

Chapter Six—Economic Development & Agriculture



CITY OF VERONA COMPREHENSIVE PLAN, 2010-2030

Economic Development and Agriculture

Economic Development and Agriculture Goals and Objectives

Promoting a Diverse and Healthy Local Economy



Small Shops on South Main Street

Verona is home to a wide variety of businesses and industries, including small local retailers and larger regional and national retailers; service businesses; a variety of offices; and manufacturing and industrial businesses. These businesses provide employment for Verona residents and necessary goods and services. Most of the City's small shops and retailers are located in the downtown, with larger retail and office businesses primarily located along the eastern and western ends of Verona Avenue. Manufacturing and light-industrial businesses are primarily located in the city's multiple industrial parks. To keep the local economy strong, the

City plans to continue welcoming new businesses as well as accommodating growing local businesses through use of tools such as tax increment financing. The city also plans to keep the downtown as a thriving retail and service destination while adding new lands on the city's periphery for additional office, manufacturing, and light-industrial development. Over the past decade, the city needed to annex, on average, over 60 acres of land a year to provide necessary land for accommodating new and growing businesses to grow the local economy. Chapter 8 of the comprehensive plan—Land Use—is available on-line, at Verona City Hall, at the Verona Library, and on disc upon request and provides more details for the city's plans for future commercial growth.



Verona has excellent access to regional highways

Improving Transportation Systems for the Local Economy

Verona businesses rely on the local and regional transportation system to receive the products necessary for their manufacturing, service, and retail operations, as well as for the employees to work in these businesses. A City of Verona goal is to insure that both the local road system and the regional transportation system—including highways, railroads, and the Dane County airport—are sufficient to insure that people and goods can be moved easily and efficiently. This goal includes making needed improvements to CTH 'M' between Verona and Madison; continuing to work with Madison Metro Transit to provide transit service for employees from Madison to get to large Verona employers (and for Verona employees to get to jobs in Madison...); and insuring that the beltline highway is not overly congested. See Chapter 3—Transportation—on the accompanying disc or on-line for more information.

Promote a diverse local economy with industrial, commercial, and agricultural development

- ENCOURAGE LIGHT INDUSTRIAL DEVELOPMENT
- ENCOURAGE NEW RETAIL AND NON-RETAIL COMMERCIAL DEVELOPMENT IN APPROPRIATE LOCATIONS
- UTILIZE ROOM TAX REVENUES FOR TOURISM AND ECONOMIC DEVELOPMENT EFFORTS
- RECOGNIZE AGRICULTURAL PRACTICES AS AN IMPORTANT PART OF THE VERONA AREA ECONOMY

Improve the local and regional transportation system to promote a healthy local economy

- CONTINUE GOOD WORKING RELATIONS WITH THE VERONA AREA CHAMBER OF COMMERCE, THRIVE, THE GREATER MADISON CONVENTION AND VISITOR BUREAU AND SIMILAR ECONOMIC DEVELOPMENT AGENCIES

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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
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**Cooperate with local
economic development
organizations to
promote a healthy local
economy**

- CONTINUE GOOD
WORKING RELATIONS WITH
THE VERONA AREA
CHAMBER OF COMMERCE,
THRIVE, AND OTHER
LOCAL AND REGIONAL
AGENCIES
- BUILD ON THE EXISTING
FOUNDATION OF SPORTING
FACILITIES AND SPORTING
EVENTS TO PROMOTE
ECONOMIC DEVELOPMENT



Promoting Economic Development Through Agriculture

Agriculture is an important part of the Verona Area economy. Modern agricultural practices include a range of activities that are not compatible with new development—and with residential development in particular. Examples include aerial application of pesticides (crop-dusting); applications of liquid manure; and crop and forest harvesting. These agricultural activities create noise, odor, dust, and health concerns to the owners and occupants of residential development in agricultural areas. To insure that farmers are able to conduct their operations without complaint or interference from near-by non-farm development, the City of Verona will seek to preserve non-urban areas for agricultural uses by directing new development to urban areas. See the complete Chapter 8—Land Use—on the accompanying disc or on-line for more information about the City of Verona's effort to promote a strong local agricultural economy.



Cooperating with Other Organizations, Agencies and Units of Government for Economic Development

The City of Verona has a solid track-record of cooperating with other organizations, agencies, and units of government to promote economic development in the Verona Area. The City plans to continue this cooperation with the Verona Area Chamber of Commerce; the regional economic development agency—"THRIVE"; the City of Madison-Metro Transit; and the Greater Madison Area Visitors and Convention Bureau to promote a strong local economy. The City also plans to continue capitalizing on opportunities from other units of government—such as the State of Wisconsin Department of Transportation's 'Transportation Economic Assistance' (TEA) grants—to grow the local economy through needed transportation improvements.