

City of Verona Community Forum For Retail Development

Co-Sponsored by the
Plan Commission and
The Comprehensive Plan Committee

March 3rd, 2008

Agenda

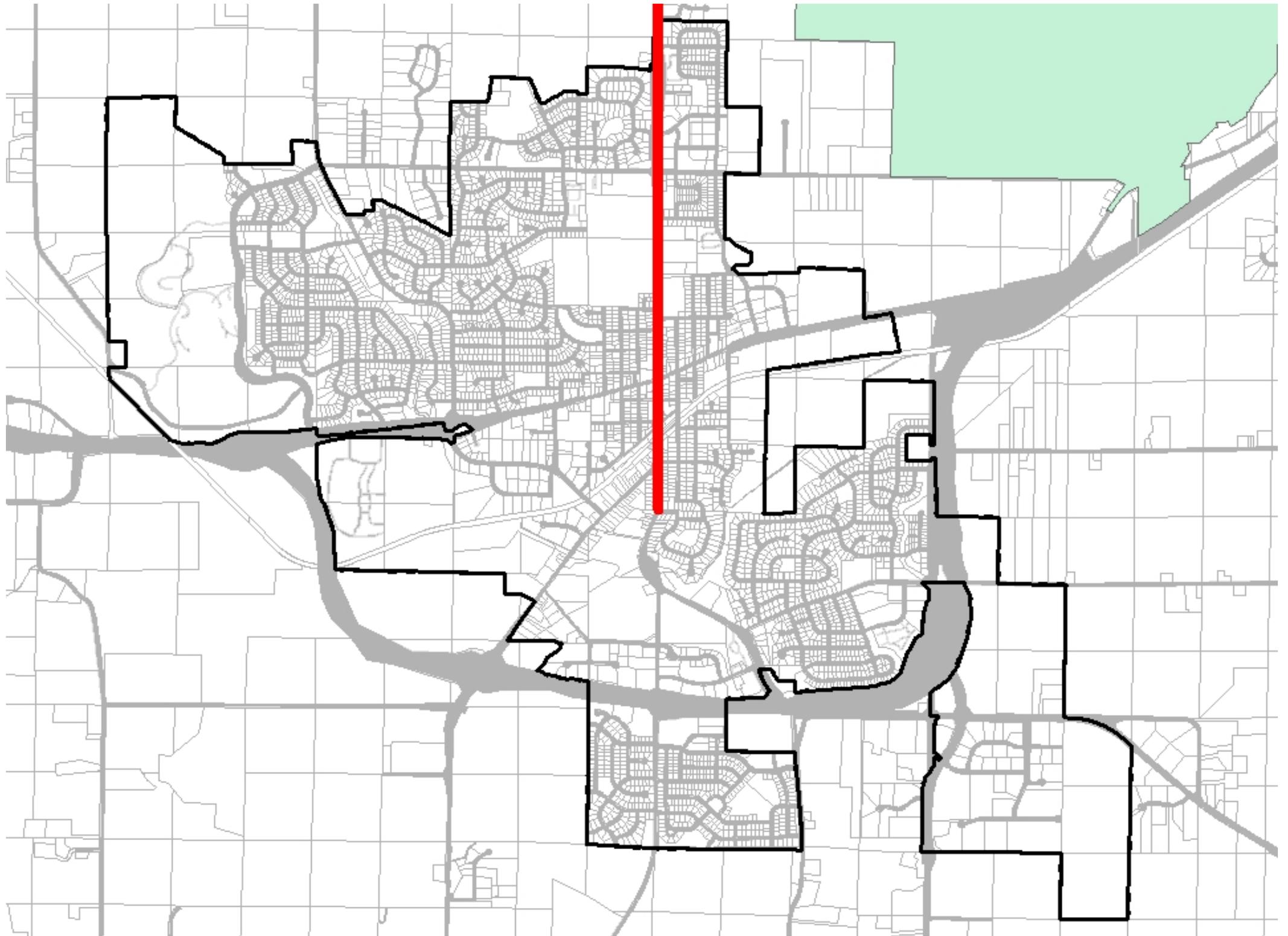
- Welcome, Introductions and Overview
- History of Retail Development in Verona
- Existing Retail Landscape
- Overview of Current Proposals
- Review of Potential Future Retail locations
- Community Preferences

Welcome, Introductions, Overview

- Four Basic Questions:
 - Do Verona Residents want more retail development?
 - If yes—how much?
 - If yes—what kind?
 - If yes—where?

