



# City of Verona

Community Development Authority  
Meeting Agenda  
City Hall – 111 Lincoln Street  
Verona, WI 53593-1520  
Monday, March 16, 2020 – 5:15 P.M.  
[www.ci.verona.wi.us](http://www.ci.verona.wi.us)

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of minutes from the December 19, 2019 Community Development Authority Meeting.
5. Discussion and Possible Action: Sugar Creek Elementary School and New Century Charter School property process to review RFPs
6. Discussion and Possible Action: Code enforcement and use of the revolving loan fund
7. Reports and comments from CDA Members
8. Reports and comments from City Staff
9. Adjournment

Posted: Verona City Hall,  
Verona Public Library,  
Miller's Market

All agendas are posted on the City's website at: [www.ci.verona.wi.us](http://www.ci.verona.wi.us)

**Notice:** If need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

Notice is hereby given that a majority of the City Council may be present at the meeting of the Community Development Authority to gather information about a subject over which they have decision-making responsibility.

This constitutes a meeting of the City Council pursuant to the State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.



**CITY OF VERONA**  
**MINUTES**  
**COMMUNITY DEVELOPMENT AUTHORITY (“CDA”)**  
**December 19, 2019**

1. **Call to order:** Errin Welty called the meeting to order at 5:07 pm.
2. **Roll call:** Luke Diaz, Adam Frey, Katie Kohl, Brett Polglaze and Errin Welty were present. Also in attendance: City Administrator Adam Sayre; Economic Development Manager Dayna Sarver; Community Development Specialist Katherine Holt; and City Clerk Ellen Clark. Dia Caulkins and Stephen Rudolph were absent.
3. **Public Comment:** Verona Area Historical Society President Jesse Charles thanked the CDA for mentioning the historic nature of New Century School and the need of the building and its historic character to need to remain in the RFP for redevelopment of the Sugar Creek Elementary School property. He requested that developers be encouraged to place the New Century School on the Register of Historic Places.
4. **Minutes:** Motion by Kohl, seconded by Diaz, to approve the minutes from the November 21, 2019 CDA meeting. Motion carried 4-0.

5. **Discussion and Possible Action: CDA Mission Statement.**

Welty asked the CDA members for their thoughts on the CDA mission statement.

Sarver stated there was discussion at the October 3, 2019 meeting regarding whether Tax Incremental Financing should be mentioned in the mission statement.

Welty stated listing specific tools may not be the best plan, as it may restrict what we can do. She likes the version presented that incorporates verbiage from the City of Sun Prairie’s CDA mission statement.

Kohl stated the mission statement should be a plan to guide the CDA, and should not be too specific.

Motion by Frey, seconded by Diaz, to approve the following mission statement:

“The purpose of the CDA is to eliminate or prevent blighted areas; provide and retain gainful employment opportunities and affordable housing; encourage growth of the City’s tax base; and stimulate the flow of investment capital into the City using a variety of financing methods available.”

Motion carried 5-0.

6. **Discussion and Possible Action: Possible CDA funding sources.**

Sarver stated at their last meeting, the Finance Committee seemed to be in agreement that 34% (approximately \$250,000) of the City’s revolving loan fund be given to the CDA. A final decision was not made, as one of the committee members was absent from the meeting.

Sayre stated if the CDA does get the money, the group will have to establish criteria regarding how the money will be spent.

**7. Discussion and Possible Action: Draft RFP for Sugar Creek Elementary School and New Century Charter School property.**

Welty likes the revisions to the RFP resulting from discussion at the last CDA meeting.

Kohl asked when the RFP will be going out.

Sayre replied the goal is to put it out in January.

Polglaze stated he would like the developers to have plenty of time to fill out the RFP completely and correctly, and suggested that the CDA's mission statement be added to the RFP.

Welty stated since this project will likely require the formation of partnerships between developers, they will need more time to put their proposals together.

Diaz asked if a point can be added to the scoring if the developer agrees to put the New Century School building on the Register of Historic Places.

Welty suggested encouraging developers to list the property on the Register of Historic Places as part of the Project Goals section of the RFP.

