

City of Verona
Southeast Neighborhood Plan

Verona Plan Commission Public Hearing
January 4th, 2010

Adopted by the Verona Common Council:
January 11th, 2010

Incorporated into the
City of Verona Comprehensive Plan:
January 11th, 2010

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Part One:

Background—City of Verona’s Southeast Neighborhood Plan:

The City of Verona “2010-2030 Comprehensive Plan” identifies 5 areas for future urban growth (See Chapter 8—Land Use)—the ‘North’; ‘East’; ‘Southeast’; ‘South’; and ‘Southwest’ Future Urban Areas. The comprehensive plan states that the City anticipates *portions* of all of these areas to urbanize over the 20-year period of time covered by the plan—from 2010 to 2030. The City anticipates that these areas will urbanize to accommodate expected population growth as determined by the State Department of Administration and the Capital Area Regional Planning Commission. The City believes that accommodating the projected population growth within dense development served by utilities is the best and most appropriate way to preserve farmland, prevent sprawl, and accomplish many of the other goals as identified in the City’s comprehensive plan.

Within each of these 5 ‘Future Urban Areas’, the City of Verona Comprehensive Plan identifies existing land-uses and development; planned *general* future land-uses; opportunities; and challenges. Specific details for future urban development of these 5 areas is *not* provided but will rather be provided with more thorough ‘Neighborhood Plans’ that will be developed for each of these 5 ‘Future Urban Areas’ as the City determines that City goals and market conditions (such as population growth...) justify the creation of such ‘Neighborhood Plans’.

This ‘Southeast Neighborhood’ plan is the second such neighborhood plan to begin providing the more detailed information for planned urban development within the City’s identified ‘Future Urban Areas’. The first neighborhood plan was created in 2009 for the ‘Southwest Neighborhood’. This ‘Southeast Neighborhood’ plan covers portions of two of the 5 ‘Future Urban Areas’ identified in the City’s Comprehensive Plan: 1) the ‘East Future Urban Area’ and 2) the ‘Southeast Future Urban Area’.

Part One of this ‘Southeast Neighborhood’ plan provides background information and details about existing conditions such as; Previous Studies and Planning Efforts; Citizen and Stakeholder Participation; Municipal Jurisdiction; Property Ownership; Existing Zoning; Natural Features; Threatened and Endangered Species; Archeological Features; Existing Transportation System; and Environmental Conditions (Including Environmental Corridors, Stormwater Management, Shorelands, Wetlands, Wooded Areas and Steep Slopes, and Floodplains...). Part Two of this ‘Southeast Neighborhood’ plan provides details for future urban development such as: Planned Land Uses for both Non-Residential and Residential Development; Neighborhood Development and Design Principles; and Sub-Area Recommendations for sub-areas within the ‘Southeast Neighborhood’: 1) the Southeast Commercial Sub-Area; 2) the Southeast Business Park Sub-Area; 3) the North of ‘M’ Residential Sub-Area; and 4) the South of ‘M’ Residential Sub-Area.

Area:

The Southeast Neighborhood encompasses all of Sections 24 and 25; the eastern halves of Sections 23 and 26 (except the southwest quarter of the southeast quarter of Section 26...); and the northern half of the northeast quarter of Section 36 in the Town of Verona. The total area encompasses 1,960 acres bounded by Grandview Road on the north; the north-south line between the Town of Verona and the City of Fitchburg on the east; the planned corridor for the Ice Age Trail on the south (see text and maps for the location of this planned trail corridor...); and U.S. Highway 18-151 and County Trunk Highway 'PB' on the west. The attached maps show the Southeast Neighborhood planning area as described here.

Existing Conditions:

Existing conditions within the Southeast Neighborhood are predominantly *rural land-uses* including a) agricultural operations characterized by crop farming for commodities such as corn and beans and b) dairy production operations. There are no mineral extraction, land-fill, power generation, or materials recycling rural land-uses within this neighborhood planning area. The agricultural and dairy-production *rural land-uses* also include the associated residential development—typically single-family detached farm houses.

In addition to these *rural land uses*, there are also two areas covering approximately 120 acres where low-intensity *urbanization* has occurred. These two areas are characterized by low-density residential development that is *not* related to any agricultural or dairy production operation or any other rural land-use. Rather—these two developments are simply residential urbanization that has been allowed in an unincorporated area. These areas are located on either side of CTH 'M'. Low-intensity urban development along Shady Bend—north of CTH 'M'—includes 19 single-family homes located on either side of Shady Bend Road. Similar urban development also exists along Davis Hills Drive—south of CTH 'M'—including 8 single-family homes located on either side of Davis Hills Drive. Both of these developments also include several platted—but currently vacant—lots that are available for additional low-intensity urban residential development. Net residential density of these low-intensity urban developments is approximately 0.2 dwelling units per acre (5-acre lots).

The Technology Park subdivision—located in the southeast quadrant of the intersection of County Trunk Highways 'M' and 'PB' is currently developed with streets, municipal water, and municipal sewer. 3 businesses are currently located in this developed industrial park—Latitudes (industrial); Specialized Electric (contracting); and the University of Wisconsin/State of Wisconsin 'SWAP Shop' (warehousing and distribution). The portion of Technology Park closest to the intersection of the two County Trunk Highways is zoned for commercial (rather than industrial) land uses and is also developed with utilities and streets. No buildings have been constructed in this area.

Lastly—the southwest quadrant of the two County Trunk Highways is also zoned for commercial land-uses. Two parcels exist—one is occupied by a Kwik Trip gas station and the other is currently vacant. See [Map 1](#) for these Existing Land Uses.

Table One		
Existing Land Use	Acres	Percentage of Total
LANDS NOT CURRENTLY IN THE VERONA USA		
Agriculture and Dairy Operations and the Associated residential dwelling units	1,290	66
Quarry, Landfill and other non-agricultural land-uses	0	N/A
Residential Not Associated with Rural Land Uses (Low-Intensity Urbanization)	120	6
Parks and Natural Areas	170	8.5
Right-of-Way	20	1
Commercial	0	N/A
Institutional (Churches, schools, etc...)	0	N/A
LANDS CURRENTLY WITHIN THE VERONA USA		
Agriculture (North of CTH 'M' ...)	160	8
Developed lands for commercial/ industrial land-uses (South of CTH 'M' ...)	150	7.5
Right-of-Way	40	2
Parks and Natural Areas	5	0.25
Commercial—(existing Kwik Trip)	5	0.25
Total	1,960	100

According to Dane County records—no part of the Southeast Neighborhood planning area is located within a 100-year flood plain.

The area is well-drained and contains small amounts of scattered hydric soils. The few areas of hydric soil that are present are isolated and scattered low-lying areas or are associated with low-lying drainage ways such as the unnamed drainage ditch with runs east to west immediately south of Whalen Road toward the City of Verona.

According to Dane County records available on-line (DCI-map), there are no wetlands within the Southeast Neighborhood planning area. More detailed site surveys will likely reveal existing wetlands that do not appear on current Dane County records.

Also present within the southwestern portion of the planning area is the 161 acre Dane County 'Prairie Moraine' park, which accommodates the Ice Age Trail corridor through this area. The proposed land-use plan—as described below—calls for the continuation of the Ice Age Trail to the south and east. This planned corridor serves as the southern boundary of this 'Southeast Neighborhood' planning area. (See [Map 2.](#))

A portion of the Southeast Neighborhood is already included within the Verona USA, including all of the Technology Park subdivision—containing approximately 131 acres (net) of land south and east of the intersection of County Trunk Highway’s ‘M’ and ‘PB’—and approximately 170 (net) acres of land north of County Trunk Highway ‘M’ and east of U.S. Highway 18-151. The City is preparing to submit a proposal to the Capital Area Regional Planning Commission to add an additional 80 acres of land—located north of County Trunk Highway ‘M’ and east of the existing urban service area boundary—to the Verona urban service area (See [Map 1](#)).

