

Chapter One—Issues and Opportunities



CITY OF VERONA COMPREHENSIVE PLAN, 2010-2030

Issues and Opportunities

City of Verona Goals and Objectives

Planning for Future Growth



Main Street, Verona, Wisconsin

The City of Verona looks forward to an exciting and challenging period of growth between 2010 and 2030—the time period covered by this Plan. The City of Verona faces significant population, housing, and employment growth during this 20-year planning period, as shown in the tables in the complete version of this chapter—available on-line and on disc. See below for information about where to find this information on-line and elsewhere.

The City of Verona does not seek to characterize the anticipated growth as ‘good’ or ‘bad’, but rather as merely a reality that must be planned for and intelligently accommodated. As a local unit of government with jurisdiction over only a small

geographic area and without jurisdiction over macro-level policies or control over regional, national, and international population and economic trends, the City of Verona has little to no influence over the population growth projected for our community. Forces, trends, and policies quite beyond the influence of the City of Verona will dictate that growth and development pressure will continue through 2030. Regional, national, and international economic development trends that favor ‘university cities’ such as Madison (and its suburbs...) for job creation and job growth; continued national trends of population movement from rural areas and agricultural-based living to urbanized areas and non-agricultural-based living; immigration into the nation from other countries; immigration into the State and County from other portions of the United States; nation-wide and regional birth and death rates; household size trends; and similar factors are just a few examples.

The City of Verona does not look to the future and ask ‘Should we grow?’ or ‘Will we grow?’ but rather asks ‘How shall we grow?’ It is this simple question that this Plan attempts to answer for the benefit of Verona citizens of today and tomorrow.

Maintain the City as ‘Hometown USA’

- MAINTAIN A ‘SMALL TOWN’ FEEL EVEN AS THE CITY CONTINUES TO GROW
- MAINTAIN A DISTINCTION BETWEEN THE CITY AND OUTLYING RURAL AREAS
- CONTINUE TO PROVIDE QUALITY PARKS AND QUALITY RECREATIONAL AND CULTURAL FACILITIES AND EVENTS

Manage Growth

- CONTINUE TO REGULATE THE DENSITY, PACE, AND RATE OF RESIDENTIAL GROWTH AND DEVELOPMENT
- CONTINUE TO PROMOTE NON-RESIDENTIAL GROWTH TO STRENGTHEN THE LOCAL ECONOMY AND DIVERSIFY THE TAX BASE

Outline of the City of Verona Comprehensive Plan

This plan is organized into 9 chapters, as follows: Issues and Opportunities; Housing; Transportation; Utilities and Community Facilities; Natural and Cultural Resources; Economic Development and Agriculture; Intergovernmental Cooperation; Land Use; and Implementation. A ‘summary sheet’ such as this one is available for each chapter, and complete information for each of these chapters is available at Verona City Hall, the Verona Library, and on-line at www.ci.verona.wi.us under the heading ‘City Departments—Planning and Development’. Complete chapters are also available on computer disc by request by contacting the Planning and Development Department at 848-9941.



Issues and Opportunities

Verona's Strength's to Build Upon...

- Many neighborhoods are located in close proximity to the elementary schools that serve them.
- Many of the businesses in our downtown are owned by Verona residents, and many serve as important community gathering places.
- A wide variety of athletic and recreational facilities are available.
- Two major recreational trails—the Military Ridge State Trail and the Ice Age Trail—pass through the City and connect Verona with regional trail systems.
- The City of Verona's partnership with private business and the Metro bus system provides accessible bus transportation between Verona and Madison.
- The Verona Area School District is viewed as an innovative and high-achieving school district.
- Our library is held in high regard by its users.
- If a particular resource is viewed as “missing” within Verona, it can typically be found in a neighboring community.
- A steady flow of infill and redevelopment projects contribute to the vitality of the downtown area.
- The City of Verona's location along a major highway facilitates the access needs of industrial and commercial developments.
- Areas of the City are earmarked for future land uses that will facilitate a wide variety of potential growth.
- Verona offers a diverse variety of housing options for a range of incomes.



South Main Street,
Verona, Wisconsin

“WE LOOK
FORWARD TO
WORKING WITH
CITY RESIDENTS,
BUSINESS
OWNERS AND
OTHERS TO PLAN
FOR OUR FUTURE.”

— MAYOR JON
HOCHKAMMER

Verona's Challenges to Overcome...

- Inadequate roadways between Verona and Madison need upgrading.
- Local streets are generally not designed to be highly conducive to bicycle traffic.
- The downtown corridors become barriers to pedestrian movement during peak vehicular traffic periods.
- There is a perception that taxes in the City of Verona are relatively high, although progress has been made on this issue in recent years.
- The industrial park in the southeast corner of the City is becoming occupied very slowly.
- Residents typically must travel outside the City of Verona to satisfy routine needs for consumer goods. A wider variety of retail resources is desired by many residents (...But this desire often stops short of desiring “big box” retailers and large national chains).
- The presence of several vacant commercial locations in our downtown commercial corridors may project an image of decline and/or trouble in the business community.
- State and County budgets are increasingly balanced by passing costs to local jurisdictions such as the City, which in turn makes city-budgeting difficult.