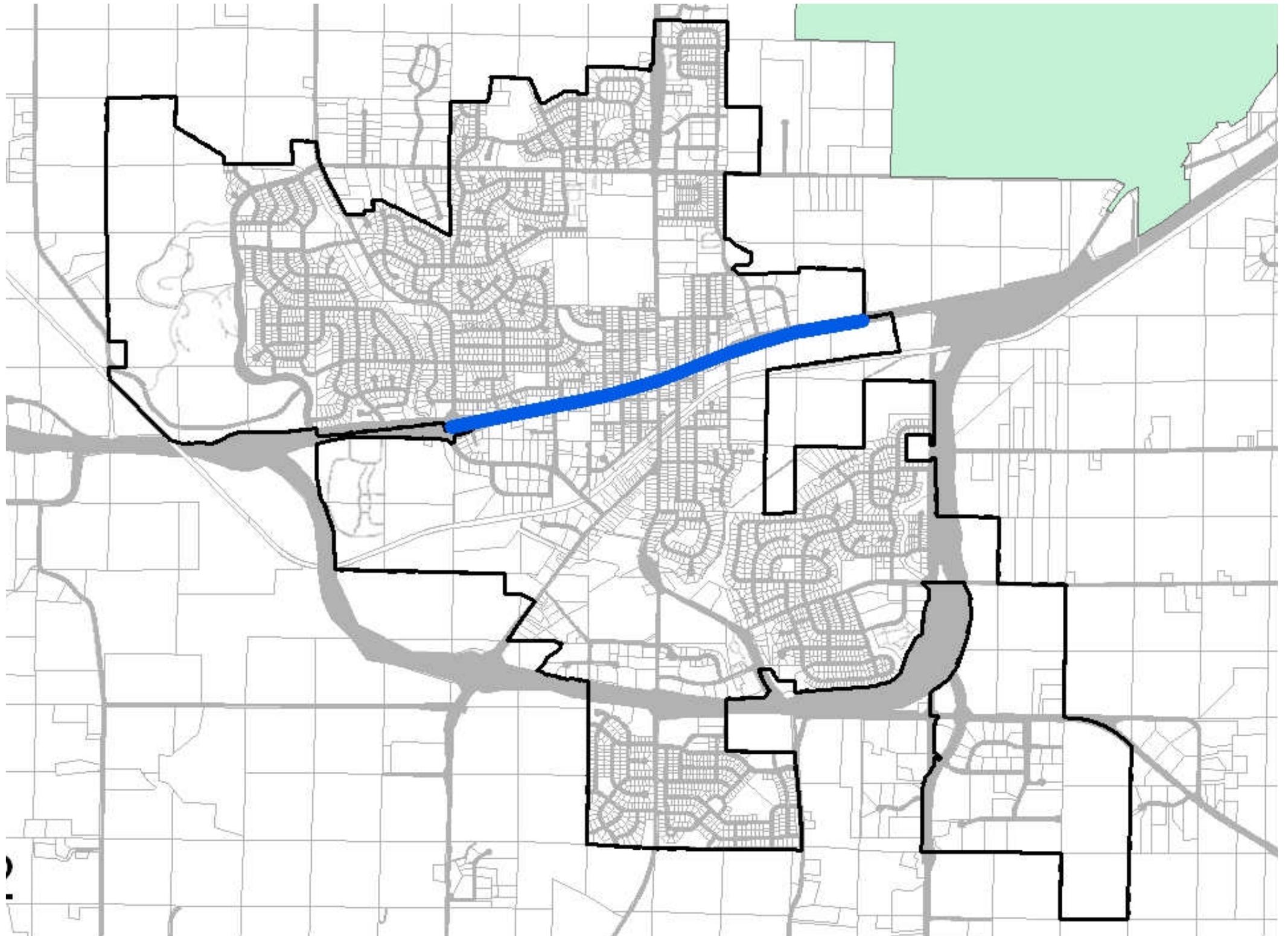
History Of Verona Retail

- Main Street
- Verona Avenue
- U.S.H. 18-151 Bypass
- Neighborhood Retail
 - Prairie Oaks
 - Vincenzo Plaza
- Technology Park



History: Main Street

- **Location for Many Older Businesses**
 - Miller's, World of Variety, Bank, Avanti's
- **Some New Developments/Redevelopments**
 - Prairie Oaks
 - Railroad Street/Depot Drive
- **Rezoning: North Main, 324 South Main**
 - To allow additional commercial on Main Street