Previous Studies and Planning Efforts—

Including Verona Citizen and Stakeholder Participation:

This ‘Southeast Neighborhood’ Plan was created in 2010 by the City of Verona’s Plan Commission—a diverse group of City of Verona citizens appointed by the mayor. The plan was based on the recently completed Comprehensive Plan—which the city adopted in 2009 after 2-years of intensive community outreach and input. To insure broad and inclusive participation in the creation of the Comprehensive Plan, the City distributed copies of drafts of all chapters—including Land Use—to an extensive list of ‘stakeholders’ who were identified as possibly having an interest in the plans that were being drafted. Additionally—the City hosted 4 community Open Houses to present the draft plans and receive feed-back from the community—and turn-out and participation at these events was excellent. Lastly—the City posted all drafts of the plan on the City’s web-site, at City Hall, and at the Verona library and cooperated with the Verona Press to publicize the work of the committee and the availability of drafts for public comment and feed-back. Due to the high-level of publicity and the active effort to obtain feedback and comments on the draft plan—the City received over 200 hundred comments and suggestions from various community members, interested parties, other units of government, and others.

This ‘Southeast Neighborhood’ plan was further refined by city staff, after which the City of Verona Plan Commission hosted a public hearing specifically on this plan in January of 2010. Not only did the City put a notice in the Verona Press about this public hearing, but prior to the public hearing the City placed copies of this ‘Southeast Neighborhood’ plan on its web-site and made copies available at City Hall and the Verona Library.

Municipal Jurisdiction:

1,380 acres of the Southeast Neighborhood are within the Town of Verona and 580 acres of the planning area are currently located within the City of Verona. Of these 580 acres within the City of Verona, approximately 360 acres are also located within the Verona Urban Service Area as outlined in the [Table One](#) above. An additional 220 acres of land within the Southeast Neighborhood are currently located within the City of Verona but are *not* located within the Verona Urban Service Area. These 220 acres consist of a) the 113 acre former ‘Davis Farm’ and b) the 108 acre former ‘Diekrager Farm. In early 2010, the City submitted a proposal to the Capital Area Regional Planning Commission (CARPC) to incorporate 80 of these 221 acres—located within the former ‘Diekrager Farm’ into the Verona USA.

In late 2009, the City has notified the Town of Verona that it will submit a proposal to add 80 acres of land to the Verona urban service area and is awaiting a response.

Property Ownership:

Please see [Table Two](#) below for current property ownership of the larger parcels within the Southeast Neighborhood. (Please note ownership information is *not* provided for those smaller parcels (less than 10 acres in size...) that have already urbanized with low-density residential development.)

Table Two	
Property Owner * (Parcels larger than 10 acres and NOT in the City...)	Acres
3 Couples	19
Burke, Arlene	70
Bischoff, David	73
Suddeth, Robert	114
Doerfer, Gary	75
Doerfer Brothers, Inc	37
Reinke, David	26
Smith-Haley, Janeen	39
Cain, John	19
Cain, Mark	20
Doerfer Brothers, Inc	113
Hageman, John	110
Davis Tr	11
Fisher, Glenn	112
Hagemann Rev. Tr.	38
Hagemann Eg Tr, Laverne	49
Hagemann Ca Tr. Pearl	41
Reinen, Steven	35
Minark	14
Hageman, Clifford	40
Dane County (Moraine Prairie Park...)	161
* All property owner names are as shown in the 2008 Dane County Plat Book...	

In addition to the parcels larger than 10 acres—as identified above in [Table Two](#)—there are *approximately* 8 farm-house parcels which accommodate residential uses associated with agriculture. There are also *approximately* 28 low-intensity urban parcels smaller than 10 acres in size which accommodate residential uses that are *not* associated with agriculture.

Existing Zoning:

With the two notable exceptions of those areas that are already urbanized with large-lot residential development along Shady Bend and Davis Hills Drive—and which are zoned ‘residential’—the current zoning for lands within the Southeast Neighborhood *and outside of the City of Verona* is almost exclusively ‘agriculture’. Note that this zoning is Dane County zoning. Upon annexation into the city (See Part 3—Implementation...)—the applicable city zoning will be applied to these lands in accordance with planned land-

uses as described in more detail below. Lands within the Southeast Neighborhood planning area that have already been annexed into the City are primarily zoned for non-residential uses, including industrial and commercial uses in both the platted Technology Park subdivision (South of County Trunk Highway ‘M’...) and the planned Liberty Business Park subdivision (North of County Trunk Highway ‘M’...). The Davis Farm property and 32 acres of the former Diekrager Farm—while located within the City—are zoned as ‘Rural Agricultural’—the City’s interim zoning designation. There are also two 5-acre areas—one located north and west of the intersection of County Trunk Highway’s ‘M’ and ‘PB’ and the other located south and west of this intersection—are zoned for commercial land-uses. (See [Map 7](#)—City of Verona Zoning Map).

Natural Features:

The ‘Southeast Neighborhood’ consists of two distinct topographic/natural areas. The first area is the northern area—located primarily north of County Trunk Highway ‘M’. This area is rolling but does not contain significant areas of wooded slopes and has been developed for agriculture. The second area is the southern area—located south of County Trunk Highway ‘M’. This area is more rolling and contains more areas of steep wooded slopes—primarily due to the presence of the ‘terminal moraine’. The presence of the terminal moraine limited agricultural development to areas down-slope which preserved the steeply-sloped wooded areas towards the top of the moraine. All of the Southeast Neighborhood planning area lies north of the terminal moraine and so drains to the north and into the Badger Mill Creek.

The City of Verona is committed to protecting the terminal moraine—particularly as part of implementing the Ice Age Trail plan.

Agricultural Impacts to the Natural Environment

Agricultural practices have had significant impacts on the natural landscape in general and on surface water bodies within the ‘Southeast Neighborhood’. Urbanization of this area presents excellent opportunities to begin reversing the environmentally-damaging agricultural practices of the past 100 years and to begin rehabilitating the health and condition of surface drainage areas that have been damaged or destroyed by agricultural practices. Urbanization in this area also presents excellent opportunities to begin improving the quality of water in surface water bodies such as the Badger Mill Creek, which have also been negatively impacted by agricultural practices.

Most native forests were destroyed over 150 years ago to make way for agriculture, but significant forested areas remain within the neighborhood (See [Map 2](#)—Land Use Plan). As detailed in Section Two—below—the City plans to maintain these remaining wooded areas as parklands and as part of the Ice Age Trail.

Part Two of this report—below—provides more detailed information for how the City of Verona will work to restore water quality in the Badger Mill Creek and restore wetlands which have been damaged or destroyed by agricultural practices. Part Two also provides details for how the City of Verona will preserve those areas that have not yet been damaged or destroyed by agricultural practices during the last 150 years.

Threatened and Endangered Species:

Chapter 5—Natural and Cultural Resources—of the City of Verona’s “2010-2030 Comprehensive Plan” provides a generalized map (See **Map 5-10** of the City of Verona Comprehensive Plan...) which shows that there are no threatened and endangered species within the Southeast Neighborhood. Please note that information regarding threatened and endangered species is particularly sensitive because rare species are very vulnerable to collection as well as destruction. Publication of exact locations may threaten their continued existence. It is for this reason that data regarding threatened and endangered species are exempt from the Wisconsin Open Records Law. It is also the reason why the City’s comprehensive plan only provides a *generalized* map of threatened and endangered species in and around the City.

The City has a successful track record of identifying and preserving endangered natural species including native prairie grasses and prairie areas. In 2004—the City required the ‘Cross Point’ residential subdivision to dedicate a small remnant prairie area to the City to be maintained and preserved as parkland for the permanent education and enjoyment of the public.

