housing. To serve these key demographics, intentional partnerships and policies are needed.



Complete Neighborhoods, with Character. Residents want to live in neighborhoods - places where you know your neighbor, can walk to a park, and grab a bite to eat without driving across the city. Urban design standards, zoning modifications, and the future land use vision support complete neighborhoods while maintaining the character of existing neighborhoods.



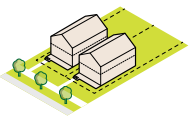
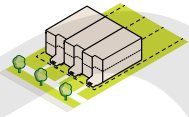
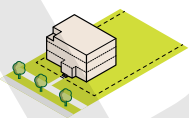
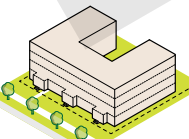
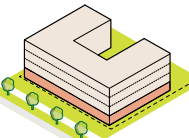
COMPACT & VARIED NEIGHBORHOODS

The framework for housing is intended to guide the development of blocks, subdivisions, and neighborhoods that are varied in the housing opportunities they offer.

The Future Land Use Map in **Figure 10 on page 61** lays out the spatial framework for housing within four future land use categories: Housing A (Low Density), Housing B (Mid Density), Neighborhood Mixed Use, and Downtown Mixed Use.

Each Mixed Use and Housing category may include a range of housing development types. **Table 2** identifies the relationship between land use category and development type. Key missing middle housing types (Attached Single Household and Detached Multi-Household) are allowed in all housing and mixed-use categories. Select housing types are allowed conditionally within areas where a larger or smaller housing type would provide an appropriate transition between zones.

Table 2: Housing Typology by Land Use Category

Development Typology		Housing A (Low Density)		Housing B (Mid Density)		Mixed Use (Neighborhood or Downtown)	
	Detached Single Household 1 Household 3 Stories Max	 Allowed		 Conditional	Allowed adjacent to or across street from Housing A District	 Not Allowed	Applies to all new development
	Attached Single Household 1 Household 3 Stories Max	 Allowed	No Restriction	 Allowed		 Conditional	
	Detached Multi-Household 2-12 Households 3 Stories Max	 Allowed ¹		 Allowed	No Restriction	 Conditional	Conditional per specific context and conditions, reference Mixed Use Development on page 87.
	Large Multi-Household 13+ Households 4 Stories Max	 Conditional	Allowed adjacent to or across street from Housing B or Mixed Use District	 Allowed		 Conditional	
	Mixed Use, Commercial & Housing Variable Households 4 Stories Max	 Conditional	Allowed adjacent to or across street from Mixed Use District	 Conditional	Allowed adjacent to or across street from Mixed Use District	 Allowed	No Restriction

¹ Zoning regulations are recommended to be written to define setbacks, setbacks, and frontage variation for large multi-household buildings in lower-density neighborhoods, to provide a more graceful transition between housing scales and densities.



Existing Mixed-use development along Verona Ave
Source: JSD Website, Forward Development Group, LLC

Multi-Family & “Missing Middle” Development

Multi-family development will continue to play a prominent role in new residential development in growth areas going forward, as Verona and the Dane County region continue to attract new residents due to an expanding and diversifying employment base. Verona itself is expected to grow to 25,000 by 2040, and accommodating the range of households and their housing needs will be both important and challenging. The current housing market favors single-family dwellings and multi-family developments with one-bedroom and studio arrangements - housing that is not suitable for young families who cannot yet obtain a mortgage for a starter home. Empty-nesters - those who are downsizing after raising a family in a single-family home but who want to remain in Verona are also a key market not served by recent housing trends. Empty nesters may desire condominiums or smaller detached or attached single-family ranch-style dwellings.



Row of attached duplex homes

Incentive approaches could serve as possible methods for facilitating the construction of multi-bedroom units in future multi-family developments in Verona. For example, the City of Verona could offer incentives for developments incorporating multi-bedroom units. Ideally, such developments should be well-integrated near shopping, parks, and transit amenities to provide families with easier access to these services.



3-Story Mixed-use in a Town Center
Source: Randi Baird Photography, Cap Cod Chamber; Mashpee Commons

Mixed Use Development

Mixed use development provides a center of gravity for all neighborhoods, providing housing, local businesses, and neighborhood retail. Mixed-Use development can take the form of either vertical developments in single buildings, with commercial spaces on the ground floor and residential above, or in dedicated, separate single-use buildings clustered in an area.

Vertical mixed-use buildings typified historic Main Streets in Midwestern towns and have re-emerged as a popular development strategy for cities, where higher population density supports the demand for residential units with ground-floor commercial spaces. If designing vertical mixed-use buildings, it is important to design the building with the first-floor user in mind. High visibility, sufficient signage, height, depth and screening of back of house functions are necessary components.

The community identified these two images as their favorite precedents of Mixed-use Development for the City of Verona through an online survey.



Multi-family Mixed-use Development centered on a park
Source: Piedmont Social House

Securing financing can be challenging for Mixed-use developments, since such projects have different risk profiles for commercial and residential uses. To encourage vertical mixed-use in the downtown area and its expanding neighborhoods, the City of Verona can adopt several policy approaches. The City could employ TIF or other tax incentives to underwrite infrastructure upgrades or lower overall development costs. The City and other partners can help with ground-level tenant recruitment through active business development efforts.

Within the Future Land Use Map, two Mixed-use Categories are identified: Downtown and Neighborhood Mixed-use. A more detailed breakdown of mixed-use applications is provided in the cut-sheets on the following pages.

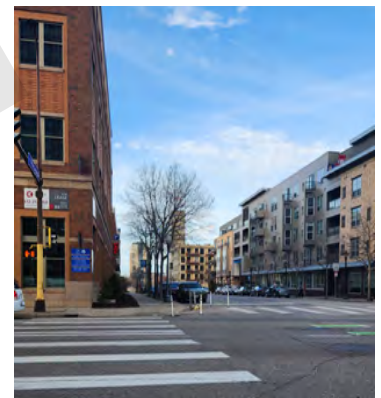
Downtown Mixed-Use: Traditional Cut Sheet

Traditional conditions within a Downtown Mixed-use area support consistent 3 to 4 story vertical mixed-use development within a block or corridor. Ground-floors are predominantly occupied by commercial uses — such as restaurants, retail, and professional services — that support residential units on upper floors and contribute to active streetscapes.

Buildings are designed at a human scale to support pedestrian comfort and increased density. Street-level activity prioritizes pedestrians, with vehicular access limited to rear parking lots and on-street parking.

Table 3: Characteristics of Downtown Mixed-Use: Traditional

Element	Description
Primary Land Use Pattern	Vertical Mixed Use with upper floor Housing and ground floor Institutional or Commercial.
Development Characteristics	Consistent Vertical Mixed Use with setback for wide pedestrian frontage along streets.
Ground Floor Uses	Public facing facilities including Libraries, Restaurants, Retail, Markets, and Professional Services.
Vehicular Parking	Street parking, shared off-street parking lots behind buildings, and parking structures.
Frontage and Access	Widened sidewalk or multi-use path along building frontage. Provide walkways from frontage to parking areas.
Building Height	3 to 4 Stories



Examples of Downtown Mixed Use: Traditional

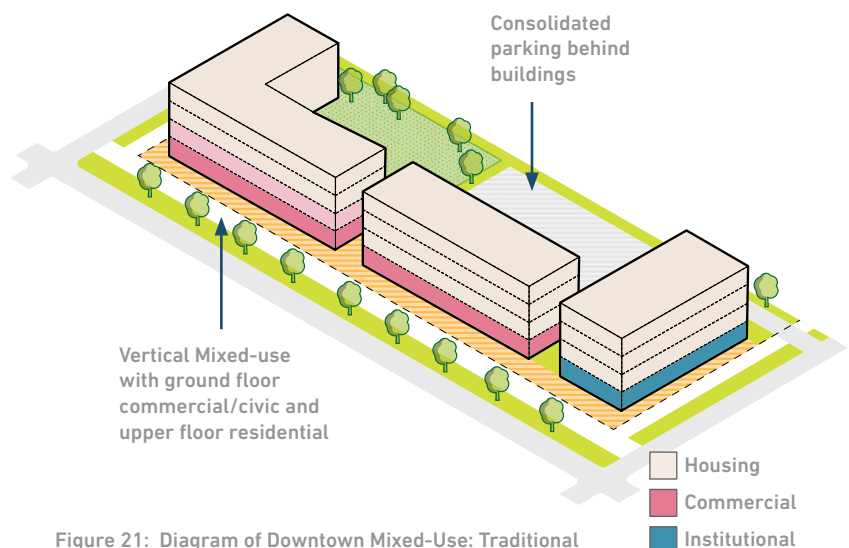
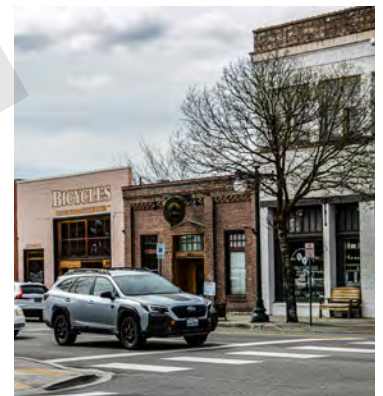
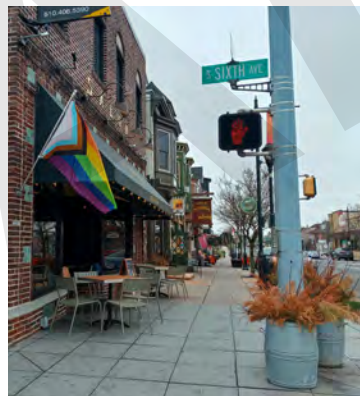


Figure 21: Diagram of Downtown Mixed-Use: Traditional

Downtown Mixed-Use: Retrofit Cut Sheet

Retrofit conditions within a Downtown Mixed-Use area blend vertical and horizontal mixed-use through existing buildings, adaptive reuse, and new infill development. This condition is most appropriate along corridors undergoing longer-term transitions, such as Nine Mound Rd, or with existing commercial, multi-household, and civic buildings that support an active and walkable downtown.

While vertical mixed-use is encouraged, developments may feature “horizontal mixed-use” through a combination of commercial, civic, or multi-household buildings. Ground floor uses should prioritize active commercial uses along major roadways, such as restaurants or retail.



Examples of Downtown Mixed Use: Retrofit, Middle Photo Source: Google Maps

Table 4: Characteristics of Downtown Mixed-Use: Retrofit

Element	Description
Primary Land Use Pattern	Institutional, Commercial, Housing, Park, and Vertical Mixed Use.
Development Characteristics	Single-Use buildings such as commercial civic, and multi-household buildings.
Ground Floor Uses	Public facing facilities including Libraries, Restaurants, Retail, and Community Services, or Multi-Household building access.
Vehicular Parking	Street parking and shared off-street parking lots behind buildings.
Frontage and Access	Widened sidewalk or multi-use path along building frontage. Provide walkways from frontage to parking areas.
Building Height	2 to 4 Stories

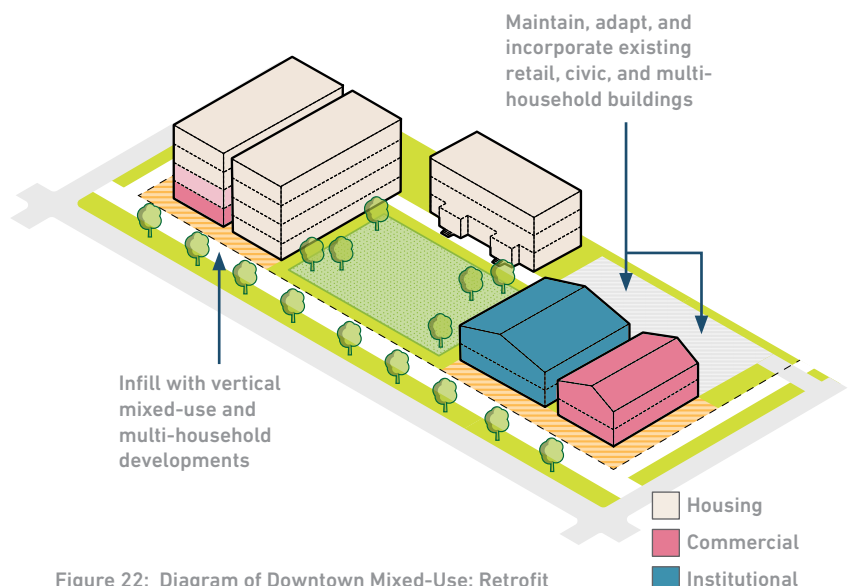


Figure 22: Diagram of Downtown Mixed-Use: Retrofit

Neighborhood Mixed-Use: Corridor Cut Sheet

Corridor conditions within a Neighborhood Mixed-Use area support consistent 3 to 4 story vertical mixed-use development within a block or corridor. Ground-floors are predominantly occupied by commercial or institutional uses — such as restaurants, retail, and community services — that support residential units and serve as a commercial corridor for the adjacent neighborhoods and broader region.

Buildings are designed at a human scale to transition in scale and intensity to residential buildings on intersecting streets. Street-level activity prioritizes pedestrians, with vehicular access limited to rear parking lots and on-street parking.

Table 5: Characteristics of Neighborhood Mixed-Use: Corridor

Element	Description
Primary Land Use Pattern	Vertical Mixed Use with upper floor Housing and ground floor Commercial.
Development Characteristics	Consistent Vertical Mixed Use with setback for wide pedestrian frontage along streets.
Ground Floor Uses	Public facing facilities including neighborhood-serving Restaurants, Retail, Markets.
Vehicular Parking	Street parking and shared off-street parking lots behind buildings.
Frontage and Access	Widened sidewalk or multi-use path along building frontage. Provide walkways from frontage to parking areas.
Building Height	3 to 4 Stories



Examples of Neighborhood Mixed-Use: Corridor

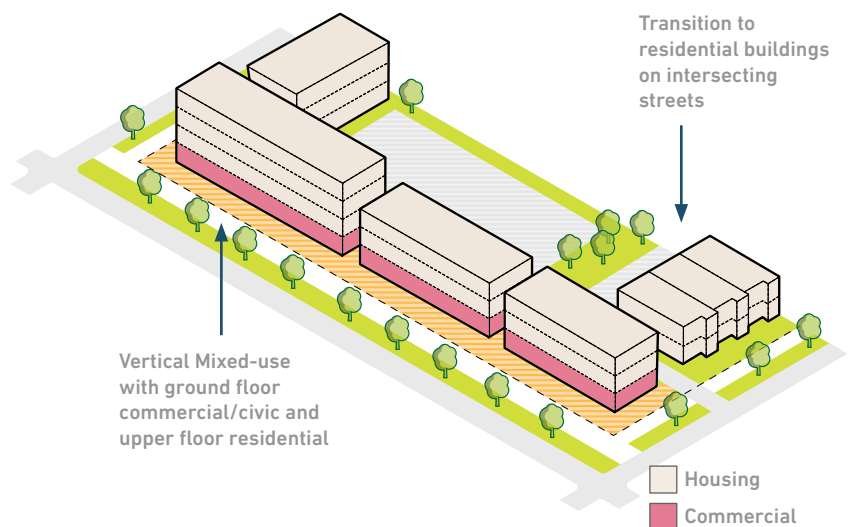
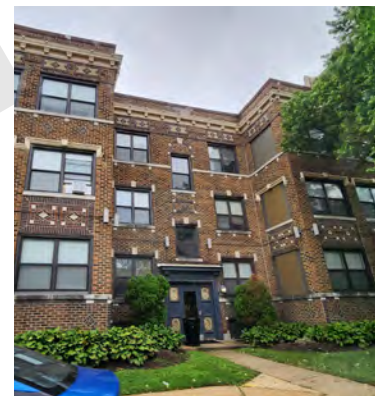


Figure 23: Diagram of Neighborhood Mixed-Use: Corridor

Neighborhood Mixed-Use: Corner Cut Sheet

Corner Commercial conditions within a Neighborhood Mixed-Use area blend different building typologies through vertical mixed-use development at strategic intersections and mid-density housing between. Corner commercial should prioritize community supportive restaurants, retail, and services to serve the immediately adjacent communities.

This condition is most appropriate along community main street corridors along existing residential communities or areas with lower demand for commercial development.



Examples of Neighborhood Mixed-Use: Corner

Table 6: Characteristics of Neighborhood Mixed-Use: Corner

Element	Description
Primary Land Use Pattern	Housing and Vertical Mixed Use with upper floor Housing and ground floor Commercial.
Development Characteristics	Concentrated Vertical Mixed Use at intersections with mid-block Multi-Household Developments.
Ground Floor Uses	Housing or public facing facilities including neighborhood-serving Restaurants, Retail, Markets.
Vehicular Parking	Street parking and shared off-street parking lots behind buildings.
Frontage and Access	Widened sidewalk or multi-use path along building frontage.
Building Height	2 to 4 Stories

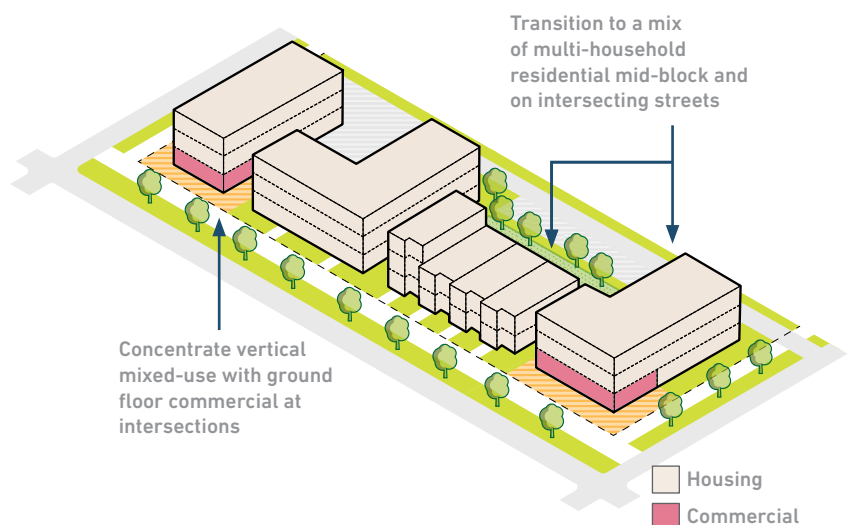


Figure 24: Diagram of Neighborhood Mixed-Use: Corner



Small lot residential features narrower setbacks and smaller homes
Source: Zillow; Exquisite Properties, LLC

Small Lot Residential

To make housing more affordable and introduce a gentler form of density in new neighborhoods, the City of Verona should explore the feasibility of small lot residential developments where the typical minimum lot size for a single house is 2,000 square feet or less, compared to the standard 6,000 square foot lot. Standard setbacks and requirements for front, side, and rear yards can also be reduced but must meet fire code. These types of housing can serve as a suitable transition between single-family neighborhoods. Such housing should be considered within neo-traditional, conventional, and conservation subdivisions.

Neo-Traditional Neighborhood Design

An alternative to the standard conventional subdivision design, in which curvilinear streets and cul-de-sacs define urban form and character, neo-traditional neighborhoods emulate traditional design principles inherent in older neighborhoods, such as the residential blocks surrounding downtown Verona. Such neighborhoods typically feature rectangular block sizes, gridded street patterns, sidewalks, and housing types



Painted Prairie Neo-Traditional Development in Alberta, CA
Source: Land Design; Painted Prairie

with front porches and garages set back from the front façade. Although alleys are not present in Verona's older neighborhoods, they are often incorporated in neo-traditional neighborhoods. Such neighborhoods offer several benefits, including enhanced walkability to shopping districts and schools, accessibility to public transit, and the ability to accommodate mixed uses and a greater mixture of housing types.

Each subarea in Verona may be suitable for neo-traditional subdivision development. A neo-traditional subdivision design requirement can be established as a "floating" subdivision zone that a developer or builder may choose as an alternative design approach. This may require creating a new neo-traditional neighborhood subdivision code, an overlay zoning district shown on zoning map, or as part of a Planned Unit Development (PUD) zoning system to allow for flexible application and consistent design standards.

Subarea plans vary by context and natural features, but grid size for a walkable district in Verona is based on the historic downtown neighborhood grids (~350ft x ~650ft).



INCREMENTAL RETROFIT OF EXISTING NEIGHBORHOODS



Example of infill duplex housing
Source: City of Bend, OR

Infill Housing

There are several empty and underused lots in Verona's established neighborhoods that could be utilized for new housing. When these lots are available, efforts should focus on adding additional units of housing, possibly through methods like lot size averaging and other flexible development rules that allow individual lots within a subdivision or neighborhood to be smaller than the zoning requirement, as long as the average lot size across the entire development meets or surpasses the minimum. Other methods may include allowing different lot widths and providing exceptions for features like ADUs in lot coverage calculations. Duplexes could also be permitted by right in neighborhoods zoned Neighborhood Residential in Verona, which would require a zoning text amendment.



Accessory dwelling unit (ADU)
Source: City of Wauwatosa, WI

ADUs/DADUs

Accessory Dwelling Units (ADUs) or Detached Accessory Dwelling Units (DADUs) are a flexible way to provide housing options within existing neighborhoods. These small-scale housing types create opportunities by allowing smaller, secondary living spaces on the same lot as the primary home. This housing type is currently allowed via Verona zoning code, and has the potential to be utilized more often.

ADUs and DADUs support multi-generational living, aging in place, and the creation of additional housing options in established neighborhoods. They help increase housing supply in a way that aligns with neighborhood character while minimizing impacts to the surrounding residential. Where opportunities exist, efforts to review and enhance the existing zoning code requirements through a text amendment should be pursued to support broader use and feasibility.

Encouraging ADUs and DADUs expands housing opportunities and also allows the community to play an active role in adding housing into Verona, supporting small-scale development and greater diversity of housing types.



MORE HOUSING FOR SENIORS & EMPLOYEES



Age-in-place senior housing complex in Half Moon Bay, CA
Source: HCL Architecture; Half Moon Village

Aging in Place

Many Verona residents want to stay in their homes as long and as independently as possible in their later years. To support this, the City of Verona can consider and implement several policies and initiatives focused on helping seniors remain in their current housing and encouraging the development of new, more accessible, and affordable housing options for seniors. Programs that assist seniors in financing and performing maintenance and repairs on their existing homes, as well as making adaptations like adding ramps, grab bars, and lever door handles, can make dwellings safer and more accessible. Funding for these programs can come from local, state, and federal agencies, as well as nonprofit organizations. Additionally, the City of Verona can support and incentivize the development of “granny” or ADUs and smaller, more compact senior housing units in developments to increase the supply of affordable senior housing. Encouraging independent senior housing near Downtown Verona, along with shopping and service options in Verona’s growth area, should also be a priority.



Non-Profit Housing Project for people with disabilities in Madison, WI
Source: Movin’ Out; Pinney Lane Apartments - Madison, WI

Apart from these initiatives, the City of Verona should continue to support efforts that enhance mobility options for seniors, including bus transit, sidewalk improvements, and pedestrian enhancements.

Senior and Workforce Housing Developers

Today, non-profit housing developers and community development financial institutions play vital roles in creating and providing affordable housing for individuals, families, seniors, and people with special needs — key households often underserved by the private market. Such organizations can attract and leverage capital and financial resources, such as grants and tax credits, to support the construction and rehabilitation of affordable housing units. The City of Verona can help non-profit housing partners by working to align with WHEDA grant programs, offering gap financing for construction or pre-development costs.



COMPLETE NEIGHBORHOODS, WITH CHARACTER



New housing is intended to offer a variety of styles and materials
Source: Mithun; High Point Parks - Seattle, WA



Urban Design and Design Standards

Ensuring that high standards are met while also encouraging diverse, yet compatible design is crucial for maintaining a visually rich physical environment. Given anticipated growth, future development should not be monotonic but rather exhibit a sense of authenticity that makes Verona distinctive from other communities.

The City of Verona can take two different approaches that are most appropriate to its context and needs. One approach is to add more specific design standards to its zoning code for new residential development. Developers and builders must meet these standards through the regular zoning approval process. Other communities develop separate, standalone design guidelines that developers must meet in a site review process. Design guidelines may be especially useful in illustrating design concepts and requirements for all types of housing products, including single-family homes, multi-family buildings designed for infill or new growth area developments. Separate guidelines can also be developed for commercial, mixed-use, and industrial development.

