

Chapter Three—Transportation



CITY OF VERONA COMPREHENSIVE PLAN, 2010-2030

Transportation

Transportation Goals and Objectives

Providing Adequate Transportation Systems



Route 55 provides transit service to Verona

As a growing community, Verona will experience additional demands on our streets and transportation infrastructure to accommodate additional vehicles. Many Verona residents

commute to work in Madison or Middleton by using County Trunk Highway 'M' north of Verona. The improvement of this roadway to accommodate current and projected traffic is one of the city's highest transportation priorities. The City also wishes to provide alternative routes that are parallel to CTH 'M' as new development occurs in the region.

In addition to accommodating north-south traffic north of the City, a primary transportation goal is to provide adequate transportation systems in and around Verona, including continued mass-transit service—currently provided by Metro Transit Route 55—and to provide pedestrian facilities (sidewalks) in both new developments and in existing areas of the city where they do not now exist.

Accommodating All Forms of Transportation

The City of Verona plans to continue accommodating all forms of transportation, including automobiles, buses, commercial trucks, bicycles, pedestrians, and alternative forms of transportation such as electric vehicles. Making sure that residents can commute to and from work and that local businesses can receive goods and deliver their products to market are top priorities for the City. As the city grows, minimizing congestion—especially at the intersection of Main Street and Verona Avenue—will become increasingly challenging. Regional heavy truck traffic is able to by-pass the city using the 18-151 by-pass, which minimizes congestion in our downtown while also connecting the community to larger markets. The city is supportive of improvements to the Beltline-Verona Road interchange to insure that 18-151 continues to operate as a regional arterial for freight traffic.

For the last decade, the City has added on-street bicycle lanes to a number of arterial streets, including East and West Verona Avenue, Cross Country Road, and Whalen Road, and the city plans to continue creating on-street bicycle lanes as streets are built or reconstructed. The city also plans to continue to work with Dane County and the DNR on regional off-street trail systems such as the Military Ridge and Ice Age trails.

During the 1970s and 1980s the city did not require new residential subdivisions to provide sidewalks, but beginning in the 1990s the city reinstated sidewalk requirements for new subdivisions. The City plans to continue requiring sidewalks in all new developments.

Provide Adequate Transportation Systems in and around Verona

- PROVIDE MASS-TRANSIT SERVICE
- REQUIRE NEW DEVELOPMENT TO ACCOMMODATE FUTURE TRAFFIC
- INVESTIGATE HOW AREAS THAT HAVE ALREADY BEEN DEVELOPED CAN BETTER ACCOMMODATE TRAFFIC
- ACCOMMODATE BICYCLE AND OTHER TYPES OF VEHICLES
- IMPROVE PEDESTRIAN FACILITIES
- SUPPORT EFFORTS TO IMPROVE REGIONAL TRANSPORTATION INFRASTRUCTURE

Improve North-South Traffic Between Verona and Madison

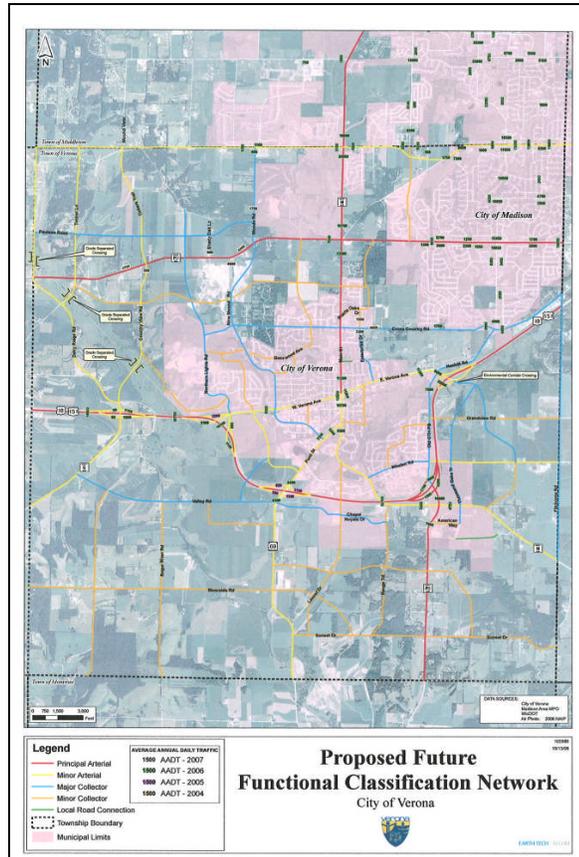
- INCREASE CAPACITY ON CTH 'M' NORTH OF VERONA
- PROVIDE ALTERNATIVE NORTH-SOUTH ROUTES BETWEEN THE CITY OF VERONA AND THE WEST SIDE OF MADISON TO RELIEVE CONGESTION ON CTH 'M'