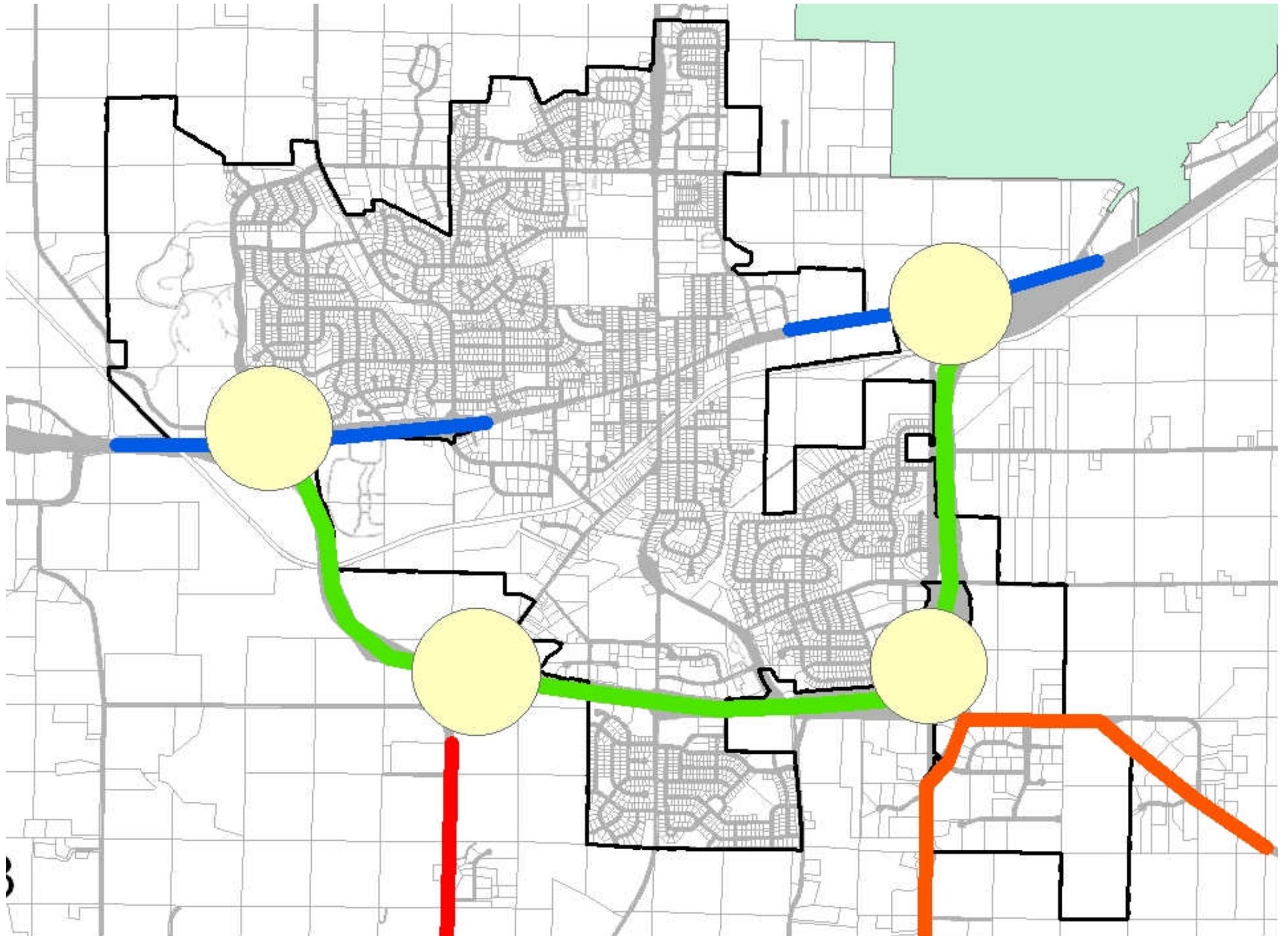


History: Verona Avenue

- Historic location for New Development
 - Culvers, Post Office, McDonalds
 - Am-Core Bank, UW Health Clinic
 - The West End, Farm and Fleet
- Many recent Redevelopments
 - Holiday Inn Express
 - Klinke Cleaners
- City has been generally supportive of Verona Avenue new development and redevelopment
 - Should City continue to promote/encourage?

History: U.S.H. 18-151

- Constructed in early 1990's
- Created 4 'Interchanges'
 - East Verona Avenue
 - County Highway 'PB' near 'M'
 - State Highway 69 and Paoli
 - West Verona Avenue



History: U.S.H. 18-151

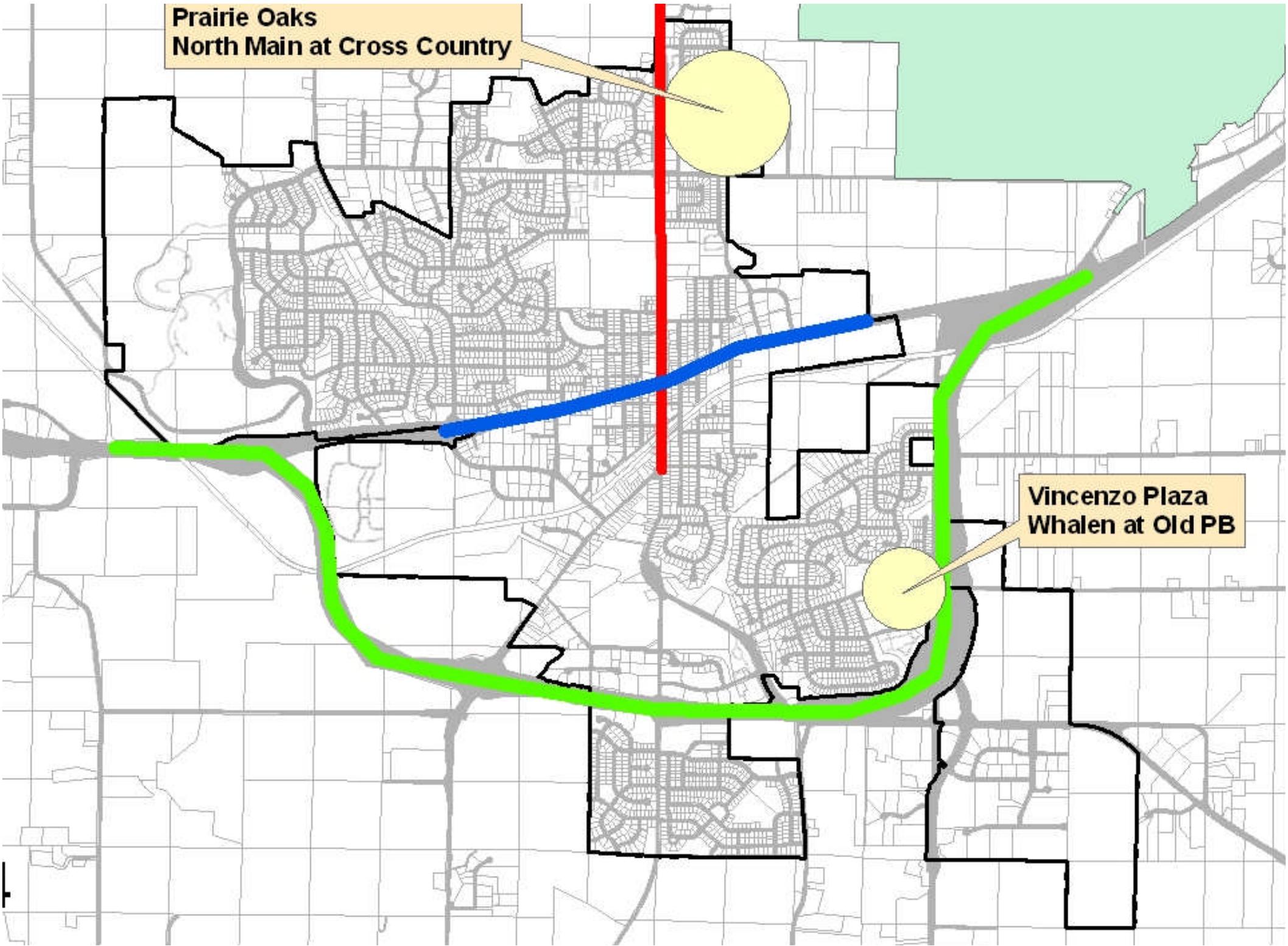
- Many areas near these 'Interchanges' are not able to be developed.
- City plans designate 'Interchanges' that can be developed for:
 - Commercial
 - East and West Verona Avenue
 - Mix of Industrial and Commercial
 - County Highway 'PB' at 'M' and State Highway 69