Archeological Features:

The City of Verona will require any urban development within the Southeast Neighborhood planning area to be preceded by an archeological study. The City of Verona has a proven track record of requiring archeological studies prior to urban development. The City has successfully worked with private land-owners to protect archeological features such as the locally-prominent ‘Nine Mounds’ Native American burial site. The City of Verona will continue this tradition as it oversees the urbanization of the Southeast Neighborhood planning area. If any archeological resources are discovered through this process, the City of Verona will work with developers to insure that sensitive archeological sites are identified *before* any earth-work and grading is undertaken, and that these archeological sites are protected before, during and after earth-work or grading. Because archeological sites cannot be disturbed, the City of Verona will require developers to dedicate these areas to the City as parkland and the City will be responsible for their maintenance and care. Alternatively—if any archeological sites are located on land that is purchased for a corporate or educational campus or similar end-user with a large undeveloped campus-type setting, the City may allow the sites to remain on private land as part of a planned campus environment. In such situations, the City will review the site plans for such proposals and will require appropriate treatment of the archeological sites as well as maintenance agreements to insure that the sites are appropriately maintained and cared for while remaining on private property.

Existing Transportation System:

The ‘Southeast Neighborhood’ is already well-served by arterial and collector streets.

County Trunk Highway’s ‘M’ and ‘PB’ intersect each other in the central-western portion of the planning area. On-off ramps to and from U.S. Highway 18-151—which is a major arterial highway for the State of Wisconsin—borders the planning area on the northwest side. County Trunk Highway ‘M’ bisects the planning area into a northern and southern half and provides access to Fitchburg and Oregon to the east and to Verona and Middleton to the west and north. U.S. Highway 18-151 provides access to Madison to the north and to the south-western portion of the state—including Mt. Horeb, Dodgeville, and Dubuque, Iowa—to the west.

Whalen Road is an east-west collector through the neighborhood and is located in the northern portion of the neighborhood—which provides access *under* U.S.H. 18-151—including access to existing City of Verona residential and commercial development on the City’s south east side. Whalen also provides excellent access to Fitchburg to the east. Grandview Road—which forms the northern border of the planning area—also provides excellent east-west access, including a means to go *under* U.S. Highway 18-151 to the west (again—to existing City of Verona residential and commercial development...) as well as access to Fitchburg to the east. Grandview and Whalen Roads also connect with Fitchrona Road—which in turn provides north-south access *under* U.S. Highway 18-151 to the north—near Nesbitt Road—and to points in Madison including the new City of Fitchburg ‘Orchard Point’ commercial development on McKee Road. The City does not plan to add any additional east-west arterial nor collector streets in the Southeast Neighborhood but will instead rely on these existing streets. The city will, however, provide internal east-west local streets within the planning area as shown on [Map 2](#).

North-south traffic is primarily served by County Trunk Highway ‘PB’—which forms the western border of the planning area along with 18-151—and Fitchrona Road—which forms the eastern border of the planning area north of County Trunk Highway ‘M’. The City has officially mapped an improved/straightened connection of Fitchrona Road to Sunset Drive south of County Trunk Highway ‘M’ (to replace the current chicane with Borchert Road...), but topographic constraints may make such an improvement impractical. The only other north-south collector that the City plans to provide in this area is a planned frontage road immediately east of U.S.H. 18-151. The city will also provide internal north-south local streets within the planning area as shown on [Map 2](#).

Environmental Conditions:

All urban land development within the ‘Southeast Neighborhood’ will comply with the applicable regulations for environmental protection—including City of Verona, Dane County, and State of Wisconsin regulations for storm water management and erosion control. Urban land development will also comply with any requirements imposed by the Capital Area Regional Planning Commission as the Verona urban service area is expanded into this planning area.

Environmental Corridors:

Urbanization of the Southeast Neighborhood presents an excellent opportunity to identify and protect important natural resources by placing these resources within Environmental Corridors—which are ‘off limits’ to current or future damaging practices. Currently, there are *no* environmental corridors established within the Southeast Neighborhood planning area. As a result—current land uses have caused environmental damage that can be remediated and repaired through urban development. Specifically—placing wetlands and converted wetlands and steep wooded slopes into environmental corridors will protect these important environmental resources from the damaging practices.

Ice Age Trail:

The Ice Age Trail will be accommodated through this planning area.

Storm Water Management:

There are currently no storm water management facilities within the Southeast Neighborhood. Current land-use practices such as tilling dry soils during dry windy conditions have led to significant amounts of soil erosion and loss—with much of the wind-eroded soil being deposited into local surface-water bodies such as the Badger Mill Creek and Sugar River. Other current practices—such as leaving open soil exposed during periods of heavy rain—have also resulted in significant amounts of storm water run-off and soil erosion and loss—again with much of the lost soil being deposited into local surface-water bodies such as the Badger Mill Creek and Sugar River. Air-born and water-born soil erosion from current land-use practices has contributed significant amounts of sedimentation to surface water bodies in the Verona area. The urbanization of this area will dramatically reduce the amount of sedimentation that enters the Badger Mill Creek through the use of storm water detention basins that have proven to be effective methods of preventing sedimentation in local surface water bodies.

Storm water run-off from agricultural fields has also contributed significantly to phosphorus, nitrate, chemical from fertilizers, chemical pesticide, chemical herbicide, and other noxious and dangerous materials entering local surface water bodies. The urbanization of this area presents excellent opportunities to dramatically reduce the amount of pollution that enters the Badger Mill Creek by eliminating current practices and replacing them with more environmentally-sensitive practices.

Lastly—the ‘flashiness’ of stormwater run-off that historically characterized urban development has been practically eliminated through the implementation of storm water management techniques such as detention and retention basins and infiltration areas—further insuring that the quality of surface water bodies affected by land-uses within the Southeast Neighborhood (the Badger Mill Creek and the Sugar River...) will not only be protected but will be *enhanced* through the City’s professionally-designed, implemented, and maintained stormwater management systems.

By developing the Southeast Neighborhood with appropriately-designed urban development—including well-designed and managed storm-water management facilities—the City of Verona will *improve* storm water run-off and thereby improve the water quality of the Badger Mill Creek. Quality of storm water run-off will be improved by preventing noxious chemicals, pesticides, herbicides, and fertilizers from entering the Badger Mill Creek.

Shorelands:

There are no shorelands within the Southeast Neighborhood planning area.

Wetlands:

There are no mapped wetlands within the Southeast Neighborhood planning area. The City of Verona believes that further investigation within the Southeast Neighborhood planning area—as the area urbanizes over time—will reveal isolated wetlands that are not currently shown on Dane County wetland inventories. (Note—any such wetlands that may be identified are currently *non-functioning as a result of current land-uses...*) Once identified, the city will enforce the applicable buffer area requirements around any discovered wetlands.

The owner of the 80 acres of land proposed to be added to the Verona USA through the City’s ‘Southeast Amendment’ conducted a wetland inventory of his lands. The results of that inventory did reveal that some wetlands do exist on those 80 acres. The full inventory—created by Natural Resources Consulting, Inc and called the ‘Wetland Delineation Report—Liberty Business Park’—is provided as an attachment to the City of Verona’s ‘Southeast USA Amendment’ proposal.

Wooded Areas and Steep Slopes:

Many of the native wooded areas within the Southeast Neighborhood have been destroyed during the last 150 years to expand agricultural areas for crop production. The notable exception are wooded steep slopes along the ridge of the terminal moraine which—due to their inability to be used for crop production purposes—have been largely untouched and remain as important environmental resources. As explained above—wooded slopes in excess of 12% will be preserved in environmental corridors—as well as a wooded corridor through the terminal moraine for the Ice Age Trail.

Flood Plains:

There are no flood plains within the ‘Southeast Neighborhood’ planning area.

