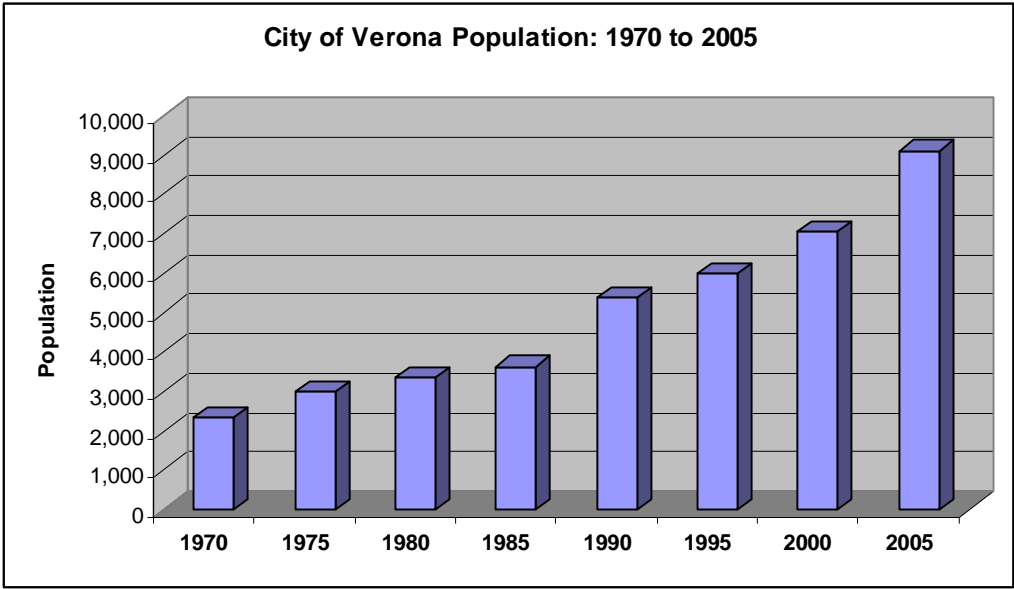


CITY OF VERONA 2010 COMPREHENSIVE PLAN
CHAPTER ONE—ISSUES AND OPPORTUNITIES

**Adopted by the City of Verona Common Council
September 14th, 2009**



Prepared by the City of Verona Comprehensive Plan Committee

City of Verona Comprehensive Plan—2010

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Section One—Introduction

The City of Verona looks forward to an exciting and challenging set of ‘issues and opportunities’ between 2010 and 2030—the time period covered by this Plan. Specifically, the City of Verona faces significant population, household, and employment growth during this 20-year planning period, as shown in the tables in Section Three of this chapter, below.

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. What are these forces, trends, and policies beyond the control of the City of Verona? 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. For it is the question of *how* we will grow that presents exciting and challenging issues and opportunities that are addressed in this Plan.

City of Verona ‘Strengths’, as identified by the Comprehensive Planning Committee:

1. Several neighborhoods are located in close proximity to the elementary schools that serve them.
2. Many of the businesses in our downtown corridors are owned by Verona residents, and a few are even thought of as foci of our community identity and social scene.
3. A wide variety of sports and recreation facilities are available.
4. A major recreational trail passes through the City of Verona.
5. The City of Verona’s partnership with private business and the Metro bus system provides accessible bus transportation from far west Verona to the City of Madison and surrounding locations.
6. The Verona Area School District is viewed as an innovative and high-achieving school district.
7. Our library is held in high regard by its users.
8. If a particular resource is viewed as “missing” within Verona, it can typically be found in a neighboring community.
9. A steady flow of infill and redevelopment projects contribute to the vitality of the downtown area.
10. The City of Verona’s location along a major highway and easily accessible thoroughfares in to the downtown area facilitate the access needs of industrial and commercial developments.
11. Areas of the City are earmarked for future land uses that will facilitate a wide variety of potential growth.

City of Verona ‘Challenges’, as identified by the Comprehensive Plan Committee:

1. Our streets are generally not designed to be highly conducive to bicycle traffic.
2. 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.
3. The industrial park in the southeast corner of the City is becoming occupied very slowly.
4. The downtown corridors become barriers to pedestrian movement during peak vehicular traffic periods.

5. 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).
6. The presence of several vacant commercial locations in our downtown commercial corridors project an image of decline and/or trouble in the business community.

Statutory Planning Requirements

The “Smart Growth” legislation establishes 14 local comprehensive planning goals to guide state land-use actions and local planning efforts. They include the following:

- Promoting redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures;
- Encouraging neighborhood designs that support a range of transportation choices;
- Protecting natural areas, including wetlands, wildlife habitats, lake and woodlands, open spaces, and groundwater resources;
- Protecting economically productive areas, including farmland and forests;
- Encouraging land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state government and utility costs;
- Preserving cultural, historic, and archaeological sites;
- Encouraging coordination and cooperation among nearby units of government;
- Building community identity by revitalizing main streets and enforcing design standards;
- Providing an adequate supply of affordable housing for all income levels throughout each community;
- Providing adequate infrastructure and public services and a supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses;
- Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels;
- Balancing individual property rights with community interests and goals;
- Planning and development of land uses that create or preserve varied and unique urban and rural communities; and
- Providing an integrated, efficient, and economical transportation system that provides mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled.

State and Regional Plans

State and Regional Plans that are relevant for the future of the City of Verona include the following documents:

| Table 1-1: Statewide and Regional Plans | |
|---|--|
| State Agency Plan | Regional Agency Plan |
| Wisconsin Consolidated Housing Plan; 2005-2010 (DOA) | Dane County Consolidated Plan (DCDPD) |
| Wisconsin State Highway Plan 2020 (DOT) | 2020 Dane County Land Use & Transportation Plan (DCRPC) |
| Translink 21 (DOT) | Dane County Regional Transportation Plan 2030 (MPO) |
| Wisconsin Bicycle Transportation Plan: 2020 (DOT) | 2007-2011 Transportation Improvement Program (MPO) |
| Wisconsin Pedestrian Plan (DOT) | 2000 Bicycle Transportation Plan (MPO) |
| Wisconsin State Airport System Plan 2020 (DOT) | Dane County Water Quality Plan (DCRPC) |
| State Rail Plan (DOT) | Dane County Land & Water Resources Management Plan (DCRPC) |
| Wisconsin Statewide Comprehensive Outdoor Recreation Plan 2005-2010 (DNR) | Regional Hydrologic Model & Monitoring Program (DCRPC) |
| Wisconsin Historic Preservation Plan; 2006-2010 (Wis. Historical Society) | Dane County Parks & Open Space Plan (DCDPD) |
| State of Wisconsin Hazard Mitigation Plan (Wis. Emergency Management) | Dane County Development Corporation (MDC) |