Polglaze suggested documenting the desire to have the New Century School listed on the Register of Historic Places by adding the addendum, "...while maintaining the historical nature of the building" to goal four.

Motion by Kohl, seconded by Frey, to approve the RFP for Rehabilitation and Redevelopment of Former School Site, 401 W. Verona Avenue, with the addition of the mission statement and language referring to placement of the New Century School on the Register of Historic Places. Motion carried 5-0.

**7. Reports and comments from CDA members.**

CDA members and guests introduced themselves to new member, Brett Polglaze.

**8. Reports and comments from City Staff.**

None

**9. Adjourn:** Motion by Kohl, seconded by Diaz, to adjourn at 5:24 pm. Motion carried 5-0.



# Memorandum

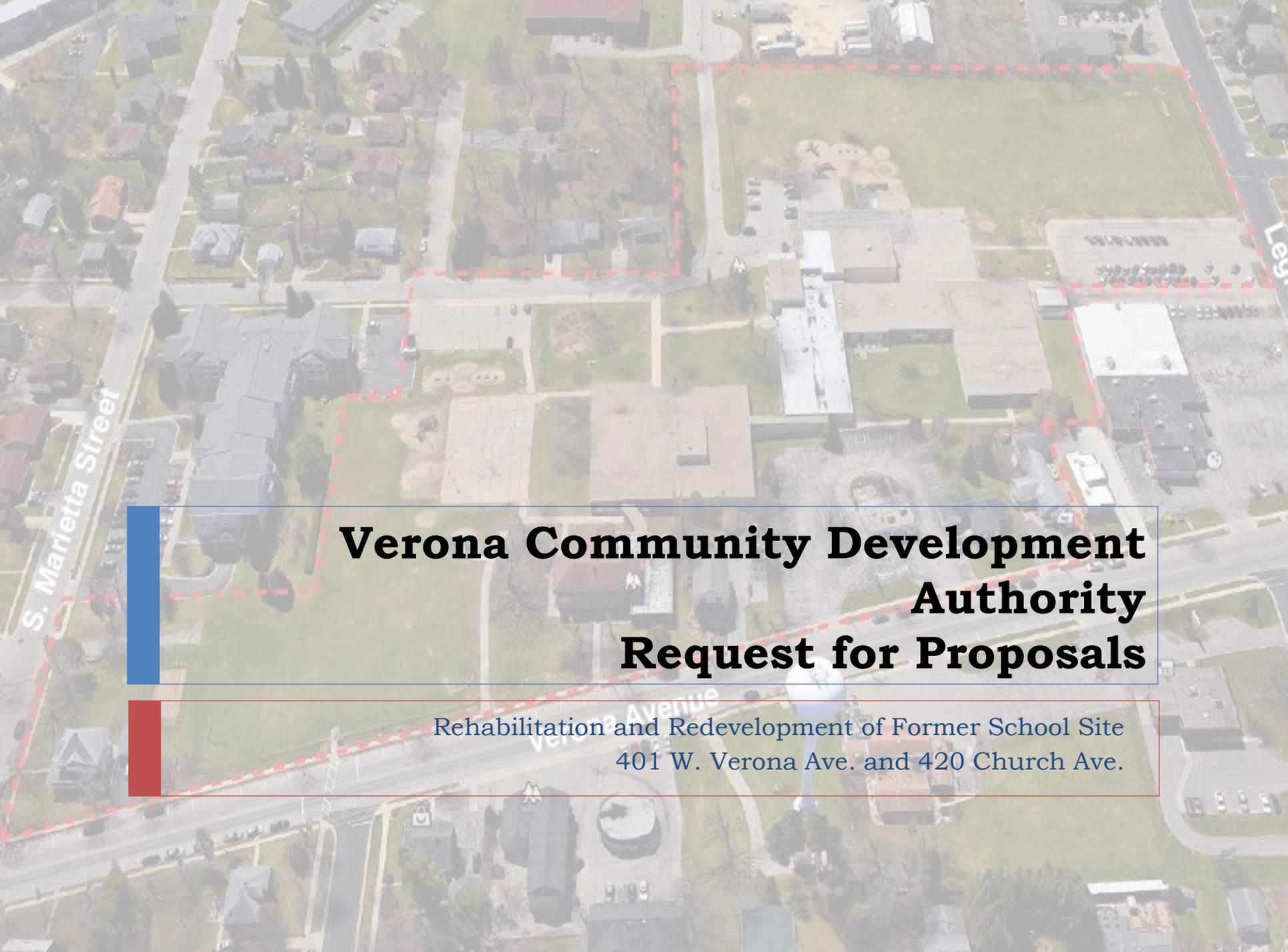
**To:** Community Development Authority (CDA)  
**From:** Katherine Holt – Community Development Specialist  
**Date:** March 16, 2020  
**Re:** **Sugar Creek Elementary School and New Century Charter School  
Request for Proposals (RFP)**