History: Neighborhood Retail

- Prairie Oaks
 - Located on North Main Street
- Vincenzo Plaza (Gray's Tide House)
 - Only retail area that is NOT on Verona Avenue or Main Street
 - With the exception of Technology Park...
 - City plans for future 'Neighborhood Nodes'

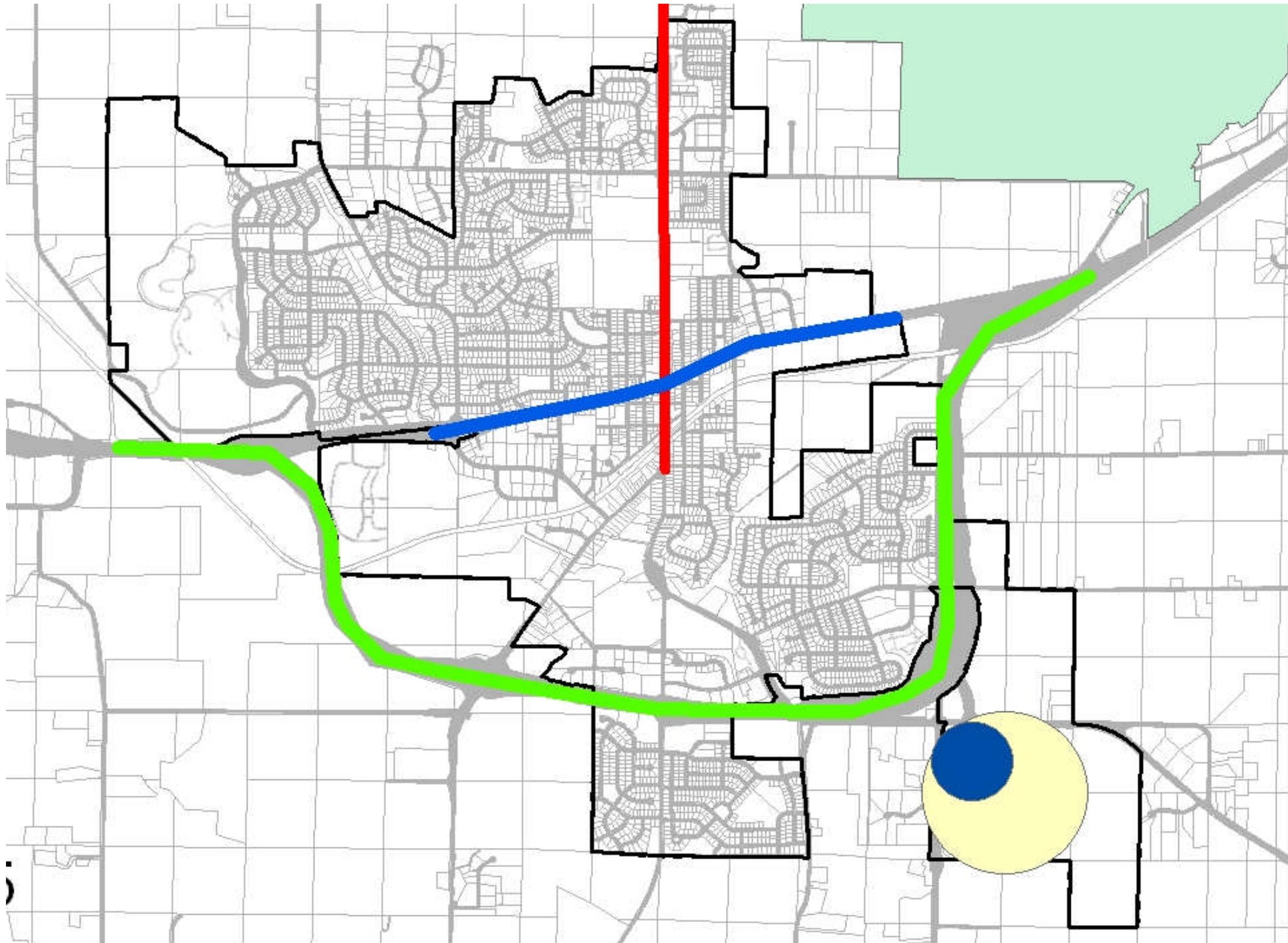
**Prairie Oaks
North Main at Cross Country**

**Vincenzo Plaza
Whalen at Old PB**



History: Technology Park

- Technology Park intended for Industrial Land Uses
- Approximately 25 acres designated for Retail Land Uses
- No retail development to date—but a proposal (AIG) has been submitted.