City of Verona Comprehensive Plan:

The Southeast Neighborhood encompasses the northern portion of the ‘Southeast’ ‘Future Urban Area’ and the southern portion of the ‘East’ ‘Future Urban Area’ from the City of Verona’s “2010-2030 Comprehensive Plan”—which was adopted on September 14th, 2009. See **Attachment A**. (See also Chapter 8—Land Use—of the City’s adopted “2010-2030 Comprehensive Plan”...) The proposed land-uses—as described in detail in ‘Part Two’ of this plan below—are completely consistent with the comprehensive plan’s

recommendations for both the ‘Southeast’ and the ‘East’ ‘Future Urban Areas’ as provided in Chapter 8—Land Use—of the City’s “2010-2030 Comprehensive Plan”.

The following section is a copy of the land-use plans from Chapter 8 of the City of Verona’s adopted Comprehensive Plan, which summarizes the City of Verona’s plans for new land-uses, existing land-uses, and opportunities and challenges within the ‘East’ and the ‘Southeast’ ‘Future Urban Areas’.

East.

New Land Uses

Existing agricultural lands within the ‘East’ Future Urban Growth area are planned for two land-uses. First—lands closest to the U.S.H. 18-151 by-pass (in the western-most portion of the planning area...) are planned for non-residential land-uses such as office and business parks, corporate campuses, industrial parks, and similar uses. Moving east—lands further from the U.S.H. 18-151 by-pass are planned for residential land-uses. The transition between the non-residential uses planned closest to the by-pass and residential uses planned further east will need to be planned and designed carefully, including the transition between the planned industrial development on the ‘Reinke’ property (in the southwest quarter of Section 23...) and future development to the east.

Existing Urban Development (Low-intensity...) to Remain

The ‘East’ Future Urban Growth area contains very few existing homes relative to the size of the area (in other words—there is little existing low-intensity urban development...). The existing ‘Goose Lake’ area of the Town of Verona is located north of and adjacent to this planning area, and this area will remain unchanged by City of Verona plans.

Opportunities

In addition to the ‘North’ area, the ‘East’ Future Urban Growth area is the City of Verona’s best opportunity for future residential development, since it is relatively flat and can be easily served by City of Verona utilities—once the initial difficulty and expense of extending such services underneath U.S.H. 18-151 have been overcome.

Because the western portion of this Future Urban Growth area has such high visibility along 18-151 (and to help minimize noise impacts on residential development planned further east...)—high-profile office-type uses along the highway—similar to what exists along U.S. 14 in Middleton—are planned for this area.

Existing wetlands in the northern-most portion of the ‘East’ Future Urban Growth area present both opportunities and challenges. Residential development should be designed so that such wetlands are both protected and so they become residential development amenities.

As with the City of Madison, the City of Verona may wish to establish some type of ‘area of separation’ with the City of Fitchburg to the east.

Challenges

Currently—the interchange between East Verona Avenue and U.S. 18-151 is a ‘limited access’ interchange—with traffic only being able to enter the highway to go east or to exit the highway coming from the east. To capitalize on non-residential land-uses in this area as planned—this interchange should be expanded to a ‘full-access’ interchange similar to what Verona did in 2005 with the West Verona Avenue/18-151 interchange. Unfortunately—the presence of a sanitary landfill, wetlands and flood-plains in the vicinity of the East Verona Avenue/18-151 interchange will make such an expansion expensive if not impossible.

South East

New Land Uses

Residential land-uses are planned for the ‘South-East’ Future Urban Growth area, although limited amounts of non-residential development may be appropriate along the two county-trunk highways that are in or adjacent to this Future Urban Growth area—‘PB’ on the west and ‘M’ on the north and east.

The northern-most portion of the ‘South-East’ Future Urban Growth area has been identified by the city’s utility studies as being easily served by city water and sewer service. Other portions of this Future Urban Growth area—especially those areas south of the ‘Terminal Moraine’ that runs through this area—will be more difficult and/or expensive to serve with city utilities. (See [Appendices 4-B and 4-C](#) for more details...) Consequently—the city may wish to delay urban development in this area (in favor of urban growth in other planning areas...) until these difficulties can be overcome and/or these expenses can be justified. Alternatively, the city is considering utilizing low-intensity urban development—which does not require utility services—in this ‘South East’ Future Urban Growth area. (Note—Consistent with the City’s goal of allowing urban development in the Verona Area *only* within the corporate limits of the City of Verona—as outlined elsewhere in this chapter, such low-intensity urban development in the South East area would only be allowed *after* annexation into the City.)

Existing Urban Development (Low-intensity...) to Remain

The South East Future Urban Growth area is characterized by a significant amount of existing Low Intensity Urban Development, such as along Shady Bend and Sunset Drive, and this existing development is planned to remain.

Opportunities

Due to the topographical features in the South East Future Urban Growth area (such as the Terminal Moraine...), this area may present an opportunity for the City of diversify its housing stock through lower-density, urban development not serviced by utilities. Such development could provide ‘higher-end’ housing options that are not currently available within the City. If the city chooses to pursue such development in a portion of the South East Future Urban Growth area, increased densities would be required in other planning areas—or other portions of the South East planning area—to insure that minimum densities city-wide are maintained.

A corridor for the Ice Age Trail—between Prairie Moraine Park and the City of Fitchburg—will be preserved in this Future Urban Growth area as will kettles and their associated wetlands.

Challenges

Preventing the creation of a town island around Davis Drive/Shady Bend Road may be a challenge in this Future Urban Growth area. (Note: This challenge illustrates the difficulty some laws present for promoting/encouraging good, efficient urban development as well as the need to prevent low-intensity urban development where future high-intensity urban development is probable in the long-term...)

Part Two: **City of Verona Southeast Neighborhood Plan:**

Planned Land-Uses:

The City of Verona plans for 1) non-residential land-uses within the ‘Southeast Neighborhood’ *closest to the intersection of County Trunk Highway’s ‘M’ and ‘PB’ and U.S. Highway 18-151* and 2) residential land-uses in the remainder of the ‘Southeast Neighborhood’. Between these two different types of future land-uses, the City plans to create some type of ‘Transition Area’ to separate planned non-residential and planned residential areas. This ‘Transition Area’ may simply consist of a street to separate residential and non-residential areas or this area may consist of berms and other screening features to buffer future residential land-uses from traffic, noise and other aspects of planned non-residential development. The exact location where non-residential land-uses will cease and residential land-uses will begin is not defined by this plan but will instead be determined as specific development plans are reviewed in the future. See **Map 2**—Land Use Plan.

Details for planned non-residential land-uses are provided in the following section, followed by details for planned residential land-uses.

Non-Residential Land Uses:

Non-residential land-uses within the ‘Southeast Neighborhood’ will be located *closest to the intersection of two county trunk highways with access to a limited-access U.S. highway*. As explained within the City’s comprehensive plan—the City plans to take logical advantage of the locational benefits provided by the interchange between County Highway’s ‘M’ and ‘PB’ and U.S. Highway 18-151 for non-residential land-uses in this area. The City has already created a tax increment finance district in this area (Tax Increment District No. 6) as part of the community’s effort to promote non-residential development in this area.

Planned non-residential land-uses in this area include a mix of commercial uses closest to the intersection of ‘M’ and ‘PB’ and office, business-park, research, educational, light-industrial, and corporate campus uses further from this intersection. The City has taken great efforts to limit the amount of land that will be utilized for *retail* development in this area and has allowed only about 80 acres (closest to the intersection of CTH ‘M’ and ‘PB’...) to be zoned for retail development. The City has taken great efforts to limit the amount of retail zoning in this area to reinforce the City’s goal to continue to concentrate the bulk of retail land-uses within our downtown area and along Verona Avenue—as explained in greater detail within Chapter 8—Land Use—of our comprehensive plan. The City of Verona plans to keep the downtown area the retail and service center of the community. While the downtown is the priority area for future retail development—the City also plans to take logical advantage of the intersection of two County Trunk Highways—‘M’ and ‘PB’—within the Southeast Neighborhood to accommodate some retail development *outside* of the downtown. This limited amount of retail development will also enhance the City’s effort to promote employment and job-creation opportunities

within the Southeast Neighborhood by creating the amenities and services that are necessary in close proximity to a major employment center.