The Dane County Land Use and Transportation Plan was designed to satisfy the following eleven goals, which were identified during the public involvement process and confirmed by a county-wide public opinion survey. The goals also reflect many of the statewide comprehensive planning goals:

- Promote the development of balanced communities throughout the county with sufficient commercial, industrial, residential, and open space land to meet the needs of existing and future residents.
- Promote compact urban development in new areas adjacent to existing urban areas and in the redevelopment or infill development of existing neighborhoods.
- Promote the development of functionally and visually distinct communities encouraging compact, mixed-use neighborhoods and the efficient provision of a full range of public services.
- Provide a full range of safe and affordable housing opportunities and choices for all residents throughout the county.
- Provide an integrated, all-mode transportation system which offers the efficient, effective and safe movement of people and goods, and provides mode choice wherever possible while enhancing and, where relevant, preserving the character and livability of the neighborhoods and residential areas where transportation facilities are located.
- Encourage concentration of employment and activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system.
- Support and maintain downtown Madison as the region's major activity center and seek greater diversity and vitality in that area.
- Promote an economic development strategy that will provide suitable employment opportunities and a stable and diversified economic base.
- Protect agricultural lands and limit non-farm developments in order to maintain the county as one of the nation's most productive agricultural areas.
- Promote planning and design that preserves environmental functions and protects important environmental, cultural and historic resources.
- Develop and promote a countywide system of open space corridors as a framework to protect the natural environment and scenic values, and provide outdoor recreation opportunities.

Regional Context: The City of Verona is located in the Madison Metropolitan Statistical Area (MSA), which covered the same area as Dane County in 2000. Verona benefits from and contributes to the vitality and variety of the metro area. The City of Verona also shares in the opportunities and challenges faced in the Madison MSA. The following lists the characteristics that the City of Verona shares with the metro area:

- Verona is one of Wisconsin's fastest growing cities in the fastest growing metro area.
- Verona and the metro area both have one of the youngest and best educated populations in the state.
- Verona and the metro have the highest value housing in Wisconsin, except for the Milwaukee suburbs.
- Verona is located along the USH 18-151, the major east-west arterial, serving the metro area.
- The City of Verona is part of the Madison Metropolitan Sewerage District.
- The area southeast of Verona and the Madison MSA has some of the state's best farmland.
- The City of Verona and the metro area have the lowest unemployment rate and highest incomes in Wisconsin.
- The City of Verona and the central city of the MSA, Madison, have an intergovernmental boundary agreement.
- Verona's land use reflects that of a second or third tier suburb, which is adjacent to the metro central city.

Local Plans

Locally prepared Plans include the following documents:

| Table 1-2: City of Verona Plans | | |
|--|-------------------------|--|
| Plan Name | Date | Chapter Cross Reference |
| A Strategic Plan for Verona | 1986 | Chapter 8 |
| Growth Management Plan For Verona | 1986 | Chapter 8 |
| 1989 City of Verona Master Plan | 1989 | Chapter 8 |
| 1993 Master Plan Amendment | 1993 | Chapter 8 |
| City Ordinances, including Zoning and Subdivision | 1993, updated regularly | Chapter 8 |
| Verona Vision 2000 | 1996 | Chapter 8 |
| Downtown Tax Increment District #4 Project Plan | 1996 | Chapter 8 |
| Bruce Street Industrial Park Tax Increment District #5 Project Plan | 1997 | Chapter 8 |
| Southwest Metropolitan Planning Area Resource Guide | 1998 | Chapter 8 |
| City of Verona Master Plan | 1998 | Chapter 8 |
| Storm Water Management Plan | 2000 | Chapter 4 Chapter 5 |
| Southeast Verona Industrial Park Tax Increment District # 6 Project Plan | 2000 | Chapter 8 |
| West Side Neighborhood Plan | 2001 | Chapter 8 Chapter 2 Chapter 6 |
| City of Verona 'Redevelopment Plan—Downtown Trail Corridor' | 2001 | Chapter 8 Chapter 3 Chapter 4 |
| West Side Tax Increment District #7 Project Plan | 2002 | Chapter 8 |
| Residential Phasing Plan | 2002 | Chapter 8 Chapter 2 |
| 'BUILD' Study—Downtown Design and Traffic | 2005 | Chapter 8 Chapter 3 |
| 2004-5 Master Plan Amendments—Future Growth Areas | 2004-5 (4 Growth Areas) | Chapter 8 Chapter 2 Chapter 6 |
| Water System Master Plan | 2006 | Chapter 4 |
| Parks and Open Space Plan | 2007 | Chapter 4 |
| Wastewater Master Plan | 2007 | Chapter 4 |
| Badger Mill Creek—Sugar River Area Study | 2008 | Chapter 6 Chapter 8 |
| Southwest Urban Service Area Amendment | 2009 | Chapter 5 Chapter 8 |

Section Two—Existing Conditions

Demographic Trends: Between the years of 2000 to 2007, the City of Verona grew about the same annual percentage rate as it did in the 1980’s (over six percent per annum). The City also grew faster than Dane County as a whole by a factor of four! Although the City experienced moderate population increase in the 1990’s, while Dane County experienced its fastest growth, the City grew about twice as fast as Dane County. [Table 1-3a](#) shows population changes of the City since 1970, compared to both Dane County and the Town of Verona. Unlike the City of Verona, the Town of Verona did not experience a rapid population increase, but rather its population actually declined by 82 persons from 1970 to 2007. Also see [Appendix 1-A](#) for detailed demographic trends for the City of Verona from the 1990 and 2000 U. S. Censuses.

Since 1970, the City of Verona population increased by an average population increase of 210 persons per year (2007 population minus the 1970 population equals 7,791 persons divided by 37 years equals 210 persons). During that 37-year time period, Verona exhibited different annualized growth rates each decade. The average annual growth rate is like a yearly interest rate. If the City’s population increased by 31% during the 1990’s, that average increase is 3.1% (or 31% divided by ten). However, to increase the population by that much means that the City *grew* by 2.75% each year for ten years. Also see [Tables 1-3a and 1-3b](#).

Since 2000 the City has grown by more new residents than any other place in Wisconsin, except for other much larger cities, such as Madison and Sun Prairie. From 2000 to 2007, the City of Verona ranked ninth in the state in total population increase and third in percent increase for municipalities with 2,500 persons or more. See [Appendix 1-B](#) for the top twenty growing municipalities in Wisconsin. These figures indicate that the City has a solid track record of attracting new residents. In the last three decades Verona has increasingly become both a “bedroom” community primarily working in the City of Madison and a community expanding from internal employment growth.