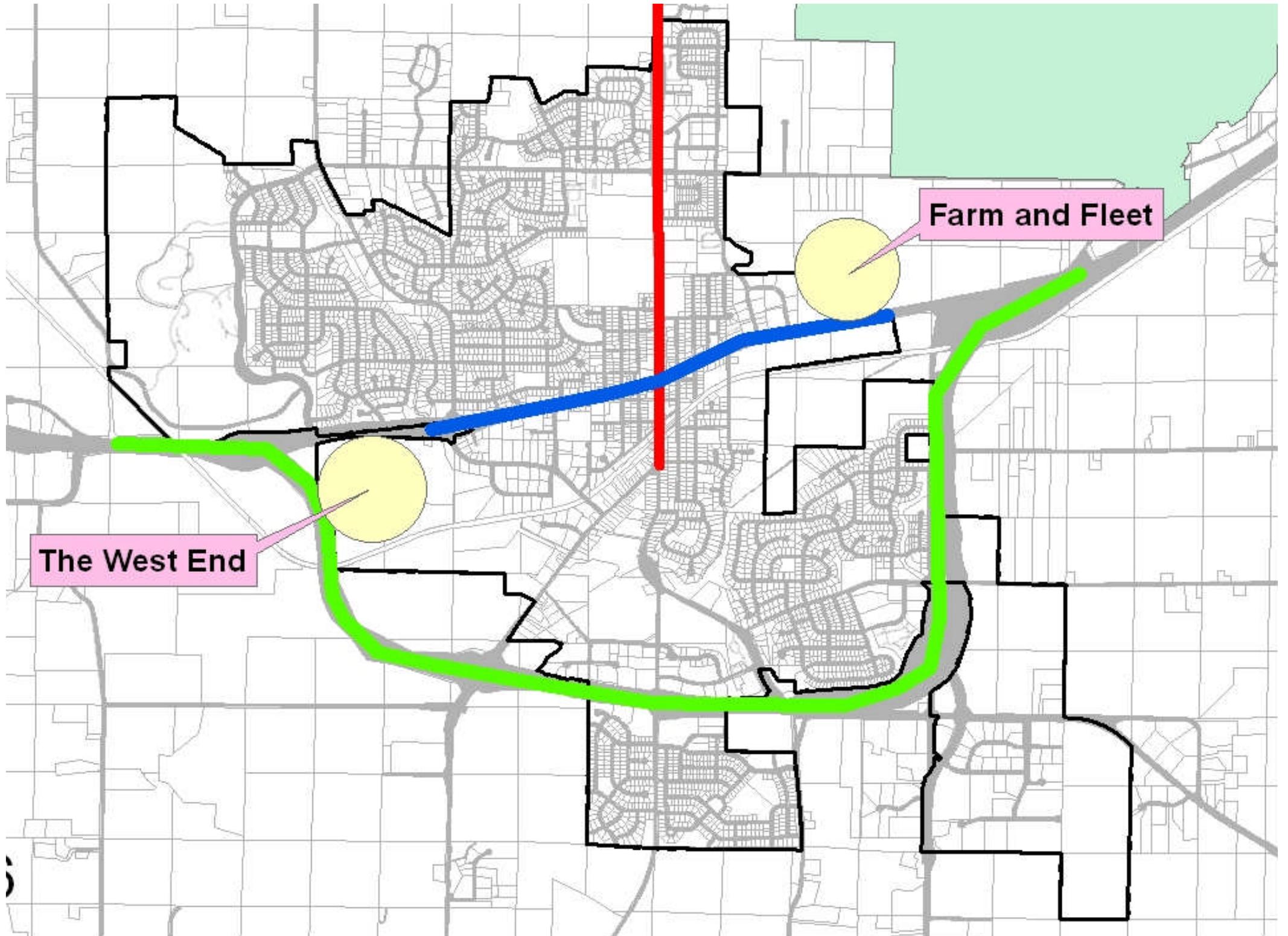


Existing Retail Landscape

- The 'History of Retail Development' has led to the 'Existing Retail Landscape' in Verona
- Most Retail Uses are on Verona or Main
- Currently there are no major 'Destination' retail uses in Verona
 - Residents do much shopping outside of city
 - *Things are changing...*