See the ‘Southeast Commercial’ and the ‘Southeast Business Park’ Sub-Area Plans below for additional information about planned non-residential development within the ‘Southeast Neighborhood’.

Transition-Area Land Uses:

Land-uses within the ‘transition area’ between planned non-residential land-uses (as described above...) and planned residential land-uses (as described below...) may include lower intensity non-residential land-uses such as offices—which do not create as many negative impacts as do manufacturing, distribution and other light-industrial land-uses—or higher intensity residential land-uses such as high-density housing. Regardless of land-uses, the City will seek to minimize negative impacts from non-residential development upon residential development in the ‘Southeast Neighborhood’.

Residential Land Uses: Residential development within the ‘Southeast Neighborhood’ will occur *further away from the county trunk highways and U.S. Highway 18-151*. As explained above—the City will pay special attention to the ‘Transition Area’ between planned non-residential land-uses and residential land-uses within the ‘Southeast Neighborhood’.

As explained in the City’s Comprehensive Plan—the City plans to grow gradually from our existing urban edge, rather than ‘leap-frogging’ over (developable) undeveloped areas. The City has already platted residential subdivisions immediately west of this planning area—including the East View and Military Ridge subdivisions. These existing City subdivisions provide net densities of residential development of about 5 dwelling units per acre. Planned residential development within the Southeast Neighborhood—as detailed below—will continue this trend toward higher densities than the City’s traditional/historic density levels of 4.7 dwelling units per acre. Additionally—two areas of low-intensity urban development *already* exist within the ‘Southeast Neighborhood’. These areas—along Shady Bend and Davis Hills Drive—provide significantly *lower* net density (approximately 0.2 dwelling units per acre) than City of Verona’s planned residential development in this area.

The City of Verona is committed to farmland preservation and smart growth and so in 2008 adopted strong extraterritorial plat approval regulations to stop new developments such as what already exists along Shady Bend and Davis Hills Drive (See ‘Farmland Preservation’, below, for more information).

Residential Densities:

Unlike many areas of Dane County—especially unincorporated areas—the City of Verona has a long tradition and solid track-record of accommodating population growth in dense development served by municipal utilities. The City of Verona’s historic net density of residential development is over 4 units an acre—and residential developments during the last decade have produced net density of over 5 units an

acre. The City of Verona will continue to provide net residential densities *at least as dense* as our historic density to minimize the amount of land that must be used to accommodate population growth. By accommodating population growth with dense development served by municipal utilities (and therefore located within urban service areas...), the City of Verona will contribute to efficient growth and preserve farmland, especially when compared with residential development outside of incorporated areas that is *not* served by municipal services (See ‘Farmland Preservation’ below...).

Residential Types:

Unlike many areas of Dane County—especially unincorporated areas—the City of Verona has a long tradition and solid track-record of providing a mix of housing types, including single-family detached, single-family attached, duplex, and multi-family units as well as both owner-occupied and rental housing. Unlike most unincorporated areas of the County—which only provide one type of housing (owner-occupied single-family detached...), the City of Verona’s policy is to require all new residential subdivisions to provide a mix of housing types—so that all neighborhoods have a variety of housing unit types (rather than directing all single-family development to some neighborhoods while directing multi-family housing to other neighborhoods...). The City of Verona will continue to require such a ‘mix’ of housing types in the residential areas planned within the Southeast Neighborhood.

Parkland Dedication for Residential Areas

The City of Verona is committed to providing parklands and open spaces for its citizens. *In addition* to setting-aside environmentally sensitive areas such as flood plains, wetlands, and steep-wooded slopes for open space and publicly-accessible parklands through designation of environmental corridors, the City *also* utilizes parkland dedication requirements to insure that new developments provide parklands above and beyond what is set-aside as environmental corridor. The City will utilize parkland dedication requirements to protect areas that may-not meet the criteria for placement in environmental corridors through the urban service area amendment process—but which are nonetheless valuable natural resources that should be preserved. For example—there are several wooded areas within the ‘Southeast Neighborhood’ that will not meet the requirements for being placed in environmental corridors. The City will prioritize the protection of these existing wooded areas through our parkland dedication requirements (See Platting/Land Division under Section Three below...). See **Map 4**—Parks and Trails—for the location of these wooded areas that the City of Verona will preserve.

While the City of Verona has a long tradition and solid track record of providing for public open space and parklands—it should be noted that urbanization in the form of low-density residential development in unincorporated areas has traditionally *not* provided for such public open spaces and parklands (although the recent trend toward ‘conservation subdivisions’ in unincorporated areas has created some semi-public open spaces. Unfortunately, unlike truly public city parks, these ‘conservation’ areas are very-often *only* open to or useable by the residents of the adjacent houses...)

Neighborhood Development and Design Principles:

With assistance from the city planning staff, the City of Verona utilizes the Plan Commission as the City's architectural and neighborhood design review and approval body. The City has in recent years become increasingly sophisticated in its review of proposed developments and the requirements it imposes on development proposals before they receive the required city approvals. Planned new subdivisions must receive both preliminary and final plat approval, and City Staff, the Plan Commission, the Park Board, and the Common Council all review these items to insure:

- Compliance with City platting standards for matters such as street designs, easements, and other technical details;
- Compliance with City parkland dedication requirements;
- Appropriate design that takes into account and respects the natural and environmentally sensitive features of the area; and
- Provision of sufficient areas for storm water management and other critical needs.

Unlike much lower density residential development in unincorporated areas—the City of Verona requires residential development to include sidewalks to provide for safe places for children, bikes, and pedestrians to walk or ride. This small but important design detail makes Verona neighborhoods much more 'liveable' than residential developments in unincorporated areas that don't have sidewalks.

See the 'North of 'M' Residential'; the 'South of 'M' Residential' Sub-Area Plans below for additional information about planned residential development within the 'Southeast Neighborhood'.

Sub-Area Recommendations:

See **Map 3**—Phasing Plan and **Map 6**—Sub-Areas Map—for the following section.

1) Southeast Commercial Sub-Area (North and South of CTH ‘M’)

- Areas closest to U.S. 18-151 have excellent visibility from U.S. Highway 18-151 as well as excellent access to and from this four-lane divided highway via the on-off ramps at CTH ‘PB’. Approximately 80 acres is zoned for commercial land-uses, as follows:
 - About 35 acres north and east of ‘M’ and ‘PB’;
 - About 35 acres south and east of ‘M’ and ‘PB’;
 - About 5 acres north and west of ‘M’ and ‘PB’; and
 - About 5 acres south and west of ‘M’ and ‘PB’
- The City will require a minimum of 25% landscape areas/open space for developments within the ‘Southeast Commercial’ Sub-area—consistent with the City’s ‘Suburban Commercial’ and ‘Suburban Office’ zoning district requirements;
- Land-uses in this Sub-Area are planned to be primarily service or retail businesses, given the high traffic counts, excellent visibility and accessibility at this major highway intersection;
- High-quality architecture and building design will be required for development within this area, given its prominent location as the ‘gateway’ to the City of Verona from the south and southeast. The Plan Commission will serve as the architectural review and approval board for any proposed development within this area;
- Access considerations will need to be addressed to insure that new development is designed and located so that the on-off ramps between County Trunk Highway ‘PB’ and U.S.H. 18-151 function properly. For example, new developments will not be allowed to create driveways that are too close to these ramp facilities to avoid congestion or unsafe traffic movements;
- The City plans to signalize the intersection of CTH ‘M’ and CTH ‘PB’ as development within the ‘Southeast Neighborhood’ progresses and as traffic warrants dictate;
- The City plans to strictly limit the number of new access points directly onto the two County Trunk in this area. New access points will only be street intersections—not driveways—and the City has already begun discussions with Dane County about the placement and design of the few new street access points that will be allowed;
- This entire ‘Southeast Commercial’ sub-area is scheduled to be developed in the short to mid-term, as shown as ‘Already Developed’ and ‘Phase 1’ on **Map 3**—Phasing. Note that utilities are *already* provided for commercial development within the southeast quadrant (Technology Park) of this sub-area. Note also that limited commercial development has already been completed within the southwest quadrant of this Sub-Area (Kwik Trip). Commercial development of lands within this sub-area lying north of County Trunk Highway ‘M’ is anticipated as Phase 1. (See **Map 6**—Sub-Areas Plan.)