Table 1-3a: Population: 1970 – 2007

| Area | Census | | | | Wis. DOA Jan. '07 Estimate | Average Annual Percent Change per Decade | | | |
|----------------|---------|---------|---------|---------|----------------------------------|--|-----------------|-----------------|--------------------|
| | 1970 | 1980 | 1990 | 2000 | | 1970 to 1980 | 1980 to 1990 | 1990 to 2000 | 2000 to 2007 |
| Town of Verona | 2,235 | 2,259 | 2,137 | 2,153 | 2,045 | 0.1% | -0.5% | 0.1% | -0.7% |
| City of Verona | 2,334 | 3,336 | 5,374 | 7,052 | 10,125 | 4.3% | 6.1% | 3.1% | 6.2% |
| Dane County | 290,272 | 323,545 | 367,085 | 426,526 | 468,514 | 1.1% | 1.3% | 1.6% | 1.4% |

Source: U.S. Bureau of the Census and Wisconsin Department of Administration

Table 1-3b: Population: 1970 – 2007

| Area | Census | | | | Wis. DOA Jan. '07 Estimate | Average Annual Growth Rate | | | |
|----------------|--------|-------|-------|-------|----------------------------------|----------------------------|-----------------|-----------------|--------------------|
| | 1970 | 1980 | 1990 | 2000 | | 1970 to 1980 | 1980 to 1990 | 1990 to 2000 | 2000 to 2007 |
| City of Verona | 2,334 | 3,336 | 5,374 | 7,052 | 10,125 | 3.64% | 4.88% | 2.75% | 5.30% |

Source: U.S. Bureau of the Census and Wisconsin Department of Administration

Note: See Section Three (below) for a complete explanation of [Tables 1-3a](#) and [1-3b](#), which show:

- The 1990s was the slowest decade of population growth;
- The 1970’s was the decade with medium population growth;
- The 1980’s and the partial-decade 2000-2007 showed the most rapid or highest rate of population growth.

Age Distribution: Like Dane County, the City of Verona is a youthful community with less than 10% of our population age 65 years old or over. Also, about a third of Verona’s population is under age 18. This compares with about a quarter in the state or nation. The potential labor force, age 18 to 65, made up 59% percent of our population. The surrounding Town of Verona has an older population. See [Table 1-4](#).

| Table 1-4: Population by Age: 1990 – 2000 | | | | | | | | |
|---|--------------------|--------|--------|---------|--------|---------|------------|------|
| Area | Age Groups in 2000 | | | | | | Median Age | |
| | Under 5 | 5-19 | 20-24 | 25-44 | 45-64 | 65 Plus | 2000 | 1990 |
| City of Verona | 443 | 1,898 | 247 | 2,209 | 1,556 | 699 | 36.5 | 31.7 |
| Town of Verona | 113 | 482 | 56 | 535 | 678 | 289 | 42.6 | 37.7 |
| % City Total | 6.3% | 26.9% | 3.5% | 31.3% | 22.1% | 9.9% | | |
| Dane County* | 25,818 | 87,338 | 43,986 | 138,494 | 91,021 | 39,869 | 33.2 | 30.7 |

Source: U.S. Bureau of the Census

Race: The racial composition of Verona in 2000 was 97% white, non-Hispanic; 2.3% non-white; non-Hispanic; and 0.7% persons of Hispanic or Latino origin. Dane County's racial composition is 87.4% white, non-Hispanic; 9.2% non-white, non-Hispanic; and 3.4% persons of Hispanic or Latino origin. See [Table 1-5](#).

| Table 1-5: Population by Race & Hispanic Origin: 1990 – 2000 | | | | | | | | |
|--|----------------------------|---------------------------|-----------------|--------------------------|------------------|--------------------|--------------------|----------------------|
| Area | Non-Hispanic by Race: 2000 | | | | | 2000 | 1990 | |
| | White | Black or African American | American Indian | Asian & Pacific Islander | Other or 2 Races | Hispanic or Latino | Non-Hispanic White | Hispanic & Non-white |
| City of Verona | 6,841 | 44 | 12 | 47 | 58 | 50 | 5,283 | 91 |
| Town of Verona | 2,068 | 13 | 4 | 26 | 21 | 21 | 2,092 | 45 |
| Dane County | 372,597 | 16,829 | 1,198 | 14,773 | 6,742 | 14,387 | 341,057 | 26,311 |

Source: U.S. Bureau of the Census

Gender Composition: In 2000, females accounted for 48.5% of the City population. This compares to Dane County's population breakdown of 50.5% females. The difference between the two figures is reflective of Verona's slightly higher proportion of the population under age 18, in which more of the population is male. The primary fact influencing gender composition is that more males are born than females, but that females generally live longer. Town of Verona gender composition is similar. See [Table 1-6](#).

| Table 1-6: Population by Sex and in Group Quarters: 1990 - 2000 | | | | | | |
|---|-----------------|-------------------|-----------------|-------------------|---------------------------|---------------------------|
| Area | 1990 | | 2000 | | 1990 | 2000 |
| | Number of Males | Number of Females | Number of Males | Number of Females | Persons in Group Quarters | Persons in Group Quarters |
| City of Verona | 2,552 | 2,822 | 3,411 | 3,641 | 64 | 118 |
| Town of Verona | 1,089 | 1,048 | 1,101 | 1,052 | 267 | 117 |
| Dane County | 180,413 | 186,682 | 211,020 | 215,506 | 15,322 | 15,807 |

Source: U.S. Bureau of the Census

Educational Levels: As of 2000, 94.5% of Verona’s population 25 years and over had graduated from high school, compared to 92.2% for Dane County. Also, nearly 40% of Verona’s population had obtained a bachelor’s degree, compared with 40.6% for Dane County. Town of Verona educational levels were slightly lower. See [Table 1-7](#).

| Table 1-7: School Enrollment and Educational Attainment: 1990 - 2000 | | | | | | |
|---|--|--------|----------------------------------|---------|-------------|---------|
| Area | School Enrollment Persons Age 3 & older | | Educational Attainment Graduates | | | |
| | | | Age 25 & over | | | |
| | Grades K-12 | | 1990 | | 2000 | |
| | 1990 | 2000 | High School | College | High School | College |
| City of Verona | 1,025 | 1,801 | 89.0% | 30.6% | 94.5% | 39.8% |
| Town of Verona | 343 | 456 | 83.4% | 27.5% | 93.5% | 38.2% |
| Dane County | 52,044 | 71,417 | 88.9% | 34.2% | 92.2% | 40.6% |

Source: U.S. Bureau of the Census

Income Levels: Information from the 2000 Census showed that Verona's median household income was \$65,367, compared with \$39,967 in 1989 (from the 1990 Census). Dane County's median household income was \$49,223 in 1999 and \$32,703 in 1989. Verona's median household income is about 40% higher than the county average. The 2000 Census showed that only 3.7% of Verona's population was living below the poverty level, compared with 9.4% for Dane County and 10.9% for Wisconsin (not shown below). Town of Verona income figures were slightly higher in 1989 and substantially higher in 1999. See [Tables 1-8 and 1-9](#).