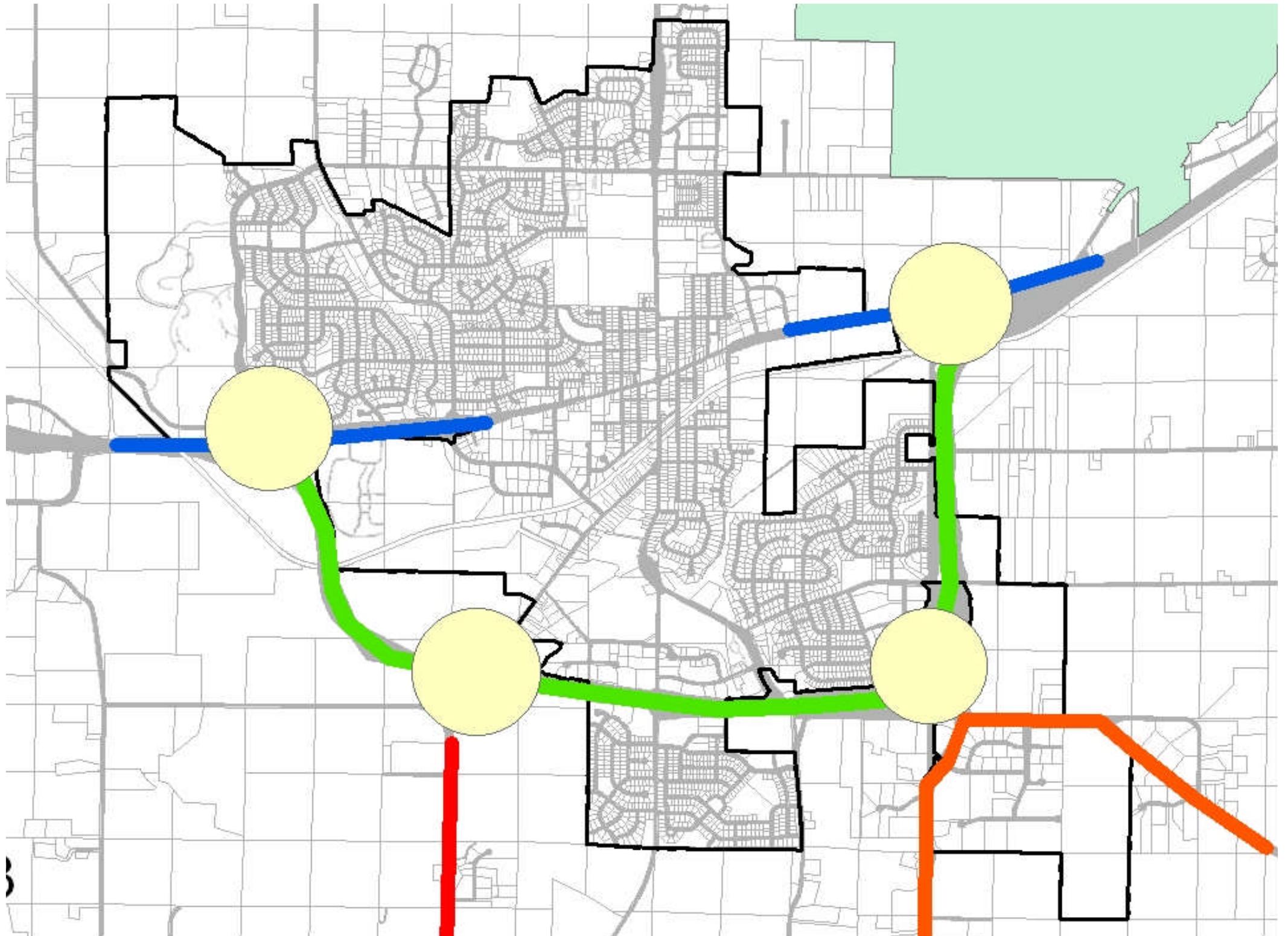
Existing Retail Landscape

- In 2005 the City decided to allow ‘big box’ proposals if they meet a ‘high bar’ as determined through the rigorous ‘PUD’ preview process.
 - Big Box Task Force of 2004-2005
- City has recently approved two ‘big-box’ ‘Destination’ retail developments
 - West End
 - Farm and Fleet