Transportation

Improving North-South Traffic Between Verona & Madison

Many Verona residents travel to Madison for employment, services, and entertainment. Unfortunately, only two roads provide direct access between these two cities—CTH 'M' and Verona Road. A major goal for the City of Verona is to insure that both of these two roadways have sufficient capacity to accommodate future traffic levels. Additionally, the City wishes to insure that additional street connections between these two communities are created whenever possible.

Unfortunately, providing additional north-south routes between Verona and Madison's west side is complicated by existing low-density residential development in unincorporated areas, existing high-density residential development that did not plan for arterial streets—such as Hawks Landing,—natural features such as glacial moraines and wetlands associated with the Sugar River and Badger Mill Creek, and existing development such as the University Ridge gold course. See the complete Transportation chapter for more details.



Protecting Residential Areas from Traffic

People living in residential properties along streets with heavy traffic volumes experience diminished quality of life from noise, dust, and vibrations. In many communities such residential properties become devalued and blighted over time. To prevent such conditions in Verona, this plan recommends that existing residential properties along high-volume streets be converted to non-residential uses. The city has already begun this process along North Main Street. Additionally, the plan recommends that new residential development be prohibited along streets that are expected to carry high volumes of traffic unless design elements—such as building set-backs, berms and landscaping—are incorporated to protect residents from traffic on the adjacent street.

Main Street & Verona Avenue looking north



Protect residential areas from high volumes of traffic by preventing conflicts between traffic and residential land uses

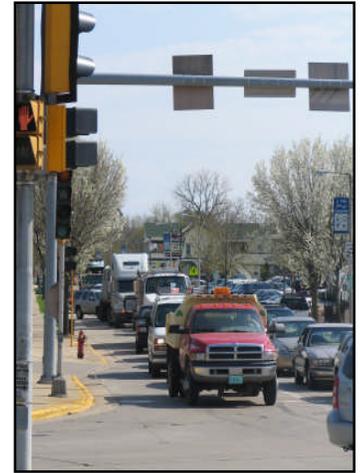
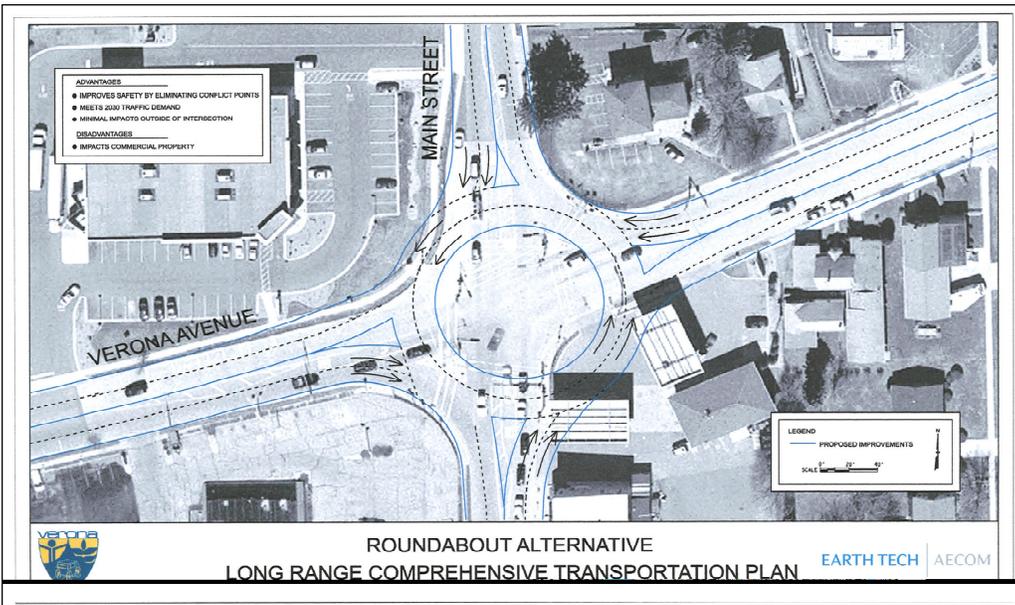
- CONVERT EXISTING RESIDENTIAL USES ALONG HIGH-VOLUME TRAFFIC CORRIDORS
- ALLOW NEW RESIDENTIAL DEVELOPMENT ALONG ARTERIAL STREETS ONLY AFTER STANDARDS ARE CREATED AND IMPLEMENTED TO MINIMIZE THE IMPACT OF HIGH TRAFFIC VOLUMES ON RESIDENTIAL DEVELOPMENT