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The attached RFP for the Sugar Creek Elementary School and New Century Charter School (Property), submittals are due on March 30, 2020. Staff is requesting guidance from the CDA to determine the process for reviewing the RFP submittals. The RFP states, “*the CDA will make a recommendation to the Common Council for formal acceptance of the proposal*” (p.8). Based on the schedule on page 9 of the RFP, Staff reviews the proposals and interviews will be conducted in April. Selection of proposals by the CDA would occur in May.

At this time, Staff is unsure of how many proposals will be submitted. There were approximately thirty (30) people who attend the tour of the Property in February with several more people asking questions who did not attend the tour. Staff is asking the CDA to provide feedback to the following questions to help determine how Staff can assist in reviewing the proposals.

1. Is the CDA interested in reviewing all of the proposals?
2. Should staff review all of the proposals independently, score the proposals, and only present a certain number of proposals to the CDA such as the top five (5)?
3. What opportunities will the general public have in reviewing these proposals?



# **Verona Community Development Authority Request for Proposals**

Rehabilitation and Redevelopment of Former School Site  
401 W. Verona Ave. and 420 Church Ave.

# Verona, WI Hometown, U.S.A.

As Madison's southwest gateway community, Verona, WI is one of Dane County's fastest growing communities. Just 15 minutes from the Wisconsin State Capital and the University of Wisconsin-Madison, regional and national sporting events such as Ironman Wisconsin and Crossfit Games attract hundreds of thousands of visitors each year to the area. U.S. Hwy. 18/151 connects Verona to Madison, WI and Dubuque, IA facilitating approximately 30,000 vehicles per day traveling the Verona segment.

Highly regarded, the Verona Area School District and the redevelopment of our downtown offer an exceptional quality of life to our residents. In 2017, the City invested \$3.4M in a major streetscape improvement process of S. Main St. that included terrace paving, pedestrian lighting and amenities, street reconstruction, and a fountain installation at Hometown Junction. Verona Area Community Theater who puts on approximately 11 shows per year, built additional space for performances and programs a new 15,000 SF facility downtown in 2017. The project cost \$2M and was partially funded with a revolving loan of \$300,000 provided by Verona Economic Development Commission.

Verona intends to remain Hometown, U.S.A. by providing its residents and visitors with unique community and commercial experiences, as well as a variety of housing choices. The Verona Area School District will transfer ownership of the Sugar River Elementary School and New Century Charter School sites to the City of Verona following their move into other district facilities (Fall of 2020).

*The purpose of the CDA is to eliminate or prevent blighted areas; provide and retain gainful employment opportunities and affordable housing; encourage growth of the City's tax base; and stimulate the flow of investment capital into the City using a variety of financing methods available.*

The City of Verona Community Development Authority (CDA) is requesting redevelopment proposals for the future redevelopment of these sites. Community Design Solutions (CDS) has drafted some initial [concept plans](#) and gathered public input in an effort to help guide the direction of the redevelopment. The New Century Charter School building may be eligible for listing on the State and National Historic Places (Attachment A). (Interior circulation, common areas, door rhythm, and exterior must remain in place.)