Farm and Fleet

The West End



Existing Retail Landscape

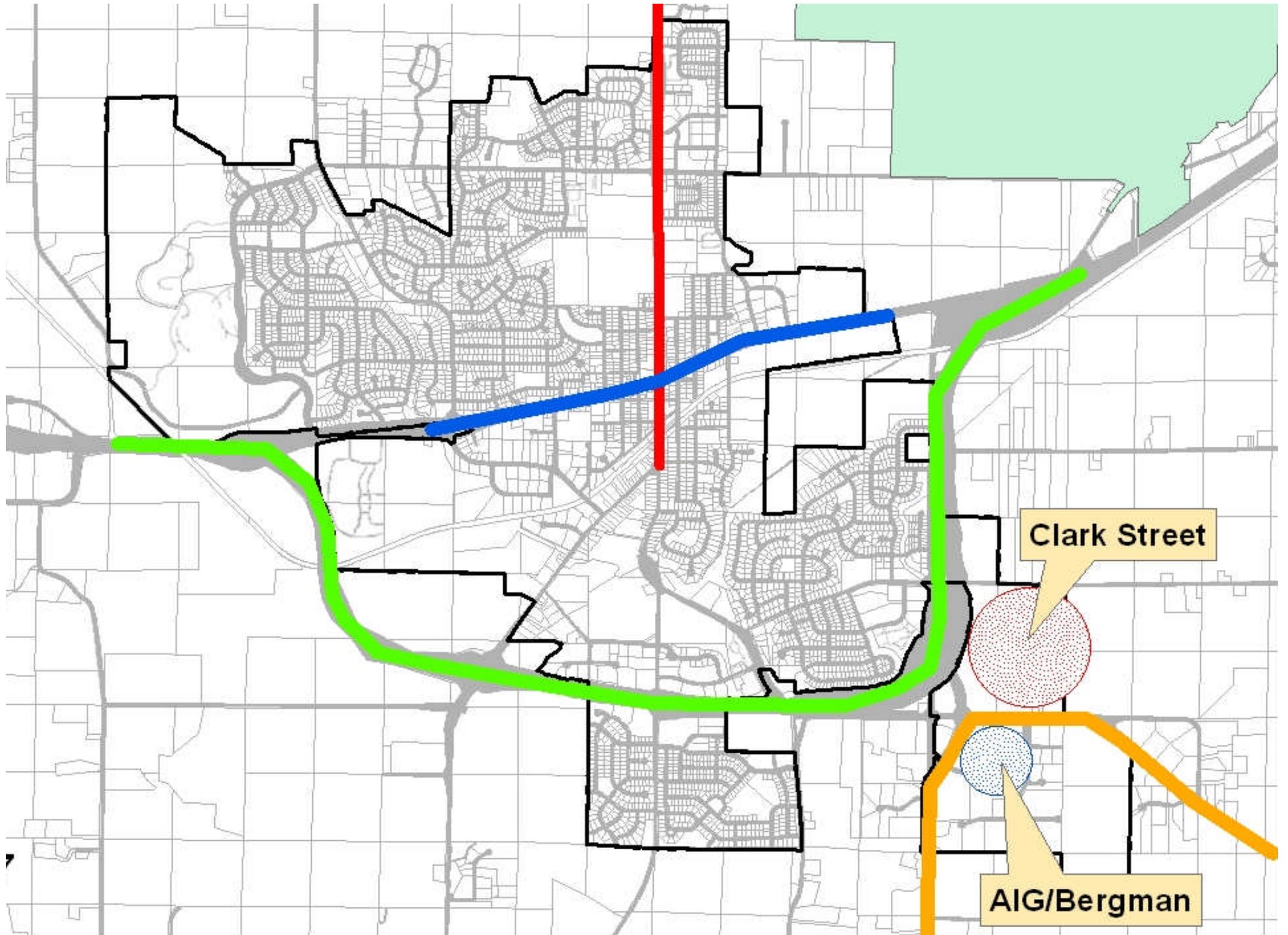
- Farm and Fleet to be completed in 2008
- West End (Approved but not built)
 - Both are located on Verona Avenue
- Also, Continued **Redevelopment** in Core
 - Klinke Cleaners
 - Walgreens
 - Park and Capitol Banks
 - Mystiques
 - Holiday Inn Express
 - World of Variety

Overview of Current Proposals

- In the ‘Existing Retail Landscape’— Two Types of retail development continue to be proposed:
- Type One: **‘Destination’ Retail**
 - ‘Anchored’ by Large ‘Big-Box’ type stores
- Type Two: **‘Small Scale’ Retail**
 - Small store developments or redevelopments

Overview of Two Newest 'Destination Retail' Proposals

- Both Clark Street and AIG/Bergman
 - Located in a TIF District set-up for Industrial
 - Plan Commission has voted 'no' for both projects
 - Council reviewed Clark Street Proposal but took no action
 - Council has not reviewed AIG/Bergman proposal
 - Plan Commission and Common Council have expressed desire for more community input