Plan for additional traffic at the intersection of Main Street and Verona Avenue

- ENGAGE RESIDENTS, PROPERTY OWNERS, AND BUSINESSES IN THE DOWNTOWN AREA TO PLAN FOR SHORT-TERM AND LONG-TERM SOLUTIONS FOR ACCOMMODATING DOWNTOWN TRAFFIC
- SHORT-TERM—UTILIZE THE EXISTING PAVEMENT AND RIGHT-OF-WAY
- LONG-TERM—ACQUIRE ADDITIONAL RIGHT-OF-WAY AND INCREASE PAVEMENT WIDTH ON NORTH MAIN STREET

Transportation

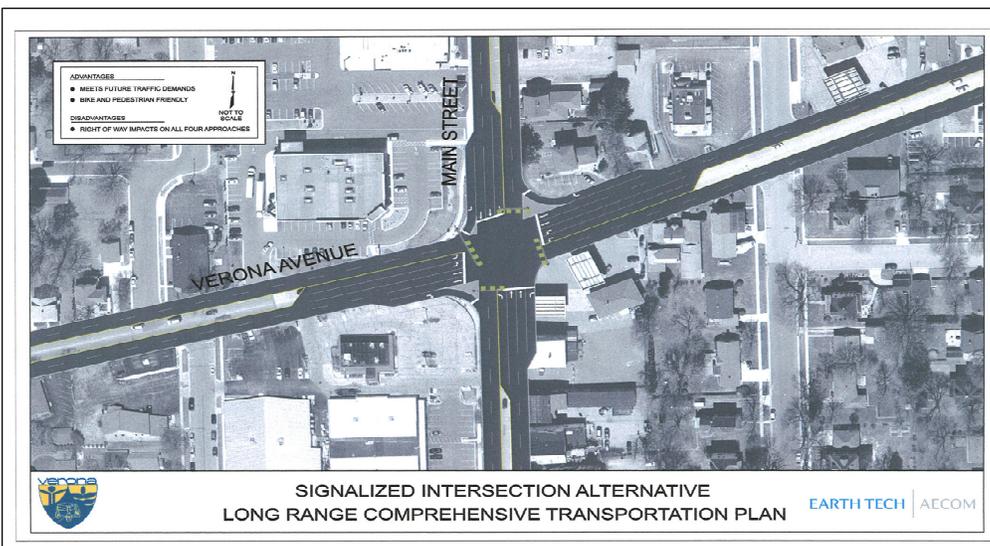
Verona Avenue at Main Street—The Downtown Dilemma



Main Street looking South at Verona Avenue

One option recommended for consideration for the downtown intersection is a 'round-a-bout'...

The downtown intersection of Verona Avenue at Main Street presents Verona's most difficult transportation challenge for the next 20 years. While east-west traffic is greatly improved due to the 18-151 by-pass that was built in the early 1990s—and which diverts most regional traffic around the downtown—north-south traffic does not benefit from a similar 'reliever' roadway. North-south traffic experiences congestion currently and is expected to experience more in the coming years. Several options for improving the downtown intersection were considered as part of this comprehensive plan, including a) expanding the intersection with additional turn and through lanes; b) using a round-a-bout; and c) converting Main Street into a one-way street that would be 'paired' with either Franklin and or Shuman Streets. The paired-one way option is not recommended and additional work with downtown residents, property owners, and business will be necessary before a final solution is determined.