One alternative to both design management approaches is the adoption of a form-based zoning overlay, a zoning tool that prioritizes the physical form of development over its land use. In other words, such zoning focuses on the design dimensions of new development and their relationships with the street and public realm. Oftentimes, they serve as design guidelines with the regulatory weight of a zoning code. Form-based zoning may be best employed in Verona's growth areas to provide a more precise, curatorial approach to designing new neighborhoods and mixed-use districts.

PROSPEROUS VERONA



Verona is in an enviable position as the home headquarters of Epic Systems Corporation, one of the world's most advanced medical technology companies. However, Verona is more than just Epic Systems Corporation — it has growing employment sectors in information technology, biosciences, professional services, construction, and restaurants and hotels, which serve as a stable and diverse job base.

Prosperous Verona is the strategic framework for supporting Verona's economic growth and strengthening its role as a regional employment center for manufacturing and technology. It also aims to boost Verona's retail and non-retail commercial sectors. This strategy builds on Verona's ongoing industrial and commercial expansion, ensuring the city remains prosperous with a diverse employment base and workforce, helping to position Verona as a resilient city capable of adapting to future shifts in the national, regional, and local economic environments.

To achieve this, the Verona community will need to carefully balance industrial and commercial development opportunities while ensuring that Downtown Verona remains the vital retail center of Verona.

"Higher paying job opportunities in manufacturing, science, IT with jobs for a range of school backgrounds."

Verona Resident, Public Meeting

THE WHY

The current state of businesses and the local economy that informs the Prosperous Verona recommendations.

The following trends highlight the key factors that have shaped the strategies of this section, as well as the local economy, employment base and market impacts influencing Verona today. To dive deeper into current economic and market trends in Verona, explore consolidated findings from the research and the *State of the Community Report in the Appendix*.

1 Most Verona employees live outside of Verona.

Of the 14,000 employees who work in Verona, over 90% live in other jurisdictions, as illustrated in *Figure 25*.

2 Jobs growth is consistent & multi-faceted.

Outside of jobs at Epic Systems Corporation and the Information sector, the biggest job growth over the past decade was seen in Retail, Accommodation, and Other Services; Professional, Scientific, and Technical Services; and Business Support Services, shown in *Figure 26*.

3 Retail space is limited and competitive.

Retail rents fluctuated between approximately \$13-16 from 2006 through 2020, before jumping to over \$20/SF in 2024. Despite rising costs, vacancy remains low at 3%. Newer commercial spaces are larger, with smaller and more affordable commercial spaces that support local small businesses becoming hard to find.

4 Industrial growth is stable, albeit slow:

Outside of two quarters, the vacancy rate for industrial properties since 2017 has been below 2%. Despite this, limited new industrial space has been added in the last decade, with a net gain of three new buildings and 230,000 SF.

5 Demand for office space is low.

Outside of the Epic Systems Corporation campus growth, the office market has not seen significant (5,000+ SF) additions to the market since 2014. Brokers report little demand in the market for new office space.

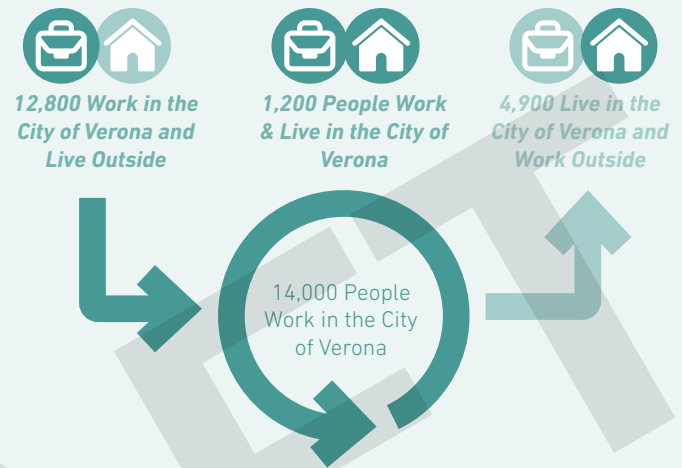


Figure 25: Employment flows for the City of Verona

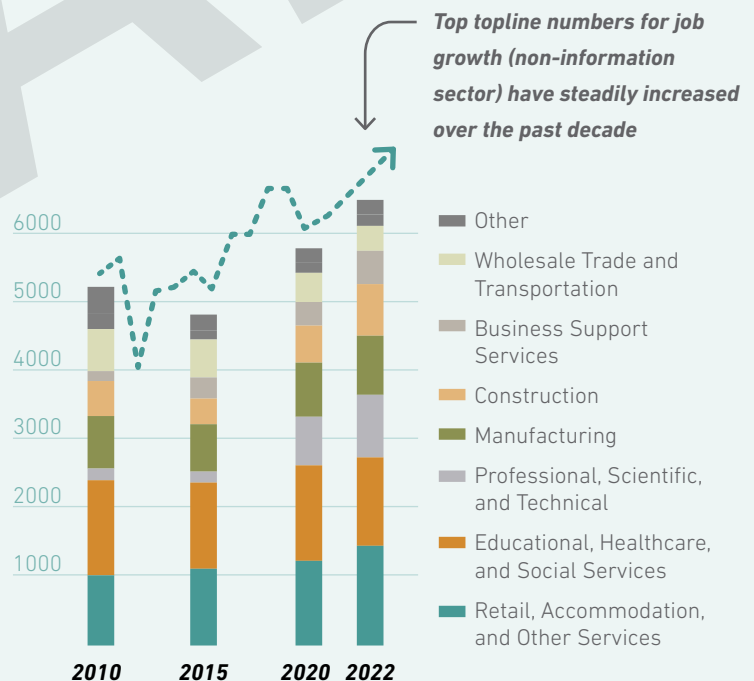


Figure 26: Employment by Industry; Non-Information Sectors

THE HOW

The objectives and action items recommended to support the future of the market and economy in Verona.

P1 All about Industrial Expansion and Optimization! Pursue long-term consolidation of industry and large-scale commercial development through the build-out and flexible expansion of established industrial and business parks.

- P1.1 Develop a business recruitment program to engage, attract, and provide resources for industries to locate within Verona.
- P1.2 Prioritize recruitment of industries that complement existing and emerging clusters in the fields of biotechnology, pharmaceuticals, and research and development.
- P1.3 Coordinate regularly with regional brokers and developers on industrial build-to-suit opportunities.
- P1.4 Coordinate and participate in regional and statewide industrial development efforts, including responding to site selection requests and supporting recruitment initiatives.
- P1.5 Assess the use of financial and regulatory relief incentives to attract new industries and support targeted economic development.
- P1.6 Develop a retention program to assess and support existing industry expansion and workforce development needs.
- P1.7 Develop a transition plan aimed at long-term retention and relocation of industries currently located in the South Nine Mound Rd industrial areas.

P2 All about a Robust Retail and Small business Environment! Focus on small-business, retail, and office development along key existing or new growth corridors.

- P2.1 Develop proactive retail attraction campaigns and marketing efforts in partnership with the Verona Area Chamber of Commerce, local brokers, and regional and state agencies.
- P2.2 Support new stand-alone and mixed-use developments that include both small-scale retail and office uses.
- P2.3 Support build-to-suit retail and office projects where appropriate, especially near areas with high activity in commercial and mixed-use districts and growth zones.
- P2.4 Continue to evaluate and support funding for the revolving loan fund to assist business startups and expansion.
- P2.5 Assess façade and building improvement incentives programs as a business retention strategy.

P3 All about Employees! Expand workforce development efforts to meet the needs of local businesses and industries.

- P3.1 Leverage existing workforce training and development programs, such as those offered by the Workforce Development Board of South-Central Wisconsin and other local, regional, and state levels that address workforce needs in local businesses and industries.
- P3.2 Coordinate with local companies and industries on grants and resources to fund workforce training initiatives, such as Wisconsin Fast Forward.
- P3.3 Partner with local businesses and industries to invest in amenities that attract young professionals, such as bike lanes and paths, reliable public transportation, and dedicated spaces for food delivery and ride-sharing services.
- P3.4 Support and organize special events that provide exposure for local businesses and a sense of community for employees in Verona.

P4 All about Employee Housing! Expand workforce development efforts to meet the needs of local businesses and industries.

- P4.1 Promote and support employer-assisted housing (EAH) programs that help employees buy or rent homes near their workplaces through financial assistance, loans, or grants.
- P4.2 Support home-based businesses that operate within the home and respect the residential character of the neighborhood.
- P4.3 Leverage the Affordable Housing TIF extension to provide funding for affordable housing retention and development.

Overlap with Other Goals

- + For additional detail on the transition of industrial land uses along South Nine Mound Road, see Vibrant Verona (V.1 – All about growing Downtown!).
- + For additional detail on downtown retail, see Vibrant Verona (V.1 – All about growing Downtown! and V.2 – All about Downtown architecture!)

- + For details on the city-wide housing strategies, see Livable Verona (L.1 – All about growth! & L.4 – All about existing housing!)

THE WHAT

The specific economic and business development outcomes that this plan is intended to foster.

There is no single pathway to sustaining Verona's economic growth. Major employers provide strong foundations and anchor the local economy, but fostering growth across a diverse mix of industries will help build momentum, prevent single industry-reliance, and support Verona. The outcomes of Prosperous Verona are outline below.



Anchors for a Stable Local Economy. A stable local economy is not defined by a single employer, but by a variety of anchors that support community growth, provide employment, and meet the needs of the residents. While major employers provide a strong foundation and play critical roles in the community, long-term stability depends on attracting a mix of industries, businesses, and job opportunities, while continuing support to the anchors to keep the economy strong as it grows.



Businesses to Attract Residents & Visitors. Creating a destination where people want to live, shop, and spend time relies on a local economy that attracts both residents and visitors. Supporting a vibrant mix of business throughout the city — including retail, dining, services, and entertainment — will help position Verona as a top destination. Targeting efforts into key areas that will attract new businesses and support existing businesses will help connect residents, visitors, and the local economy.



Long-term Consolidation of Industry to Liberty Business Park and Verona Technology Park.

Focusing Verona's long-term strategy on consolidating industrial uses within Liberty Business Park and Verona Technology Park will help strengthen existing businesses, attract new industries, and free up other areas of the city — such as the South Nine Mound corridor — for other land uses over time. Consolidation will also support these industries and the community by leveraging proximity to major transportation routes, reducing conflicts with surrounding land uses, and allowing existing businesses to expand.



Economic Development Programs. Verona's economic growth will depend on supporting existing anchors, expanding opportunities in key industries — like biotechnology and research and development — and attracting new businesses. Focusing efforts on developing programs that supports recruitment, retention, and expansion will help the local economy, support job creation, and connect residents and businesses to opportunities.



ANCHORS FOR A STABLE LOCAL ECONOMY



Liberty Business Park has significant capacity for growth
Source: Google Maps

Long-term Economic Stability

The local economy of the City of Verona is anchored by Epic Systems Corporation, the city's largest employer, on the west-side of the city. The stability and success of Epic Systems Corporation has allowed for the City of Verona to emerge as a regional hub for information and technology industries.

In addition to Epic Systems Corporation and local retail sectors, recent jobs growth has been in technological, pharmaceutical, and manufacturing sectors. Continued investment in attracting and expanding businesses within these sectors will further cement the long-term stability of the City of Verona's job market and provide higher-paying jobs with a lower barrier to entry. Clusters of these anchor industries will help the City of Verona serve a regional niche, and attract complementary businesses that provide a mutual benefit to existing industries through their products, distribution network, or support services offered.



Arrowhead pharmaceuticals

Industrial Development

As mentioned, newer industrial development has been a driver for recent jobs growth in the City of Verona. Despite this, local brokers believe that the current industrial market demand is insufficient to drive significant speculative industrial construction in the near term. However, as evidenced by recent developments and newer businesses, there may be possibilities for additional built-to-suit operations with smaller-scale industries seeking new facilities in locations that provide lower land acquisition costs and an available labor force.

The City of Verona should pursue more active marketing of the remaining industrial land in collaboration with regional and state economic development agencies. This can include starting dialogues with companies and industries located within the South Nine Mound Road area, who may be candidates for relocation.



Epic Systems Corporate Campus
Source: Epic Systems Corporation

Office Development

Office development in Verona is likely to remain limited to build-to-suit opportunities in the near future, despite the Verona market having a positive office space absorption rate as compared to the larger Dane County market, which is currently overbuilt. Clearly, this situation is partly the result of the larger national trend of remote working, which has reduced the average space allocated to each employee. However, despite this, Epic Systems Corporation will remain the principal driver of new office space construction in Verona for the foreseeable future.

Going forward, the City of Verona should maintain dialogues with companies and businesses regarding future office needs, especially those planning for future expansion or those that may prefer a lower square footage arrangement. Both scenarios may likely lead to build-to-suit arrangements. While the Future Land Use Strategy does not envision specific areas for standalone office developments, future office spaces may be incorporated into mixed-use developments that occur in Downtown Verona areas or in various subareas. Aging single-story office properties that also house



Office Building

service-related commercial uses are prime candidates for redevelopment, as they can potentially be replaced by multi-story buildings, unlocking additional value. Additional offices may be developed as part of expanding medical facilities.

To attract new office developments, the City of Verona may offer incentives to offset the costs of relocation and ensure reliable internet and updated utilities, making the location more appealing for businesses.



BUSINESSES TO ATTRACT RESIDENTS & VISITORS



Garden Wall Bookshop
Source: Garden Wall Bookshop Facebook Page



Newer retail space within a Mixed-use Development on Verona Ave

Retail & Commercial Corridor Development

As described previously, demand for new retail services is not significant enough to support a large amount of new space, especially in newer developments, where rent structures are typically higher than in older buildings, and market absorption may take longer. New residential developments in projected growth areas at a sufficient density may spur an incremental expansion of commercial space. There may be limited opportunities to add commercial space in outlots or standalone redevelopment locations along Verona Avenue east and west of the Downtown Verona core. A mix of hotels, offices, and retail may be permitted on a limited basis in industrial parks, provided this does not significantly reduce the available industrial land supply over the next ten years. Commercial and multi-family uses are currently not permitted in the Suburban Industrial District.

Additionally, neighborhood mixed-use corridors outlined on the Future Land Use Map should be priority areas for supporting new retail and commercial activity alongside residential neighborhood development. Retail attraction campaigns and marketing efforts over the long term can help fill new commercial storefronts as they develop.

Entrepreneurship & Small Business Incubation

To create a more diverse retail and dining scene, the City of Verona and its economic development partners can pursue active business development efforts focused on providing entrepreneurial support, creating incentives, and maintaining ongoing communication with local retail brokers. This is likely a mid- to long-term endeavor, as new residential growth will drive demand for new restaurants and dining establishments. However, the City of Verona and its economic development partners can begin to identify existing spaces in the downtown and elsewhere for future restaurant and dining establishments, and then provide technical assistance to both property owners and entrepreneurs on fitting out a restaurant space and planning its start-up. Loans, grants, and marketing support can also be considered attraction incentives.

Critical to supporting small businesses, the City should work with owners and developers to maintain the stock of older, smaller, and lower-rent commercial spaces in the city, and explore opportunities for adaptive reuse of underutilized light-industrial and commercial spaces to serve as small-business incubator opportunities.



LONG-TERM CONSOLIDATION OF INDUSTRY



Liberty business park retail building
Source: Loopnet; Oakbrook Integrated Real Estate Services



Newer retail space within a Mixed-use Development on Verona Ave
Source: Verona Press; Photo by Neal Patten

Verona Technology & Liberty Business Parks

Today, industrial and large-lot heavy commercial uses are spread across the City of Verona, largely concentrated in two general locations:

- + Verona Technology Park and Liberty Business Park to the southeast.
- + Along South Nine Mound Rd and Paoli St to the southwest.

As mentioned previously in the plan and within the **Downtown Subarea on page 70** and recommendations on **South Nine Mound Road Corridor on page 112**, the areas along South Nine Mound Rd are expected to transition long-term from industrial uses to mixed-use and residential to support the growing population and downtown. This transition is expected to occur organically over decades, as industrial businesses in that area naturally move or seek larger and more affordable land to expand their operations.

Long-term, the City of Verona is committed to consolidating industry and large-lot heavy commercial development within the Verona Technology Park and Liberty Business Park. As opposed to South Nine Mound Rd, this area has less pressure and demand for residential development, available real estate for development, near access to trucking routes and US 18/151, and reduced residential traffic.

As part of this long-term transition, the City of Verona should coordinate with existing businesses along the S Nine Mound Corridor to identify opportunities for expansion or relocation, in coordination with broader economic development, retention, and expansion programs.

In addition to relocation of existing and recruitment of new industry, the City should continue to work closely with existing industries within the Technology and Business parks to prioritize retention and expansion of operations and build upon existing anchors.



ECONOMIC DEVELOPMENT PROGRAMS



Verona Area Chamber of Commerce Building
Source: Verona Area Chamber of Commerce



Two people training on a laptop

Recruitment Programs

There is a need for more proactive, sustained initiatives in recruiting developers and businesses to Verona to expand the business base and real estate stock. This can be achieved through coordinated and collaborative efforts spearheaded by the Verona Area Chamber of Commerce and supported by the City of Verona's Economic Development Commission, and other regional and state economic development agencies. Business attraction efforts should focus on enhancing the current economy with industries that support existing strengths, including biotechnology, pharmaceuticals, and research and development, and should also have an emphasis on bringing new retail offerings to the market. Creating these relationships could include regular broker or developer check-ins and should also include getting involved in regional and statewide industrial development events. In the long term, the City should consider adding planning staff with economic development expertise to lead coordination and business attraction efforts.

Retention & Expansion Programs

In addition to commercial and industrial attraction efforts, enhancing the competitiveness of existing small businesses through retention and expansion can strengthen the local economy and help them sustain and grow their markets. A partnership among the Verona Area Chamber of Commerce, the City of Verona, the Wisconsin Small Business Development Center at the University of Wisconsin-Madison, and other economic development entities can assemble a suite of resources for small businesses, including information on financing, technical assistance, business operations, marketing support, available real estate opportunities in Verona, and workforce recruitment and retention. The focus of the partnership is to promote the suite of resources and available sites for business expansion to local businesses and industries on an ongoing basis.

VIBRANT DOWNTOWN VERONA



GOAL: CREATE AND SUSTAIN A VITAL DOWNTOWN VERONA.

Community residents and stakeholders desire an economically vibrant and socially welcoming Downtown Verona district. Key strategies focus on enhancing Downtown Verona's walkability and traffic safety, supporting small and local businesses, and expanding the Downtown Verona area's footprint to include broader sections and blocks of Verona Avenue and Main Street. This envisions Downtown Verona as both a commercial destination defined by its visual character, business attractions, and pedestrian-oriented environment.

A vibrant Downtown Verona centers on a revitalized and reimagined Downtown Verona district that capitalizes on its distinct charm through suitable new developments, adding new residential, commercial, and cultural activity.

"I would like to see an actual downtown area. One that draws out of towners in, with the ability to park and be able to walk around."

Verona Resident, Online Survey

THE WHY

The current state of Downtown Verona character, function, and vibrancy.

The following trends highlight the key findings and factors that have shaped the strategies of this section, as well as the local character, downtown identity, and Verona's central core. To dive deeper into Downtown Verona, explore consolidated findings from the research and the ***State of the Community Report in the Appendix***.

1 Downtown improvements are a priority.

The community emphasized that Downtown improvements should be a top priority over the next 10 years, as shown in **Figure 29**.

2 Residents want a walkable downtown.

Community feedback shows strong support for a walkable Downtown anchored by a diversity of businesses, with many community members pointing to successful main street examples to guide future planning.

3 Strong support for small and local business.

There is a strong community interest to attract additional small businesses to Verona through targeted incentives, marketing, and through support of emerging local businesses.

4 Downtown traffic and mobility is an issue.

Community feedback shows a frustration with Downtown traffic conditions, with many community members identifying opportunities to alleviate traffic including more active transportation options, alternate routes and additional travel lanes. Among transportation topics city-wide, this was the #1 issue, shown in **Figure 30**.

5 Character and vibrancy are key gaps. The community recognizes Downtown's potential, building on its existing local business, community amenities, and programming, but wants to see investment that strengthens its vibrancy, illustrated in **Figure 31**.

Over the next 10 years, what do you want the city to prioritize improvements in the most?

Verona residents think the city should prioritize Downtown Improvements over the next decade

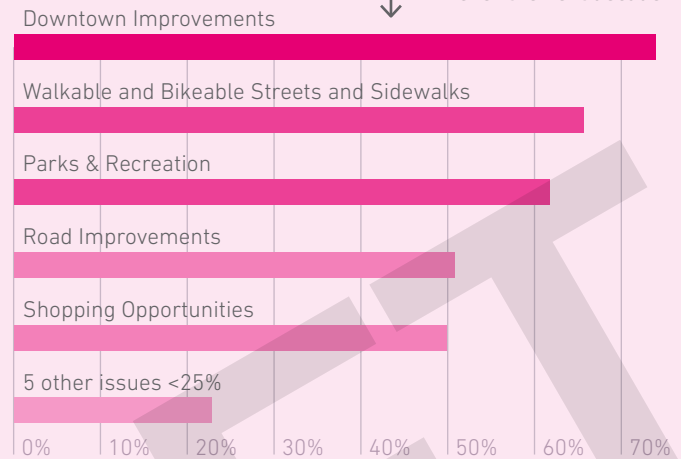


Figure 29: Community survey results for community priorities.

Rate your level of agreement on the statements about transportation. Verona needs...

82% of survey respondents agree...

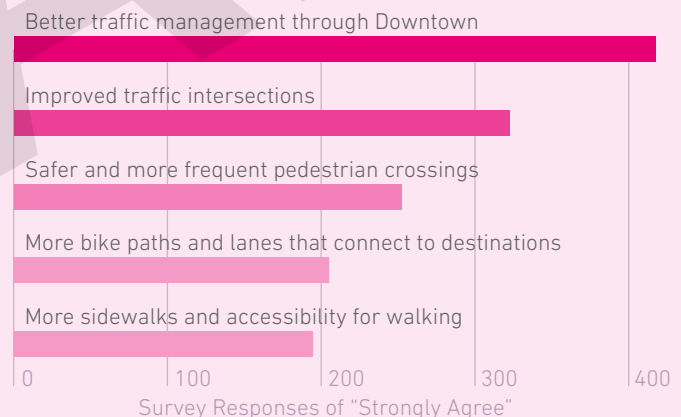
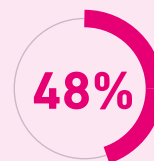


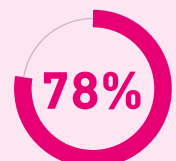
Figure 30: Community survey results on transportation solutions.



are satisfied with the **appearance of public spaces & streets**



are satisfied with **downtown vibrancy**



are satisfied with **community services**

Figure 31: Community survey results on satisfaction with city attributes.

THE HOW

The objectives and action items recommended to support the future of Downtown Verona.

V1 All about Growing Downtown! **Expand downtown with a diverse mix of land uses and an adaptable approach.**

- V1.1 Collaborate with downtown property owners, developers, and investors to assemble and prepare development-ready land parcels capable of supporting well-scaled and thoughtfully designed mixed-use developments.
- V1.2 Leverage request-for-proposals or fee-developer arrangements to develop municipally-owned downtown parcels.
- V1.3 Preserve, maintain, and convert existing downtown buildings to provide affordable spaces for small businesses.
- V1.4 Fund and develop a corridor plan for South Nine Mound Rd and surrounding areas that identifies short- and long-term needs, including site-specific land use, infrastructure, transportation, adaptive use, urban design, and environmental issues.

V2 All about Downtown Architecture! **Facilitate high-quality downtown architecture for new development, adaptive reuse, and enhancement of existing buildings.**

- V2.1 Update zoning code to reinforce downtown mixed-use development with minimal setbacks, transparent façades and storefronts, architectural variety, and pedestrian-scaled frontage with building entrances facing the public right-of-way.
- V2.2 Encourage the reuse of existing buildings that contribute to the district to promote downtown's authentic character.
- V2.3 Create and promote a façade, storefront, and signage improvement grant program for existing traditional commercial buildings.