Glacier's Edge Elementary,
Verona, Wisconsin

Issues and Opportunities

Changing Demographics...

The complete Chapter 1 for this City of Verona comprehensive plan includes complete population information for the City of Verona by a variety of measures, including age group; race and Hispanic origin; sex; school enrollment and educational attainment; household, family, and per-capita incomes; poverty status; and labor force and employment status. Population projections based on a variety of variables and assumptions are also provided. The impact of population growth and demographic changes on matters such as school enrollment, housing demand, transportation systems, natural resources preservation, labor markets and other matters are subsequently addressed in more detail in other chapters of this comprehensive plan. The complete comprehensive plan—including maps and other resources—is available at Verona City Hall, the Verona Library, and on-line at www.ci.verona.wi.us under the heading 'City Departments—Planning and Development'. The complete plan also available on computer disc by contacting the Planning and Development Department at 848-9941.



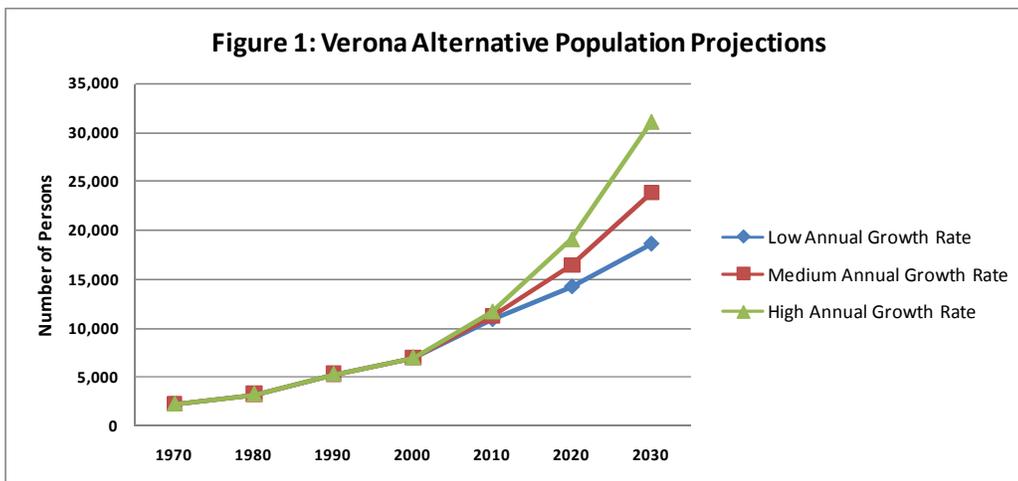
South Main Street, Verona, Wisconsin

Projected Population Growth...

Verona Alternative Population Projections: 2007-2030			
Potential Annual Growth Rates	Annual Growth Rate	Population Forecast	
		2030	2007-2030
Low Annual Growth Rate	2.70%	18,686	8,561
Medium Growth Rate	3.80%	23,874	13,749
High Annual Growth Rate	5.00%	31,099	20,974

Source: U.S. Census Bureau, Wisconsin Department of Administration and Planning Consultant

THE CITY OF VERONA DOES NOT LOOK TO THE FUTURE AND ASK 'SHOULD WE GROW?' OR 'WILL WE GROW?' BUT RATHER ASKS 'HOW SHALL WE GROW?'



As the table and chart above indicate— Different projections exist for Verona’s growth. This Plan seeks to accommodate any growth that occurs over the next 20 years.



Hometown Junction—Downtown Verona

Issues and Opportunities

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For More Information—

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



Verona's Library

Public Participation

This Plan was created with the combined efforts of volunteer City of Verona citizens, elected and appointed officials, members of the community at large, and planning staff. The City of Verona Common Council adopted a 'Citizen Participation Plan'—or CPP—in December of 2007, to insure that adequate public participation was included in the preparation of this plan. As indicated in the CPP, citizen participation was insured through the use of a) a citizen Comprehensive Plan Committee; b) Three Community Surveys; c) Four Community Workshops, and d) extensive stakeholder input. The complete CPP is available on the accompanying disc or on-line.

Comprehensive Plan Committee

Membership for this citizen planning committees is available on the accompanying disc or on-line.

Community Surveys

Three city-wide surveys were conducted to help obtain community input for preparing this plan. Surveys were distributed with the City's quarterly utility bills, providing all property owners in the city with an opportunity to provide their input. To reach renters and citizens who would not receive a survey via the City's quarterly utility bill mailings, notices were also mailed directly to all multi-family housing units in the city. Copies of these three surveys, the results, and an analysis of the results is available on the accompanying disc or on-line.

Community Workshops

In addition to surveying the community, multiple community workshops were held during 2008 and 2009 to a) gather input from the community to help guide and direct the creation of this plan and b) review drafts of the plan before a final draft was prepared for adoption by the City's Plan Commission and Common Council. These workshops were held in addition to the state-mandated public hearing held prior to the Common Council's consideration of adopting the Plan. Information provided at these events and the input obtained is available on the accompanying disc or on-line.

Stakeholder Input

In addition to surveying and hosting several community workshops, drafts of each chapter were distributed to a broad list of 'stake holders' or 'interested parties as identified by the Comprehensive Plan Committee. A complete list of these stake holders or interested parties and the chapters they received is available on the accompanying disc or on-line.