Hometown Junction in Downtown Verona



Military Ridge State Trail



# New Century Charter School

**Address:** Located at 401 W. Verona Ave., south of W. Verona Ave., north of Church Ave., east of Legion St., and west of S. Marietta St.

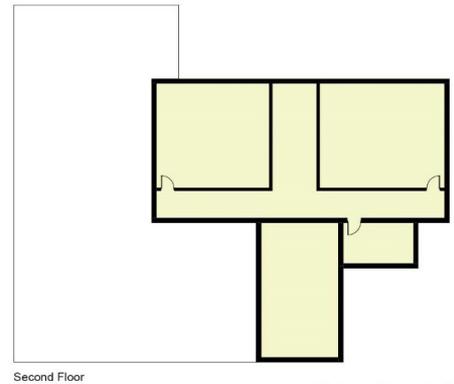
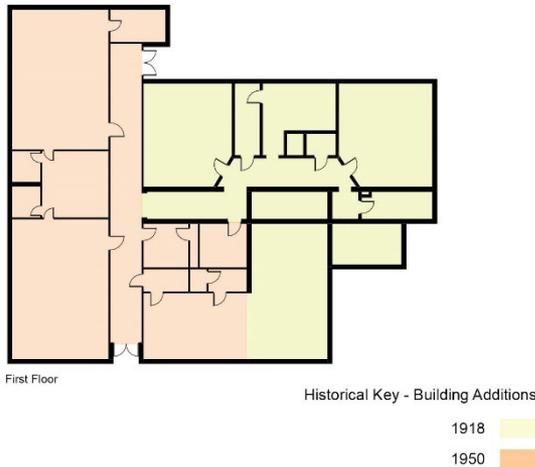
**Background:** Built in 1917 by James R. Law Architect, the building was added on to in 1950. It is the first school in Verona and first charter school in Wisconsin. This may be eligible for listing on the State and National Historic Places (Attachment A) and must remain in place.

**Size:** 12,190 SF

**Acres:** Planning area is 14 acres and would require additional property assembly. Both school sites are a total of 12 acres.

**Amenities:**

- Frontage on W. Verona Ave. (7,800 AADT)
- Two blocks from downtown
- Limited Service Bus Stops on W. Verona Ave.
- Three large trees in front and side yard to remain in place.
- See [VASD Facilities Study](#)





## Sugar Creek Elementary School

**Address:** Located at 420 Church Ave., south of W. Verona Ave., north of Church Ave., east of Legion St., and west of S. Marietta St.

**Background:** Built in stages from 1956-2000.

**Size:** 64,040 SF

**Acres:** Planning area is 14 acres and would require additional property assembly. Both school sites are a total of 12 acres.

**Amenities:**

- 12.2 acre site near downtown Verona prime for redevelopment.
- See [VASD Facilities Study](#)



# Project Goals & Preferred Uses

## Project Goals

This 12+ acre infill redevelopment project is a unique opportunity for the City of Verona to expand the city's tax base, maximize pedestrian activity thereby contributing to downtown's vitality and create public programmable spaces. The City of Verona encourages developers to work cooperatively in presenting integrated or master-planned solutions to enable complementary companies with unique capabilities to work together for the best combination of performance, cost, and delivery for this RFP. Potential projects must:

- ▶ Utilize high quality design and building materials.
- ▶ Provide safe and efficient site circulation within the context of the existing neighborhood with pedestrian and bicycle connections to adjacent neighborhood and downtown.
- ▶ Diverse residential and commercial types that complement and/or add options not currently in Verona and meet the needs of Verona residents.
- ▶ Creative rehabilitation of New Century Charter School building that provides public access and amenities to help drive pedestrian traffic and retain its historic character. Preference will be given to proposals that elect to list it on the Registry of Historic Places.
- ▶ Conform to the City of Verona's Sustainability Resolution (Attachment B).

## Preferred Uses

- ▶ Commercial, makerspace, residential, and public programmable spaces
- ▶ Public spaces may include a community center for seniors, active adults and students, and pool.