V3 All about the Public Realm!
Enhance the public realm of downtown Verona and promote downtown as the center of civic, social, and cultural life.

- V3.1 Develop a placemaking plan for Downtown and Main Street corridors, including plazas, seating, branding, wayfinding, public art, bike parking, and lighting.
- V3.2 Assess capital improvements to Hometown Junction Park, downtown streets, and other public spaces to support community-desired social and cultural activities.
- V3.3 Coordinate with historic society to continue to recognize architecturally, historically, and culturally significant buildings in downtown.
- V3.4 Support and promote events, festivals, and local arts groups in downtown areas or using public spaces and community facilities.

V4 All about Downtown Mobility!
Improve mobility within downtown through parking management and intersection improvements.

- V4.1 Implement a consolidated parking strategy for the downtown area, including accessible district parking hubs to reduce reliance on private parking for new commercial and mixed-use developments.
- V4.2 Prioritize sidewalks, streetscapes, bike infrastructure, transit stops, and public amenities that enhance safety and access for pedestrians and cyclists in the downtown area.
- V4.3 Implement intersection improvements at the Main Street and Verona Avenue intersection to prioritize pedestrian safety and improve traffic congestion.

Overlap with Other Goals

- + For details on the transition of industrial land uses along South Nine Mound Rd, see Prosperous Verona (P.1 – All about industrial expansion and consolidation!)
- + For details on the citywide approach to parks and community facilities, see Green Verona (G.2 – All about Parks and Recreation!) and Fundamental Verona (F.1 – All about infrastructure for growth!)

- + For details on the citywide approach to mobility, see Fundamental Verona (F.1 – All about infrastructure for growth! And (F.2 – All about walking and biking! & F.3 – All about transit!)

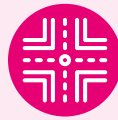
THE WHAT

The specific Downtown Verona outcomes that this plan is intended to foster.

Enhancing walkability, supporting small businesses, and thoughtfully expanding the Downtown will strengthen the character, identity, and appeal of Downtown Verona, re-imaging what the district could become. The outcomes of Vibrant Downtown Verona are outlined below.



An Expanded Downtown Verona. Strengthening the city's core by focusing strategic development in Downtown and along South Nine Mound Rd, will help expand economic opportunities, and develop a vibrant, walkable Downtown neighborhood. Developing flexible zoning combined with proactively engaging with property owners and businesses within the area will help ensure expansion of the Downtown aligns with the community vision and preserve Verona's character.



A Safer Main & Verona Intersection. Improving the intersection at Main Street and Verona Avenue focuses on enhancing pedestrian and cyclist safety while maintaining or increasing efficient traffic flow. Targeted improvements combined with long-term investments in regional roadway connections, will create a safer, more accessible Downtown.



Downtown Vibrancy, Character, & Identity. Enhancing the vibrancy, character, and identity of Downtown Verona should center on a placemaking strategy that reinforces the district's character. By creating cohesive public spaces, improving amenities, implementing a branding and wayfinding system, supporting community programming and events, and preserving historic resources, this strategy will strengthen Downtown as a vibrant, pedestrian-friendly destination that celebrates local arts, business, and identity.



A Downtown District Parking Strategy. The Downtown parking strategy focuses on providing reliable, well-managed parking that supports walkability, activity, and growth. By organizing parking into sectors, prioritizing on-street and small public lots, and planning for larger facilities (when needed), the City can plan for more efficient land use, improved access, and support a vibrant, pedestrian-friendly downtown. The City should be proactive in requiring new developments to set aside land on each block for shared parking, or, where feasible, in acquiring parcels to create new parking lots and facilities.



AN EXPANDED DOWNTOWN VERONA



Future Downtown expansion can build upon recent investments such as the Mill District
Source: Mill District, Steve Brown Apartments

Downtown Growth Areas

Downtown Verona has a compact urban form and footprint, as it historically served as the commercial area for a small hamlet community outside Madison until the 1960s. This compact footprint serves as a constraint to future growth, as commercial blocks directly abut residential neighborhoods to the north, south, east, and west. To the southwest is the light industrial area bounded by South Nine Mound Rd and Military Ridge State Trail. Verona Avenue (USH 18/151 Business) also serves as a barrier to north-south pedestrian movement in the downtown area. However, in recent years, redevelopment has occurred in Downtown, with new commercial buildings along Main Street and adjacent to the Military Ridge State Trail and Hometown Junction Park.

In the future, the City of Verona should explore redevelopment opportunities in Downtown Verona around the intersection of Verona Avenue and Main Street. These opportunities may include the redevelopment of light industrial properties along Railroad St and auto-oriented sites throughout the Downtown area into more pedestrian-scaled

development that supports Downtown growth and activity. Ideally, such redevelopment should focus on mixed-use buildings that combine residential and office spaces above, thereby generating pedestrian traffic and supporting other downtown retail activities. Parcels near the Military Ridge State Trail and Hometown Junction Park may be especially attractive for redevelopment.

At a minimum, the City of Verona should start and maintain discussions with Downtown property and business owners about which parcels are likely to change hands — especially those that might sell or close their businesses — and explore potential development options with brokers and developers. Additionally, a more focused and detailed downtown land use plan that builds upon existing and previous planning efforts could provide a more thorough analysis of potential redevelopment site feasibility, which can then be utilized for marketing purposes. Such a plan can also address parking management in the Downtown.



Aerial view of South Nine Mound Rd Transitional Area, west of the Historic Downtown core
Source: Google Maps

South Nine Mound Road Corridor

The land within the South Nine Mound Rd light industrial area is expected to transition over the long term into a mixed-use area that can accommodate a significant new residential population near the downtown core. In many respects, this transition has already begun with the recent development of the Mill District Apartments, Sugar Creek Commons, Schoolhouse Yards, and the Fairfield and Holiday Inn Express hotels within the Downtown. This transition will take years to happen, and should take the form as prescribed, to a degree, by entrepreneurial passion and community desire.

Key to this transition is adopting a flexible zoning approach that allows for a wide range of uses including retail, light manufacturing (such as coffee roasting), service, residential, and a mix of any of these uses in response to consumer demand and opportunity. New uses and developments should occur when current users sell or vacate their buildings. Many of the buildings on South Nine Mound Rd are not at the end of their useful life, but may be better suited for a adapted use or as a future development site to align with the City's vision for the corridor.

A “mixed activity district” designed and intended to permit a wide range of retail, service, small-scale light manufacturing, office, and residential uses would provide a transition strategy. This strategy would benefit from urban design treatments that help integrate different land uses into one cohesive neighborhood, including but not limited to landscaping, wayfinding signage, and enhancements to bike and pedestrian infrastructure.

The flexibility of uses on Nine Mound Rd could lead to an opportunity for enhanced entrepreneurship opportunities and, potentially, an incubator space. It's proximity to Downtown Verona and Verona Area High School may further support these efforts by creating opportunities for student engagement, learning, and partnerships. As mentioned elsewhere in this plan, a key issue businesses run into in Verona is the lack of appropriate, available real estate for business expansion. Some existing buildings on Nine Mound Rd are both large enough and are not purpose-built in a way that would limit opportunities, but instead offer flexibility from a build-out perspective that benefits small businesses, which often have non-congruent and varying space needs.



A SAFER MAIN & VERONA INTERSECTION



Images for crossing improvements (left) and roundabouts (right) were shared with the public for comment.
Source: NCDOT (left); Town of Windsor (right)

Downtown Intersection

The Verona Ave and Main St intersection suffers from pedestrian and cyclist safety and comfort, and traffic congestion. Intersection improvements in isolation have limited capacity to reduce traffic congestion. The intersection is impacted by regional roadway patterns with a lack of north-south arterial roadways. A redesign of the intersection alone would be unlikely to transform downtown congestion. The future roadway network in **Figure 47 on page 135** identifies future roadway connections to help mitigate traffic issues long-term.

Three solutions were presented to the public at the open house and online: Roundabout, One-Way Couplets, and Maintain Existing with Crossing Improvements.

1. Roundabout: A gateway feature in Downtown that would provide a more consistent flow of traffic. This major capital investment would require acquisition of property to expand the road. Supporters believe it addresses traffic congestion most directly, while opponents believe it would reduce safety for pedestrians and cyclists.

2. One-Way Couplets: Routing of east-bound traffic off of Verona Ave via one-way streets on parallel roadways, reducing the number of cars going through the primary downtown intersection. The community expressed significant concerns about pulling traffic further into the community and in existing residential areas.

3. Maintain Existing with Crossing Improvements: This option limits the impact to the existing roadway function and access, while improving safety and access for pedestrians and cyclists. This option was **most preferred**, with supporters emphasizing the desire for pedestrian safety above all else.

Based on community input, it is recommended that the City of Verona advance improvements to increase the legibility and safety for all modes of travel through the downtown intersection. As new development occurs in the downtown, additional traffic analysis should be undertaken to understand the impact to congestion and safety. The City of Verona should continue to educate the public on the root causes of the downtown congestion, and address traffic concerns holistically through regional roadway coordination and expansion.



DOWNTOWN VIBRANCY, CHARACTER, & IDENTITY



Older structures in the Downtown provide lower rent retail space compared to newer developments and enhance character

Historic Preservation

The City of Verona currently lacks a formal historic preservation program, including an official inventory of significant architectural and historical resources, and it does not officially recognize landmarks or historic districts. However, Verona residents have expressed a desire to preserve the character and scale of Downtown Verona. Maintaining buildings which can be easily converted to modern retail standards can help support small businesses with their lower rent structures than those found in new commercial spaces.

In the absence of a formal preservation program, the City should explore Downtown Verona's potential eligibility for the National Register of Historic Places (NRHP), an honorary designation offered through the Wisconsin State Historic Preservation Office (SHPO) and the National Park Service (NPS). Such a designation does not restrict the use or disposition of the building. However, National Register designation can help promote and market Downtown Verona's historical significance and foster civic pride among Verona residents. Historical designation may also

allow eligible properties to be eligible for some federal and state-level historic preservation tax incentives. A short-term façade improvement program can help address targeted façade and storefront enhancements, including signage and awnings, to create an attractive Downtown Verona pedestrian environment. The City can also market preservation and adaptive reuse opportunities, along with available financial incentives.



Place to sit with seasonal programming, such as food trucks

Placemaking Strategy

A placemaking strategy supports cohesion and enhances the small-town character of downtown, while reinforcing it as a hub for civic, social, and cultural life.

Public Spaces for Civic Life: Add to downtown public spaces to support community desired programming, as standalone capital improvements and in coordination with new development. Lower cost options may include seating options, enhanced lighting, and flexible lots or parklets that can be used for small events and encourage visitors to linger and interact.

A Unified Brand: In coordination with the downtown parking strategy, develop a comprehensive branding and wayfinding system to include consistent public signage and supports public art that celebrates local character and business, helping make Verona Ave and Main St in-particular visually distinct.

Amenities with Aesthetics: Incorporate practical amenities that support walking, biking, and transit in the downtown. Consider streetscapes with pavers, custom transit shelters, branded bike parking, and custom art crosswalks of non-arterial roadways.

The community identified these two images as their favorite precedents of Downtown Placemaking and Activation for the City of Verona through an online survey.



Streetscape with timeless and unified design and consistent tree canopy

Activation Strategy

Along with community arts programs, an activation strategy supports continued investment in community events and ownership of the downtown.

Community Programming & Events: Continue to support festivals, local arts, and seasonal markets. Identify partnerships for year-round programming that draws foot traffic, fosters community pride, and uplifts local businesses and organizations.

Uplift Local Business: Work closely with downtown businesses to expand and support their public presence. This may include programs for outdoor dining, sidewalk sales, street fairs for local businesses (i.e. "Taste of Verona" or similar events), and collaborative marketing efforts.

Civic & Cultural Activation: Streamline the use of community facilities and public spaces for local arts, youth, senior, and cultural organizations, ensuring that the public realm serves as a versatile venue to showcase the people and character of the City of Verona.



A DOWNTOWN DISTRICT PARKING STRATEGY



Consolidated parking with the Downtown should be conveniently located and screened from major roadways

Downtown Parking Strategy

Historically, parking in Verona has relied on small public lots and available street parking. With recent and future anticipated growth, a strategic approach is needed to provide reliable, well-managed public parking that supports development, walkability, and economic activity.

Downtown Parking Sectors, each representing a three-minute walk (approximately 700–800 feet) from its center, are illustrated in **Figure 39**. Parking should be planned and publicly managed at the sector level, rather than on a site-by-site basis, to support the proactive and deliberate acquisition of land and consolidation of public parking.

A more detailed parking study may be necessary to better understand the existing parking supply, utilization, and future demand.

- + C1: Central Sector 1, North of Verona Ave from Jefferson St to Westlawn Ave.
- + C2: Central Sector 2, South of Verona Ave from Marietta St to Lincoln St.
- + W1: Western Sector 1, South of Verona Ave from Legion St to Marietta St.
- + W2: Western Sector 2, South of Verona Ave from South Nine Mound Rd to Legion St.

Public parking in the downtown consists of on-street parking, small public parking lots, and large centralized lots or parking structures. All public parking facilities should be design to accommodate a range of transit options, including electric vehicle charging stations, expanded bicycle parking facilities, and other transit supportive designs.

- + **On-Street Parking:** Primary source of short-term and convenience parking, closest to businesses and destinations. Emphasis on north-south side streets and secondary corridors off of major arterials. Parking should be managed to promote turnover and access.
- + **Small Public Parking Lots:** At minimum, one lot strategically located **within each sector** to supplement on-street supply. Lots should be acquired by the city and sized to meet anticipated demand of the sector. All lots should be intentionally designed to be screened from major roadways and destinations. Parking lot frontage along primary streets should be limited to maintain an active and inviting pedestrian environment. Larger street frontage may be appropriate along side streets where active retail frontage is less concentrated.

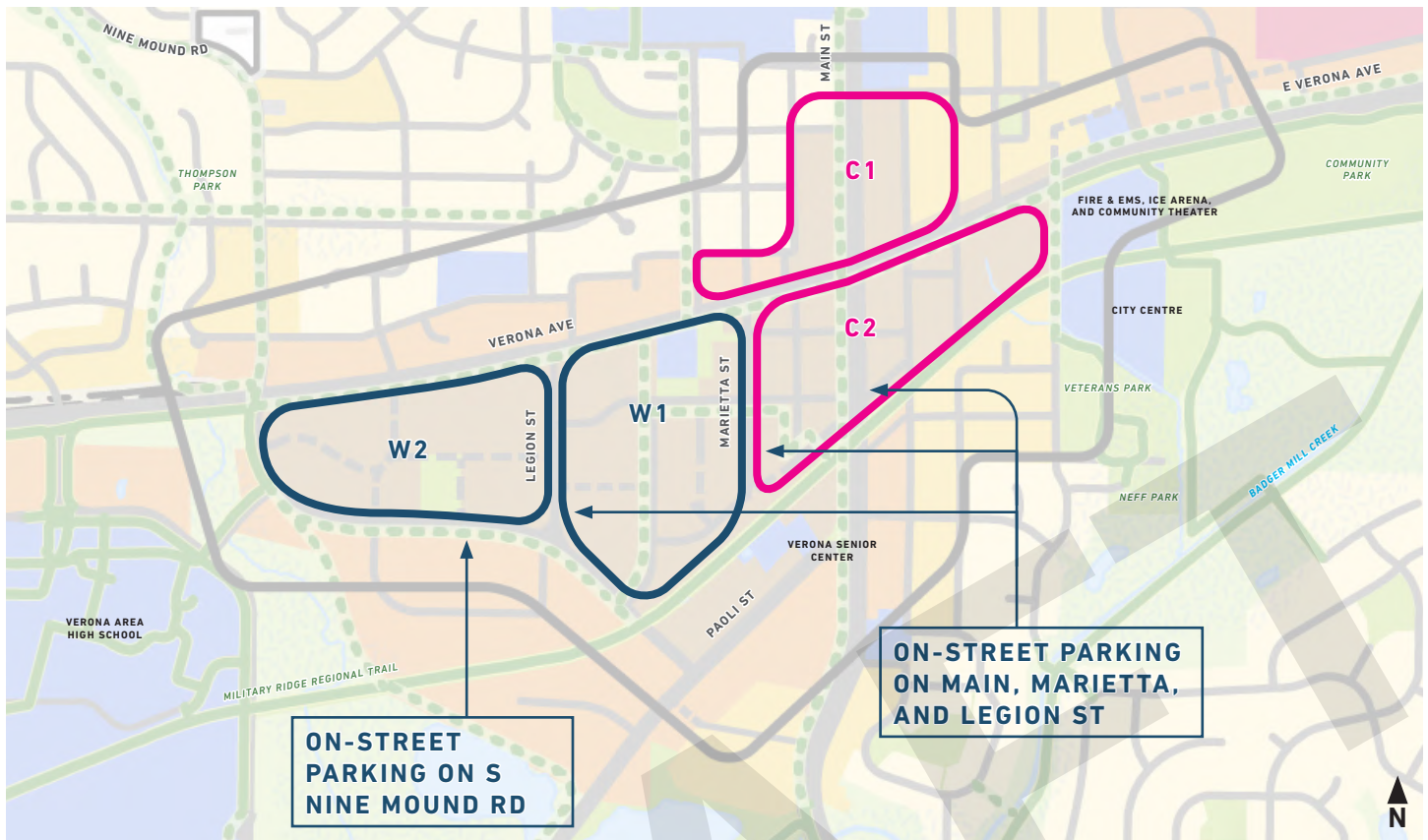


Figure 39: Downtown Parking Strategy Map

- + **Large Public Parking Lots or Structures:** Larger parking facilities, including structured parking, may be planned and developed *at the district level* only when sector-level strategies are no longer adequate. Structured parking should be justified by demonstrated, sustained demand and should be centrally located to maximize access.

The City should take efforts to avoid premature construction of parking structures. As new development occurs, the City should evaluate parking needs at the sector level by assessing:

- + Existing parking supply and utilization.
- + Projected demand associated with new development.
- + Opportunities to improve efficiency through management, reconfiguration, or modest expansion of public parking.
- + Impacts of uses with high peak parking demand, such as fitness centers, event venues, entertainment uses and other similar uses, and whether additional parking may be necessary.

This approach to parking for the downtown supports convenient access and efficient land management, while mitigating the need for every destination and business to have and maintain its own dedicated lot. This strategy is also consistent with the City's policy of not requiring on-site parking for commercial uses within the Central Commercial Zoning District.

Vehicular Wayfinding

To support efficient use of existing and future parking resources, the City should implement a downtown vehicular wayfinding strategy to provide clear directions to designated public parking facilities.

At each public lot, supplementary signage, mapping, or links to digital tools should communicate to visitors nearby destinations, businesses, parks, trails, and community facilities. Wayfinding shall be coordinated with wayfinding across sectors to reduce unnecessary circulation, congestion, and driver confusion.

Parking wayfinding shall reinforce downtown as a walkable environment by emphasizing short walking distances from parking to destinations.

GREEN VERONA



GOAL: PROMOTE A GREEN VERONA.

Green Verona is the guiding strategy for environmental stewardship and the enhancement of green spaces within Verona, thereby reinforcing the city's identity as a community focused on recreation and leisure. It emphasizes expanding trail connections, improving community facilities, and growing the park system. This strategy builds on Verona's reputation as an active, outdoor-oriented community by supporting a Green Verona through the conservation of character and resources, promoting a healthy population, and ensuring that parks, open spaces, and conservancy lands are distributed evenly and easily accessible. It also aims to make Verona more sustainable by reducing carbon emissions and ensuring a healthier, more sustainable future for all residents.

"Encourage builders to incorporate sustainable features in new commercial and residential buildings such as solar panels, etc..."

Verona Resident, OnlinePost-it Note

THE WHY

The current state of Verona greenspace, conservancy lands, parks, and sustainability.

The following trends highlight the key factors that have shaped the strategies of this section, as well as the local parks, environment and preservation of Verona's natural assets. To dive deeper into current greenspace, parks, and sustainability efforts in Verona, explore consolidated findings from the research and the *State of the Community Report in the Appendix*.

- 1 Environmental stewardship is essential to Verona's identity.** It is critically important to residents, see *Figure 40*, that future growth is balanced by the preservation of open space, conservancy lands, natural resources, and proximity to farmland.
- 2 Verona's open space networks are both a regional and local asset.** Parks, conservancy lands, natural areas, and trails within Verona include a layered network of assets managed at City, County and State levels, anchored by the Military Ridge State Trail and Ice Age National Scenic Trail.
- 3 High demand for all things recreation.** Community feedback shows strong satisfaction with existing parks, trails, and community facilities, while also showing a desire for continued expansion and investment from the City, as shown in *Figure 41*.
- 4 Desire for better access to recreation.** Residents noted that some of the best recreational assets (Fireman's Beach, Reddan Fields, Hometown Park) are on the edges of the City and challenging to access without a car.
- 5 Strong community interest in Verona being a leader in sustainability.** The community reinforced strong desires that the City of Verona lead by example, through increased sustainable practices, urban forestry, water management, native landscapes.

Help us understand what quality of life in Verona means to you.

3 of the top 4 factors of quality of life are related to parks, nature, and sustainable mobility

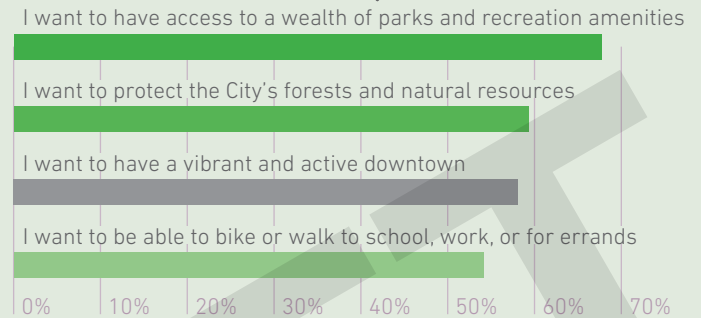


Figure 40: Community survey results for what quality of life means to residents.

What do you enjoy the most about living or working in Verona?

3 of the top 5 items that people enjoy about Verona relate to greenspace or nature

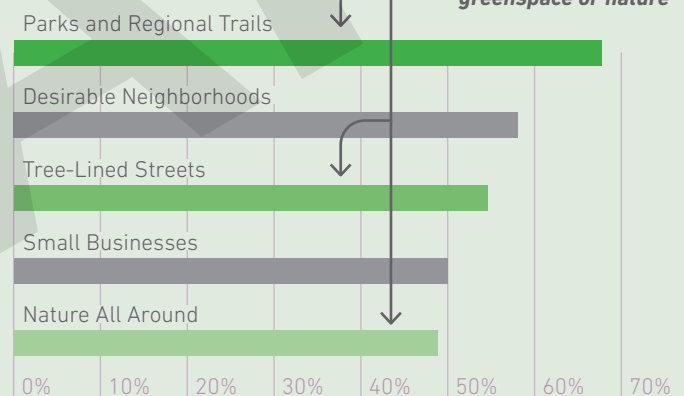


Figure 41: Community survey results for what people enjoy about Verona today (top five shown).



Figure 42: Community survey results on parks, recreation, and trails.

THE HOW

The objectives and action items recommended to support the future of open and green space in Verona.

G1 All about conservation and open space! Preserve, enhance, and expand Verona's open space network through actions, collaborations, and public-private partnerships.

- G1.1 Dedicate land for regional open space and greenway systems along significant environmental corridors, including the Ice Age Trail, Sugar River, and Badger Mill Creek.
- G1.2 Prioritize protecting and conserving existing sensitive environmental corridors through conservation easements and other land conservation tools in growth areas.
- G1.3 Preserve and maintain existing environmental assets as boundaries or integrated features of new development, including woodlands, waterways, and greenways.
- G1.4 Coordinate regularly with CARPC, Dane County, WDNR, neighboring jurisdictions, and public and private interest groups to protect environmental corridors in growth areas and new development, including wetlands, floodplains, and other important natural resources.
- G1.5 Collaborate with WDNR and neighboring communities to enforce environmental protection requirements and mitigate impacts associated with commercial activities and development.
- G1.6 Assess the viability of land trusts and conservation areas through partnerships with public and private organizations.

