

# CHAPTER 4

## ACTION PLAN

75 *Public Project and Actions*  
80 *Private Development*  
80 *Funding Program Summaries*

This Plan includes an array of recommended public projects and actions to achieve the vision described for Downtown Verona. This chapter discusses the phasing and costs of these actions.

### 4.1 PUBLIC PROJECTS AND ACTIONS

It is the intent of the Council adopting the plan that the City not use eminent domain to acquire property resulting in the loss of a building or business or that would limit the use of the property without the owner's consent.

#### SHORT TERM (0-2 Years) and "ANY TIME" ACTIONS

Ideally these projects would be completed as soon as possible. The projects are not dependent upon each other and can be staged when funding or resources become available.

##### 1) *Development Standards Update*

This update should proceed as soon as feasible.

##### 2) *Downtown Zoning Amendments*

To reduce barriers to redevelopment in the Downtown core, many of the sites fronting onto Main Street and Verona Avenue could be proactively rezoned to Central Commercial (CC). See *Figure 4.1* on the next page.

##### 3) *"Don't Block the Box" Signs and Pavement Markings*

This project is HSIP eligible (see section 4.3) but a grant application is not recommended for a project of this cost.

##### 4) *Lincoln Street Signal and Intersection Improvement*

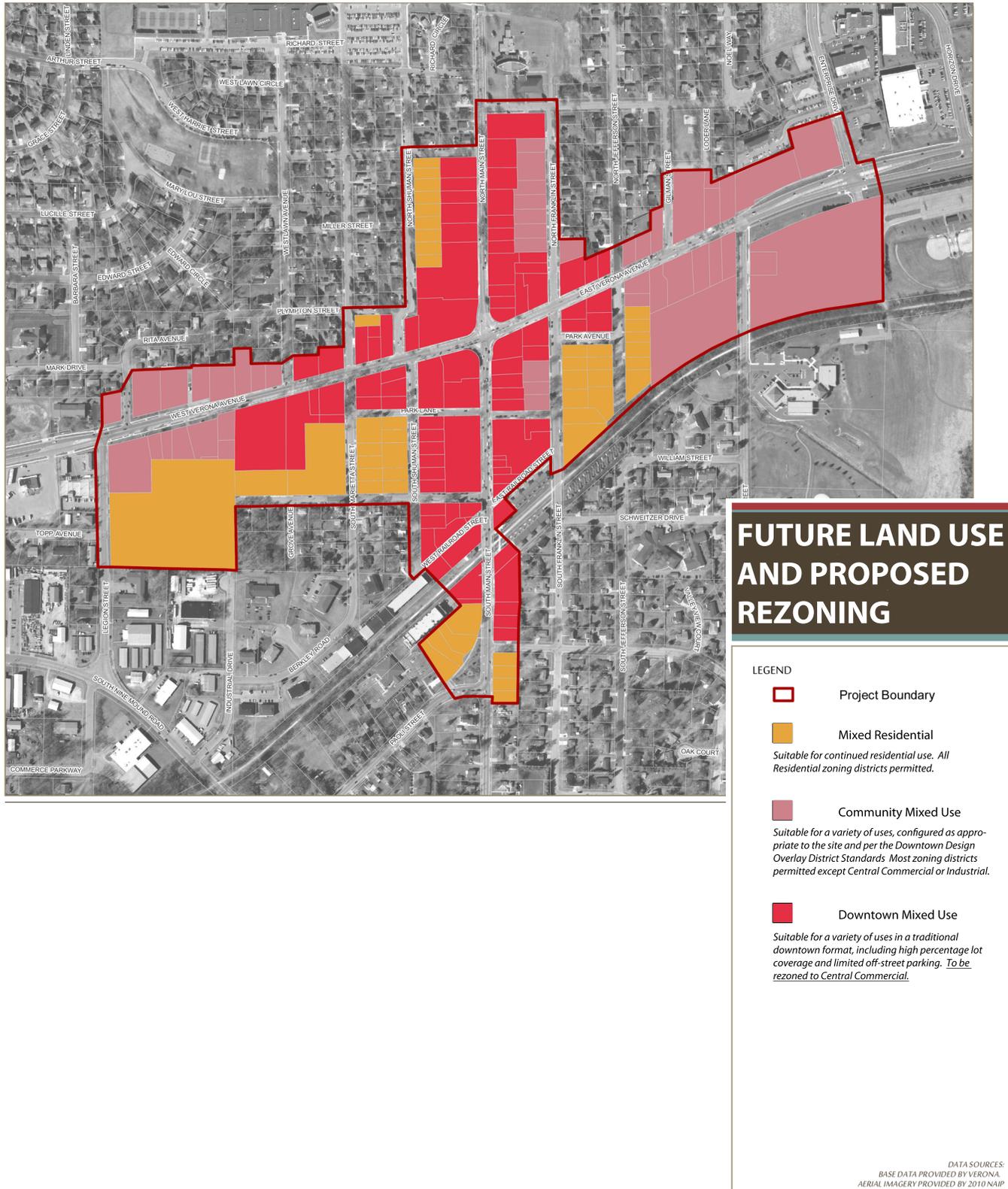
This project should be planned and completed in coordination with proposed changes to the Verona Fire Department site.