| Table 1-8: Household, Family and Per Capita Incomes: 1989 - 1999 | | | | | | |
|---|-------------------------|----------------------|-------------------|-------------------------|----------------------|-------------------|
| Area | 1989 | | | 1999 | | |
| | Median Household Income | Median Family Income | Per Capita Income | Median Household Income | Median Family Income | Per Capita Income |
| City of Verona | \$39,967 | \$44,901 | \$15,883 | \$65,367 | \$71,098 | \$26,433 |
| Town of Verona | \$41,964 | \$45,238 | \$16,432 | \$69,519 | \$80,000 | \$31,405 |
| Dane County | \$32,703 | \$41,529 | \$15,542 | \$49,223 | \$62,964 | \$24,985 |

Source: U.S. Bureau of the Census

| Table 1-9: Poverty Status for Families and Individuals: 1999 | | | | | | | | |
|---|----------------------|-----------------------|------------------------|-----------------------|----------------------|-----------------------|----------------------|-----------------------|
| Area | Families | | | | Individuals | | | |
| | Number Below Poverty | % Below Poverty Level | With Children Under 18 | % Below Poverty Level | Number Below Poverty | % Below Poverty Level | Number Age 65 & over | Children Under Age 18 |
| City of Verona | 36 | 2.0% | 26 | 2.2% | 251 | 3.7% | 39 | 61 |
| Town of Verona | 9 | 1.5% | NA | NA | 45 | 2.2% | NA | NA |
| Dane County | 4,028 | 4.0% | 3,202 | 6.1% | 38,815 | 9.4% | 1,828 | 6,735 |

Source: U.S. Bureau of the Census

Employment Levels: As of 2000, the City had 3,708 persons in its labor force. Of those persons, 53.8% were female and 46.2% were male. In 2000 the unemployment rate was 3.2%, and the Dane County rate was 3.8%. The labor force is largely employed in what are typically referred to as “white collar” occupations. In 2000, Census data showed that 86% of our employees worked in professional, technical or service-related positions. This compares with 83% of the labor force in Dane County. The higher percentage for Dane County can be partially attributed to the presence of Wisconsin's capital and major university. Town of Verona unemployment was slightly higher in 1990 and substantially lower in 2000. See [Table 1-10](#).

| Table 1-10: Labor Force, Employed and Unemployment Rate: 1990 - 2000 | | | | | | |
|---|-----------------------------|-----------------------------|--------------------------|-----------------------------|-----------------------------|--------------------------|
| Area | 1990 | | | 2000 | | |
| | Civilian Labor Force | Employed Labor Force | Unemployment Rate | Civilian Labor Force | Employed Labor Force | Unemployment Rate |
| City of Verona | 3,016 | 2,982 | 1.1% | 3,829 | 3,708 | 3.2% |
| Town of Verona | 1,195 | 1,176 | 1.6% | 1,286 | 1,265 | 1.6% |
| Dane County | 215,153 | 208,355 | 3.2% | 255,838 | 246,064 | 3.8% |
| Source: U.S. Bureau of the Census | | | | | | |

Section Three—Growth Projections and Population Estimates

Predicting the amount of growth that will occur over the planning period is vital for identifying important matters such as: how much public safety protection will be required, how many senior citizens will need senior services, how much land will be required for various types of land-uses such as housing and commercial development etc... Regarding land development, discussions about *how* intensively land is developed will also affect how much land will be required to accommodate growth—and this topic is addressed in more detail in Chapter 2 (Housing) and Chapter 8 (Land Use).

Planning staff and the citizen Comprehensive Plan Committee utilized three methods in attempting to estimate future growth: a) applying historic City of Verona growth rates to the future; b) using the statistical procedure known as linear regression; and c) applying historic growth rates from a comparable community. Each of these methods is described below:

- A. The first method used to estimate *future* population growth for this plan was to evaluate *past* population growth. There are two ways to measure past growth. First, ‘Average Annual Percent Change’ measures population growth *per decade divided by ten*. This ‘AAPC’ method is the usual way population change is expressed in population reports. Second, ‘Average Annual Growth Rate’ measures population growth *each year* during a decade. This ‘AAGR’ method is more typically used in economic and financial forecasting reports.
- ‘Average Annual Percent Change’ (AAPC) over a decade is the sum of annual change during that decade, similar to compound interest. Because it is like compound interest, AAPC over a decade is always larger than ‘Average Annual Growth Rate’. AAPC for each of the past four decades is shown in [Table 1-3a](#) (above).
 - ‘Average Annual Growth Rate’ (AAGR) is the percentage of how much the city’s population grew *each year*. Average Annual Growth Rate for Verona during each of the past four decades is shown in [Table 1-3b](#) (above).

For example, during the 1990’s, the ‘average annual percent change’ over that decade was 3.1% ([Table 1-3a](#)), but the ‘average annual growth rate’ each year was 2.75% ([Table 1-3b](#)). Notice that Verona experienced a different ‘average annual growth’ rate each decade.

Planning staff and the Comprehensive Plan Committee used Verona’s ‘Average Annual Growth Rates’ from [Table 1-3b](#) and applied them to each year starting in 2007 for a 23 year period ending in 2030. The summary results of this exercise are provided at the top of [Table 1-11](#), and complete tables showing population for each of the 23 years are provided in [Appendix 1-C](#).

- B. The second method used to estimate *future* population for this plan utilized a number of linear regressions with different assumptions to estimate future population changes. The linear regression showing the *highest* rate of growth was selected for comparison purposes, and the results of this method are shown in the *middle* of [Table 1-11](#). Details regarding the linear regression used in [Table 1-11](#)—including assumptions—is provided in [Appendix 1-C](#).
- C. Lastly, planning staff also completed a comparison of Verona’s growth with other cities in Dane County, and concluded that the City of Sun Prairie has the most factors in common with the City of Verona. Both Verona and Sun Prairie had rapid growth during the previous two decades; both abutted boundaries with the City of Madison; and both are located on U.S. Highway 151. From 1980 to 2003 (a 23-year period), Sun Prairie grew by 9,654 persons. This figure is shown at the bottom of [Table 1-11](#).) Because of the similarities between Verona and Sun Prairie, it is not unreasonable to assume that Verona will experience a similar rate of growth over the next 20 years.