Clark Street

AIG/Bergman

Overview of Two Newest 'Destination Retail' Proposals

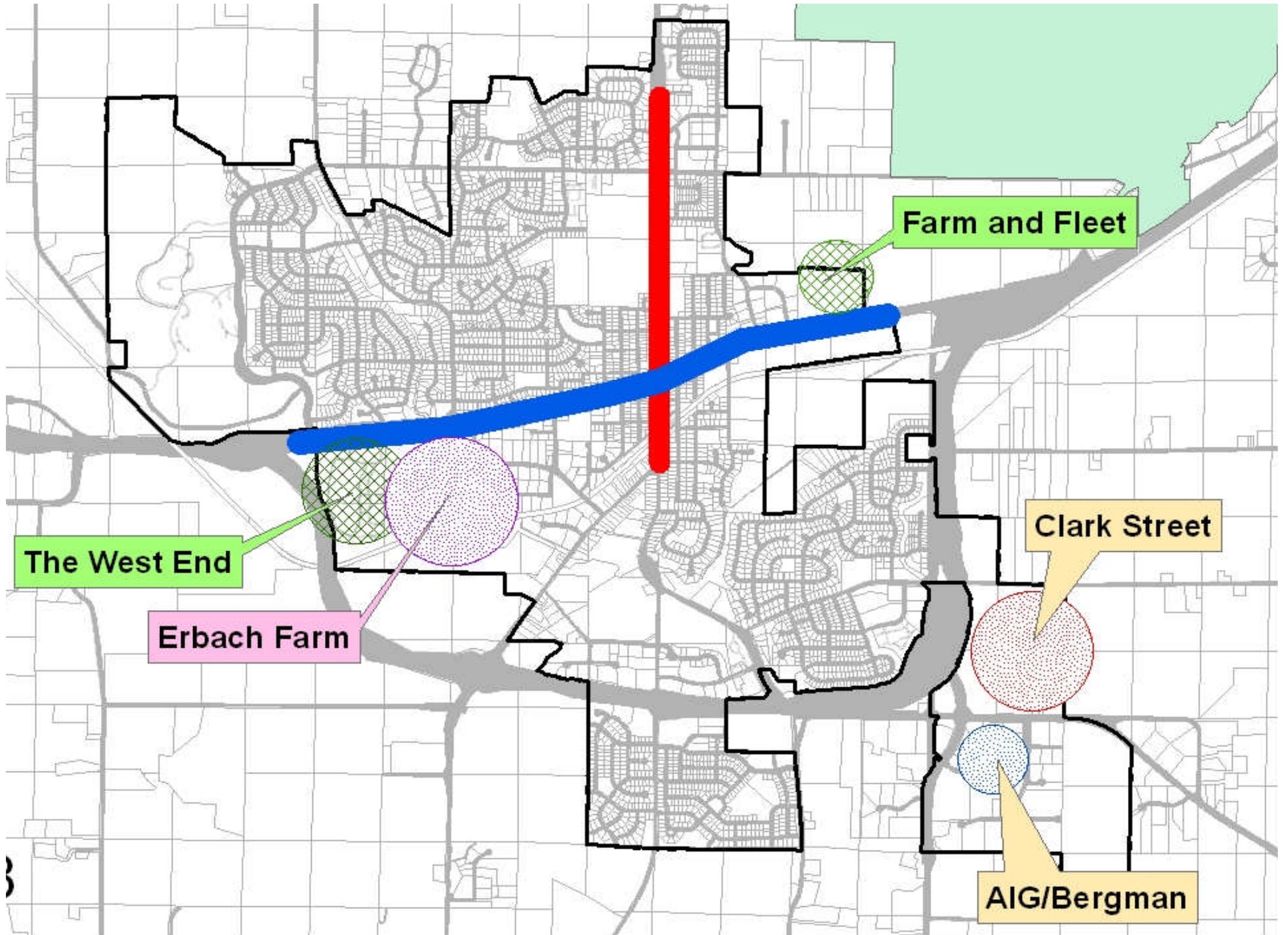
- Clark Street
 - Approximately 100 acres of Retail
 - Two 'anchors'—Menards and Kohls
 - Land has *not* been designated for Retail uses
- AIK/Bergman
 - Approximately 25 acres of Retail
 - Two 'anchors'—Home Improvement and Department Store
 - Land *has* been designated for Retail uses

Overview of Current/Recent 'Small Scale Retail' Proposals

- Type Two: **Small Scale Retail**
 - Klinke Cleaners
 - Park and Capitol Banks
 - Holiday Inn Express
 - New Kwik Trip
 - South Main Street ('City Centre')
 - Small retail next to approved 'Big Box' developments (Farm and Fleet/West End)
 - Walgreens
 - Mystiques
 - World of Variety

Overview of Current 'Small Scale Retail' Proposals

- Indications of continued interest/market pressure for redevelopment along Verona Avenue:
 - House west of Culvers
 - Frog Bog



Farm and Fleet

The West End

Erbach Farm

Clark Street

AIG/Bergman

Potential Future Retail Locations

- Destination (Typically Has 'Small Retail' Also)
 - Erbach property (West Verona Avenue)
 - 'PB' and 'M' (Clark Street and AIG proposals)
 - 'M' and 'PD' (North of the City)
- Small Scale
 - Verona Avenue
 - Main Street
 - Neighborhood 'nodes' in future residential
 - Small stores adjacent to 'Destination' retailers

Community Preferences

1. Does Verona Want More Retail Than What Exists/Has Been Approved?

- Convenience to Shop Locally
 - **Or** Shop Madison, Fitchburg, and Middleton?
- Traffic
 - Draw other traffic here, **Or** we drive elsewhere?
- Tax Base
 - Capture tax base, **Or** let other communities have it?
- Community Identity
 - Plan for growth, **Or** stay 'Small Town'?

Community Preferences

2. If Verona does want more retail:

2-A: How Much More?

- “No more”—We’ve approved too much already, **OR**
- “What is approved is enough”—No more is needed, **OR**
- “More”—The more local options the better

Community Preferences

2. If Verona does want more retail:

2-B: What Kind?

- Large-Format Retailers
 - Menards/Home Depot, Kohls/JC Penney, Target/Walmart, Best Buy/Circuit City, etc...
- Small Retailers
 - Banks, hotels, restaurants, small retailers, etc...
- BOTH Large Format and Small Retailers

Community Preferences

2. If Verona does want more retail:

2-C: Where?

- Continue Focus on Verona Avenue and 'Core'
 - Concentrate retail to create/enhance 'downtown'
 - Traffic congestion concerns
- Allow Retail on Outside Edge-Periphery
 - Spread-out retail and reduce downtown growth
 - Direct traffic outside downtown

Next Steps

- Community Comments ('Open Mike')
- Display Boards with Preference Options
- City will use comments when reviewing retail proposals
- Comprehensive Plan (including survey)
- City has received or expects to receive proposals *resubmitted* for:
 - Clark Street
 - AIG

Thanks For Coming

- **Comments and Questions**
- Please complete and return the **SURVEY**
- Please use the **DOTS** to tell us your preferences on the **DISPLAY BOARDS**