G2 All about Parks and Recreation! Coordinate with parks departments and agencies to meet local and regional needs for parks, recreation spaces, and facilities.

- G2.1 Develop an update to the city-wide parks plan to guide acquisition and large-scale development of regional and community parks in growth areas to align with anticipated population growth and outdoor recreation and sport facility demand.
- G2.2 Coordinate parks and recreational needs with public and private entities that utilize public parks and organize recreation programming, including VASD.
- G2.3 Increase public awareness of open space, trails, and recreational amenities by adding signage and conducting education and outreach efforts.
- G2.4 Build on the existing number of sporting facilities and sporting events in the Verona Area to increase utilization and promote area economic development.

G3 All about sustainable new development!
Advance sustainable development through the adoption of policies and initiatives that reduce environmental impact.

- G3.1 Adopt policies to promote sustainable design features that reduce energy consumption and the heat island effect in building retrofits and new development.
- G3.2 Adopt Dark Sky practices to minimize light pollution and encourage responsible lighting practices for exterior lighting.
- G3.3 Enforce established low-impact development practices for lands within the Sugar River Area Watershed consistent with the recommendations of the Badger Mill Creek Sugar River Area Study.
- G3.4 Assess options to provide accommodations for electric vehicles in new development and public parking facilities.
- G3.5 Assess zoning and subdivision code updates to require sustainable design features in new developments to address water conservation, energy efficiency, and material choices.
- G3.6 Assess incentives for sustainable design features and infrastructures in new developments.

G4 All about sustainable design practices!
Protect water resources and advance effective utility practices.

- G4.1 Enforce established stormwater management and environmental protection requirements for new development.
- G4.2 Encourage education and information-sharing on energy efficiency upgrades, water conservation strategies, building retrofits, rain gardens, bio-swales, and other sustainable practices that help reduce community-wide impacts on infrastructure and water quality.
- G4.3 Assess strategies for funding maintenance and upgrades of the City's stormwater management systems, including regular evaluation of existing fees and other funding mechanisms.
- G4.4 Assess the impacts of new development to well-head protection areas.

THE WHAT

The specific sustainability and open space outcomes that this plan is intended to foster.

Creating a sustainable and well-connected green system in Verona is achieved by expanding trails, enhancing parks and community facilities, improving access to open space, and supporting environmental stewardship. This approach prioritizes health, recreation, and responsible stewardship of the environment. The outcomes of Green Verona are outlined below.



A City of Green Ribbons. Verona's natural corridors, or "E-Ways", are a key part of its identity and long-term sustainability. By protecting and connecting these corridors — which range from waterways and wetlands to forests and prairies — the City can support sustainable growth while enhancing and expanding the green ribbons that weave throughout Verona.

What is an E-Way?

The term E-Way was originated by UW-Madison Landscape Architecture Professor Philip Lewis in the 1970's. The "E" represents the **educational, environmental, aesthetic, and ecological value** provided by natural corridors to people and cities. The dedication of the first formal E-Way (The Lewis Nine Springs E-Way in Madison) spurred a movement in Dane County to preserve interconnected natural and cultural features including waterways, wetlands, prairies, forests, and Native American mound sites. This approach to preservation supports sustainable urban growth, ensuring that natural areas are a fundamental part of the identity, health, and function of the large community.



Parks & Recreation Expansion. Verona's parks and regional trails make up a key part of the City's character, community livability, and the overall fabric. Expanding and diversifying park types while strategically locating new facilities, will improve access, reduce pressure on existing parks, and enhance the City's recreation network. These efforts ensure residents — current and future — can enjoy a wide range of recreational opportunities while preserving natural areas, and celebrating Verona's amenities.



Green Best Practices. Establishing policies and programs that reduce environmental impact, conserve natural resources, and promote public health will help advance sustainability and resiliency in Verona. Best practices —such as sustainable purchasing, renewable energy adoption, green building strategies, and environmental education programs —provide guidance for municipal operations, support more efficient development, and connect residents to proven approaches and education. By exploring and integrating these strategies, Verona can become a more resilient City and advance forest forward-thinking practices that promote environmental stewardship across the community.



A CITY OF GREEN EDGES & GREEN RIBBONS



Environmental Corridors offer environmental, ecological, aesthetic, and educational value

Ecological Corridors and Forest Preservation

The City of Verona has grown organically around regional environmental corridors, including Badger Mill Creek, the Ice Age National Scenic Trail, the Military Ridge State Trail, and the Sugar River. Verona residents have expressed that being surrounded by natural areas is a critical element to Verona's character and a key factor motivating them to live in the community. As Verona grows, maintaining and expanding environmental corridors through thoughtful land development and land preservation practices will be essential for supporting the community's environmental, ecological, aesthetic, and educational values.

These corridors are reflected in the Future Land Use Strategy, prioritizing continuously forested areas, waterways, wetlands and floodplains. Wherever possible, the City of Verona should encourage developers to set aside land to maintain and, where feasible, expand environmental corridors. Unique geographic elements and high-quality forest stands, even if non-continuous within a larger environmental corridor, should be preserved and incorporated as features within a development. To support these efforts, the City should consider updating its parkland

dedication ordinance to include passive parkland and conservation lands as eligible for parkland dedication credit, where appropriate.

The City of Verona should explore a long-term strategy to transition non-residential development within floodplains to conservation and open space, including the light-industrial developed areas south of South Nine Mound Rd. Any long-term strategy needs to consider a broad set of partners and mechanisms for acquiring, remediating, and conserving land. There are several different mechanisms for this transition that vary depending on the location and condition of the land in question, including remediation programs through the Federal Environmental Protection Agency and Wisconsin Economic Development Corporation grants, land acquisition programs through WDNR, capital programs, and land trusts and land conservation organizations such as Southern Wisconsin Land Conservancy, Driftless Area Land Conservancy, and Groundswell Conservancy.



PARKS & RECREATION EXPANSION

Parks and regional trails are the top element that residents love about the City of Verona. Despite this, population growth has outpaced parks expansion, resulting in a parkland deficit and greater burden on existing park spaces to serve more and more people.

There are a unique types of parks across the study area, including:

- + **Large-scale Recreational Parks:** Regional parks greater than 15 acres to support active recreation programming and sports fields. Community Park and Reddan Soccer Park are examples of this park type.
- + **Neighborhood Parks:** Local parks greater than 5 acres to support play and activities for all ages of children and teenagers, as well as a variety of community programming.
- + **Private Parks:** Small parks associated with an HOA or development not accessible to the greater public. These areas do not contribute to city-wide park space.
- + **Passive Parks/Conservation Areas:** Open lands and environmental corridors limited to land conservation, passive recreation, trails, walking paths, and nature-based programming.

In particular, there is demand for large-scale recreational parks south and east of US 18/151. Continued refinement of future park locations, acreage, and types will be developed as part of the City of Verona Comprehensive Outdoor Recreation Plan. Proposed parks within the future land use plan are featured in **Figure 43 on page 125** while trails are detailed as part of the active transportation recommendations in **Figure 48 on page 139**.



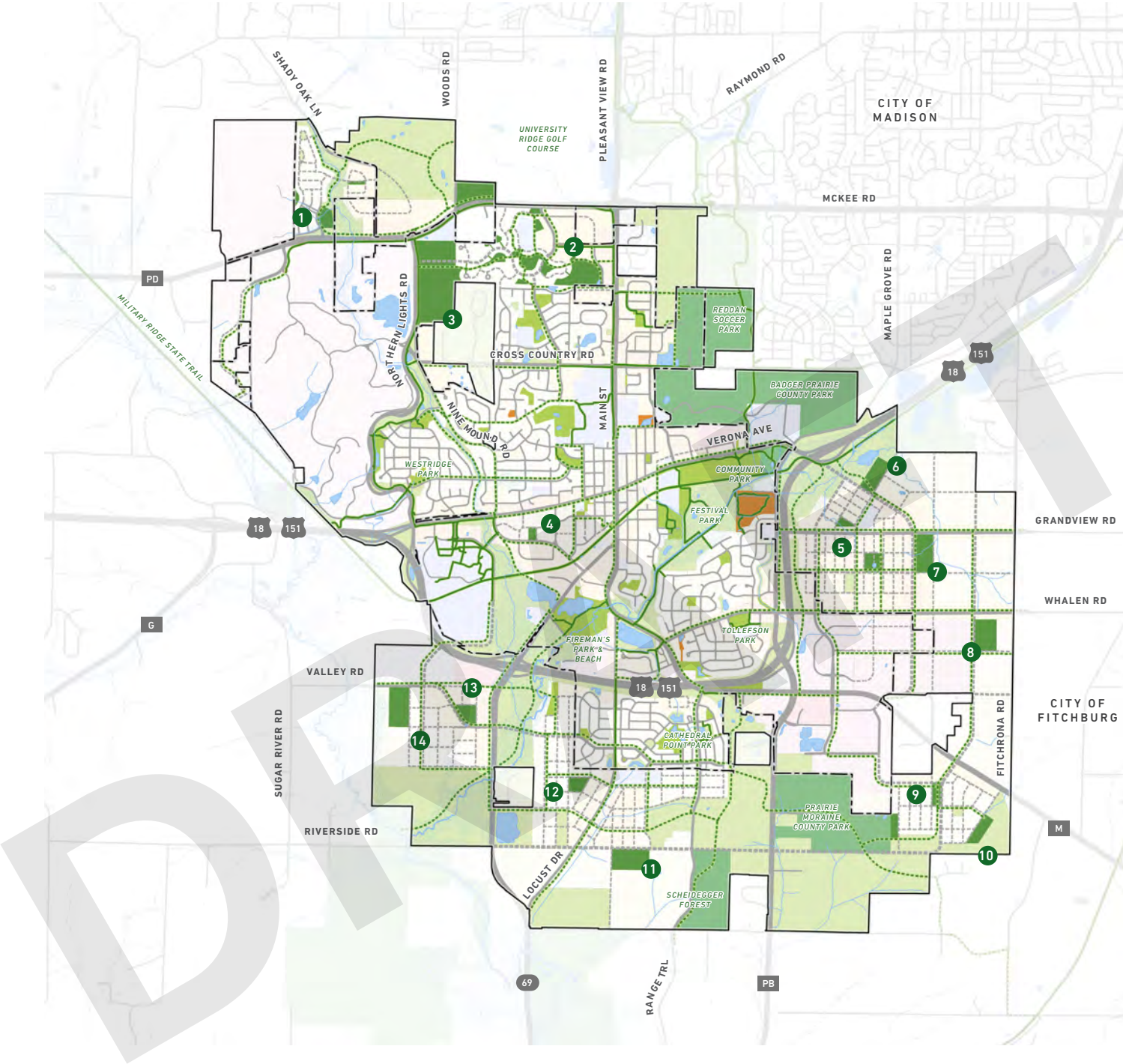
Cross-Country Skiing at University Ridge Golf Course
Source: Visit Verona Facebook Page

Key Proposed Parks *

- 1 Arden Glen Development (**10 acres**)
- 2 Whispering Coves Development (**20 acres**)
- 3 Pit Park (**80 acres**)
- 4 Downtown subarea neighborhood park (**5 acres**)
- 5 East subarea neighborhood parks (**10 acres**)
- 6 East subarea north of neighborhood (**15 acres**)
- 7 East subarea east of neighborhood (**20 acres**)
- 8 East subarea southeast of neighborhood (**20 acres**)
- 9 Southeast subarea neighborhood park (**5 acres**)
- 10 Southeast subarea east of neighborhood (**10 acres**)
- 11 South subarea south of neighborhood (**20 acres**)
- 12 South subarea neighborhood park (**10 acres**)
- 13 Southwest subarea neighborhood park (**10 acres**)
- 14 Southwest subarea west of neighborhood (**20 acres**)

*All proposed park locations and areas are approximate and subject to change. Future revisions to be included as part of City of Verona Comprehensive Outdoor Recreation Plan.

Figure 43: Future Parks and Open Space Map



Legend

- Verona City Limits
- Study Area Boundary
- Proposed City Parks
- Existing City Parks
- Existing City Conservancy Lands
- Existing County or Regional Parks
- Open Lands/Environmental Corridor*
- Floodplain/Environmental Corridor
- Lakes, Creeks, and Streams
- Trails - Existing
- Trails - Proposed
- Roads - Existing
- Roads - Proposed

*Open Lands/Environmental Corridors shown include parklands owned or maintained by the county and regional partners.





GREEN BEST PRACTICES



Solar panels installed at Century School Park
Source: Verona, WI Website Sustainable Verona Page

Sustainable Purchasing

To support community sustainability goals, protect public health, and conserve natural resources, the City of Verona should establish a sustainable purchasing policy. These policies apply to all municipal operations, divisions, and purchases made with municipal funds, while balancing practical implementation and fiscal responsibility. The City can use such a policy to guide vehicle and fleet expansion and replacement, technological systems and upgrades, municipal building materials and mechanical systems, as well as office and janitorial supplies. This policy should also inform vendor and consultant requirements, department-specific responsibilities, and a reporting structure to evaluate the policy's effectiveness and implementation.

Renewable Energy

The City has established a goal of using 100 percent renewable energy for its municipal operations by 2050, as outlined in a 2018 Sustainability Resolution. Verona residents have expressed a desire to reduce their reliance on fossil fuels, not only for private businesses but also for homeowners. There are three concurrent strategies to achieve this goal, which involve reducing energy consumption, coordinating and partnering with

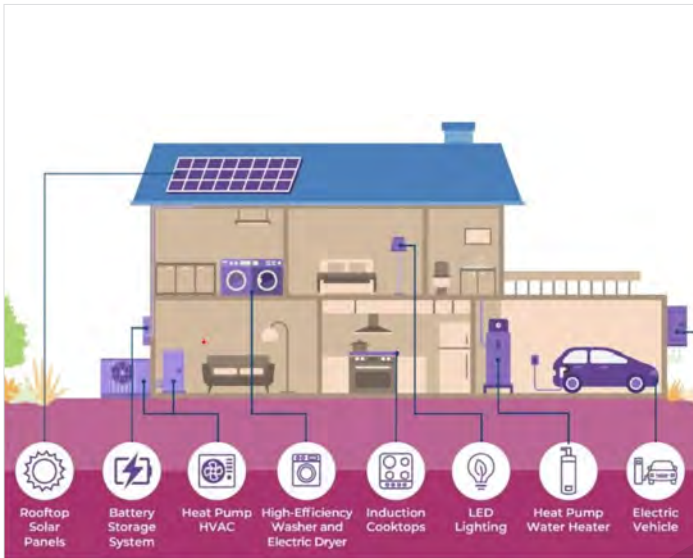


Solar panels on a new private development
Source: Sustain Verona

regional energy providers at the forefront of renewable energy, and offsetting energy needs through localized energy production.

Reducing energy consumption aligns with the goals of sustainable purchasing policy, which can be used to guide the long-term upgrade of municipal buildings with energy-efficient appliances, retrofitting building systems from gas to electric or alternative energy sources such as geothermal, and replacing municipal fleets with high-efficiency, hybrid, or electric vehicles. The City should also explore opportunities to incorporate renewable energy features into community facilities and public infrastructure, such as solar-equipped buildings or structures.

The City of Verona should continue to partner and coordinate with regional agencies and energy providers such as the Dane County Office of Energy and Climate Change, Alliant Energy, and Focus on Energy. These groups offer programs with resources and rebates to help businesses and homeowners upgrade to high-efficiency appliances, convert to building electrification, install solar panels, and invest in local renewable energy sources and credit programs.



Sample diagram of Green Building appliances
Source: City of Palo Alto Utilities

Green Building Practices

The City should encourage green building practices for new development. Many of these strategies relate to compact and walkable development patterns informed by land use and zoning outlined within **Livable Verona** that reduce automobile dependency and collectively leverage community infrastructure investments. New buildings should be encouraged to meet energy efficiency baselines through recognized national and state standards, provide passive energy architectural design, integrate on-site solar energy production or geothermal, and integrate all-electric building readiness and long-term electrification to reduced reliance on non-renewable energy sources. Locally sourced building products should be encouraged to reduce transportation impacts.

The most sustainable buildings are those that already exist, as new construction is a significant contributor to greenhouse gas emissions. The City should employ strategies to support historic preservation (see Vibrant Downtown Verona) and sustainable maintenance to extend the life of existing public and private buildings.

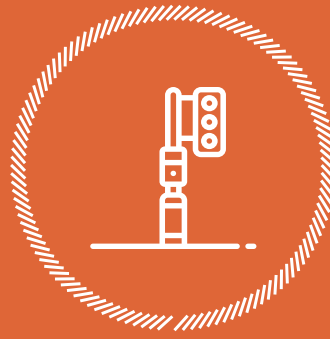


Prairies and pollinator habitats provide aesthetic and natural value
Source: Sustain Verona

Environmental Education

Verona residents have routinely requested that sustainability be a priority for the future. The Sustainability Task Force and groups like Sustain Verona have made significant strides to advance sustainability programs. The City should develop an environmental education program in coordination with the Sustainability Task Force, the Parks Department, Sustain Verona, VASD, and local businesses and non-profits, among others. This program should communicate actions taken by the City to incorporate sustainable practices, connect homeowners and businesses with available rebate and funding programs, educate the public and school-age children through programming opportunities and curriculum, and oversee park and open space development to create opportunities for outdoor education and interpretation.

FUNDAMENTAL VERONA



GOAL: BUILD AND MAINTAIN SYSTEM CAPACITIES AND SERVICES.

Fundamental Verona focuses on enhancing and improving infrastructure, transportation networks, community facilities, and utility systems to support growth, improve connectivity, expand mobility options, enhance quality of life, and invest in future growth. Building on Verona's established systems and services, the following strategies aim to create sustainably managed and modernized systems.

Community systems have threefold definitions. First, it includes multimodal transportation systems — such as roadways, public transit, and bicycle and pedestrian networks. Second, it encompasses water and sanitary systems necessary for residential, commercial, and industrial growth. Third, infrastructure and also community facilities such as community centers, senior centers, libraries, and parks (also featured in Green Verona). The purpose of this section is to describe the current status of community systems and outline strategies for system improvements in the context of land use and planning strategies.

“I would love more public transportation options. Currently, there is very limited service...stops closer to neighborhoods would be appreciated, and more consistent service...Walkable and lively neighborhoods are what I would like to see the most.”

Verona Resident, OnlinePost-it Note

THE WHY

The current state of infrastructure and transportation systems.

The following trends highlight the key factors that have shaped the strategies of this section, as well as infrastructure planning, transportation and the systems that keep Verona running. To dive deeper into current infrastructure systems in Verona, explore consolidated findings from the research and the *State of the Community Report in the Appendix*.

- 1 Verona's Water & Sewer Systems are Well-Established but Approaching Capacity in Key Areas.** Verona's current water system meets the community's needs. To support projected population growth and anticipated new developments, new pump and/or lift stations are needed in the south and east areas of the City.
- 2 Verona's Roadway network has been burdened by recent growth.** Hotspot locations of car crashes involving bikes and pedestrians are concentrated along Verona Ave and at major arterial intersections or highway on-ramps, as shown in *Figure 45*. Traffic, particularly through the Downtown and north-south, was frequently cited by residents.
- 3 A Culture for Walking and Biking with key Gaps in Facilities.** The existing regional trail system is beloved by residents and there is an appetite for better local connections to trails and destinations to better support active transportation.
- 4 Demand for Expanded Community Gathering Spaces.** In stakeholder interviews and public meetings, the Senior Center was frequently cited as needing additional space and services to keep up with the City's growing population. Other residents noted the need for a new community center to provide a centralized gathering space and programs for the community.



Figure 44: Community survey results of City element satisfaction.

From 2019 through 2023 (5 years), there were...

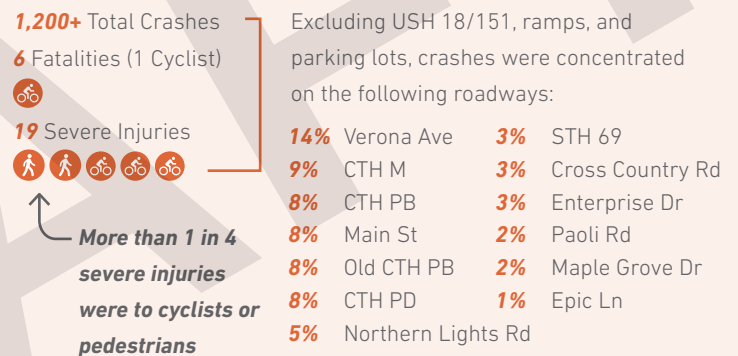


Figure 45: Crash Data for the City and Town of Verona, 2019 to 2023.

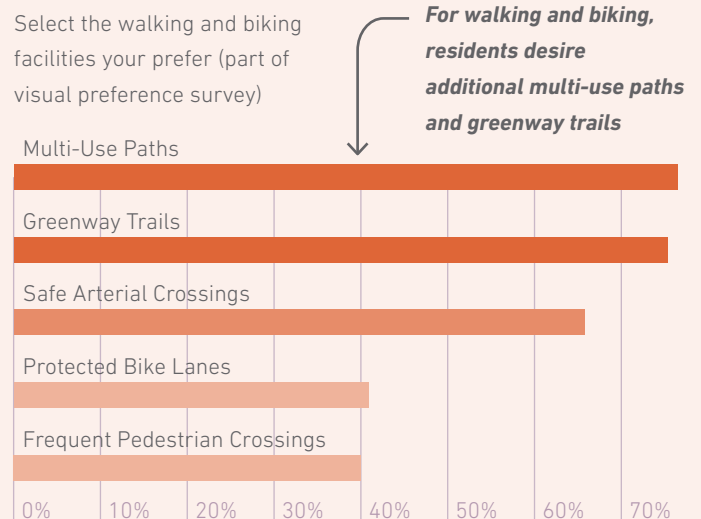


Figure 46: Community survey results for top desired solutions to support walking and biking (top 5 of 10 shown).

THE HOW

The objectives and action items recommended to support the future of open and green space in Verona.

F1 All about Regional Infrastructure Coordination! Coordinate infrastructure, services, and community facility needs with relevant municipal departments, regional, and state agencies.

- F1.1 Coordinate on an annual basis with VASD on utility and transportation needs for existing or future school facilities located in Verona and Fitchburg.
- F1.2 Coordinate with CARPC, the Dane County Cities and Villages Association (DCCVA), and the MMSD on general policies regarding the extension of utility services and sanitary sewer-related matters in Verona.
- F1.3 Coordinate with WisDOT, Dane County, Town of Verona, City of Madison, and the City of Fitchburg to refine and implement Verona's future roadways map, including identification and alignment of planned arterial street corridors.

Overlap with Other Goals

- + For details on housing and land-use strategies in growth areas, see Livable Verona (L.1 – All about growth!)
- + For details on the downtown approach to mobility, see Vibrant Verona (V.1 – All about Downtown mobility!).
- + For details on the preservation of environmental corridors and parks that may support trails and multi-use paths, see Green Verona (G.1 – All about conservation and open space! & G.2 – All about Parks and Recreation!).

F2 All about Infrastructure for Growth! Expand and future-proof a well-distributed system of infrastructure, services, and community facilities to support growth areas and development, existing neighborhoods, and employment centers.

- F2.1 Implement or retrofit critical utility and transportation infrastructure to align with and catalyze development in growth areas with active interest from property owners and investors.
- F2.2 Assess additional funding strategies to help underwrite the costs of infrastructure needs.
- F2.3 Coordinate with Verona municipal departments on Public Library, Community Center, Senior Center, parks, and other community facilities to address needs and expansion to align with anticipated population growth and demand.
- F2.4 Maintain high-quality waste disposal and recycling services to Verona residents and promote Dane County composting programs for both residential and commercial users.
- F2.5 Coordinate with Verona Police, Verona Fire, and Fitch-Rona EMS to ensure consistent high levels of service, community protection, and maintenance of an EMS station within the City of Verona.

F3 All about Roads!**Expand the roadway network and enhance the implementation of roadway projects.**

- F3.1 Advance and implement study of connected street grids in growth areas, north-south arterials between jurisdictions, an east-west arterial or connector loop south of USH 18/151, and a full access interchange and extension of East Verona Avenue and USH 18/151.
- F3.2 Evaluate strategies that discourage cut-through traffic in residential areas through roadway design and traffic management measures.
- F3.3 Coordinate preferred truck routes and associated roadway design standards with WisDOT, Dane County, and neighboring jurisdictions.
- F3.4 Implement mobility improvements to meet the Americans with Disability Act report and address the needs of all ages and abilities.