# Proposal Requirements

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- ▶ **Executive Summary.** This section should articulate the developer's vision for the site and benefits of the proposed work for the surrounding neighborhood and the community as a whole.
- ▶ **Approach.** The City of Verona will recognize team arrangements provided that relationships are identified and fully disclosed; and the designated prime developer is fully responsible for all performance standards of a potential Development Agreement. This section should include details about how the developer will approach the project, public engagement methods, and project team responsibilities. Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the staff that would be assigned to this project.
- ▶ **Successful Urban Redevelopment Project Examples.** Include detailed descriptions and photos of other successful urban redevelopment projects completed by your firm.
- ▶ **Development Organization's Overview.** Provide the following information about your company: Official registered name; key contact information and contact information for the person authorized to contractually bind the organization for any proposal against this RFP; brief history of the organization, including year established and number of years your development team has taken on similar projects; brief financial history of the organization.
- ▶ **Level of Investment and Financial Viability.** Developers shall include land acquisition, development costs and sources of funds.
- ▶ **Scope of Work.** Propose a project implementation timeline and performance standards for the construction work to be completed.
- ▶ **Submittal Format:**
  - ▶ Email digital copy of proposal to [katherine.holt@ci.verona.wi.us](mailto:katherine.holt@ci.verona.wi.us).
  - ▶ Proposals must be prepared on standard 8 1/2" X 11" letter-size paper
  - ▶ Eight (8) copies of each proposal and a digital copy must be delivered to the attention of the following authorized representative:

City of Verona  
Katherine Holt  
111 Lincoln St.  
Verona, WI 53593

- ▶ Proposals must be received by **4:30 pm, March 30, 2020**

# Selection Criteria

Criteria	Points
Proposal is architecturally unique, creative in its use and activates the street and public spaces.	20
Proposal maximizes the use of the site and provides long-term financial benefits for the City.	20
Includes diverse residential options including affordable, senior and other housing types needed in the community.	15
Implementation of energy efficient and environmentally sustainable design.	15
Developer is a partnership and/or an organization with diverse resources and a successful track record.	10
Overall investment level and proof of financial viability evidenced in the proposal.	5
Developer's credentials, financials and accreditations are current and in good standing.	5
Incorporates public spaces and maximizes connections to adjacent neighborhoods and downtown.	5
Proposal is complete and includes relevant information for each section.	5

## Special Notes:

- The contents of this packet are for informational purposes only and are without warranty. Development teams should rely exclusively on their own investigations and analyses.
- The City of Verona is not responsible for any costs incurred by the Developer in formulating a response, or any other costs incurred such as mailing expenses.
- The City of Verona is a municipal corporation legally bound to comply with the Wisconsin Public Records Law and Open Meetings Law (see sections 19.32-19.39 and 19.81-19.98, Wis. Statutes) and that, unless otherwise clearly allowed by law to be an exception to the Public Record Law and confidential, all aspects of this RFP are subject to open disclosure and are a matter of public record.
- The City of Verona reserves the right to reject any or all offers and discontinue this RFP process without obligation or liability to any potential developer, award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and award more than one contract/right to develop.