2) Southeast Business Park Sub-Area (North and South of CTH ‘M’)

- Areas both north and south of CTH ‘M’ will have excellent accessibility to and from U.S.H. 18-151;
- The City plans to utilize this area for creating jobs and employment opportunities for Verona residents with office, corporate headquarter, light-manufacturing, warehousing, educational, and similar business park-type developments;
- The City will require a minimum of 25% landscape areas/open space for developments within this Business Park sub-area—consistent with the City’s ‘Suburban Office’ and ‘Suburban Industrial’ zoning districts requirements;
- Land-uses closest to Highway 18-151—in the northwestern portion of the Southeast Neighborhood—are planned to be primarily offices, given the excellent visibility from U.S.H. 18-151;
- Land-uses further east—farther away from Highway 18-151—are planned to include a mix of office, warehouse, distribution, educational and light-industrial land-uses. Due to the large roof-areas typical of such developments, all of these land-uses present excellent opportunities for successfully treating storm water on-site and improving water-quality in the Badger Mill Creek and Sugar River as compared with the current unregulated agricultural land-uses;
- High-quality architecture and building design will be required for development within this area—but especially along Highway 18-151, given the higher visibility parcels will have along Highway 18-151. The Plan Commission will serve as the architectural review and approval board for any proposed development within this area.
- The City (and the Wisconsin Department of Transportation...) will not allow any new access points directly onto Highway 18-151;
- Development within this Sub-area is planned for short-term (‘Already Developed’) and mid-term (Phase 1) development. (See **Map 3**—Phasing.) Note that business park development has already begun in the southeast quadrant of the intersection of County Trunk Highways ‘M’ and ‘PB’—in the non-commercial portion of Technology Park subdivision.

3) Transition Sub-Area (North and South of CTH ‘M’)

- As stated above, the City of Verona will pay particularly-close attention to how the ‘Southeast Neighborhood’ will transition from non-residential uses closest to major highway facilities to residential uses further away;
- The Plan Commission will be primarily responsible for reviewing proposed developments that transition between non-residential and residential areas, with the Common Council having ultimate authority for approving any proposed transition developments.

4) North of 'M' Residential Sub-Area

- Portions of the Southeast Neighborhood planning area that are not planned for commercial or business-park development—as described above—are planned for residential development, including planned residential development north of 'M';
- The eastern portion of the City's 'East' future urban growth area—which includes this sub-area—presents logical and appropriate areas for residential development;
- The area is characterized by modestly rolling terrain and topography. The City's utility studies have determined that this area can be cost-effectively served with municipal water and sewer in the short-term;
- Housing for this area will include a mix of single-family detached, single-family attached, duplex, and multi-family buildings. Both owner occupied and renter housing will be promoted;
- The 'North of 'M' Residential' sub-area includes approximately 660 acres of land that is currently agricultural that is planned for new, residential development. The City assumes that approximately 30 percent of this area—or 200 acres—will be developed for purposes such as parkland, stormwater management, right-of-way, and institutional development (such as schools and churches), with the resulting 460 acres to be developed at average densities of 5 units per acre. Based on these assumptions—approximately 2,300 housing units are anticipated to be constructed in the 'North of 'M' Residential' sub-area at full build-out, which is not expected for at least 50-75 years, based in large part upon the amount of residential development that occurs in *other* 'Future Growth Areas' as explained in Chapter 8—Land Use—of the City's Comprehensive Plan;
- The 'North of 'M' Residential sub-area also includes approximately 80 acres of existing low-density residential development (Shady Bend) that will remain. These 80 acres include approximately 20 existing houses *or* vacant parcels (0.25 dwelling units per acre...);
- The City will require a minimum of 25% landscape areas/open space for developments within the 'North of 'M' Residential' sub-area—consistent with the City's 'Neighborhood Residential, Community Residential, and Urban Residential' zoning district requirements;
- All collector streets within the development will be designated as bike routes;
- Access to this area will be provided directly from the existing collector streets within the area—including Grandview on the north, Whalen through the center, and County Trunk Highway 'M' on the south. New north-south local streets will be provided between these existing east-west streets as this area develops. Only a few new connections with CTH 'M' will be allowed;
- Neighborhood level streets will be designed and engineered as specific subdivision proposals are forwarded and will be consistent with city policies which discourage cul-de-sacs (to insure connectivity...) and which require sidewalks on all streets (to insure pedestrian accessibility);
- The Plan Commission serves as the review and approval body for proposed residential subdivisions and will review matters such as proposed street

networks, park locations, areas for environmental corridor protection, and other design considerations;

- Multi-family housing developments within approved subdivisions must be reviewed and approved by the Plan Commission to insure that sufficient site design and architectural features are incorporated. Single-family and duplex housing units do not require Plan Commission review and approval but are instead reviewed and approved by the Building Inspector;

5) South of 'M' Residential Sub-Area

- Portions of the Southeast Neighborhood planning area that are not planned for commercial or business-park development—as described above—are planned for residential development, including planned residential development south of 'M';
- The northern portion of the City's 'Southeast' future urban growth area—which includes this sub-area—presents logical and appropriate areas for residential development;
- Housing for this area will include a mix of single-family detached, single-family attached, duplex, and multi-family buildings. Both owner occupied and renter housing will be promoted;
- The area is characterized by rolling terrain and varied topography. The City's utility studies have determined that this area can be cost-effectively served with municipal water and sewer in the short-term;
- The 'South of 'M' residential' sub-area includes approximately 380 acres of land that is currently agricultural that is planned for new, residential development. The City assumes that approximately 30 percent of this area—or 115 acres—will be developed for purposes such as parkland, stormwater management, right-of-way, and institutional development (such as schools and churches), with the resulting 265 acres to be developed at average densities of 4 units per acre. This density is based on the City's desire to accommodate slightly larger single-family lots in this area to take competitive advantage of the natural topography, wooded areas, and scenic vistas associated with the terminal moraine. Based on these assumptions—approximately 1,060 housing units are anticipated to be constructed in the 'South of 'M' residential' sub-area at full build-out, which is not expected for at least 50-75 years, based in large part upon the amount of residential development that occurs in *other* 'Future Growth Areas' as explained in Chapter 8—Land Use—of the City's Comprehensive Plan;
- The 'South of 'M' residential sub-area also includes approximately 60 acres of existing low-density residential development (Davis Hills Drive) that will remain. These 60 acres include approximately 20 existing houses *or* vacant parcels (0.33 dwelling units per acre...);
- Existing low-density residential development (not served by sidewalks) already exists in this area along Davis Hills Drive. The City will require new residential development in this area to be more dense (efficient) and that amenities such as pedestrian sidewalks are provided;