##### 5) *Westlawn Pedestrian Crossing*

This project can proceed at any time to improve student safety, but it may be appropriate to allow the School District to first confirm long term plans for the adjacent schools.

Short Term and "Any Time" Projects	Timeframe	Cost	Potential Public Funding Sources (Other than City's General Fund)
1) <b>Development Standards Update</b>	<i>Short Term</i>	<i>Staff Time</i>	-
2) <b>Downtown Zoning Amendments</b>	<i>Short Term</i>	<i>Staff Time</i>	-
3) <b>Don't Block the Box</b>	<i>Short Term</i>	<i>\$5,000 - \$7,000</i>	<i>HSIP, TIF</i>
4) <b>Lincoln Street Signal and Intersection Improvement</b>	<i>Short Term</i>	<i>\$500,000 - \$700,000</i>	<i>TIF</i>
5) <b>Westlawn Pedestrian Crossing</b>	<i>Short Term</i>	<i>\$80,000 - \$100,000</i>	<i>SRTS, TIF</i>

Figure 4.1: Future Land Use Map with Proposed Rezoning to Central Commercial



**6) Military Ridge State Trail Crossing**

This project can proceed at any time, but coordination with other projects should be considered, including the proposed closure of W. Railroad St. and/or street or other projects affecting this segment of S. Main Street.

**7) Basswood Avenue Connection to the Middle School**

This project is on Verona Area School District property and must be initiated by the district. The proposed improvements will benefit both the school and the City, and cost sharing is anticipated.

**8) Park Lane Public Parking Lot**

This lot will reconstruct the existing parking area for 119-125 S. Main Street and expand to Franklin Street.

**9) Paoli Street Signal**

This lot will reconstruct the existing parking area for 119-125 S. Main Street and expand to Franklin Street.

**10) Crosswalk Enhancements**

All crosswalks should be improved in conjunction with street improvements.

**11) Streetscaping Improvements**

Streetscaping should occur in conjunction with street improvement projects.

Short Term and "Any Time" Projects (cont.)	Timeframe	Cost	Potential Public Funding Sources (Other than City's General Fund)
<b>6) Military Ridge State Trail Crossing</b>	<i>Short Term</i>	<i>\$130,000 - \$150,000</i>	<i>RTB, TIF</i>
<b>7) Basswood Avenue Connection</b>	<i>Short Term</i>	<i>\$300,000 - \$500,000</i>	<i>SRTS, TAP, TIF</i>
<b>8) Park Lane Parking Lot</b>	<i>Short Term</i>	<i>\$275,000 - \$375,000</i>	<i>TIF</i>
<b>9) Paoli Street Signal</b>	<i>As Soon as Warranted</i>	<i>\$150,000 - \$200,000</i>	<i>TIF</i>
<b>10) Main Street &amp; Verona Avenue Crosswalk Enhancements</b>	<i>With Street Improvements</i>	<i>Included in street project costs</i>	<i>SRTS, TIF</i>
<b>11) Streetscaping Improvements</b>	<i>With Street Improvements</i>	<i>Included in street project costs</i>	<i>TIF</i>

## Chapter 4 Action Plan

### MID TERM PROJECTS (2 – 5 years)

These projects are considered either lower in priority or higher in complexity than the “Short Term” projects, but still desired for completion relatively soon.

#### **1) Main Street & Verona Avenue Intersection - Stage One**

Grant funding could be pursued for this project. Applications for the STP Urban and LRIP programs should be considered now for approval in the upcoming cycles. Engineering design cost can be included as part of the funding. The cost estimate assumes that the Mobil gas station property will remain in business and does not include cost to relocate. See *Appendix C* for more detail on the estimated construction cost.

#### **2) 104 E. Verona Avenue Public Parking Lot**

This project should occur before or in conjunction with the changes to the Main/Verona intersection, to help compensate for some of the on-street parking loss.

#### **3) Expand Hometown Junction Park**

This project can happen at any time, though it is dependent upon land acquisition from Ellis Manufacturing, the current owner of the triangular parcel on the north side of West Railroad St.

It is recommended that this project be designed and constructed in conjunction with the proposed parking improvements on the south side of Church St, which are also dependent upon land acquisition.