Table 1-11: Three Methods for Projecting Future Population

| Table 1-11: Three Methods for Projecting Future Population | | | |
|--|---------------------------|--|-------------------------|
| 1) Historic Average Annual Growth Rates | Annual Growth Rate | Projected Population | |
| | | Year 2030 | Change 2007-2030 |
| 1970's Average Annual Growth Rate | 3.64% | 23,042 | 12,917 |
| 1980's Average Annual Growth Rate | 4.88% | 30,292 | 20,167 |
| 1990's Average Annual Growth Rate | 2.75% | 18,896 | 8,771 |
| 2000's Average Annual Growth Rate | 5.30% | 33,208 | 23,083 |
| 2) Linear Regression Method | Annual Growth Rate | Projected Population | |
| Verona % of County Population to 2030 | | 2030 | Change 2007-2030 |
| Verona % of County Population to 2030 | 2.64% | 18,431 | 8,306 |
| 3) City of Sun Prairie Comparison Method | | Projected City of Verona Population | |
| City of Sun Prairie Growth: 1980-2003 | | 2030 | Change 2007-2030 |
| City of Sun Prairie Growth: 1980-2003 | | 19,779 | 9,654 |
| Source: U.S. Census Bureau, Wisconsin Department of Administration and Planning Consultant | | | |

- Using the linear regression model and the historic ‘average annual growth rate’ from the 1990s, projected population in 2030 would be lowest, at 18,431 and 18,896 respectively, or ‘low’ growth;
- Using the historic ‘average annual growth rate’ from the 1980s and the partial-decade between 2000-2007, projected population in 2030 would be highest, at 30,292 and 33,208 respectively—or ‘high’ growth;
- Using the historic ‘average annual growth rate’ from the 1970’s, projected population in 2030 would be 23,042—or ‘medium’ growth;
- Using the ‘City of Sun Prairie’ comparison method, Verona’s projected population is expected to increase in the next 23 years, the same amount that Sun Prairie increased from 1980 to 2003, which would be ‘low’ growth.

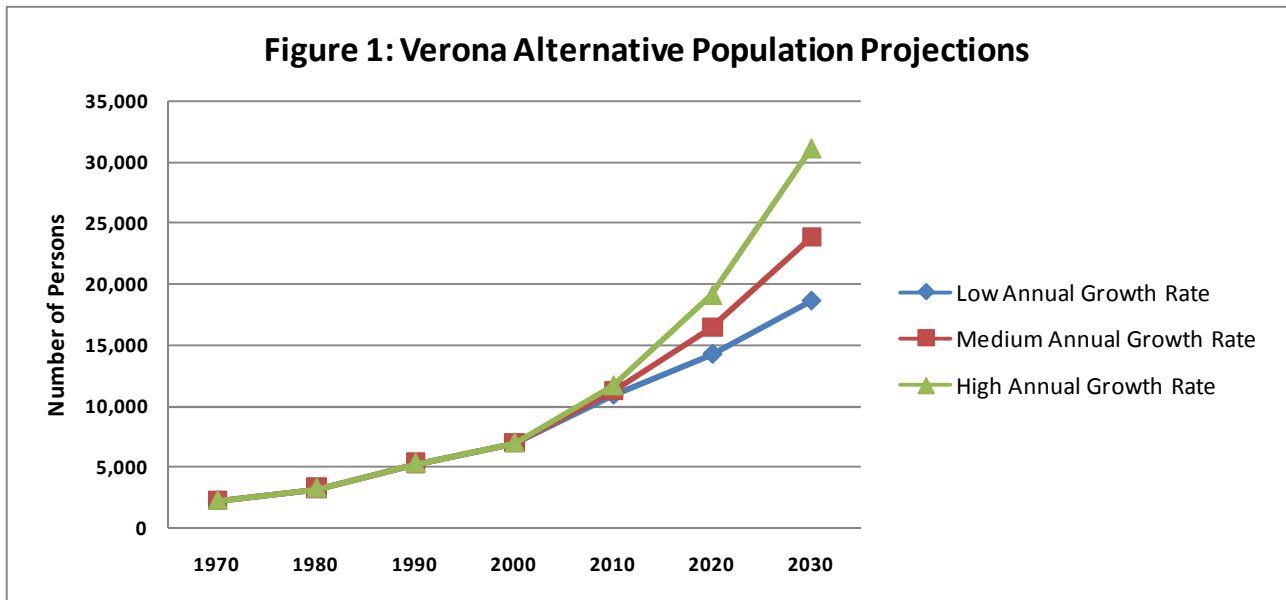
Section Four—Growth Alternatives

From the 3 alternative methods for estimating future population growth in the City of Verona as shown in [Table 1-11](#), planning staff developed three annual population growth *alternatives*. For each of the three alternatives the average annual growth rate was applied to the 2007 population and extended out 23 years to 2030. The summary results of these three growth alternatives are described below and illustrated in [Table 1-12](#), and complete tables showing population for each of the 23 years are provided in [Appendix 1-C](#).

- The ‘low’ growth alternative is 2.7% per year. This figure is an average of the 1990’s growth and the linear regression. The low growth alternative results in a 2030 population of 18,686.
- The ‘high’ growth alternative is 5.0% per year. This figure is an average of the growth rates experienced in the 1980’s and in the partial decade 2000-2007. The high growth rate results in a 2030 population of 31,099.
- The ‘medium’ growth rate is 3.8% per year. This figure is the average of the low (2.7%) and high (5.0%) alternatives from above, and is slightly higher than the growth rate experienced in the 1970’s. The medium growth rate results in a 2030 population of 23,874.

| Table 1-12: 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



POLICY: This plan will assume a ‘High Annual Growth Rate’ for the period between 2010 and 2030.

As decided by the Comprehensive Plan Committee in 2008, a projected population growth rate of 5.0% per year will be utilized, which is the *high growth alternative*. The choice to assume this growth rate represents an acknowledgement that significant growth will continue to occur and to plan responsibly to accommodate

continued high levels of population growth. By choosing to assume the highest rate of growth from among the three alternatives presented above—the City is attempting to insure that plans are made for the amount of land that is anticipated to be needed to accommodate population growth, such as how much public infrastructure will be required to be built and how much new housing will be necessary. The impact of this assumption on city policies will be clear especially in the Housing, Economic Development, Community Facilities and Land Use chapters of this Plan, but in all of the remaining chapters, as well. See [Appendix 1-C](#) for additional information regarding various population projection options.