F5 All about Transit!**Explore mass transit expansion and opportunities for transit access.**

- F5.1 Coordinate the expansion of regional bus service to and within Verona with Madison Metro Transit.
- F5.2 Promote accessible transit services within the community.
- F5.3 Support higher-density development along future regional transit routes, including CTH M, Main Street, and the east growth area.

F4 All about Trails, Walking, and Biking!**Expand the active transportation network of multi-use paths, trails, and bike infrastructure for pedestrians, cyclists, and micromobility users.**

- F4.1 Construct sidewalks as part of all new or reconstructed roadway projects.
- F4.2 Construct multi-use paths or bike lanes as part of all new or reconstructed arterial and collector roadway projects.
- F4.3 Implement sidewalks and multi-use paths retrofits within traditional neighborhoods that lack sidewalks to close key gaps in the pedestrian network and support mobility and safety.
- F4.4 Construct sidewalks, multi-use paths, or bike lanes to close “first-last mile” gaps to regional trails, schools, community facilities, transit corridors, and the existing Park & Ride at Old CTH PB and East Verona Ave, in alignment with the comprehensive plan and citywide Bike Plan.
- F4.5 Implement a citywide integrated trail and multi-use path network to connect neighborhoods to the greater Dane County region and reinforce Verona’s identity as a “Trail City USA”.

THE WHAT

The specific infrastructure, transportation, and trail outcomes that this plan is intended to foster.

By modernizing, enhancing, and planning for Verona's municipal infrastructure, transportation networks, and community facilities, the City can provide resilient systems that support current and future residents while fostering growth. The outcomes of Fundamental Verona are outlined below.



A Better Connected & Safer Roadway Network.

Focusing on expanding and modernizing the City's transportation network will improve safety, support future growth, and enhance connectivity and mobility for residents, visitors, and businesses. By prioritizing upgrades as Verona grows, the City can ensure that all parts of Verona remain accessible, safe, and well-connected.



A Comfortable Place to Walk, Bike, and Bus. Focusing on Verona's multi-modal transportation network responds to the community's desire for a more expansive and connected system. Closing trail and sidewalk gaps, linking neighborhoods with regional trails, and enhancing connections to transit service will support seniors, students, commuters, visitors, and residents alike. Promoting a more active, accessible, and sustainable transportation system will provide residents with better alternatives to driving.



Community Facilities for both an Older & Younger Verona. Providing community facilities that meet the needs of residents across all generations helps foster a stronger, more connected community. Investing in these facilities ensures accessible, adaptable, and engaging spaces that offer equitable access to learning, recreation, and social gathering for all ages. Together, these efforts create a comprehensive amenities system in Verona that supports residents long-term and strengthens opportunities for connection within the community.



Utilities to Align with Growth. Creating water, sanitary, and stormwater systems that meet the needs of a growing population, support future development, and maintain reliable utility services is a key outcome of this planning effort. Investing in targeted investment — such as water towers, pumping stations, transmission mains, and sanitary sewer expansions — will ensure that growth areas and subareas are well-served, providing users with consistent access to essential utilities. Together, these efforts will establish a resilient, modern utility system that supports long-term growth and reliable service delivery.



A BETTER CONNECTED & SAFER ROADWAY NETWORK



Local roadways within the Schoolhouse Yards Development

Roadways Strategy

The Roadways Strategy serves as an essential counterpart to the Future Land Use Strategy, outlining future transportation improvements within the Verona municipal limits and in its projected growth areas. These recommendations will support Verona's image, public safety, future growth and development, regional connectivity, neighborhood access and livability, industrial activities, active transportation, and mass transit linking within Verona and to adjacent cities. Capital projects, subdivision codes, and other municipal regulatory tools serve as the primary means by which to implement the future transportation strategy, ensuring lock-step alignment between future land use and how residents move.

Verona's street grid has experienced increased congestion over the past decade, primarily due to the rapid growth of both the City of Verona and the greater Madison region, the increased concentration of jobs within Verona, including the Epic Systems Corporation campus, and the limitations of the historic city roadway network. Notably, a lack of alternative routes creates a peak-hour bottleneck at the Verona Avenue and Main Street intersection. Traffic downtown was listed as the top concern of residents, particularly the impact on pedestrian safety and the barrier it creates for people trying to cross north and south across Verona Avenue.

The City of Verona recognizes the need for its transportation system to expand and modernize, facilitating and supporting future growth.

Future Roadways Map and Roadway Types

The future roadways map **in Figure 47** provides the framework for roadway expansion aligned with future growth of the City of Verona. The proposed network illustrates existing and proposed roadways categorized by roadway types, described below and in **Table 7**.

- + **Arterials** are roadways of regional significance, with higher anticipated traffic, and connections beyond the city limits, such as county highways. These corridors support multi-use paths that extend beyond the city limits.
- + **Collectors** are roadways of local significance, as primary routes between neighborhoods, links to major destinations, and as commercial corridors (see below). These corridors support multi-use paths.
- + **Local Roads** primarily provide access to residential areas and are not intended for cut-through traffic. These roads provide the backbone of the city-wide sidewalk network and provide street parking for neighborhoods.
- + **Commercial Corridors** are arterials or collectors that serve as centers of activity for neighborhoods and the downtown. These corridors provide frontage for local businesses and feature street parking and widened sidewalks to support greater numbers of pedestrians.

Key Recommendations*

- 1 East-West Collector through Whispering Coves Development
- 2 Verona Ave and Main St Intersection and Crossing Improvements
- 3 US 18/151 Full Interchange and Verona Ave Extension to CTH M
- 4 North-South Collectors/Commercial Corridors within East Subarea
- 5 North-South Collector linking East and Southeast Subareas
- 6 Extension of Arrowhead Way to link Southeast Subarea to Verona Technology Park
- 7 East-West Loop Rd linking Southeast and South Subareas
- 8 Link between South and Southwest Subarea via bridge over Badger Mill Creek
- 9 Valley Rd Realignment
- 10 Link between Verona High School and Valley Rd via bridge over US 18/151

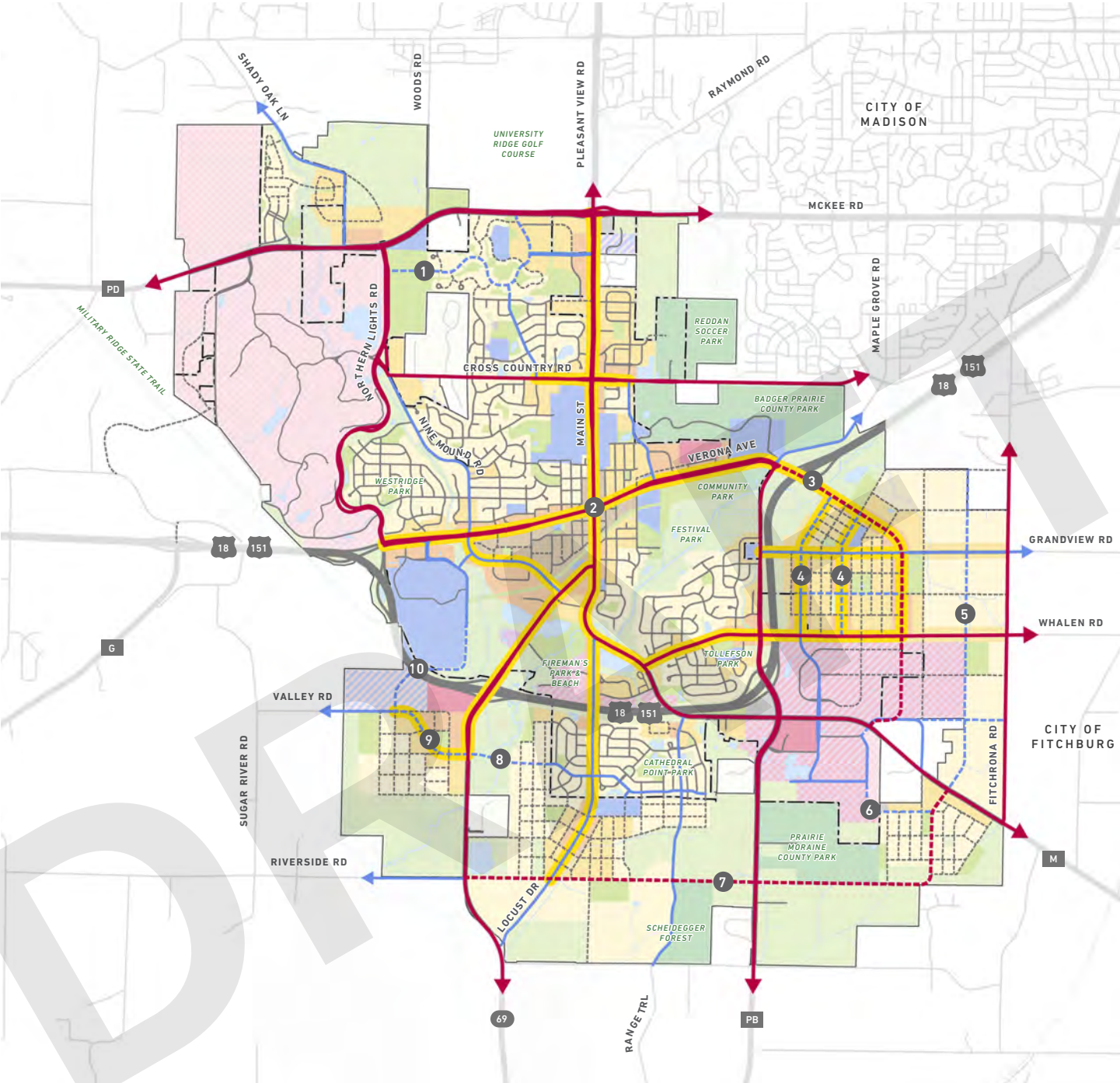
*All proposed new roadway corridors are approximate and subject to change based on future land development and engineering study.

Table 7: Roadway Type Recommendations

Roadway Type	Min/Max Right-of-Way (ROW)	Min/Max Traffic Lanes	Street Parking	Sidewalks	Multi-Use Path**	Additional Features
Arterial	80'/130'	2/5	Contingent on location	Yes	Yes	Median, pedestrian refuge islands
Collector	65'/100'	2/3	Contingent on location	Yes	Yes	Median, pedestrian refuge islands
Local Roads	65'/75'	2/2	Yes	Yes	Contingent on multi-modal plan	Traffic calming, curb extensions
Commercial Corridor	Per underlying roadway type		Yes	Yes, wider sidewalks encouraged	Contingent on multi-modal plan	Pedestrian frontage zone

** Multi-use paths provide a community-supported and high-quality standard for bicycle infrastructure in the City of Verona. For locations where a multi-use path is not feasible or for roadway resurfacing or quick build projects, sidewalks combined with protected or buffered bike lanes may be considered as an alternative, per NACTO guidance.

Figure 47: Future Roadways Map



Legend

- Verona City Limits
- Study Area Boundary
- Downtown Mixed Use
- Neighborhood Mixed Use
- Housing B (Medium Density)
- Housing A (Low Density)
- Institutional
- Industrial
- Destination Commercial

- Mix - Institutional or Commercial
- Mix - Industrial or Commercial
- Office Campus
- Utilities and Transportation
- Parks - City
- Parks - County or Regional
- Open Lands/Environmental Corridor
- Floodplain/Environmental Corridor
- Lakes, Creeks, and Streams

- Arterial Roads - Existing
- Collector Roads - Existing
- Local Roads - Existing
- Arterial Roads - Proposed
- Collector Roads - Proposed
- Local Roads - Proposed
- Commercial Corridor





Traffic calming and dedicated crossings
Source: NACTO

Safety First

The City of Verona recognizes the need to prioritize the safety of its most vulnerable residents. Improved and more frequent roadway crossings at key pedestrian and bike routes across Verona Avenue and Main Street make streets safer, support more residents engaging with local businesses, promote more kids walking and biking to school, and improve the image of Verona by creating a more inviting downtown.



Verona Ave, looking west towards downtown
Source: City of Verona, WI

Regional Roadway Connections

The City of Verona was historically built upon a single intersection of Verona Avenue and Main Street, which served as the sole east-west and north-south vehicular routes through the city. As Verona has grown, there have not been sufficient alternative routes for people to travel through the city or to Madison, Fitchburg, or Middleton, resulting in congestion and cut-through traffic on residential side streets. The Future Roadways Map recommends a long-term strategy to provide alternative regional north-south and east-west roadway connections, as well as new or expanded arterial roadways on the east and south sides of Verona to align with future housing growth. Key to this vision is the WisDOT East Verona Avenue full interchange study and the expansion of East Verona Avenue to CTH M.



Example neighborhood mixed-use gateway corridor
Source: South Main; Buena Vista, CO

Neighborhoods that Connect

The City of Verona is committed to new residential growth that is integrated with the rest of the city. For future development areas on the east and south sides of Verona, major roadways into the city center are increasingly essential for moving cars, cyclists, and pedestrians, while providing an attractive and comfortable gateway to and from each neighborhood. Roadway improvements and enhanced streetscapes are recommended for Verona Avenue, Grandview Rd, Whalen Rd, Locust Drive, and South Nine Mound Rd to support future neighborhood development and desirable roadway connections between neighborhoods.



Older Verona neighborhoods feature block lengths shorter than 400ft
Source: Google Earth

Traditional Neighborhood Grids

The City of Verona is committed to promoting walkability within neighborhoods with neo-traditional development patterns, characterized by a regular local street grid, promote walking and biking within a community by providing greater connectivity to neighborhood destinations and encouraging slower vehicular speeds due to more frequent intersections. In conjunction with the Future Land Use Map, these recommendations promote dense neighborhoods where most residents can comfortably access local schools, parks, and businesses without the need for driving.



A COMFORTABLE PLACE TO WALK, BIKE, AND BUS

Multi-Modal Strategy

As part of the larger roadways strategy and future roadways map in **Figure 47 on page 135**, the multi-modal strategy overlays the key trail, active transportation, and transit recommendations for the city as shown in **Figure 48**. Residents, business owners, and employees expressed a strong desire for greater transportation options beyond driving a car.

Improved and more frequent transit connections within the City of Verona and between neighborhoods serve a growing senior population and help support residential and employment areas that currently lack businesses or other services.

Residents emphasized a strong preference for continuous sidewalks and better connected network of trails and multi-use paths to support walking and biking. The priority is to close trail and path gaps to major destinations and regional trails, provide safe routes across major arterials and collectors, and link schools and parks. Some existing roads were constructed with wider roadway pavement cross-sections than are typically recommended under current standards, creating opportunities to reallocate roadway space for future sidewalks or multi-use paths as streets are redesigned or improved. This includes improving bicycle and pedestrian crossings at all existing USH 18/151 crossings, including both underpasses and overpasses, enhancing bicycle and pedestrian facilities and amenities at existing crossings such as the Military Ridge State Trail (MRST) underpasses, and incorporating facilities into any future USH 18/151 crossings.

New developments are expected to provide a grid of multi-use paths through the neighborhoods, linking residents to downtown and other neighborhoods. Long term, regional greenways are recommended along key environmental corridors, notably Badger Mill Creek.

Transit Recommendations*

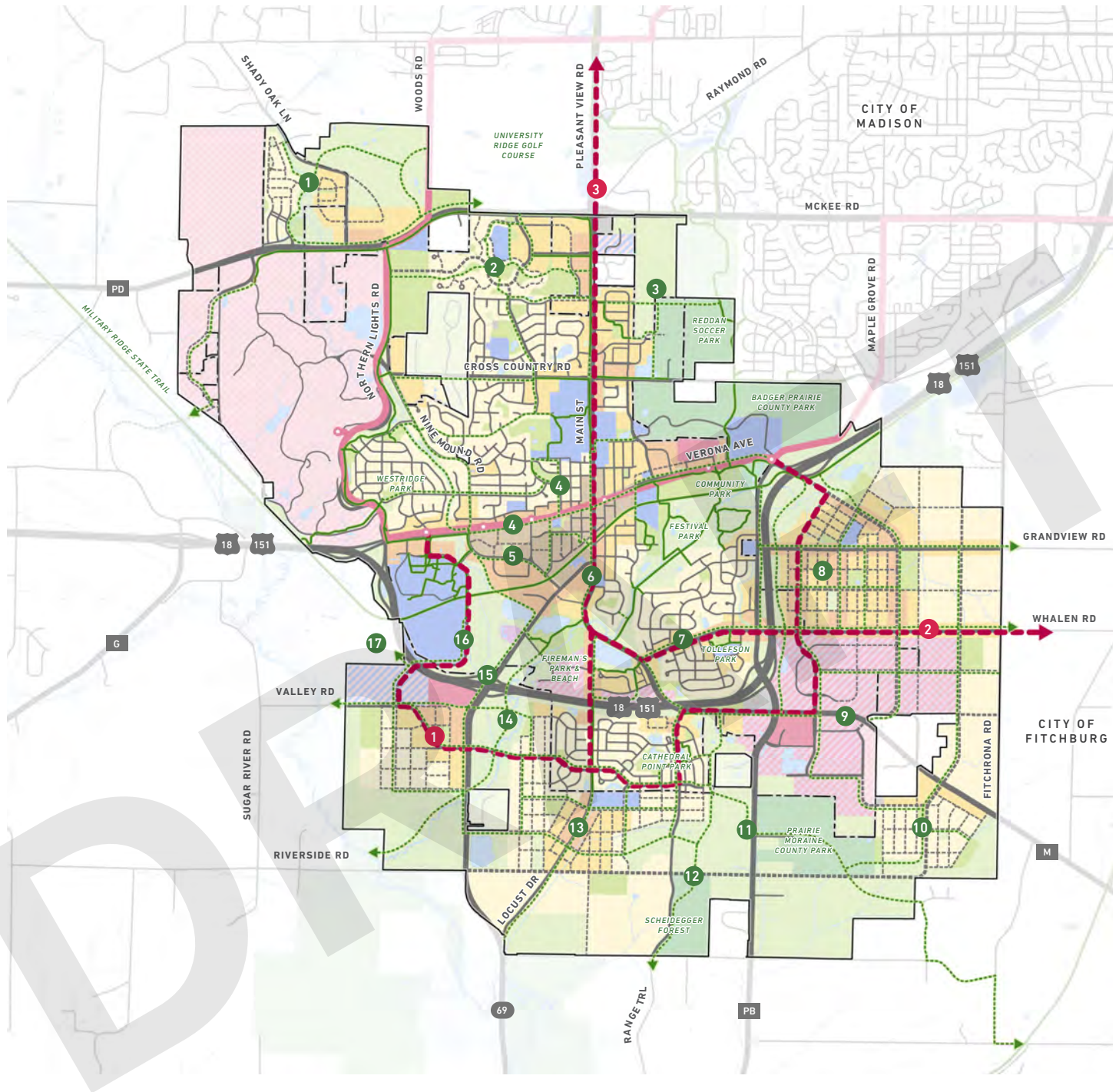
- 1 Transit loop between growth areas
- 2 Future transit connection to Fitchburg
- 3 Future transit extension north along Main St / Pleasant View Rd

Key Bike, and Pedestrian Recommendations*

- 1 Ardent Glen Trail Network
- 2 Whispering Cove Trail Network
- 3 Reddan Soccer Park Connector
- 4 Verona Ave Sidepath and North-South Downtown Connectors
- 5 Nine Mound Rd from Northern Lights Rd to STH 69
- 6 Main St Gap Closure from Badger Ridge Middle School to Badger Mill Creek
- 7 Whalen Rd from Fireman's Park to City of Fitchburg
- 8 East Subarea Neighborhood Trails
- 9 CTH M from Whalen Rd to Southeast Subarea
- 10 East/Southeast North-South Connector
- 11 Ice Age National Scenic Trail Gap Closure
- 12 Scheidegger Forest Greenway
- 13 Locust Dr from Fireman's Park to STH 69
- 14 Badger Mill Creek Greenway
- 15 STH 69 from Nine Mound Rd to Badger Mill Creek
- 16 Link between Verona High School and Valley Rd (as part of proposed roadway bridge)
- 17 Connection from Southwest Subareas west towards Military Ridge State Trail

*All proposed trail and transit corridors approximate and subject to change based on future land and roadway development.

Figure 48: Future Transit & Active Transportation Map



Legend

- | | | |
|----------------------------|-----------------------------------|-----------------------|
| Verona City Limits | Mix - Institutional or Commercial | Roads - Existing |
| Study Area Boundary | Mix - Industrial or Commercial | Roads - Proposed |
| Downtown Mixed Use | Office Campus | Trails - Existing |
| Neighborhood Mixed Use | Utilities and Transportation | Trails - Proposed |
| Housing B (Medium Density) | Parks - City | Bus Routes - Existing |
| Housing A (Low Density) | Parks - County or Regional | Bus Routes - Proposed |
| Institutional | Open Lands/Environmental Corridor | |
| Industrial | Floodplain/Environmental Corridor | |
| Destination Commercial | Lakes, Creeks, and Streams | |





Madison BRT could expand to Verona in the future
Source: Streetsblog Chicago, Steven Vance

Transit that Circulates and Links

The City of Verona recognizes the critical role of transit in reducing the number of cars on the road and providing high-quality connectivity for employees, students, and seniors. Existing transit routes managed by the Madison Metro Transit System provide essential regional connections for commuters between Verona and Madison.

To align with future growth, Metro Transit is recommending increasing the service frequency for commuters by exploring the viability of a future Bus Rapid Transit (BRT) routes and expanding routes with direct connections to adjacent communities to the north and the east, including transit options that circulate between Verona neighborhoods and downtown to increase access for seniors, students, and residents without cars. The City should also explore transit facility improvements such as solar-powered shelters and lighting, net-zero shelters, and green infrastructure to enhance sustainability and improve user experience.

BRT is an upgraded bus system designed for faster and more efficient travel between destinations and cities.

The community identified this trail image as their preferred way to get around on foot or by bike.



Multi-use trails are the backbone of the active transportation network.
Source: Three Rivers Park District, Nine Mile Creek Regional Trail

Trail City USA

Verona is well-positioned to be a premier small city for walking and biking as a daily mode of transportation, thanks to its history of compact development patterns, the confluence of statewide trails, and an established regional year-round walking and cycling culture. The future transportation recommendations include expansion of the sidewalk network, new developments with a regular grid of cycling routes, crossing improvements (*see “Safety First”, Pg. 136*), and expanded trails city-wide.

Multi-Use trails form the backbone of the trail network (**Figure 48 on page 139**). Multi-use trails are a standard width of 10ft wide, with greater widths for high demand areas. The primary path surface is asphalt, although concrete (high traffic locations) and crushed stone (environmentally sensitive areas) may be considered. Buffers to roadways should be 8ft or greater to allow for shade trees, lighting, and path amenities such as benches and bike racks. Trails should be well lit for cyclists and pedestrians along all roadways and parks. In constrained conditions, multi-use trails should be designed to meet NACTO Bikeway Design Guide standards.



COMMUNITY FACILITIES FOR BOTH AN OLDER & YOUNGER VERONA



Verona Senior Center
Source: City of Verona



Community center in Kansas
Source: Olathe, KS Website, Olathe Community Center

Senior, Community, and Public Works Facilities

The Verona Senior Center, operated by the City of Verona and located at 108 Paoli Street, offers a range of benefits to Verona area residents age 55 and older, including exercise and wellness classes, field trips, social activities, meal delivery, and transportation services. Both the City of Verona and users of the facility recognize the need to expand the facility to provide additional space and services for what is expected to be a growing senior population in Verona and the surrounding Dane County communities in the years ahead. Going forward, the City of Verona should plan for the Senior Center expansion on its current site, if feasible, or explore and identify nearby land parcels and buildings for acquisition. This scenario may involve adaptive use or redevelopment of buildings to accommodate expanded service needs while leveraging the presence of the adjacent Military Ridge State Trail.

The City recently opened a new Community Center within the new headquarters for the Parks and Urban Forestry and Recreation Departments, located at 130 North Franklin Street. The facility offers event space and meeting rooms for community members and houses a new recreational after-school program.