- The City plans to capitalize on the opportunities presented by the presence of the terminal moraine for the development of more expensive housing stock to further diversify the City’s current housing stock—which is overwhelmingly moderate in price compared with the region. Elected officials for the City have prioritized the creation of more expensive housing to balance available housing opportunities and the area around the terminal moraine presents an excellent opportunity to accomplish this goal;
- Access to this area will be from County Trunk Highway ‘M’ on the north. The City is currently debating whether or not a street will be required to connect this area with planned future development in the ‘Southeast Future Urban Area’ located *south* of the terminal moraine. Such a street would provide important ‘connectivity’ between the planned residential development in this ‘Southeast Neighborhood’ with residential development south of the terminal moraine at some point in the future. On the other hand, such a street would both be difficult and expensive to construct and would also cut across the Ice Age Trail corridor (See [Map 2](#));
- The only potential new collector street through this area would be to create a direct connection between Fitchrona Road on the north with Sunset Drive on the South. Again, however, topographical complications may make such a collector connection impossible or impractical. Such a collector street would be designated as a bike route;
- Neighborhood level streets will be designed and engineered as specific subdivision proposals are forwarded and will be consistent with city policies which discourage cul-de-sacs (to insure connectivity...). Accomplishing the City’s goal of ‘connectivity’ will be difficult, however, due to the presence of the terminal moraine and Ice Age Trail to the south. The City will also require sidewalks on all streets (to insure pedestrian accessibility). New local streets within this sub-area would also be created, as *conceptually* shown on [Map 2](#);
- The Plan Commission serves as the review and approval body for proposed residential subdivisions and will review matters such as proposed street networks, park locations, areas for environmental corridor protection, and other design considerations;
- Multi-family housing developments within approved subdivisions must be reviewed and approved by the Plan Commission to insure that sufficient site design and architectural features are incorporated. Single-family and duplex housing units do not require Plan Commission review and approval but are instead reviewed and approved by the Building Inspector;

Recommended Transportation Facilities:

As described above—the Southeast Neighborhood is already well-served by east-west collectors, including Grandview, Whalen, and CTH ‘M’. North-south routes include USH 18-151 and CTH ‘PB’ on the west and Fitchrona Road on the east. No new arterials are anticipated to be needed in this neighborhood. As described above, the City is debating whether or not a street will be required to connect residential development *north* of the terminal moraine—as shown in this neighborhood plan—with future residential development *south* of the terminal moraine (not shown in this plan...). Such a street presents a conflict in goals: On the one hand—such a street will insure connectivity between future residential areas and minimize the need for traffic between neighborhoods to be channeled onto county trunk highways. On the other hand—such a street would cross the planned ‘Ice Age Trail’. See [Map 5](#)—Transportation Plan.

Smaller streets serving development within the Southeast Neighborhood will be designed and approved during the plat approval process, which is not expected to occur until development pressures occur within the planning area as explained below under ‘Phasing’. The City will continue its policy of discouraging cul-de-sacs in an effort to insure street-connectivity and creating multiple-routes to one location to relieve traffic congestion pressures on arterial streets.

The City of Verona currently has commuter bus service provided by the City of Madison. This service currently provides morning and afternoon rush-hour service between Verona Avenue and the West Transfer Station. Mass Transit service such as bus service is not anticipated for the Southeast Neighborhood in the short or intermediate term. Mass transit service may be provided to the portion of the Southeast Neighborhood designated for ‘Non-residential’ land-uses when this area develops as a job-center with large numbers of businesses and companies providing employment opportunities. When that occurs—existing bus service to Verona may be expanded to serve this employment center, possibly by adding an additional route utilizing the 18-151 by-pass or utilizing County Trunk Highway ‘M’ to this area.

Bike Routes and Trails:

For at least the last decade, the City of Verona has installed on-street bike lanes on all rebuilt or newly-constructed collector streets, and the City will continue this requirement as the ‘Southeast Neighborhood’ develops. Additionally, the City’s Parks Department has long-term plans for bike and pedestrian trails within the Southeast Neighborhood, as shown on [Map 4](#). The primary pedestrian trail in the Southeast Neighborhood will obviously be the continuation of the Ice Age Trail, while bike trails will consist of both on-street and off-street trails to provide connectivity through this neighborhood.

Recommended Park and Open Space Improvements:

As shown on **Map 4**—there are several opportunities for future park and open space areas. Areas for open space preservation will include all environmental corridors—potentially including wetlands and steep wooded slopes, as well as isolated wooded areas. The terminal moraine also presents the opportunity for continuing the Ice Age regional recreational trail as well as natural habitat preservation and regional migration routes for animals. As lands within the ‘Southeast Neighborhood’ are platted, the City’s Park Board—a group of volunteer Verona citizens—will design and approve all parks and trail systems.

The city requires dedication of parkland for any developments—including not only residential but also commercial and industrial developments. In the case of commercial and industrial developments—the City plans to require lands that are dedicated for parkland to be strategically located along sensitive environmental corridors or other environmental areas such as wooded areas. As described above—the City may require parkland dedications to be used to preserve any archeological areas that may be discovered within the Southeast Neighborhood as well.

Farmland Preservation:

The City of Verona is a strong proponent of farmland preservation. The City’s “2010-2030 Comprehensive Plan” calls for preserving farmland through prohibitions on large-lot development outside of incorporated areas within the City’s extraterritorial jurisdiction. Additionally, the City currently requires all new development within the City to be served by municipal utilities, which promotes dense, efficient development. By accommodating anticipated population growth within Dane County on dense development served by utilities—rather than on low-density development served by well and septic systems—the City of Verona is insuring that less land is required to accommodate population growth. Furthermore, the City’s historic net density of residential development is over 4 units per acre—and net density of residential development during the past decade has exceeded 5 units per acre. For comparison purposes—residential development in the Verona area *not* served by utilities typically consumes more than 2 acres of land for 1 housing unit—or only ½ dwelling units per acre.

Lastly—to insure that the City of Verona is ‘doing our part’ to preserve farmland, the City adopted very rigorous extraterritorial plat approval rules in 2008 to insure that population growth in the Verona Area is accommodated on dense development served by utilities rather than on inefficient, large-lot development served by well and septic systems. This policy saves approximately 2 acres of land for every unit of housing created—since City housing units typically use less than a quarter of an acre of land while residential development (urbanization...) outside of the City averages over 2 units of acre per housing unit. (Example—10 houses in unincorporated areas require 20 acres of land, while 10 houses in the City require 2 ½ acres of land, saving 17 ½ acres of land.)

Recommended Utility Improvements:

The City of Verona has conducted extensive studies for how the Southeast Neighborhood can be served with municipal water and sanitary sewer service—as provided in the complete ‘2006 City of Verona Water System Master Plan’ and the ‘2007 City of Verona Waste Water Management Master Plan’ documents. Please see these complete utility planning documents—available on-line or from the Department of Planning and Development—for details about how the City of Verona will serve the Southeast Neighborhood with municipal water and sewer service.

Environmental Conditions: Protection Measures:

Environmental Corridors:

Environmental corridors will be established for all wetlands and required set-backs from wetlands and for wooded slopes adjacent to wetlands with 12% or greater grade.

Storm Water Management:

Storm water management will comply with all applicable city and state requirements. As noted in Part 1 above—surface water quality in the Badger Mill Creek will actually improve upon the installation and operation of urban storm water management measures compared with current agricultural conditions.

Shorelands:

There are no shorelands within the Southeast Neighborhood.

Wetlands:

Wetlands will be protected in environmental corridors. As noted in Part 1 above, compared with current agricultural practices, wetlands will receive more protections—and converted wetlands will be restored—once this area urbanizes. For example—the City’s 80-acre USA proposal for the ‘Southeast’ area includes the restoration of a wetland that has been destroyed by agricultural practices during the last 150 years. This is just one example of how planned urban development will improve areas that have been damaged by current agricultural land-uses.

Wooded Areas and Steep Slopes:

Wooded areas and steep slopes are planned to be preserved through the City’s parkland dedication requirements and subsequently utilized for city park purposes. Additionally, those wooded areas which remain after parkland dedication requirements are satisfied may be incorporated into residential subdivisions as part of the over-all subdivision design.

Flood Plains:

There are no flood plains within the ‘Southeast Neighborhood’.