To illustrate the importance and impact of assuming a particular population growth rate, [Tables 1-13a and 1-13b](#) below analyze the need for future housing construction in the City of Verona based on two different population growth projections. Two scenarios are provided—[Table 1-13a](#) assumes a 3.8 percent rate of population growth, while [Table 1-13b](#) assumes a 5 percent rate of population growth (the rate assumed in this Plan). (Note—housing demand is analyzed in more detail in Chapter 2. These tables are provided here only as an example of the significance of population projections...)

| Table 1-13a: City of Verona 5-Year Population and Housing Change: 2010 to 2030 | | | | | | | | | | | | |
|---|-------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|-----------|
| Projections | 2000 | 2010 | 2000-2010 | 2015 | 2010-2015 | 2020 | 2015-2020 | 2025 | 2020-2025 | 2030 | 2025-2030 | 2000-2030 |
| Medium Population Growth ¹ | 7,052 | 11,324 | 4,272 | 13,645 | 2,321 | 16,442 | 2,797 | 19,813 | 3,371 | 23,874 | 4,061 | 16,822 |
| Housing units ² | 2,664 | 4,617 | 1,953 | 5,489 | 872 | 6,541 | 1,052 | 7,808 | 1,267 | 9,335 | 1,527 | 6,671 |
| Housing units ³ | 2,664 | 4,660 | 1,996 | 5,615 | 955 | 6,766 | 1,151 | 8,153 | 1,387 | 9,825 | 1,672 | 7,161 |
| Source: U. S. Census Bureau, Wisconsin DOA and City of Verona | | | | | | | | | | | | |
| ¹ Assumes 3.8 percent population growth. See Table 1-13 . | | | | | | | | | | | | |
| ² Assumes an 80-20 'mix' of single-family to multi-family housing. See Chapter 2, Table 2-25 . | | | | | | | | | | | | |
| ³ Assumes an 70-30 'mix' of single-family to multi-family housing. See Appendix 2-C. | | | | | | | | | | | | |
| Note—This table assumes persons per unit (PPU) as follows: 2.66 PPU for the lower housing projection and 2.43 PPU for the higher housing projection | | | | | | | | | | | | |

| Table 1-13b: City of Verona 5-Year Population and Housing Change: 2010 to 2030 | | | | | | | | | | | | |
|---|-------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|-----------|
| Projections | 2000 | 2010 | 2000-2010 | 2015 | 2010-2015 | 2020 | 2015-2020 | 2025 | 2020-2025 | 2030 | 2025-2030 | 2000-2030 |
| High Population Growth ¹ | 7,052 | 11,721 | 4,669 | 15,407 | 3,686 | 19,092 | 3,685 | 25,096 | 6,004 | 31,099 | 6,003 | 24,047 |
| Housing units ² | 2,664 | 4,779 | 2,115 | 6,198 | 1,419 | 7,595 | 1,397 | 9,890 | 2,295 | 12,160 | 2,270 | 9,496 |
| Housing units ³ | 2,664 | 4,823 | 2,159 | 6,340 | 1,517 | 7,856 | 1,516 | 10,327 | 2,470 | 12,798 | 2,471 | 10,134 |
| Source: U. S. Census Bureau, Wisconsin DOA and City of Verona | | | | | | | | | | | | |
| ¹ Assumes 5.0 percent population growth. See Table 1-13 . | | | | | | | | | | | | |
| ² Assumes an 80-20 'mix' of single-family to multi-family housing. See Chapter 2, Table 2-25 . | | | | | | | | | | | | |
| ³ Assumes an 70-30 'mix' of single-family to multi-family housing. See Appendix 2-C. | | | | | | | | | | | | |
| Note—This table assumes persons per unit (PPU) as follows: 2.66 PPU for the lower housing projection and 2.43 PPU for the higher housing projection | | | | | | | | | | | | |

As shown in [Tables 1-13a and 1-13b](#), depending on what type of housing unit 'mix' is used (either 80%-20% or 70%-30% single-family to multi-family, as discussed in Chapter 2...), there is a substantial difference in the number of housing units necessary to accommodate different population growth assumptions. [Table 1-13a](#) shows that 3.8 percent population growth will require either 6,700 or 7,200 new housing units from 2000 to 2030 (again—based on which 'mix' of unit types are created...), while [Table 1-13b](#) shows that 5.0 percent population growth will require between 9,500 units and 10,100 units during this same time period.

As these numbers show—if the ‘mix’ of housing units built during the next 20 years is 80 percent single-family and 20 percent multi-family, 5 percent population growth means that 2,973 more units of housing will be necessary than if 3.8 percent population is assumed. As these numbers illustrate—selecting the ‘right’ or ‘best’ population projection has a significant influence on how many units of housing we must plan for, which in turn affects how much land must be planned for development, how many children are expected to be enrolled in local schools, how many police and fire protection personnel may be necessary, etc...

To provide one final example of the significance of population projections, [Table 1-14](#) illustrates how much *land* would be required with two different population growth scenarios. Again—3.8 and 5 percent population projections are provided. As shown in [Table 1-14](#), if Verona population grows by 5% rather than by 3.8%, about 250 more acres of land—or 43% more land—would need to be developed by the year 2030.

| Table 1-14: City of Verona Development Required for Alternative Growth Projections | | | | | | | | | | | | |
|---|-------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|------------------|
| Projections | 2000 | 2010 | 2000-2010 | 2015 | 2010-2015 | 2020 | 2015-2020 | 2025 | 2020-2025 | 2030 | 2025-2030 | 2000-2030 |
| Population based on 3.8% Growth¹ | 7,052 | 11,324 | 4,272 | 13,645 | 2,321 | 16,442 | 2,797 | 19,813 | 3,371 | 23,874 | 4,061 | 16,822 |
| Acres Needed to Accommodate 3.8% Growth³ | 1,457 | 2,340 | 883 | 2,819 | 480 | 3,397 | 578 | 4,094 | 696 | 4,933 | 839 | 3,476 |
| Population based on 5.0% Growth² | 7,052 | 11,721 | 4,669 | 15,407 | 3,686 | 19,092 | 3,685 | 25,096 | 6,004 | 31,099 | 6,003 | 24,047 |
| Acres Needed to Accommodate 5.0% Growth³ | 1,457 | 2,422 | 965 | 3,183 | 762 | 3,945 | 761 | 5,185 | 1,240 | 6,425 | 1,240 | 4,968 |
| Source: U. S. Census Bureau, Wisconsin DOA and Dane County Regional Planning Commission | | | | | | | | | | | | |
| ¹ See Table 1-13 . | | | | | | | | | | | | |
| ² See Table 1-12 . | | | | | | | | | | | | |
| ³ See Chapter 8. | | | | | | | | | | | | |
| Note—This table assumes that future residential density levels will be consistent with historic density levels... | | | | | | | | | | | | |

Section Five—Future Outlook

The following section shows future conditions *based on the ‘High’ Annual Growth rate alternative* which is the growth rate that is assumed throughout this Plan as described above...