The amphitheater project in this park should be contingent upon a clear plan for its use, and any groups interested in using this facility should demonstrate their commitment by assisting with fundraising efforts.

#### **4) Church Street Parking Lot**

This project may be a joint venture with Miller and Sons, who already own and use some of the land for parking to support their store. The expanded lot is intended to serve both the grocery store and other regional uses.

#### **5) Harriet Street Realignment and Parking**

This project could happen at any time, and it could be delayed for many years. Interest in redeveloping any of the three affected parcels may be the trigger to proceed with this project.

#### **6) E. Railroad St. Realignment**

This project could happen at any time, but will likely proceed in coordination with redevelopment of the Baptist Church block.

Mid Term Projects	Timeframe	Cost	Potential Public Funding Sources (Other than City's General Fund)
<b>1) Main &amp; Verona Intersection - Stage One</b>	<i>Mid Term</i>	\$750,000 - \$1,000,000	<i>STP Urban, LRIP, TIF</i>
<b>2) 104 E. Verona Avenue Public Parking Lot</b>	<i>Mid Term</i>	\$300,000 - \$400,000	<i>TIF</i>
<b>3) Hometown Junction Park Expansion</b>	<i>Mid Term</i>	\$300,000 - \$500,000	<i>TIF</i>
<b>4) Church Street Parking Lot</b>	<i>Mid Term</i>	\$500,000 - \$750,000	<i>TIF</i>
<b>5) Harriet Street Realignment and Parking</b>	<i>Mid Term</i>	\$1,500,000 - \$1,750,000	<i>TIF</i>
<b>6) E. Railroad Street Realignment</b>	<i>Mid Term</i>	\$1,000,000 - \$1,200,000	<i>TIF</i>

**LONG TERM PROJECTS (15 - 40 years)**

Eventually, the City may choose to expand N. Main Street and E. Verona Ave. to four lanes, and to make corresponding improvements/expansions to the Main/Verona intersection. These improvements are lumped together as the one “long term” project.

***Verona and Main Reconstruction Projects***

Funding is recommended to be pursued for this project. Applications for STP Urban and LRIP are highly recommended as total cost for both construction and real estate is likely to exceed \$10,000,000. See *Appendix C* for complete cost estimates for all long term improvement alternatives considered during the planning process.

There are several buildings that need to be acquired to implement this long term build-out, and it is recommended that the City acquire the necessary right-of-way to preserve the feasibility of this alternative whenever it becomes available, especially during redevelopment projects. The acquisition and relocation process must follow the WisDOT right-of-way process in order to preserve eligibility for any State or Federal funding that may become available.

Long Term Projects	Timeframe	Cost	Potential Public Funding Sources (Other than City's General Fund)
"Main & Verona Intersection - Stage Two (includes corridor expansion to four lanes - N. Main to Silent Street and E. Verona to Lincoln St.) "	<i>Long Term</i>	\$10,000,000 - \$12,000,000	<i>STP Urban, LRIP, TIF</i>

### 4.2 PRIVATE DEVELOPMENT

#### PRIVATE DEVELOPMENT

There are many potential private redevelopment projects throughout the Downtown Core. These projects are, for the most part, not dependent upon public infrastructure projects and they can proceed at any time, given property owner and developer interest. On the other hand, several of the sites will be affected by the long-term street improvements identified in this plan, such that those improvements will require building removal and will precipitate redevelopment.

Several sites have the potential to become gateway features that welcome visitors to the Downtown Core and catalyze further excitement and investment. For each the preferred redevelopment is a high-quality, 2-3 story building featuring commercial uses, at least on the ground floor. These sites include:

- Corner of Legion St. and W. Verona Ave. (Wildcat Lanes)
- Corner of E. Harriet St. and N. Main St. (former library)
- Corner of Lincoln St. and E. Verona Ave. (multiple parcels, including Hughes Flooring and Cedor, Inc.)

#### ***Public Role in Private Development***

At minimum, the City's role in the redevelopment of private property includes reviews and permit approvals to ensure compliance with zoning and building code requirements. As has already occurred several times with other projects, the City can support new real estate investment through the use of tax incremental finance funds. Downtown redevelopment is often more expensive than building on farmland due to the need to clear prior improvements and also due to space constraints that require more complicated design and construction techniques. Financial assistance helps "level the playing field" as compared to development on easier sites.

### 4.3 INFRASTRUCTURE FUNDING STRATEGIES

#### TRANSPORTATION FUNDING OPTIONS

Under Moving Ahead for Progress in the 21st Century (MAP-21) the following programs have been developed. As future Federal and State budgets are approved, these options or the requirements for obtaining certain funds could change:

#### ***Highway Safety Improvement Program (HSIP)***

"The goal of the program is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads, including non-State-owned public roads and roads on tribal lands. The HSIP requires a data-driven, strategic approach to improving highway safety on all public roads that focuses on performance."