As Verona grows in the future, there will likely be additional community facility needs to service the newly developing neighborhoods south and east of U.S. 18/151. This may include a satellite public library or community serving all ages. Locating these facilities near trails, parks, and schools can reduce costs while supporting community interaction, active lifestyles, and safe, accessible environments. A community center could also be co-located with the Senior Center as part of a downtown expansion. As the community center continues to grow, the facilities are accessible to residents to the southern and eastern growth areas.

There are also long-term facility needs for other municipal operations, including Public Works, which has outgrown its current facility on Investment Court and has been in search of a new location. Based on the recently updated facility needs assessment, a future Public Works site would require approximately 20 acres to accommodate administrative offices, equipment and material storage, yard waste drop-off services, and a tree nursery.



UTILITIES TO ALIGN WITH GROWTH



Urban trail winding through green space under power lines.

Utilities & Growth Alignment

At present, Verona is adequately served by its existing water supply and its sanitary and stormwater systems. However, future growth will require new capital investments in water towers, pumping stations, and other infrastructure upgrades to support new development activities.

To unlock future growth potential, the City of Verona will need to prioritize infrastructure investments in specific priority growth areas, particularly in locations where development activity is currently underway or where developer and investor interest is present. The 2015 Water System Master Plan identified new pumping stations, water towers, and transmission mains as key needs to adequately service future sub-area growth. Additional water supply and storage projects needed to maintain system reliability and redundancy are currently being identified through the City's 2026 Water System Master Plan Update. The 2019 Wastewater System Master Plan identified anticipated areas of growth on the south and east side of the City and corresponding sanitary sewer locations and sizes. Since the completion of these studies, redevelopment

within Downtown Verona has increased and will require additional planning and potential utility upgrades to accommodate changing land use patterns and increased water and sanitary sewer demands. Future capital improvements will need to be organized into short-term projects (five years) and mid- to long-term projects (nine years). The City of Verona will complete an updated water system master plan in 2026 aligned with this comprehensive plan.

Public utilities, such as storm sewer, water, sanitary sewer, should be located within City-owned right-of-way whenever feasible, with easements used when necessary. Where feasible, regional stormwater management facilities are encouraged as part of the master-planned developments. These facilities should incorporate upstream pretreatment, such as wet basins, followed by downstream infiltration or bio-retention areas with native plantings. Stormwater facilities should be integrated into site design from the beginning and designed to meet Verona's stormwater management requirements, reducing the need for individual lot-level stormwater facilities.



Continue reading for **Part 4:**
Ready, Set, Go!

PART 4: READY, SET, GO!





IMPLEMENTATION STRATEGIES

ROLES AND RESPONSIBILITIES

Envision Verona outlines a 30-year vision for growth and development, created through extensive stakeholder engagement. Continued commitment by the City of Verona in ongoing implementation will be essential to turn the vision of a growing and thriving Verona community into reality. A key component of this commitment will be consistent and ongoing collaboration with residents, key partners, local businesses, industries, property owners, and investors. Moving forward, key implementation measures for the Comprehensive Plan include its zoning and boundary agreement strategy.

Implementation of Envision Verona is a coordinated effort between the City, partner agencies, community stakeholders and residents, and the boards, commissions and committees that make up Verona's governing body. Adoption, amendments, and overall policy direction are guided by Wisconsin Statutes §66.1001 and the authority granted to the City of Verona. The City of Verona, along with its staff and governing bodies, is responsible for ensuring that the ordinances, policies, capital improvement projects and programs, and related decisions align with the goals, strategies, and recommendations of this Plan to the best of their ability.

Several governing bodies, Verona City Staff, and other interested parties will serve in key roles, have additional responsibilities, and be part of the implementation of this plan, those include:

Plan Commission

The Plan Commission plays a critical role in the adoption and ongoing implementation of the comprehensive plan and serves in a key advisory role in planning-related review and decision making. The commission uses the comprehensive plan as a guiding document in decision making on proposed amendments, rezonings, subdivisions, development proposals and other related commission responsibilities, ensuring the community growth and development is consistent with this Plan.

Municipal Staff

City of Verona staff play a direct role and ongoing role in implementing the action items and strategies identified in this Plan. Staff coordinate and administer land use planning, review and submit grant applications, guide infrastructure investments, prepare and manage capital improvement planning, maintain data and mapping resources, and draft the City's budget, among other municipal responsibilities. Through these responsibilities, staff directly implement the vision of this Plan with day-to-day City operations and decision-making.

Intergovernmental Agencies

Coordination and collaboration between the agencies listed within this plan and those in the greater region will play an important role in consistency, planning, investment, and protection. Keeping connected with other governments and municipalities will allow Verona to spread costs, prevent duplication of efforts, coordinate projects, and ensure Verona is locally and regionally connected.

Community Organizations and Agencies

Community organizations and agencies play a role in the implementation of the comprehensive plan by advocating for implementation of the plan and its recommendations and strategies, providing support to the City, and in some cases directly implementing portions of the plan. These organizations and agencies are key in providing local resources for implementation and local direction.

Developers, Builders & Investors

Developers, Builders and Investors play a role in implementing the comprehensive plan by investing and developing physical spaces and places. This role is an important role as it is focused on the build out of plan recommendations, and it greatly influences the character and development of Verona.

Elected Officials

Elected Officials play a supporting role, using the plan as a guide as decisions are made citywide. They use the plan to guide review, decision making, support the vision, and ensure Verona's goals for the future are at the forefront of policy and development discussions, and make final decisions regarding budgets, policies, and major land development proposals.

Community Members

Community Members also play a supporting role in the plan's implementation through participation in visioning and engagement opportunities, advocating for the plan strategies and recommendations, aiding where possible, and being the source of local knowledge and insight. Community members provide Verona with a source of feedback and guidance for updates to the plan.

PLAN REVIEW AND UPDATES

This comprehensive plan is meant to be a living document, meaning it should be actively used, reviewed regularly, and easily adaptable. Plans such as these look at the long-term future of a community, and as the plan is implemented community priorities and needs may change, challenges or opportunities may arise, funding resources may shift, and other unforeseen circumstances may come up. Having a plan for these updates and review is critical to ensuring the plan stays relevant, implementable, and continues to match the vision for the future of Verona.

As established in the previous comprehensive plan and through Wis. Stat. §66.1001 plan updates should follow the following process for updates:

- + Amendment requests shall be reviewed by the City Staff for completeness, consistency, and alignment with City goals /policies and other planning efforts. The request shall then be forwarded to the Plan Commission for consideration at a regularly scheduled commission meeting;
- + If the Plan Commission supports the update, then staff shall compile a report and supporting documentation of the proposed text, map or other plan changes;
- + Staff will then publish notice, following all notification requirements, informing the public of the following:
 - » The proposed amendment;
 - » The public hearing date, time and location;
 - » The details of the proposed amendment and where additional information can be found.

PLAN UPDATES, REVIEW & TRACKING

- + Provided at least 30 days prior to the scheduled public hearing as described in Wis. Stat. §66.1001(4)(b) and Wis. Stat. §66.1001(4)(e). The notice should include all required information per Wis. Stat. §66.1001(4)(d).
- + The Plan Commission shall conduct a public hearing, where comments regarding the proposed amendment are submitted and solicited;
- + The Plan Commission shall place the proposed amendment on the agenda of a meeting of the Commission for consideration;
- + Following the public hearing, the Plan Commission shall make a recommendation for denial, approval, or conditional approval for the proposed amendment;
- + The proposed amendment shall then go to the Common Council, where they shall consider the recommendation from the Plan Commission at a regularly scheduled meeting of the Council. The Council may recommend changes to the recommended plan from Plan Commission;
- + The Common Council then shall vote to approve or the deny the proposed amendment through an ordinance. A ordinance shall be drafted to adopted the proposed amendment by majority vote of the full membership of the Council if approval is pursued;
- + If the amendment is approved and adopted, Staff shall send copies of the adopted ordinance and amendments to all adjacent governmental jurisdictions and other bodies as identified in Wis. Stat. §66.1001(4)(b).

The plan should be updated at least once every ten years, and should be updated following the public participation and adoption process of the plan.

The plan should be reviewed on an annual basis, to monitor plan progress, implementation, and to ensure no updates or amendments are necessary. Annual review will help ensure that the plan is being implemented and not just “sitting on a shelf” and will help ensure staff is familiar with the comprehensive plan and its strategies.

Staff should regularly monitor plan progress and implementation through measurable indicators and monitoring schedules, such as the following:

- + **Data Review, Collection and Management:** Staff should regularly review data to track progress of implementation strategies; both internal and external data should be reviewed. Some data that could be used to determine progress includes: building permits, code enforcement, public works records, reports, census data, labor statistics, regional data sources provided by the Greater Madison MPO, state available data, GIS data, land use tracking, development patterns, CIP project completion, commission and board requests, applications, enrollment, transit agencies data and other relevant data sources.
- + **Annual or Biennial Reporting:** Staff should summarize progress on the plan implementation, highlight achievements, share results and flag areas of need on a regular basis through either a annual or biennial report or memo. This will help keep track of plan progress and ensure accountability of plan implementation.

PLAN CONSISTENCY

- + **Implementation Review Process:** Staff should develop a regular process for reviewing plan implementation and progress. A process could be developed in a variety of ways, including annual informal check-ins, quarterly reporting or check-ins, major review halfway through plan implementation, implementation schedule (short, mid, long-term) reviews, full assessment at the end of the planning period. The review process should be developed based on staff capacity and the needs of the city.
- + **Review for Compatibility:** Staff should review proposals and development within the city against this plan to ensure compatibility with the goals and intent of this plan, and implementation strategies.
- + **Tools:** Staff should use a variety of tools to help with monitoring such as GIS mapping, annual reports or memos, database or spreadsheet tracking, dashboards, internal reminders and the like to assist in monitoring progress.
- + **Other Jurisdictions & Requirements:** Staff should remain up-to-date on the surrounding jurisdictions growth and development plans, state and local requirement and law changes, and all other relevant planning that may impact the City of Verona. Staying up-to-date on local and state planning efforts will help staff plan for the future of Verona, find additional opportunities for jurisdictional collaboration, opportunities for funding, ensure staff is knowledgeable on planning efforts, issues and opportunities happening locally and statewide, and provides opportunity for Verona to be involved in local, regional and statewide efforts. Recent example of these changes include state law that affects housing development approvals, housing projections and density planning, and Tax Increment Financing (TIF) authorities.

The Comprehensive Plan Team, Task Force, Consultants and City of Verona Staff have worked hard to ensure that this comprehensive plan is consistent, cohesive, and minimizes conflict between sections. From these efforts, the planning team believes that there are no conflicting sections within this plan, and any conflicting texts will be remedied according to the Plan Updates process as outlined in this plan and determined by any relevant state and local requirements.

ZONING STRATEGY

The City of Verona’s current zoning codes were approved in May 2021 and are regularly updated to meet the needs, wants, and standards set by the City of Verona and its residents. The current zoning code encompasses a diverse range of zoning districts, including agriculture, residential, commercial, office, industrial, institutional, and planned development. Zoning plays a vital role in the comprehensive plan by helping implement the Future Land Use Map in **Figure 10 on page 61**, supporting community character and development, aiding in planning for infrastructure and services, guiding growth and development, and aligning with the overall vision and goals of the City of Verona and its residents. This strategy outlines recommendations on future zoning code updates and policies.

Land use and zoning in Verona are managed through the comprehensive plan, zoning map, zoning regulations, signage, and subdivision codes. These codes consist of regulations and standards developed and adopted by the City under state guidelines, governing the use and development of land within its jurisdiction. Zoning aims to support the city’s growth, development, and the protection of its character, resources, and residents.

This comprehensive plan presents a 30-year vision for the future of land use within the study area. This vision reflects possible outcomes based on community insights, expected property development, land use changes, and planning opportunities. From this vision, thirteen (13) future land use categories were identified and described **on page 60**. Each of these categories corresponds to a zoning district that best aligns with the goals and descriptions of the proposed land use. **Table 8** shows the alignment between the zoning districts and the proposed land uses.

Table 8: Future Land Use Categories and Zoning District Alignment

Future Land Use Categories and Zoning District Alignment	
Future Land Use Category	Best Aligned Zoning District
Downtown Mixed Use	Urban Residential (UR), Central Commercial (CC)
Neighborhood Mixed Use	Mixed Residential (MR), Urban Residential (UR), Neighborhood Office (NO)
Low-Density Residential	Neighborhood Residential (NR)
Mid-Density Residential	Mixed Residential (MR), Urban Residential (UR), Neighborhood Residential (NR)
Destination Commercial	Suburban Commercial (SC)
Industrial	Urban Industrial (UI), Suburban Industrial (SI)
Office Campus	Suburban Office (SO), Suburban Industrial (SI)
Institutional	Public Institutional (PI)
Parks	Public Institutional (PI)
Open Lands and Environmental Corridors	Public Institutional (PI)
Utilities and Transportation	Public Institutional (PI)
Mix - Institutional or Commercial	Suburban Commercial (SC), Public Institutional (PI)
Mix - Industrial or Commercial	Suburban Commercial (SC), Suburban Industrial (SI), Urban Industrial (UI)

ZONING CODE RECOMMENDATIONS

Going forward, the City of Verona should align the future land use recommendations with the zoning code, regulations, and policies. To guide decision-making and to support this alignment, the following strategies have been developed:

Land Use Buffering: The City of Verona should explore options to establish a stronger buffering standard between existing industrial and projected residential growth areas, landscaping alternatives include increasing setbacks, adjusting building orientation, using berms, limiting operational hours, and incorporating transitional spaces, such as trail corridors, utilities, or stormwater management systems. In the Nine Mound Road transition areas, straightforward buffering treatments such as dense evergreen vegetation and low fences, walls, or berms can be employed between transitioning existing light industrial uses and new residential and commercial development. Any new light industrial use entering the Nine Mound Road area and any adjacent to any residential use would be required to meet any performance standards related to operating hours.

Transitional Districts/Requirements: The City of Verona should examine opportunities to develop transitional districts or zones that 'bridge the gap' between lower and higher intensity uses and incorporate landscaping, use restrictions, and height and form limitations, which permit a variety of similar uses within the same district.

- » *Raleigh, North Carolina*, uses transitional zones that layer protective yards with landscaping or screening, employs use restrictions that permit open areas or more low-intensity uses, and includes zones that limit height and form to alleviate the impact of adjacent uses.

Mixed Activity Districts: The City of Verona should examine opportunities to develop mixed activity districts or zones that incorporate a mix of use types. Consider options that allow a greater diversity of uses, height and form limitations, use allowances, and development of node districts that encourage pedestrian activity. Examples from other communities mixed activity district include:

- » *Milwaukee, Wisconsin*, features a mixed activity district (Mixed Activity C9G) that permits a variety of uses ranging from residential to commercial, service, light manufacturing, and warehousing within a single zoning district.

Housing Typing: The City of Verona should consider updating the zoning code to allow a broader range of housing types, creating more options in size, development form, lot size and configuration, and dwelling units per acre. This can be achieved through tools such as housing density incentives, including allowing taller or more dense development, and promoting variety in development plans and construction.

Park and Infrastructure: The City of Verona should review opportunities within the zoning code to create districts and standards that address parks and open space, and public facilities and infrastructure. These districts can expand the existing language to match the Future Land Use Map designations and support the park and infrastructure systems. Tools such as corridor designations, environmental protections, dedication of parkland, overlays, and conversion of previous uses can be utilized to implement this strategy.

Parking: The City of Verona should review options within the zoning code to expand parking allowances to support the bike network, adapt to changing parking needs, and promote reduced parking where appropriate.

Trail-Oriented Development: The City of Verona should review opportunities to incorporate trail-oriented development standards and policies focused on development along trail corridors, access to trail amenities and spaces, and the comfort of trail visitors to encourage trail use. Strategies include new buildings towards oriented to “front” the trail, increased housing density adjacent to trails, ground floor active retail and commercial uses (such as food and beverage), ground floor residential access to trail, multi-household indoor bike storage, reduced vehicle parking requirements, building setbacks to provide active frontage space, and the incorporation of access points, connecting paths, and trail amenities - including benches, shade trees, wayfinding, water fountains, and bike lockers - can all be used to support trail development and the goals of Envision Verona.

Subdivision Code: The City of Verona should review the subdivision code to include items that support the goals and vision of this plan, such as additional language on trails and pedestrian connections, anti-monotony standards, varied lot sizes, environmental corridors, and match some of the adopted policies.

Park Ordinance: The City of Verona should review Title 12 Parks and Navigable Waters of the Code of Ordinances and Article H Parks and Public Dedications of the subdivision Code to ensure parks and recreation planning and requirements meet the goals and vision of this plan, and focus on increasing the amount and access to parks, recreation and trail spaces across Verona.

New Zoning Districts: The City of Verona should review opportunities within the Zoning Code to add new zoning districts that allow for transitions between districts, address the future land use categories, and support the goals of this plan. Some potential zoning districts that should be explored include:

- + ***Neighborhood Mixed Use:*** A district that allows for a mix of residential and commercial/service land uses that provide a mix of uses that complement one another within a single district.
- + ***Residential Mixed Use:*** A district that allows for a mix of residential types to encourage multi-generational and mixed-income neighborhoods that support the residents of Verona.
- + ***Industrial/Commercial Mixed Use:*** A district that allows for a mix of commercial and industrial land uses that complement the future land use categories and provide opportunities for complementary uses within one district.
- + ***Environmental Corridors:*** A district that expands upon similar existing overlay and corridor efforts that support the protection of natural resources and preserve opportunities for trail development.
- + ***Utilities, Parks, and Infrastructure:*** A district that addresses, utilities, and other public infrastructure.
- + ***Parks, Open Space and Trails:*** A district that addresses parkland, open spaces, trails and other public spaces for recreation, conservation, and enjoyment.



FUNDING STRATEGY

Implementing this comprehensive plan will be greatly influenced by the availability of sufficient and sustainable funding sources. Developing a funding strategy that serves as a reference resource for potential funding sources, supports plan investments and recommendations, and advances implementation efforts will be important to the plan's success.

The City of Verona will continue to evaluate and pursue funding options as the plan is implemented, remaining mindful of community priorities, plan recommendations, and long-term fiscal goals.

Plan funding will come from a selection of funding sources, including local, regional, state, and federal resources, or a combination thereof. Local funding sources may include impact fees, Tax Increment Financing (TIF), levy, general funds, and other available funding through local resources. These are more direct funding resources and provide funding for infrastructure improvements, parks, trails and greenspaces, public services, and redevelopment. These funding tools and resources can be used in combination or as single resources, and are funded by the City of Verona, developers, and Verona residents and visitors.

Funding sources external to the City of Verona may include regional, state and federal resources that may include grant funding, low-interest loan programs, programs, and other forms of assistance. These funding sources provide funding for housing, infrastructure, transportation, emergency response and preparedness, environmental cleanup, natural resource protection, redevelopment and other types of projects or initiatives that support the greater regional, state and federal goals. Verona can use these funding resources as opportunities to create partnerships with agencies, neighboring municipalities, private organizations, and other partnerships to combine efforts and spread funding to multiple projects or programs.

The City of Verona should continually review and update the funding strategy based on economic conditions, trends, funding resource changes, and strategy/goals revisions to ensure a flexible, adaptable strategy and on-going evaluation of funding resources.

Funding opportunities and tools that the City of Verona can develop, use or apply for include the local, regional, state, and federal sources outlined on the following pages.

LOCAL SOURCES

Impact/Development Fees: The City of Verona currently has a handful of impact and development fees that address parks, library services, police, fire, water and sewers. These fees help fund capital improvements and public services in the City, and are tied to new construction, additions and remodeling through the Verona Building Department. Use of impact fees will help continue funding and supporting capital improvements and public services in growth areas around the City. The State of Wisconsin governs Impact Fees in Wis. Stat. § 66.0617.

Tax Increment Financing (TIF)/Tax Incremental Districts (TIDs): TIFs and TIDs are funding tools that help fund improvement, infrastructure or development within a specific area as determined by the established TIF or TID. Typically, TIDs/TIFs are used to promote development, redevelopment or economic growth within a specific area that is anticipated to develop rapidly or develop as part of plan, such as the subareas of this plan. The City of Verona currently has four (4) active TIDs, as of June 2026: TID 8 and TID 9 which includes Verona Technology Park, and a portion of West Verona Avenue, as well as TID 10 (ACS) and TID 11 (Epic). Tax Increment's in the State of Wisconsin are governed by Wis. Stat. §66.1105 and the Wisconsin Department of Revenue Tax Incremental Financing Manual, both of which guide the requirements and processes of tax increments. The City of Verona additionally has a guidelines for TIF use, established in August 2020.

Business Improvement Districts (BIDs): Similarly to TIFs/TIDs, BIDs are a tool that uses a specific area where a group of property owners pay into a special assessment fund to fund improvements, redevelopment and programs to improve economics of the area. BIDs

are regulated by the State of Wisconsin by Wis. Stat. § 66.1109. This tool is often used for commercial corridors, mixed-use areas, Downtown, or other areas of commercial or industrial activity. BIDs are often not operated by the municipality, but rather by a managing board that includes property owners, business owners, and municipal representatives. This board manages the funds of the BID and any programming and plans related to the BID.

Land Exactions or Dedications: Land exactions or dedications are typically used in new developments, and require developers to dedicate land for public purposes, construct public infrastructures or other public improvements. This tool is used during the initial development phases and approvals, and often does not include direct funding, but a dedication of land to benefit the user of the developed area, and public use. An alternate version of this may be a fee in lieu of an exaction or dedication, that requires a fee to be paid in lieu of land dedication or exaction that is tied to the improvement, but may allow long-term development or additional planning for the improvement. Land exactions or dedications are governed by Wis. Stat. § 236, § 62.23 and § 62.11(5).

Development Agreements: Development agreements are agreements between developers and the City of Verona to fund or construct improvements needed for their projects. Agreements such as these help ensure that development of public infrastructures is completed, and can be used to help implement goals, manage growth and coordinate public improvements. These agreements can also be used to help spread costs incurred between multiple beneficiaries, such as the City of Verona and the developers.

REGIONAL & STATE SOURCES

Public-Private Partnerships: Developing strategic partnerships with private-sector entities can provide additional opportunities for funding resources for the City of Verona. Partnerships like these can help provide funding for a large selection of projects, and leverage private investment in public services, spaces and projects that benefit the community. The City of Verona should review opportunities for partnership and continue collaborating and building relationships with private entities to foster potential partnership opportunities.

Intergovernmental Agreements: Intergovernmental agreements are agreements between two or more municipalities or government agencies to share facilities, services, costs or responsibilities. In Wisconsin, intergovernmental agreements are governed by Wis. Stat. § 66.0301. These agreements can be beneficial in reduction costs of infrastructure construction, leveraging resources, preventing duplication of services and creating a space to coordinate efforts between jurisdictions. Some ways intergovernmental agreements are used include public safety service sharing, public works, parks, trails, transportation and planning or engineering services among others.

Property Tax Levy: Levies can be used as a funding resource for capital improvement projects, public services and other community needs. The municipality determines its funding needs for services and projects, and then spreads the cost across property owners based on their property values. Levy limits and regulation is governed by Wis. Stat. § 66.0602.

Regional and Metropolitan Funding Resources:

Regionally there are a handful of funding opportunities as shown in **Table 9 on page 158**.

WisDOT Funding Resources: WisDOT provides a variety of funding opportunities as shown in **Table 10 on page 158**.

Wisconsin Department of Natural Resources (WDNR): WDNR provides a variety of funding opportunities as shown in **Table 11 on page 159**.

Wisconsin Department of Administration (DOA): DOA provides a variety of funding opportunities as shown in **Table 12 on page 160**.

Wisconsin Economic Development Corporation (WEDC): WEDC provides a funding opportunities as shown in **Table 13 on page 160**.

Wisconsin Housing and Economic Development Authority (WHEDA): WHEDA provides a funding opportunities for homeowners, renters, developers ,property managers, and others.