Phasing Plan:

Phased development will be consistent with the City of Verona's long-standing policy to 'grow gradually outward from the city's urban edge'. Some urban development has already occurred within the 'Southeast Neighborhood'—principally within the office/light industrial portion of 'Technology Park' subdivision in the southeast quadrant of the intersections of 'M' and 'PB'. Technology Park currently includes a manufacturing facility (Latitude Corporation); a contractor business (Specialized Electric); and a warehouse and distribution facility (U.W. Swap Shop). Construction is nearing completion on a pharmaceutical manufacturing facility (Sigma Aldrich/SAFC). This business/office park is approximately half-full, and the City anticipates continued development within Technology Park for the next 5 years. This subdivision also includes approximately 35 acres of land for commercial development in the southwest quadrant of the intersection of County Trunk Highways 'M' and 'PB', but commercial construction has not yet commenced. One commercial business has been constructed in the *southwest* quadrant of this intersection—Kwik Trip—with one vacant commercial site adjacent to the north. The City anticipates that the commercial development of the area south of County Trunk Highway 'M' will be completed within 5-10 years, based on regional and national market conditions.

The City anticipates that the next phase of development within the Southeast Neighborhood will be located in the northeast and northwest quadrants of the intersections of CTH's 'M' and 'PB'. This area is planned for a similar mix of office/light industrial uses and commercial uses as the Technology Park subdivision to the south. Development of this area—termed the 'Liberty Business Park'—will commence in approximately 2011. Liberty Business Park will include approximately 35 acres of commercial development closest to the intersection of CTH's 'M' and 'PB' (in the northwest and northeast quadrants...), with the remainder of the development (in the northeast...) slated for business/office park and light industrial land-uses. The City anticipates that full build-out of Liberty Business Park—including the commercial component—will take between 15 and 20 years based on regional and national market conditions. To support and prepare for this planned office and business-park development, the City is planning to submit its 80 acre 'Southeast' Urban Service Area amendment proposal in late 2009 or early 2010.

Residential development within the Southeast Neighborhood is not anticipated in the short term, primarily because the City has prioritized continued residential development in *existing* subdivisions—such as a) Hawthorne Hills; b) Meister Addition; c) Scenic Ridge; d) Cathedral Point; and e) Cross Point—and because the City has planned residential development in other *future* subdivisions—including a) the 'Southwest Neighborhood' (Hoffman) and b) in the 'North Neighborhood' (Midthun).

See [Map 3](#)—Phasing Plan.

Part Three **Implementation**

Comprehensive Plan:

As noted above—all aspects of this ‘Southeast Neighborhood Plan’ are consistent with the City’s adopted “2010-2030” Comprehensive Plan. This ‘Southeast Neighborhood’ plan—once adopted—will be incorporated into Chapter 8—Land Use—of the City’s adopted “2010-2030 Comprehensive Plan” and will then become an official part of the City’s comprehensive plan. The Plan Commission will review any development proposals within the ‘Southeast Neighborhood’ against this ‘Southeast Neighborhood’ plan and make recommendations to the Common Council. The Plan Commission is an appointed body of volunteer Verona citizens, while the Common Council members are elected representatives for the citizens of Verona. If for any reason a development proposal for the Southeast Neighborhood is not consistent with this Neighborhood Plan (after it has been incorporated into the full comprehensive plan...)—the City will either deny the proposal, require the proposal to be revised so as to be consistent with the plan, or the City will reevaluate the comprehensive plan to see if factors have changed such that the comprehensive plan should be modified. The process for considering modifications to the comprehensive plan are spelled-out in detail in Chapter 9—Implementation—of the plan.

Verona Urban Service Area:

The City of Verona will continue to work with the Capital Area Regional Planning Commission on expanding the Verona USA to accommodate planned urban growth. The Capital Area Regional Planning Commission (CARPC) has informed the City of Verona that the population of the City is expected to continue growing during the next 20 years. Based on historical City of Verona residential density of development—a density which the City plans to maintain as the minimum density (‘floor’) for any future population growth—the Capital Area Regional Planning Commission has informed the City of Verona that approximately 400 acres of additional urban service area will be required to accommodate projected population growth in the Verona Area between 2010 and 2035. The City’s “2010-2030 Comprehensive Plan” provides 5 distinct ‘Future Urban Areas’ where it plans to accommodate this future urban growth—as described fully in Chapter 8—Land Use—of the City’s comprehensive plan. These 5 ‘Future Urban Areas’ are the ‘North’; ‘East’; ‘Southeast’; ‘South’; and ‘Southwest’. The City currently has plans for expanding the Verona urban service area as follows:

1) Southwest (Submitted in 2009):	148 acres (net)
2) Southeast (Pending):	70 acres (net)
3) <u>North (Submittal planned for 2010):</u>	<u>120 acres (net)</u>
Total:	338 acres
Balance:	62 acres

Clearly—the City of Verona will not *only* grow into the ‘Southeast Neighborhood’—which includes portions of both the ‘East’ and the ‘Southeast’ Future Urban Areas

identified in Chapter 8 of the “2010-20340 Comprehensive Plan”. Rather, the City’s comprehensive plan clearly shows that the City also plans for dense urban growth served by utilities to the East and the Southeast of the current city—as shown in this Neighborhood Plan—in addition to planned growth to the North, South and Southwest. The City will make judicious use of urban service areas so that anticipated growth will be accommodated in all of the City’s planned ‘Future Urban Areas’, not just in the East and Southeast areas as included in this ‘Southeast Neighborhood’ plan.

To that end—the City plans to add land within the Southeast Neighborhood to the Verona urban service area between 2010 and 2020 in addition to adding land in the other identified ‘Future Urban Areas’, including the ‘North’, the ‘East’, the ‘Southeast’, the ‘South’ and the ‘Southwest’ ‘Future Urban Areas’.

Annexations:

The city will seek to avoid/minimize forced annexations except in those rare instances in which a few owners of small parcels are preventing the orderly development of larger areas beyond (due to legislation preventing the creation of ‘town islands’...). Other than this rare exception, property owners within the ‘Southeast Neighborhood’ planning area who wish to remain in the township, deed restrict their land, or otherwise limit development of their land are entitled to do so. The City does point-out that previously-allowed low-intensity urban development—such as that along Davis Hills Drive and Shady Bend Road—do present significant challenges for the city to grow while at the same time complying with laws that prevent the creation of ‘town islands’. The challenges presented by these low-intensity developments within the city’s extraterritorial jurisdiction was one of the primary reasons for the City decision in 2008 to adopt strict prohibitions against any new low-intensity development within the city’s extraterritorial jurisdiction.

Zoning:

The City administers a comprehensive zoning code that provides land-use and bulk regulations for all land-uses planned for the ‘Southeast Neighborhood’, including residential, commercial, and industrial land-uses. The City has a strong track record of administering its zoning code for both new developments added to the City and older, existing areas of the city.

Land Divisions/Platting:

Platting will be done in conformance with the City of Verona’s Land Division and Platting Ordinances. These City regulations establish rules for matters such as street designs, minimum lot requirements, the provision of utilities, and other details. Parkland dedication requirements may also be satisfied through the preservation of archeological sites and existing wooded areas within the Southeast Neighborhood, as determined through the City’s plat review and approval process.

Official Map:

The City has an adopted Official Map designating where future arterial streets are planned. The ‘Southeast Neighborhood’ plan is consistent with the adopted Official Map, although this ‘Southeast Neighborhood’ plan does provide more detail regarding planned arterial, collector, and local streets than does the adopted Official Map.

Capital Budgeting:

The City of Verona will utilize our capital budgeting process to allocate necessary funds to pay for required infrastructure improvements to serve the Southeast Neighborhood. The City also requires developers to pay for most utilities and infrastructure serving specific developments—with the City only paying for those facilities that serve regional systems or multiple developments. The City will continue this practice for development within the ‘Southeast Neighborhood’.

Interagency Cooperation:

The City of Verona will continue or strong tradition of working closely with other units of government—including the Capital Area Regional Planning Commission, the Department of Natural Resources, Dane County, and adjacent and near-by municipalities such as the Cities of Madison and Fitchburg and the Town of Verona.

Part Four
Appendices

Appendix 1: Comprehensive Plan (On-line)

Appendix 2: ‘Southeast Neighborhood Plan’ Adopting Resolution