Accommodating bicycle traffic is a city goal.

One option recommended for consideration for the downtown intersection is adding lanes...

Transportation

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See the Complete
City of Verona
Comprehensive Plan at:

- Verona City Hall
- Verona Library
- On-line at:
www.ci.verona.wi.us
Under
'City Departments—
Planning & Development'

For More Information—
Contact
The City of Verona
Department of
Planning and Development
At 848-9941 or at
Bruce.sylvester@ci.verona.wi.us



Pedestrians at the Main
Street & Verona Avenue
intersection

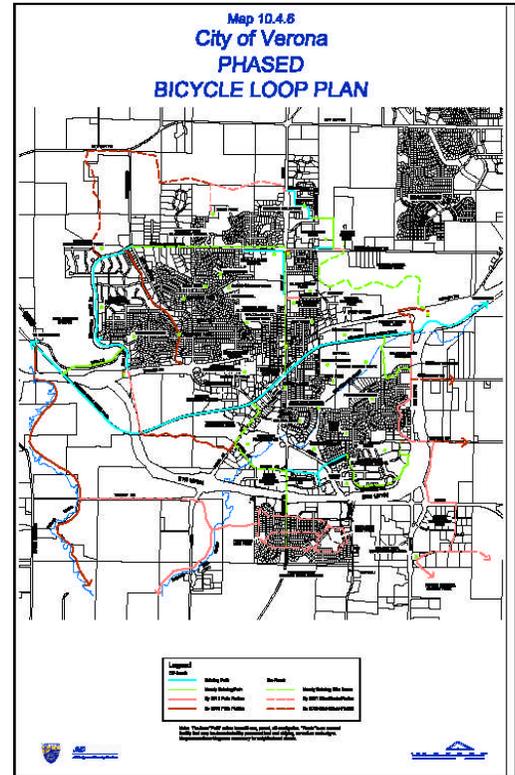


The city has included bike
lanes with recent street recon-
struction projects, such as East
Verona Avenue



Survey Results

When the Comprehensive Plan Committee surveyed the community about priorities for use of property-taxes—transportation improvements were listed as the third highest priority, after 'decreasing property taxes' and 'managing growth'. When asked what the most important transportation-related goals should be for the city, the highest priority was "Improving County Trunk Highway "M"; the second-highest priority was "Improving the intersection of Main Street and Verona Avenue"; and the third-highest priority was "Providing safe and convenient bicycle and pedestrian travel". Lower-ranking priorities included: Providing para-transit services for people with disabilities; Expanding hours of service on Metro Transit Route 55; and creating shared-ride taxi service as a supplement to Route 55 bus service.



Relation to Other Chapters of the Comprehensive Plan

Transportation planning plays an important role in matters such as land-use, housing, and economic development. To minimize the impact of heavy traffic on residential land-uses, the city plans to limit the amount of residential development along arterial streets—and to require landscaping and buffers to protect residents where housing is allowed along busy streets. The City also wants to insure that economic development is promoted by insuring that employees can get to local jobs easily and that locally-grown and locally-manufactured products are able to be transported to regional and global markets easily and quickly. Additional information on each of these topics is available in Chapter 2—Housing; Chapter 6—Economic Development and Agriculture; and Chapter 8—Land Use.

Recreational Transportation Facilities

In addition to planning for vehicular traffic, the Verona Comprehensive Plan also plans for recreational transportation facilities for hiking, biking, and canoeing. One goal is to continue accommodating the Ice Age Trail through Verona as the city grows to enhance and expand this state-wide hiking trail. Similarly, the City plans to protect the Sugar River as part of a region-wide canoe facility. To accommodate bicycles, the city plans to continue integrating on-street bicycle lanes into arterial streets as these streets are reconstructed and to continue creating off-street bicycle trails within the city according to the Parks and Open Space Plan. See the complete City of Verona comprehensive plan at Verona City Hall, the Verona Library, on-line or on the accompanying disc for more details.