FEDERAL RESOURCES

Federal funding resources come from five major federal departments and agencies, see list below. Often funding is administered via state agencies or passed through state programming. Federal funding resources, can also come from other agencies or departments, but the primary sources that are relevant to Verona include:

U.S. Department of Transportation (USDOT): USDOT provides funding assistance, programming and grants to support transportation, transportation infrastructure, planning, safety, mobility, transportation options and other transit related projects and programs. Some examples of funding resources available through USDOT include Surface and Transportation Block Grants, Transportation Alternative Programs, Congestion Mitigation and Air Quality Programs, National Highway Performance Programs, Bridge Programs, Federal Transit Administration, Aid for Freight and Rail, Carbon Reduction Programs and Safe Streets Programing among others.

U.S. Department of Housing and Urban Development (HUD): HUD provides funding assistance, programming and grants to support housing, community development and other community-based projects. Some examples of funding resources available through HUD include Community Development Block Grants (CDBG), HOME Investment Programs, Rental Assistance, Emergency Solutions, and Community Development Technical Assistance and Planning Grants among others.

U.S. Environmental Protection Agency (EPA): The EPA provides funding assistance, programming, and grants to support public health, environmental quality and support sustainable community development. Some examples of funding resources available through the EPA include Clean Water Funds, Drinking Water Funds, Brownfield Grants, Environment Grants, Emission Reduction Grants, Pollution Grants, and Environmental Education Grants.

Federal Emergency Management Agency (FEMA):

FEMA provides funding assistance, programming and grants to support emergency response, mitigation and recovery, and community resiliency. Some examples of funding resources available through FEMA Mitigation Grants, Public Assistance Programs, Emergency Management, Community Disaster, and Disaster Recovery and Resilience Programs among others.

U.S. Department of Agriculture (USDA): USDA provides funding assistance, programming and grants to support infrastructure, community development, and economic growth in rural and smaller communities. Some examples of funding resources available through USDA include Community Facilities Grants, Water and Waste Grants/Loans, Rural Business Development Grants, Energy Programs, Broadband Infrastructure Programs, and Multi-Family Housing Programs among others.

OTHER RESOURCES

Some other funding resources to consider include Industrial Revenue Bonds (IRBs) per Wis. Stat. § 66.1333, General Obligation (GO) Bonds per Wis. Stat. § 67.03 and § 67.04, Revenue Bonds per Wis. Stat. § 66.0621 and § 67.04, and Special Assessments per Wis. Stat. § 66.0701.

While this list is not exhaustive and does not include all available funding resources and tools, it includes some of the basic tools and resources available to communities for funding. All references to Wisconsin State Statute references statute and funding resources as published in December 2025.

Table 9: Regional and Metropolitan Funding Resources

Regional and Metropolitan Funding Resources	
Funding Resource Name	Description
Surface Transportation Block Grant, Urban	Program that uses federal funds to improve roads, streets, bridges, pedestrian infrastructure, and other transportation improvements.
Transportation Alternatives Program (TAP)	Program using federal funds for transportation improvement projects that expand travel options, improve quality of life, protect the environment, and strengthen the local economy.
Carbon Reduction Program (CRP)	Program using federal funds to projects that reduce transportation-related carbon dioxide emissions.
Urban Water Quality Grant Program	Program providing cost-sharing funds to improve quality of urban stormwater runoff entering Dane County lakes, rivers, streams, improve urban stormwater quality, and provide education to increase public awareness of urban water quality.

Table 10: WisDOT Funding Resources

WisDOT Funding Resources	
Funding Resource Name	Description
Agricultural Roads Improvement Program (ARIP)	Program to improve road functionally for roads that provided access to agricultural lands or facilities.
Connecting Highway Aids	Program to assist municipalities with costs of road maintenance and traffic for roads connecting segments of the State Highway system.
Disaster Damage Aids	Program to receive financial assistance to repair highways due to damage in a disaster event.
Emergency Relief	Program to replace or repair roadways or roadway structure damage on federal-aid highways from catastrophic failure or natural disaster.
General Transportation Aids (GTA)	Program that uses state-collected transportation revenues to help offset costs of county and municipal road construction, maintenance, traffic and other transit costs.
Highway Safety Improvement Program (HSIP)	Program that funds safety projects at sites that experience high crash history, focusing on low-cost opportunities that can be quickly implemented.
Local Bridge Improvement Assistance	Program that uses state and federal funds to help rehabilitate and replace seriously deficient federal-aid-eligible local structures on local highway systems.
Local Roads Improvement Program (LRIP)	Program that helps local governments improve seriously deteriorating county highways, town roads and city streets.
Signals and Intelligent Transportation Systems (ITS) Standalone Program (SISP)	Program that funds installation, replacement or rehabilitation of traffic signals or intelligent transportation systems (ITS), on state and connecting highways,
Surface Transportation Program – Urban (STP-U)	Program that uses federal funds to improve federal-aid-eligible roads, streets or other projects in urban areas.
Freight Railroad Infrastructure Improvement Program (FRIIP)	Program that loans funds to assist with improvements to rail infrastructure, crossing and new rail-served facilities to boost economic activity.
Transportation Economic Assistance (TEA) Program	Program to provide funding to governing bodies for road, trail, harbor or airport improvements that support increase or creation of employment opportunities.
Freight Railroad Preservation Program (FRPP)	Program to assist local agencies for rail project designed to preserve rail service or rehabilitate fixed facilities on publicly-supported rail lines.

Table 11: Wisconsin Department of Natural Resources (WDNR) Funding Resources

Wisconsin Department of Natural Resources (WDNR) Funding Resources	
Funding Resource Name	Description
Local Units of Government Stewardship Programs (LUGs)	Stewardship programs that fund outdoor recreation projects including land acquisition, construction of trails and pathways, construction of canoe/kayak launches, construction of riverfront amenities and construction of park shelters and restrooms.
All Terrain Vehicle (ATV)/Utility Terrain Vehicle (UTV) Trail Aids	Program to fund acquisition, develop and maintain ATV/UTV trails, areas, and routes.
Land and Water Conservation Fund (LWCF) Program	Program that provides funding resources for the creation of high-quality outdoor recreational opportunities.
Landowner Incentive Program	Program that provides technical assistance to private landowners to create and manage habitat for decline or rare species.
Municipal Flood Control Grant Program	Program that provides grant assistance for municipal flood control management.
Off-Highway Motorcycle (OHM) Trail Grants	Program that provides grant assistance for maintenance, development and rehabilitation of OHM trails.
Ready for Reuse Program	Program that provides loan and grant assistance to clean up brownfield properties.
Recreational Trails Program (RTP)	Program that provides reimbursement for development, rehabilitation, and maintenance of recreation trails and facilities.
Basic Recycling Grant to Responsible Units	Program to provide assistance for residential recycling and yard waste program costs.
Surface Water Grants	Program that provides cost-sharing grants for surface water protection and restoration.
Targeted Runoff Management Grant Program	Program that provides grant funding for controlling “nonpoint source (NPS)” pollution through runoff management practices.
Urban Forestry Grants	Program that provides grant funding for urban forestry programs and fund tree repair, removal and replacement in urban areas.
Urban Nonpoint Source & Storm Water Management Grant Program	Program that provides grant funding for control of pollution from diffuse urban sources that is carried off by storm water runoff pollution.
Utility Terrain Vehicle (UTV) Trail Aids	Program that provides funding for maintenance of trails, minor development, gates and signing; this is a companion program to the ATV/UTV Trail Aids.
Wisconsin Assessment Monies (WAM)	Program that provides funding for specific brownfields sites that are known or have potential contamination that is impeding economic redevelopment

Table 12: Wisconsin Department of Administration (DOA) Funding Resources

Wisconsin Department of Administration (DOA) Funding Resources	
Funding Resource Name	Description
CDBG – Planning Program (PLNG)	Program that helps provide funding toward projects that improve community opportunities and vitality.
CDBG – Public Facilities Economic Development Program (PFED)	Program that provides grant funding for public infrastructure projects that support business expansion or retention.
CDBG – Public Facilities Program (PF)	Program that provides funding to support infrastructure and facility projects for communities.
Grants for Local Projects (Non-State Grant Program)	Program that provides funds for capital infrastructure projects that benefit the broader public and have a statewide public purpose.

Table 13: Wisconsin Economic Development Corporation (WEDC) Funding Resources

Wisconsin Economic Development Corporation (WEDC) Funding Resources	
Funding Resource Name	Description
Opportunity Attraction Fund	Program that provides funding to assist in attracting economic opportunities to the state of Wisconsin.
Vibrant Spaces Grant	Program that provides grant funding to create vibrant, engaging public spaces.
Business Development Tax Credits	Program provides refundable tax credits for the location or retention of corporate headquarters.
Idle Sites Redevelopment Program	Program that provides grant funding for the redevelopment of sites that are idle, abandoned or underused for a minimum of two years.
Community Development Investment Program	Program that provides financial incentives for community redevelopment, specifically for shovel-ready projects in a commercial corridor.
Brownfield Grant Program	Program that provides grant funds to redevelop commercial and industrial sites that have been impacted by environmental contamination.
Wisconsin Main Street and Connect Communities Program	Program that helps support Downtown Verona's and historic commercial districts.



CAPITAL IMPROVEMENT PLANNING

Capital Improvements projects or capital projects, are projects that improve or invest in public infrastructure, facilities and/or equipment. Projects may include roads, traffic signals, bike lanes, sidewalks, public infrastructures, water and sewer pipes, stormwater drainage, and public facilities, among other improvements that benefit the greater community. Capital Projects often are large-scale and do not re-occur or re-occur infrequently or in multiple locations, they do not typically include regular maintenance or repairs. Coordinating and planning for these types of projects is typically done through a Capital Improvement Plan (CIP). CIPs identify, prioritize, schedule and financially plan for capital projects, and are often tied to community goals, planning documents, and the long-term needs/wants of the community.

CIPs bridge the gap between identified plan action steps and implementation of capital projects. They are a tool to determine when and how projects will be built and funded, and provide a multi-year outlook for implementation timelines and funding forecasting. CIPs are important to preparing City Budgets, coordinating investment and improvement efforts, capital project prioritization and identification, financing, linking plans to city capacities, community involvement in city funds, and demonstrating planning and funding efforts for acquiring additional funding sources. They also provide budget and funding transparency for both government agencies and community members.

- » Some examples of current (as of January 2026) Capital Improvement Projects within the City of Verona include the Epic Park Pavilion, Military Ridge State Trail Paving Project, CTH PD Expansion, Legion Street Reconstruction and Westlawn Improvements, Mark Drive Reconstruction, WisDOT Project US 18/151 and the Public Works, Utilities, Parks and Recreation Facility.

FUTURE CAPITAL PROJECTS

Potential Capital Improvement Projects identified through this master planning process may include:

- + **Downtown Intersections:** Evaluate and initiate preliminary engineering for Verona Avenue and Main Street intersection and crossing improvements.
- + **Parking Strategy Pilot Program:** Implement a pilot program to evaluate parking strategies in targeted areas around downtown Verona.
- + **Main Street Trails & Safe Crossings:** Extend multi-use path along Main Street from Badger Ridge Middle School to Badger Mill Creek .
- + **Utilities:** Evaluate and upgrade existing utility infrastructure to increase capacity for east, southeast, south, and southwest subareas. Initial projects may include a lift station and water tower to expand capacity within the south/southwest subareas and a water tower to expand capacity to the Verona Industrial Park and southeast subarea.
- + **Locust Road Gateway Improvements:** Streetscape and placemaking enhancements along Locust Rd to improve pedestrian comfort and connectivity between CTH M and Chapel Royal Dr.
- + **CTH M Trail:** Extend multi-use path along CTH M from Whalen Rd to Southeast Subarea, including access to Ice Age National Scenic Trail.

The City of Verona should continue to use CIPs as a tool to plan for and implement the goals and objectives of this plan.

GROWTH AREAS AND ANNEXATION

The City of Verona's boundaries border several municipalities and jurisdictions within Dane County, creating the need for a clear boundary agreement and annexation strategy to guide future planning and development, foster coordination among jurisdictions, and reduce potential conflicts with neighboring jurisdictions. This strategy provides recommendations to help the City of Verona elected officials stay committed to working collaboratively with adjacent jurisdictions, promoting growth and development, and delivering the necessary services and infrastructure for residents, businesses, and visitors.

BOUNDARY AGREEMENTS

Given Verona's proximity to surrounding jurisdictions, it is crucial to prioritize coordination and collaboration when considering community growth. Tools like boundary agreements enable communities to avoid potential conflicts related to land, services, or other issues, and to establish a coordinated plan for growth that prevents duplication of services while allowing communities to expand cohesively. A boundary agreement is a formal understanding between neighboring towns and cities that clearly defines starting and ending points, in addition to other areas of interest. Under Wisconsin State Law, s. 66.0307 Wis Stats, s. 66.0301 Wis Stats, and s. 66.0225 Wis Stats, boundary agreements can take two forms.

Cooperative Boundary Plans allow for long-term or permanent agreements between multiple communities must be reviewed and approved by the Wisconsin Department of Administration (DOA).

General agreements allow for short-term agreements with a maximum allowance of ten years between multiple communities. These agreements may also include provisions for shared municipal services.

The City and Town of Verona have continue to maintain active collaboration among staff members and elected officials in various areas, including, but not limited to, planning, public safety, and public works. On June 20th, 2016, the City and the Town adopted a Boundary Agreement that establishes predictability about development and annexation patterns for a period of ten (10) years. This agreement is set to expire in 2026. This agreement allows the City the option to permit rural development without annexation, provided that the development will not conflict with future growth. As part of this boundary agreement, a map was created to demonstrate Verona's growth area, City/Town interest areas, the Town's protected area, and the Town's neighborhoods, illustrated in the study area map in **Figure 3 on page 23**. The City of Verona historically has collaborated on many boundary agreements and coordination efforts with other surrounding jurisdictions, including but not limited to:

- + Boundary Agreements – City-Town Boundary Agreement (2016)
- + Boundary Agreements – Fitchburg, The City of Fitchburg, and the City of Verona have overlapping three (3)-mile extraterritorial jurisdictions, although no Intergovernmental Agreement or Boundary Agreement is in effect
- + Boundary Agreement - In 1996, the City of Madison and the City of Verona entered into an Intergovernmental Agreement to establish a boundary separation between the two cities, with CTH PD serving as the dividing line. This intergovernmental agreement expired in 2016. There are ongoing discussions with the City of Madison regarding the renewal of the agreement.

ANNEXATION

Annexation, like boundary agreements, is the process by which communities settle their jurisdictional boundaries. It involves a community expanding its boundaries by incorporating property that was previously in an unincorporated area or another jurisdiction into its limits, such as city limits. This process is governed by the State of Wisconsin through the following state statutes.

- + Wis. Stat. § 66.0217 — Annexation initiated by electors and property owners.
- + Wis. Stat. § 66.0219 — Annexation by referendum initiated by city or village
- + Wis. Stat. § 66.0221 — Annexation of and creation of town islands.
- + Wis. Stat. § 66.0223 — Annexation of territory owned by a city or village (even if non-contiguous in certain circumstances)

These statutes permit several annexation strategies, which may involve petitions signed by property owners or city-owned properties outside of current limits. Each of these methods has different standards and requirements that must be met before annexation can be approved and confirmed. Generally, annexation requires a 'continuous' border along existing jurisdiction boundaries, notice to affected property owners, assessment of financial impacts, and the completion of any other necessary agreements and research.

Annexation and boundary agreements are key tools in Verona's ability to grow beyond its current boundaries. These tools should be used in a way to support the goals and recommendations of this plan, the city's policies, and in a coordinated manner with surrounding jurisdictions.

GROWTH AREA STRATEGY

Going forward, the City of Verona should prioritize proactive growth through coordination and collaboration with the surrounding jurisdictions and use these strategies to guide decision-making as it relates to annexation and boundary agreements:

Maintain and Renew Existing Boundary Agreements:

Existing boundary agreements should be renewed, where appropriate, to help maintain good standing with surrounding communities, and prevent potential land conflicts as growth occurs.

On-Going Communication and Collaborative Planning Efforts:

The City of Verona should keep a continuous stream of communication with the surrounding jurisdictions to identify areas of mutual interest, areas where development can occur without conflict, and identify areas of potential service-sharing opportunities or collaborative planning efforts.

Evaluate Annexation Opportunities: The City of Verona should continuously review and evaluate potential annexation opportunities through developing a yes-go/no-go at this time/no-go at all set of criteria that helps guide City-led annexation decisions and policies. These criteria should be based on existing boundary agreements, the Future Land Use Map in **Figure 10 on page 61**, the goals and recommendations of this plan, and the overarching goals of mindful growth of city boundaries.



IMPLEMENTATION MATRIX

The Comprehensive Plan outlines several initiatives, programs, and tasks that must be integrated into ongoing planning efforts. With limited time and resources, the City of Verona and its planning partners will need to prioritize their efforts to ensure that important planning goals and objectives are achieved. The following matrix outlines key priorities and timelines, recognizing that such implementation efforts can yield significant benefits and outcomes for the Verona community.

HOW TO USE THE IMPLEMENTATION MATRIX

The implementation matrix compiles the actionable steps, strategies, and recommendations identified in this plan into a centralized matrix. This matrix is intended to serve as a practical tool in guiding implementation efforts and as a reference for identifying timelines, potential partners, tracking progress, identifying action categories, maintaining accountability, and ensuring this plan continues to align with the community vision, goals and needs.

The matrix is comprised of each action or strategy with the following supporting details:

Potential Partners

Potential Parters identifies the partners that may support implementation of each action item, contribute through collaboration, or assist in advancing the effort.

Table 14: Potential Partners

Potential Partners	
Acronym	Partner Name
CARPC	Capital Area Regional Planning Commission
CM	Community Members
COV	City of Verona
DC	Dane County
LBI	Local Business and Industries
LCU	Local Colleges and Universities
LD	Local Developers
LE	Local Employers
LNP	Local Non-Profit Agencies & Groups
NA	Neighborhood Associations
SCT	Surrounding Cities and Towns
STF	Sustainability Task Force
SW	State of Wisconsin
VACC	Verona Area Chamber of Commerce
VASD	Verona Area School District

Timeline

Envision Verona focuses on the community's long-term success and future. To support this vision, it is important to establish a flexible timeline to track the completion and start of each item.

	Ongoing
	Short Term (1-5 Years)
	Mid-Term (5-10 Years)
	Long-Term (10+ Years)

Metrics

Metrics demonstrate how the item will be determined as completed or successful and/or measurable ways to track progress.

Priority

Priority notes the action items the community identified during the community engagement efforts as most important to community members.

	Community Priority Item
---	-------------------------

Action Item Type

Action item types identify the types of action items and what is involved in the actions required to complete each item.

	Regulatory	Action items that are related to policy, ordinance, standards, zoning, or regulations.
	Explore	Action items that need research, planning, studies, or review.
	Coordinate	Action items that require coordinated actions between partners, groups, jurisdictions, or departments.
	Program	Action items that require development or modification of a program.
	Fund	Action items that require additional capital improvement planning, budgeting, or funding resources.

MATRIX EXAMPLE

The example below demonstrates the layout of the matrix and provides context to each supporting detail.

Table 15: Implementation Matrix Example

Implementation Matrix Example						
Priority	#	Action, Strategy, or Recommendation	Type	Metrics	Timeline	Potential Partners
1. Example Strategy						
	1.1	Example action item.		Building Permit Data, Zoning Requests		COV, CM
	1.2	Example action item.		Statistics		CM

1 PRIORITY

This column shows the action items that were community driven and important to community members.

2 ACTION ITEM, STRATEGIES OR RECOMMENDATIONS

This column outlines the action items, supporting strategies, and recommendations that guide the implementation of this plan taking vision to action.

3 ACTION ITEM TYPE

This column identifies the type of action item.

4 METRICS

This column demonstrates measurable ways to track progress and/or determine completion or success.

5 TIMELINE

This column identifies the timeline in which the action item is started and completed.

6 POTENTIAL PARTNERS

This column identifies the potential partners who can contribute, support, or collaborate with the City of Verona in plan implementation.

Table 16: Implementation Matrix

Implementation Matrix		
Priority	#	Action, Strategy, or Recommendation
Livable Verona		
L1. All about Growth! Manage growth areas and development to achieve a balanced mix of land uses and align with regional population growth projections.		
	L1.1	Update zoning and subdivision codes to advance citywide housing goals, Livable Verona principles, guide transition between uses and densities of development, and support a diverse mix of housing types.
	L1.2	Update zoning map to facilitate a diverse mix and distribution of housing development to advance citywide housing goals and provide an intentional transition to surrounding land uses in growth areas.
	L1.3	Adopt anti-monotony requirements to promote architectural diversity in growth areas.
	L1.4	Coordinate with VASD, municipal departments, and regional agencies to address needs and dedication of land in growth areas for schools, parks, and community facilities.
	L1.5	Assess the use of financial incentives, including TIF, partner-led land banking, and other local, regional, and state programs to support desired development.
L2. All about Municipal Boundaries! Establish appropriate municipal boundaries with neighboring jurisdictions to support annexation of desired land for growth areas and development.		
	L2.1	Coordinate regularly with the City of Fitchburg, City of Madison, and the Town of Verona to refine and communicate desired growth patterns along and near municipal boundaries.
	L2.2	Coordinate with the Town of Verona to mitigate land use conflicts of non-agricultural development in unincorporated areas through continued dialogue, including identifying potential conflicts associated with development served by wells and septic systems.
	L2.3	Provide open communication channels and information sharing with property owners, developers, and investors of land within growth areas.
L3. All about Relationships with Developers! Maintain relationships with the local and regional development community to support desired growth.		
	L3.1	Establish city-led, recurring developer, investor, and broker roundtables to disseminate available residential, commercial, and market information and discuss opportunities and constraints to new development.
	L3.2	Establish relationships and recruit developers experienced in workforce, affordable, and senior housing.
L4. All about Existing Housing! Maintain and enhance existing housing stock and neighborhoods.		
	L4.1	Provide residents with educational resources and information on grants, loan programs, processes, and vendors for home rehabilitation, maintenance, energy efficiency retrofit, and accessory dwelling units, where applicable.
	L4.2	Explore the use of the existing Affordable Housing fund to support the preservation of naturally occurring affordable housing and provide assistance for home rehabilitation.

	Type	Metrics	Timeline	Potential Partners
		% of Developments Using Land Use Transition Standards, Complaints/Appeals/Rezoning, and Approvals	 5-10 Yrs	COV, CM, LD
		Zoning Map Updates, Acreage of Rezoned Land, % of Housing Types Built	 5-10 Yrs	COV
		Housing Architecture Imagery Pre/Post Requirements	 1-5 Yrs	COV
		% of Land Designation, Land Designation Requirements	 Ongoing	COV, VASD, CARPC
		Financial Incentives Use %, Program Use	 Ongoing	VACC, COV
		Coordination Meetings, Formal Coordination Process, % Proposed Developments, Shared Guideline, Coordinated Plans	 Ongoing	SCT, COV, CARPC
		Coordination Meetings, Formal Coordination Process, Boundary Agreement, Tracking Land Use Conflicts	 Ongoing	SCT, COV
		Social Media Share Outs, Frequency of Materials Updates, # Of Development Proposals Updated, # of Participants in Public Meetings, # of Public Meetings	 Ongoing	COV, LD
		# of Participants Engaged, # of Ideas and Opportunities, % of New Projects	 Ongoing	VACC, COV, LD
		# of Formal Partnerships and Agreements, # of Projects Initiated by Developers	 Ongoing	VACC, COV, LD, LE, VASD
		Informational Materials and Content, Workshops/Webinars/Informational Sessions, Participants Reached, # of Home Renovations or Units	 1-5 Yrs	COV, NA, LNP, LD, CM
		# of Seniors Applying for Assistance, Demographics, Assistance Programs, Funding #s, % of Program Participation, % of Safety or Housing Upgrades	 5-10 Yrs	COV, LNP

Priority	#	Action, Strategy, or Recommendation	
	L4.3	Assess the current zoning requirements for Accessory Dwelling Units (ADUs) and update the zoning code accordingly to reduce the obstacles to the implementation of ADUs for homeowners. Clarify applicability of parkland fee requirements for ADUs as part of this assessment.	

Prosperous Verona

P1. All about Industrial Expansion and Optimization! Pursue long-term consolidation of industry and large-scale commercial development through the build-out and flexible expansion of established industrial and business parks.