Future Population Projections by Age Group: Based on the ‘High’ Annual Growth Rate alternative, the City of Verona population is expected to grow from 11,324 residents in 2010 to nearly 31,100 by 2030, a population increase of 19,776 persons! To estimate the impact of population growth on the relative change in the size of age groups, the City’s 2000 population by age group was compared to Dane County’s 2000 population by age group and the subsequent population projections for 2010, 2020 and 2030. These applied population changes, as seen in [Table 1-15](#), show that each age group grows or changes at different rates. The 65 & over age group, which represents nearly all the *baby-boom* generation by 2030, has the largest percentage change. Conversely, the so called “X-generation” following the baby-boomers generation has the smallest expected change, which will have a negative effect upon labor supply, which will be discussed in Chapter 6—Economic Development. The growth in the age 5 to 17 groups is expected to grow faster than the population as a whole, and the impact this growth will have on the Verona Area School District will be discussed in Chapter 11—Intergovernmental Relations.

| Age Group | Census 2000 | Projected* | | | 2000-2010 Change | | 2010-2020 Change | | 2020-2030 Change | |
|------------------------|-------------|------------|--------|--------|------------------|---------|------------------|---------|------------------|---------|
| | | 2010 | 2020 | 2030 | Number | Percent | Number | Percent | Number | Percent |
| Under 5 | 443 | 727 | 1,188 | 1,836 | 284 | 64.1% | 461 | 63.4% | 648 | 54.5% |
| 5-17 | 1,771 | 3,092 | 4,965 | 8,096 | 1,321 | 74.6% | 1,872 | 60.5% | 3,131 | 63.1% |
| 18 - 24 | 374 | 676 | 828 | 1,385 | 302 | 80.8% | 151 | 22.4% | 558 | 67.4% |
| 25 - 44 | 2,209 | 4,112 | 6,711 | 10,468 | 1,903 | 86.2% | 2,599 | 63.2% | 3,757 | 56.0% |
| 45 - 64 | 1,556 | 2,047 | 3,014 | 4,144 | 491 | 31.6% | 968 | 47.3% | 1,129 | 37.5% |
| 65 & over | 699 | 1,066 | 2,386 | 5,170 | 367 | 52.5% | 1,320 | 123.8% | 2,784 | 116.7% |
| Total | 7,052 | 11,721 | 19,092 | 31,099 | 4,669 | 66.2% | 7,371 | 62.9% | 12,007 | 62.9% |
| K-12 enrollment | 1,801 | 3,145 | 5,049 | 8,233 | 1,344 | 74.6% | 1,904 | 60.5% | 3,185 | 63.1% |

Source: 2000 Census, Wisconsin Dept. of Administration and Planning Consultant

*Assumed at 5.0% growth rate per year

2000 to 2010: The baby boomers will be between the ages of 46 and 64 and their children will be entering the housing and job markets and leaving the K-12 system. Projected population is expected to increase at a faster rate than it did in the 1990’s, because the City is prepared and situated at a prime location in the fastest growing Metropolitan Area in Wisconsin. Migration will likely make up an even larger portion of growth, as it has in the past. The number of households, likewise, is projected to increase at a much faster rate than in prior decades, because the average household size is decreasing. Verona is likely to experience rapid growth and may be facing issues similar to larger cities like Middleton, Fitchburg or Sun Prairie.

2010-2020: The baby boomers will be between the ages of 56 and 74 in 2020. As the boomers retire, the labor force will tighten and Verona’s market area will face labor shortages. Population is projected to grow at a slower rate as the previous decade, as the median age increases with the growing senior population and the slower increase in the school-age population. The number of households is also projected to increase at a slightly faster rate, because the relatively smaller-sized elderly “baby boomer” households will makeup an increasing share of total households.

2020-2030: The baby boomers will be between the ages of 66 and 84 in 2030. The labor force will face continued labor shortages. Population is projected to grow at a similar rate as the 2020s. The number of households is projected to increase at a similar rate to the 2020’s, because the demand for elderly housing will continue to grow. Population age 5 - 17 is expected to increase similar to the previous decade and continue to place pressure on schools in Verona.

Section Six—Community Input and Public Participation in Preparing This Plan

Public Participation

This Plan was created with the combined efforts of professional planners, elected and appointed officials, an advisory committee, and members of the community at large. The City of Verona Common Council adopted a ‘Citizen Participation Plan’—or CPP—on December 17th, 2007 to insure that adequate public participation was included in the preparation of this plan. Please see [Appendix 1-D](#) for a copy of this adopted Citizen Participation Plan. As indicated in the CPP, citizen participation was insured through the use of a) a citizen Comprehensive Plan Committee; b) Community Surveys; and c) Community Workshops.

Citizen Comprehensive Plan Committee:

A citizen Comprehensive Plan Committee was created for this planning process. Membership for this oversight committee is listed in [Appendix 1-E](#). The committee was appointed by Mayor Hochkammer in late 2007 and this committee oversaw the process to solicit community input and create this Plan.

Community Surveys:

Multiple surveys were conducted of the community. 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 published in the Verona press informing people that surveys were available at City Hall and at the library.

As shown in [Table 1-16](#) below, response rates were excellent.

| Survey | Date Mailed | Topics | Number Mailed | Number Returned |
|--------|-------------|---|----------------------|-----------------|
| 1 | April, 2006 | <ul style="list-style-type: none"> • Growth in general • Housing (Chapter 2) • Community Facilities and Utilities (Chapter 4) • Intergovernmental Cooperation/Consolidation (Chapter 7) | 3,753 | 1,030 |
| 2 | April 2008 | <ul style="list-style-type: none"> • Issues and Opportunities (Chapter 1) • Transportation (Chapter 3) • Economic Development (Chapter 6) | 5,607 ⁽¹⁾ | 557 |
| 3 | Fall, 2008 | <ul style="list-style-type: none"> • Land Use (Chapter 8) • Agriculture (Chapter 6) • Natural and Cultural Resources (Chapter 5) | 5,670 ⁽¹⁾ | 910 |

Note 1: Survey 1 was distributed to utility bill recipients, which typically only includes owner-occupied dwelling units. Surveys 2 and 3 were distributed to *both* utility bill recipients *and* occupants of multi-family buildings in an effort to include renters in the survey.

The survey instruments that were used are provided in [Appendix 1-F](#), as well as the results of these surveys.

Community Workshops:

In addition to surveying the community, several community workshops were held a) to gather input from the community to help guide and direct the creation of the document and b) to review drafts of the plan before a final draft was prepared for presentation to 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. The first community workshop was held on March 3rd, 2008 and focused on economic development and retail growth issues (Chapter 6). The second community workshop was a Community Open House held on April 21st, 2008 and focused on the housing (Chapter 2) and transportation (Chapter 3). The third community event was held on September 29th, 2008 and focused on land use (Chapter 8); utilities and community facilities (chapter 4); and natural and cultural resources (chapter 5). The fourth and final community event was held on March 30th, 2009 and provided a review of all chapters. Publicity for these events was provided in both the Verona Press, 1,000s of flyers distributed to customers at Miller’s Supermarket, flyer’s posted at local businesses, on the city’s web-site. Attendance ranged from a low of

about 20 people to over 200 people. Photos, publicity flyers, results from survey's conducted at these events, comments and suggestions that were provided at these events, and other information is available in [Appendix 1-G](#).