Typical eligible projects include: intersection safety improvements (modifying traffic signals, turning radii, channelization), improving sight distance, access modifications, constructing turn lanes, enhancing pedestrian-bicycle crossings)

#### General Guidelines:

- Must have had a crash history, identify crashes that would have been avoided
- Projects are reimbursed for 90% of the total project costs, up to the approved project cost
- The current 2014 – 2017 Mid-Cycle HSIP submittals are due February 14th, 2014
- New projects cap at \$200,000

#### Potentially Eligible City Projects:

- Don't Block the Box

**Transportation Alternatives Program (TAP)**

Under *MAP-21*, the TAP program merged several distinct funding programs into one program to streamline the application process. These merged programs include Safe Routes to School (SRTS), Transportation Enhancements (TE), and Bicycle & Pedestrian Facilities Program (BFPF).

Typical eligible project include:

- Construction, planning, and design of on-road and/or off-road trail facilities for pedestrians, bicyclists and other non-motorized forms of transportation
- Construction, planning and design of infrastructure-related projects and systems that will provide safe routes for non-drivers
- Conversion and use of abandoned railroad corridors for trails
- Construction of turnouts, overlooks and viewing areas
- Community improvement activities (e.g. outdoor advertising, historic preservation/rehab of historic transportation, vegetation management practices in R.O.W., etc.)
- Any environmental mitigation activity
- Recreational Trails Program
- Safe Routes to School (SRTS) program

General Guidelines:

- Excluding exceptions in the *2014-2018 Transportation Alternatives Program Guidelines*, projects that met eligibility criteria for the prior SRTS, TE, and/or BFPF programs will be eligible for TAP funding.
- TAP funds will provide up to 80% of the project costs
- The department plans to solicit TAP applications every second calendar year, so the next opportunity to submit TAP applications should occur in 2015 (as pre-scoping application for 2014-2018 were due on December 13, 2013).

Southwest Region WisDOT Contact:

Marilyn Daniels  
 Marilyn.Daniels@dot.wi.gov  
 Phone: 608-246-3864

Statewide WisDOT Contact:

Tressie Kamp  
 Wisconsin Department of Transportation  
 Bureau of Transit, Local Roads, Railroads, & Harbors  
 4802 Sheboygan Ave., Room 951  
 Madison, WI 53707

Potentially Eligible City Projects:

- Basswood Connection to the Middle School
- Pedestrian crossing at West Lawn Avenue and Verona Avenue

**Recreational Trails Program**

Federal transportation funds benefit recreation by making funds available to the states to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses.

Potentially Eligible City Projects:

- Military Ridge State Trail Crossing of S. Main Street

## Chapter 4 Action Plan

### *Local Roads Improvement Program (LRIP)*

Eligible projects include reconstruction, pavement replacement, reconditioning, resurfacing, and structures, no new construction. The program helps fund the feasibility study, design engineering, grade, base, paving, right-of-way acquisitions and pavement. Stand alone traffic signals are not eligible however if work on the road includes signals as part of the improvement project it is eligible.

#### General Requirements:

Must receive a State Municipal Agreement prior to advertising for the project. WisDOT signs and mails an executed State Municipal Agreement to the project applicant along with a Request for Project Reimbursement.

- LRIP funds programmed to the project must be advertised for bids and let to contract. The City may not use their own work forces.
- The total project cost must equal at least twice the approved LRIP limit to be fully reimbursed.
- Municipal Street Improvement Programs are divided into cities with a population less than 20,000 (MSILT) and cities with a population greater than 20,000 (MSIGT)
- Bike and pedestrian facilities must be considered in the scope of all construction and reconstruction projects (Trans75).
- Funding is on a two year cycle with the current being 2014 – 2015.

#### Potentially Eligible City Projects:

- Long Term Transportation Project
- Mid Term Transportation Project

### *Surface Transportation Urban Program (STP Urban)*

#### General Requirements:

- Urban and urbanized areas (based on population) are eligible on roads functionally classified as collectors or higher
- Connecting highways are not eligible
- Projects must meet federal and state roadway requirements
- Program funds 80% of project cost with a 20% local match
- Currently in the 2013 – 2018 cycle with a full six-year program of projects. In 2015, WisDOT will solicit for the 2015-2020 program cycle beginning with a review and adjustment opportunity for the 2015 and 2016 projects.

#### Southwest Region Contact

Michael Erickson  
Michael.Erickson@dot.wi.gov  
Phone: 608-246-5361

#### Potentially Eligible City Projects:

- Long Term Transportation Improvement Project
- Mid Term Transportation Improvement Project