	P1.1	Develop a business recruitment program to engage, attract, and provide resources for industries to locate within Verona.	
	P1.2	Prioritize recruitment of industries that complement existing and emerging clusters in the fields of biotechnology, pharmaceuticals, and research and development.	
	P1.3	Coordinate regularly with regional brokers and developers on industrial build-to-suit opportunities.	
	P1.4	Coordinate and participate in regional and statewide industrial development efforts, including responding to site selection requests and supporting recruitment initiatives.	
	P1.5	Assess the use of financial and regulatory relief incentives to attract new industries and support targeted economic development.	
	P1.6	Develop a retention program to assess and support existing industry expansion and workforce development needs.	
	P1.7	Develop a transition plan aimed at long-term retention and relocation of industries currently located in the South Nine Mound Rd industrial areas.	

P2. All about a Robust Retail and Small business Environment! Focus on small-business, retail, and office development along key existing or new growth corridors.

	P2.1	Develop proactive retail attraction campaigns and marketing efforts in partnership with the Verona Area Chamber of Commerce, local brokers, and regional and state agencies.	
	P2.2	Support new stand-alone and mixed-use developments that include both small-scale retail and office uses.	
	P2.3	Support build-to-suit retail and office projects where appropriate, especially near areas with high activity in commercial and mixed-use districts and growth zones.	
	P2.4	Continue to evaluate and support funding for the revolving loan fund to assist business startups and expansion.	
	P2.5	Assess façade and building improvement incentives programs as a business retention strategy.	

	Type	Metrics	Timeline	Potential Partners
		# of ADU Applications, Zoning Code Updates, # of Constructed ADUs, Homeowner Satisfaction %, New Housing Units Added through ADUs, # of ADUs Inquiries or Questions	 1-5 Yrs	COV, LD, CM
		# of New Businesses Established, Programming and Resources Developed, % of Square Footage per Industry, Job/Employment Creation	 5-10 Yrs	VACC, COV
		Retention of Existing Businesses, # of Expansion Projects, Workforce Development Participation	 Ongoing	VACC, COV
		List of Local Brokers, Developers & Industry Partners, # of Private/Public Partnerships	 Ongoing	LD, CARPC, LE
		Participation in Regional/State Programs, # of Development from Program Participation	 Ongoing	CARPC, DC, SW, VACC, COV
		Incentive Research and Pilot Programs, % of Incentive Use, Local Economic Impacts	 1-5 Yrs	VACC, COV
		Participation Rates, Implementation Times, # of Trained/Skilled Workers, Job Placement Rates	 5-10 Yrs	VACC, COV
		% of Industries Retained or Relocated, # of Successful Relocations, Time for Relocation, Satisfaction Score	 5-10 Yrs	COV, LE
		# of Outreach and Marketing Campaigns, % of Engagement, % of Retail Vacancy Rate	 10+ Yrs	VACC, WC, CARPC, DC, LE
		# of Projects Approved/Completed, Square Footage of Retail and Office Space Added, Occupancy Rate	 Ongoing	LD, CM, LE
		# of Build-to-Suit Projects Completed, Time from Proposal to Occupancy, # of Private Investments	 Ongoing	COV, LD
		Completion of Feasibility Study, % of Participating Start-Ups, Business Survival Rate	 1-5 Yrs	VACC, CM
		# of Properties Improved, Total Investment \$s, Property Values, Program Usage & Development	 5-10 Yrs	VACC, LNP, COV

Priority	#	Action, Strategy, or Recommendation	
P3. All about Employees! Expand workforce development efforts to meet the needs of local businesses and industries.			
	P3.1	Leverage existing workforce training and development programs, such as those offered by the Workforce Development Board of South-Central Wisconsin and other local, regional, and state levels that address workforce needs in local businesses and industries.	
	P3.2	Coordinate with local companies and industries on grants and resources to fund workforce training initiatives, such as Wisconsin Fast Forward.	
	P3.3	Partner with local businesses and industries to invest in amenities that attract young professionals, such as bike lanes and paths, reliable public transportation, and dedicated spaces for food delivery and ride-sharing services.	
	P3.4	Support and organize special events that provide exposure for local businesses and a sense of community for employees in Verona.	
P4. All about Employee Housing! Expand workforce development efforts to meet the needs of local businesses and industries.			
	P4.1	Promote and support employer-assisted housing (EAH) programs that help employees buy or rent homes near their workplaces through financial assistance, loans, or grants.	
	P4.2	Support home-based businesses that operate within the home and respect the residential character of the neighborhood.	
	P4.3	Leverage the Affordable Housing TIF extension to provide funding for affordable housing retention and development.	
Vibrant Downtown Verona			
V1. All about Growing Downtown! Expand downtown with a diverse mix of land uses and an adaptable approach.			
	V1.1	Collaborate with downtown property owners, developers, and investors to assemble and prepare development-ready land parcels capable of supporting well-scaled and thoughtfully designed mixed-use developments.	
	V1.2	Leverage request-for-proposals or fee-developer arrangements to develop municipally-owned downtown parcels.	
	V1.3	Preserve, maintain, and convert existing downtown buildings to provide affordable spaces for small businesses.	
	V1.4	Fund and develop a corridor plan for South Nine Mound Rd and surrounding areas that identifies short- and long-term needs, including site-specific land use, infrastructure, transportation, adaptive use, urban design, and environmental issues.	
V2. All about Downtown Architecture! Facilitate high-quality downtown architecture for new development, adaptive reuse, and enhancement of existing buildings			
	V2.1	Update zoning code to reinforce downtown mixed-use development with minimal setbacks, transparent façades and storefronts, architectural variety, and pedestrian-scaled frontage with building entrances facing the public right-of-way.	
	V2.2	Encourage the reuse of existing buildings that contribute to the district to promote downtown's authentic character.	

	Type	Metrics	Timeline	Potential Partners
		Training and Development Programs Developed, Training Completion Rate, Job Placement Rate, Workforce Skill Gaps, Participation Rate	 10+ Yrs	LE, LCU, VASD, SW, LNP, DC, CARPC
		# of Grants Submitted, Grant Success Rate, Funding #s, Businesses Receiving Funding Support, # of Employees Trained, Cost per Trainee vs. Outcome	 1-5 Yrs	LNP, LE, SW
		Miles of New Lanes/Paths, New Amenities Installed, Usage Rates, Growth of Young Professional Population, Workforce Attraction Rate	 Ongoing	LBI, LD
		# of Events Hosted Annually, Event Attendance #s, Participating Businesses, Engagement	 Ongoing	VACC, LBI
		# of Employers Participating, # of Employees Receiving Assistance, Total Funding, Retention Rate	 1-5 Yrs	LE, LBI, VACC
		# of Home Based Businesses, Growth Rate, Compliance with Zoning, Business Types	 Ongoing	LBI, CM, COV
		TIF Funds Allocated, # of Affordable Housing Units, Cost per Unit, % of Units Serving Income Levels	 5-10 Yrs	COV, VACC, LD
		# of Parcels and Acreage Available, # of Sites Completed, # of Proposals Received, Funding #s	 Ongoing	LBI, CM, LD, VACC
		# of RFPs or Arrangements, # of Municipally Owned Parcels Developed, Public/Private Investment	 10+ Yrs	COV, LD
		# of Buildings Preserved, Rehabilitated or Adaptively Reused, # of Small Business in Spaces, Vacancy Rate	 10+ Yrs	CM, LBI, COV
		Completion of Corridor Plan, Implementation Rate of Recommendations, Projects Completed, Zoning Updates, Development Activity, Benchmarks Achieved	 5-10 Yrs	COV
		Zoning Code Updates, % of New Developments Compliant w/Updates, Review/Approval Time	 1-5 Yrs	COV, LD
		# of Existing Buildings Reused, % of Redevelopment Projects, Occupancy Rate of Reused Buildings	 Ongoing	CM, COV, LD, LBI

Priority	#	Action, Strategy, or Recommendation	
	V2.3	Create and promote a façade, storefront, and signage improvement grant program for existing traditional commercial buildings.	

V3. All about the Public Realm! Enhance the public realm of downtown Verona and promote downtown as the center of civic, social, and cultural life.

	V3.1	Develop a placemaking plan for Downtown and Main Street corridors, including plazas, seating, branding, wayfinding, public art, bike parking, and lighting.	
	V3.2	Assess capital improvements to Hometown Junction Park, downtown streets, and other public spaces to support community-desired social and cultural activities.	
	V3.3	Coordinate with historic society to continue to recognize architecturally, historically, and culturally significant buildings in downtown.	
	V3.4	Support and promote events, festivals, and local arts groups in downtown areas or using public spaces and community facilities.	

V3. All about the Public Realm! Enhance the public realm of downtown Verona and promote downtown as the center of civic, social, and cultural life.

	V4.1	Implement a consolidated parking strategy for the downtown area, including accessible district parking hubs to reduce reliance on private parking for new commercial and mixed-use developments.	
	V4.2	Prioritize sidewalks, streetscapes, bike infrastructure, transit stops, and public amenities that enhance safety and access for pedestrians and cyclists in the downtown area.	
	V4.3	Implement intersection improvements at the Main Street and Verona Avenue intersection to prioritize pedestrian safety and improve traffic congestion.	

Green Verona

G1. All about Conservation and Open space! Preserve, enhance, and expand Verona's open space network through actions, collaborations, and public-private partnerships.

	G1.1	Dedicate land for regional open space and greenway systems along significant environmental corridors, including the Ice Age Trail, Sugar River, and Badger Mill Creek.	
	G1.2	Prioritize protecting and conserving existing sensitive environmental corridors through conservation easements and other land conservation tools in growth areas.	
	G1.3	Preserve and maintain existing environmental assets as boundaries or integrated features of new development, including woodlands, waterways, and greenways.	
	G1.4	Coordinate regularly with CARPC, Dane County, WDNR, neighboring jurisdictions, and public and private interest groups to protect environmental corridors in growth areas and new development, including wetlands, floodplains, and other important natural resources.	
	G1.5	Collaborate with WDNR and neighboring communities to enforce environmental protection requirements and mitigate impacts associated with commercial activities and development.	

	Type	Metrics	Timeline	Potential Partners
		# of Grants Awarded Annually, # of Properties Improved, Private/Public Investment, Foot Traffic	 5-10 Yrs	VACC, COV, LBI
		Completion of Placemaking Plan, # of Placemaking Elements Installed, Pedestrian Counts, Wayfinding Effectiveness, Brand Recognition Awareness, Condition Rating	 10+ Yrs	COV
		# of Capital Improvement Projects Completed, CIP Budgets, Activity Types Supported, Cost vs. Usage	 10+ Yrs	COV
		# of Buildings Identified & Designated, Creation of Recognition Program, Heritage Visitation, Content	 1-5 Yrs	COV, VACC, CM, LBI, LE, LNP
		# of Events & Festivals Hosted, Total Event Attendance, Frequency of Use, Engagement	 Ongoing	COV, CM, LE, LCU, VASD, LNP
		Completed Parking Strategy, # of Shared Parking Spaces, Parking Utilization Rates, Parking Search Time, Turnover Rate of On-Street Parking	 1-5 Yrs	COV
		Miles of New/Improved Sidewalks or Bike Infrastructure, # of Streetscape Enhancements, Accessibility Improvements, Pedestrian and Bike Counts, Crash Counts, Safety Rating from Users	 Ongoing	COV
		Completion of Intersection Redesign/Improvements, Traffic Crashes/Counts, LOS Improvement, Safety	 5-10 Yrs	COV
		Total Acres of Land Dedicated, Linear Miles of Greenway Corridors, # of Public Access Points, Connectivity Index, Trail Usage & Visitation Rates	 10+ Yrs	COV, LD
		Acres of Wetlands, Floodplains & Sensitive Lands Protected, # of Conservation Easements, % of New Developments w/ Conservation Set Aside, Water Quality Indicators, Zoning Amendments	 Ongoing	COV, LD, SW, DC, SCT
		% of New Developments w/Preservation of Natural Features, Acres of Preserved Natural Features, Greenways or Natural Buffers, Tree Canopy Coverage, Stormwater Management	 Ongoing	COV, LD
		# of Meetings or Joint Initiatives, # of Shared Plans, Agreements or Policies, Participation Rate	 1-5 Yrs	SW, CARPC, DC, COV, LD
		# of Inspections or Checks Conducted, Compliance Rate, Reduction in Violations/incidents, Water and Soil Quality Indicators, # of Mitigation Projects	 1-5 Yrs	SCT, SW, COV

Priority	#	Action, Strategy, or Recommendation	
	G1.6	Assess the viability of land trusts and conservation areas through partnerships with public and private organizations.	
G2. All about Parks and Recreation! Coordinate with parks departments and agencies to meet local and regional needs for parks, recreation spaces, and facilities.			
	G2.1	Develop an update to the city-wide parks plan to guide acquisition and large-scale development of regional and community parks in growth areas to align with anticipated population growth and outdoor recreation and sport facility demand.	
	G2.2	Coordinate parks and recreational needs with public and private entities that utilize public parks and organize recreation programming, including VASD.	
	G2.3	Increase public awareness of open space, trails, and recreational amenities by adding signage and conducting education and outreach efforts.	
	G2.4	Build on the existing number of sporting facilities and sporting events in the Verona Area to increase utilization and promote area economic development.	
G3. All about sustainable new development! Advance sustainable development through the adoption of policies and initiatives that reduce environmental impact.			
	G3.1	Adopt policies to promote sustainable design features that reduce energy consumption and the heat island effect in building retrofits and new development.	
	G3.2	Adopt Dark Sky practices to minimize light pollution and encourage responsible lighting practices for exterior lighting.	
	G3.3	Enforce established low-impact development practices for lands within the Sugar River Area Watershed consistent with the recommendations of the Badger Mill Creek Sugar River Area Study.	
	G3.4	Assess options to provide accommodations for electric vehicles in new development and public parking facilities.	
	G3.5	Assess zoning and subdivision code updates to require sustainable design features in new developments to address water conservation, energy efficiency, and material choices.	
	G3.6	Assess incentives for sustainable design features and infrastructure.	
G4. All about sustainable design practices! Protect water resources and advance effective utility practices.			
	G4.1	Enforce established stormwater management and environmental protection requirements for new development.	
	G4.2	Encourage education and information-sharing on energy efficiency upgrades, water conservation strategies, building retrofits, rain gardens, bio-swales, and other sustainable practices that help reduce community-wide impacts on infrastructure and water quality.	
	G4.3	Assess strategies for funding maintenance and upgrades of the City's stormwater management systems, including regular evaluation of existing fees and other funding mechanisms.	

	Type	Metrics	Timeline	Potential Partners
		Completion of Feasability Study, # of Partnerships Formed, # of Conservation Areas or Land Trusts Established	 10+ Yrs	COV, LNP
		Completion of Updated Parks Plan, Population-to-Parkland Ratio, Acres of New Parkland, Park Access, Implementation Recommendation	 Ongoing	COV, SW, DC
		# of Joint-Use Agreements or Partnerships, # of Shared Facilities or Programing, Participation Rates, Cost Savings or Cost-Sharing, Partner Satisfaction	 Ongoing	LD, LBI, COV, VASD, LCU
		# of New Wayfinding Signs Installed, Completion of Signage/Branding System, Engagement Metrics & Participation, Public Awareness Level	 1-5 Yrs	COV, CM, VASD, LCU, LBI
		# of New or Upgraded Sports Facilities, Facility Utilization Rates, # of Sporting Facilities Developed, Event Attendance/Participant #s	 10+ Yrs	COV, VACC
		Adoption of Policies or Guidelines, % of New Developments w/ Sustainable Design Features, Average Reduction of Energy Use Intensity (EUI)	 5-10 Yrs	COV
		Adoption of Dark Sky Standards, % of New Developments w/Compliant Lighting, Reduction of Light Pollution Levels	 1-5 Yrs	COV
		% of Developments Using LID Practices, LID Features Installed, Reduction in Runoff, Water Quality Improvements, Acres of Impervious Surface	 5-10 Yrs	COV
		# of EV Charging Stations, % of Developments w/EV-Ready or EV-Capable, Utilization Rates, Distribution of Charging Infrastructure	 5-10 Yrs	COV, LBI, LD
		Adoption of Updated Zoning/Subdivision Codes, # of Sustainability Measures Required per Development, Review/Approval Timeline	 Ongoing	COV, LBI, LD
		% of Incentive Use, Types and Value of Incentives, Private Investment, Cost Benefit Ratios	 Ongoing	COV, LBI, LD VACC
		% of Developments w/Stormwater Compliance, # of Inspections/Violations, # and Type of Stormwater Features, Stormwater Flows and Runoff Levels, Water Quality Levels	 Ongoing	COV, LD
		# of Resource Guides, Participation Rates, # of Residents Implementing Strategies, Reduction of Water and Energy Consumption, Awareness	 Ongoing	COV, CM, VASD, LCU
		Completion of Feasibility Assessment, Project vs Actual Funding, # of Funding Options Analyzed	 10+ Yrs	COV, LD

Priority	#	Action, Strategy, or Recommendation	
	G4.4	Assess the impacts of new development to well-head protection areas.	
Fundamental Verona			
F1. All about Regional Infrastructure Coordination! Coordinate infrastructure, services, and community facility needs with relevant municipal departments, regional, and state agencies.			
	F1.1	Coordinate on an annual basis with VASD on utility and transportation needs for existing or future school facilities located in Verona and Fitchburg.	
	F1.2	Coordinate with CARPC, the Dane County Cities and Villages Association (DCCVA), and the MMSD on general policies regarding the extension of utility services and sanitary sewer-related matters in Verona.	
	F1.3	Coordinate with WisDOT, Dane County, Town of Verona, City of Madison, and the City of Fitchburg to refine and implement Verona's future roadways map, including identification and alignment of planned arterial street corridors.	
F2. All about Infrastructure for Growth! Expand and future proof a well-distributed system of infrastructure, services, and community facilities to support growth areas and development, existing neighborhoods, and employment centers.			
	F2.1	Implement or retrofit critical utility and transportation infrastructure to align with and catalyze development in growth areas with active interest from property owners and investors.	
	F2.2	Assess additional funding strategies to help underwrite the costs of infrastructure needs.	
	F2.3	Coordinate with Verona municipal departments on Public Library, Community Center, Senior Center, parks, and other community facilities to address needs and expansion to align with anticipated population growth and demand.	
	F2.4	Maintain high-quality waste disposal and recycling services to Verona residents and promote Dane County composting programs for both residential and commercial users.	
	F2.5	Coordinate with Verona Police, Verona Fire, and Fitch-Rona EMS to ensure consistent high levels of service, community protection, and maintenance of an EMS station within the City of Verona.	
F3. All about Roads! Expand the roadway network and enhance the implementation of roadway projects.			
	F3.1	Advance and implement study of connected street grids in growth areas, north-south arterials between jurisdictions, an east-west arterial or connector loop south of USH 18/151, and a full access interchange and extension of East Verona Avenue and USH 18/151.	
	F3.2	Evaluate strategies that discourage cut-through traffic in residential areas through roadway design and traffic management measures.	

	Type	Metrics	Timeline	Potential Partners
		# of Well-Head Protection Areas, Land Use Restrictions or Protective Measures, % of Incidents	 Ongoing	COV
		Completion of Joint Infrastructure Needs Report, % of Gaps Addressed	 Ongoing	VASD, COV
		# of Joint Policy Statements or Guidance Documents, Utility Expansion Projects, # of Policy Conflicts	 Ongoing	CARPC, DC, SCT, SW, COV
		Completion and Adoption of Revised Functional Classification Map, CIP %, # of Design or Planning Conflicts, Constructed Projects, Reduction in Delays	 Ongoing	CARPC, DC, SCT, SW, COV
		Miles of Roads or Utility Lines Installed or Upgraded, # of Development Ready Parcels, Private Investment Leveraged, Project Completion vs Timeline	 10+ Yrs	COV, LD, DC, CARPC, SCT, SW
		Completion of Funding Strategy Assessment, # of New Funding Mechanisms Identified, Revenue Secured, Cost Recovery Ratio, Reduction in Funding Gaps	 Ongoing	COV, SW, DC, CARPC
		Completion of Assessment, # of Upgrades/ Expansions, Utilization Rates	 Ongoing	COV
		Compliance Rate, Participate Rate, Cost per Household	 Ongoing	COV
		Emergency Response Times, # of Calls, Staffing Levels, # of Joint Training/Preparedness Initiatives, Perception of Safety	 Ongoing	COV, SCT
		Completion of Study, # of Connections Planned, Designed or Constructed, Miles of New Street Connections, Reduction of Travel Times	 5-10 Yrs	SW, CARPC, DC, SCT, COV
		# of Local Streets w/Traffic Calming, Crash Data	 5-10 Yrs	SW, CARPC, DC, SCT, COV

Priority	#	Action, Strategy, or Recommendation	
	F3.3	Coordinate preferred truck routes and associated roadway design standards with WisDOT, Dane County, and neighboring jurisdictions.	
	F3.4	Implement mobility improvements to meet the Americans with Disability Act report and address the needs of all ages and abilities.	
F4. All about Trails, Walking, and Biking! Expand the active transportation network of multi-use paths, trails, and bike infrastructure for pedestrians, cyclists, and micromobility users.			
	F4.1	Construct sidewalks as part of all new or reconstructed roadway projects.	
	F4.2	Construct multi-use paths or bike lanes as part of all new or reconstructed arterial and collector roadway projects.	
	F4.3	Implement sidewalks and multi-use paths retrofits within traditional neighborhoods that lack sidewalks to close key gaps in the pedestrian network and support mobility and safety.	
	F4.4	Construct sidewalks, multi-use paths, or bike lanes to close “first-last mile” gaps to regional trails, schools, community facilities, transit corridors, and the existing Park & Ride at Old CTH PB and East Verona Ave, in alignment with the comprehensive plan and citywide Bike Plan.	
	F4.5	Implement a citywide integrated trail and multi-use path network to connect neighborhoods to the greater Dane County region and reinforce Verona’s identity as a “Trail City USA”.	
F5. All about Transit! Explore mass transit expansion and opportunities for transit access. Explore mass transit expansion and opportunities for transit access.			
	F5.1	Coordinate the expansion of regional bus service to and within Verona with Madison Metro Transit.	
	F5.2	Promote accessible transit services within the community.	
	F5.3	Support higher-density development along future regional transit routes, including CTH M, Main Street, and the east growth area.	

	Type	Metrics	Timeline	Potential Partners
		# of Truck Routes, Completion of Roadway Design Standards for Truck Routes, Truck Traffic	 Ongoing	SW, CARPC, DC, SCT, COV
		Miles of Sidewalks/Curb Ramps, # of Projects Implemented from ADA Report, Complaint Reduction	 Ongoing	COV, SW
		% of New/Reconstructed Roadway Projects, Miles of New Sidewalks, % of Roadway Frontage Served by Sidewalks, Sidewalk Availability and Safety	 Ongoing	COV
		Miles of Multi-Use Paths or Bike Lanes, % of Arterial or Collector Projects, Bike/Pedestrian Traffic Counts, Connectivity Index	 Ongoing	COV
		Miles of Sidewalks in Neighborhoods, Sidewalk Coverage, Gap Miles, Increase Trips	 1-5 Yrs	COV
		# of First-Last Mile Projects, Miles of Pathways Linking, Reduction of Vehicle Trips, Residents w/in a Half Mile of Pathways	 5-10 Yrs	SW, CARPC, DC, SCT, COV
		Total Miles of Citywide Trails & Paths, % of City Neighborhoods Served by Network, # of Regional Trail Connections, Trail/Path Usage, Branded Trail Amenities, Awareness	 10+ Yrs	SW, CARPC, DC, SCT, COV
		Bus Service Routes & Stops, Miles of New Routes, % of Transit Users	 10+ Yrs	SCT, COV, CARPC, DC
		# of Accessible Transit Services, # of Accessible Amenities	 Ongoing	SCT, COV, CARPC
		Development Proposals, # of Applications, # of Constructed Developments, # of Building Permits	 10+ Yrs	LD, COV, VACC

The plan outlines the engagement that occurred during this planning process, and the goals, recommendations, and strategies ensuring all residents have access to housing, education, transportation and mobility options, employment opportunities, and public amenities. This plan could not have been accomplished without the support, feedback, and willingness of Verona's residents and community members to participate in the planning process.