Stakeholders and Interested Parties Input:

In addition to surveying and community workshops, drafts of each chapter were distributed to a broad list of 'stake holders' or 'interested parties'. These people, agencies, and organizations were identified by the Comprehensive Plan Committee to insure that anyone with a potential interest in our planning efforts would receive a copy of our draft plan and be given an opportunity to comment. A complete list of these stake holders/interested parties and the chapter(s) they received is provided in [Appendix 1-H](#).

Comment Cards Received:

In addition to the methods outlined above, the City encouraged city residents, property and business owners, and other people interested in providing input for the creation of this comprehensive plan to submit 'comment cards'. These cards were available on-line, at City Hall, and at the library. Many people who did not attend community open-house events—and some who did—chose to complete and submit comment cards to provide their feedback and input for this plan. Other people chose to send e-mails or letters directly to City Hall to provide comments and suggestions for this plan. Overall, the city received over 100 such comments as it prepared this plan for the city's future. Copies of all comments and comment cards that were submitted as part of this planning process are available upon request from the Department of Planning and Development at Verona City Hall—111 Lincoln Street.

Other Public Input:

Meetings of the Comprehensive Plan Committee were held the third Monday of each month between December of 2007 and the summer of 2008. Each meeting included a 'public comment' period during which interested members of the public were encouraged to provide suggestions and feedback. At about one-third of these meetings, a range of people—including such diverse people as representatives of public utilities and other units of government to public-relations spokespersons for special interest associations to Verona citizens—took advantage of this 'public comment' period to provide suggestions or make requests of the committee about various chapters of the plan.

Section Seven—Goals, Objectives, and Policies for Chapter One: Issues and Opportunities

Based on community surveys, community open houses, comment cards received, testimony during ‘public comment’ periods during meetings of the Comprehensive Plan Committee, and a review of past trends and current conditions in the City of Verona—and in consultation with the Plan Commission and Common Council during a January, 2009 review of the draft comprehensive plan—the Comprehensive Plan Committee developed the following Goals, Objectives, Policies, and Programs for the general/introductory Chapter 1—Issues and Opportunities (Note that more detailed Goals, Objectives and Policies are provided in subsequent chapters...):

General Goal One: Maintain the City of Verona as Hometown U.S.A.

Objective 1-A: Maintain a ‘small-town’ feeling even as the city continues to grow.

Policy: Preserve and cultivate our downtown core.

See: Chapter 8—Land Use.

Policy: Continue traditional growth patterns as the city grows.

See: Chapter 8—Land Use.

Policy: Encourage development of a range of housing options for people of different ages, incomes, and varying housing preferences.

See: Chapter 2—Housing.

Objective 1-B: Continue to maintain a distinction between the City and outlying rural areas.

Policy: Promote ‘smart growth’ and direct new urban growth to the existing city and to the growing ‘edge’ of the city.

See: Chapter 8—Land Use.

Policy: Prevent urban development within the planning area outside of the City of Verona until lands are annexed into the city.

See: Chapter 8—Land Use.

Objective 1-C: Continue to provide quality parks, and quality recreational and cultural facilities and events.

Policy: Continue to support parks, park development, library, senior center, and other community Facilities and services.

See: Chapter 4—Utilities and Community Facilities

Policy: Continue to support active parks (ball fields, play-grounds, etc...) and passive parks (natural areas, unimproved open spaces, etc...) throughout the city.

See: Chapter 4—Utilities and Community Facilities

Policy: Continue to provide support for community events and festivals

See: Chapter 5—Natural and Cultural Resources

General Goal Two: Manage Urban Growth and Urban Development

Objective 2-A: Continue to regulate the density, pace and rate of residential growth in the City

Policy: Coordinate the Residential Phasing Plan with the Verona Area School District

Objective 2-B: Continue to promote non-residential growth to strengthen the local economy and diversify the tax base

Policy: Reserve lands for industrial and commercial development where conditions are most favorable for them.

Comprehensive Plan Elements

The Comprehensive Plan is to create a *prescriptive* plan for what *should* happen during the next 20 years for each of the following eight (8) ‘plan elements’. By its very nature—this plan will guide and inform City of Verona regulations and programs covering a wide variety of issues and topics over which the City of Verona has control (whether limited or total...), as outlined in the following eight (8) ‘plan elements’. As a *prescriptive* plan—this document makes specific recommendations for objectives, policies, goals, and programs. Specific city ordinances, policies, and regulations will be adopted or amended in order to implement and administer the recommendations of this Plan—particularly for those items addressed under the ‘Land Use’ and ‘Transportation’ element sections and as required by State Statute Section 66.1001(3). The creation and implementation/administration of specific regulations will be guided and informed by these recommended objectives, policies, goals, and programs. These resulting regulations will—inevitably—have supporters and detractors, ‘winners’ as well as ‘losers’. By adopting this Plan, the City acknowledges that it is making decisions that in some instances will please some of its citizens and displease others. The following are some of the issues organized by planning element:

| Inter-Planning Element Issue Matrix | | | | | | | | | |
|-------------------------------------|------------------------|----------------------------|-------------------------|----------------------------------|------------------------------|-----------------------|-------------------------------|---------------------------|------------------|
| Read down, then across | Issues and Opportunity | Housing | Transport. | Community Facilities & Utilities | Natural & Cultural Resources | Economic Development | Intergovernmental Cooperation | Land Use | Implement. |
| Issues and Opportunity | | Growth Management | Carpooling | Growth Management | | Labor Shortages | Merger | Balanced Growth | |
| Housing | "Housing Split" | | Alleys | School Capacity | Historic Preservation | Housing Affordability | Lot Sizes | Walkable Neighborhoods | Housing Programs |
| Transport. | Traffic Quieting | Pedestrian & Biking Trails | | Regional Transit | Pedestrian & Biking Trails | Commuting | Road Linkages | Street Width | DOT Funding |
| Community Facilities & Utilities | | Health Clinic | E & H Buses | | | | Madison Metro Sewer District | | |
| Natural & Cultural Resources | | Recreation Programs | | Community Playfields | | | Regional Drainage Basins | | |
| Economic Development | High Tech | Wages vs. Housing Cost | Rideshare, Park & Rides | Utility Capacity | Stormwater Management | | Area Business Promotion | Business Park Development | |
| Intergov. Cooperation | | "Urban Edge" | | Sharing Services | | Boundary Agreement | | | Tax Sharing |
| Land Use | | Density | | Urban Service Area | Environmental Corridors | | Agricultural Preservation | | |

Appendices:

- A: Census Tables
- B: Top Twenty Growing Wisconsin Municipalities, 2000-2007
- C: Detailed Population Projections Analysis, 1970 to 2030
- D: Public Participation Plan
- E: Citizen Comprehensive Plan Committee
- F: Community Surveys, Analysis and Findings
- G: Community Planning Open Houses—results, publicity, photographs, and other information
- H: Interested Parties List—for each Chapter—Out-lining who received copies of drafts for input.