# Selection Process

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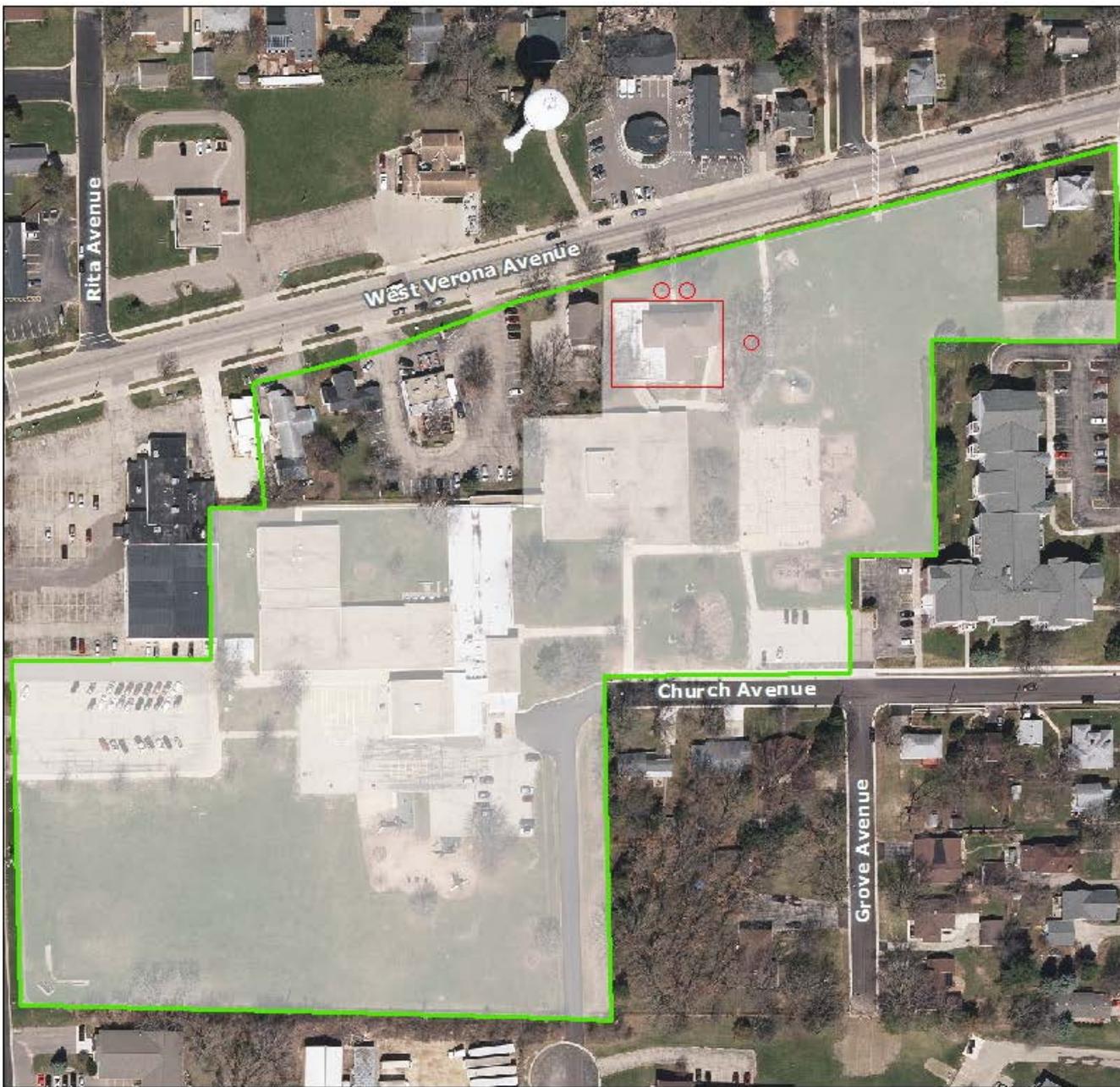
- ▶ All questions need to be submitted in writing by **March 6, 2020**. Responses will be posted to the City website at: <https://www.ci.verona.wi.us/697/Sugar-Creek-Elementary-School-Site> .
- ▶ If you like to tour the site privately, please contact our staff to arrange your visit.
- ▶ Any additional questions must be submitted in writing to Katherine Holt, Community Development Specialist at [katherine.holt@ci.verona.wi.us](mailto:katherine.holt@ci.verona.wi.us). Additional documents, including the Downtown Mobility and Development Plan are available by request and/or at: [www.ci.verona.wi.us/232/Plans-Studies](http://www.ci.verona.wi.us/232/Plans-Studies)
- ▶ The CDA will make a recommendation to the Common Council for formal acceptance of the proposal.
- ▶ The Developer will enter into a development agreement within six months of the Council's formal development acceptance.



# Important Dates

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Event	Date
RFP Released	January 6, 2020
Proposal Due Date	March 30, 2020
Staff Review of Proposals	April 2020
Interviews	April 2020
Selection of Proposals by CDA	May 2020
City Council Action	June 2020
City Acquires Property from VASD	November 1, 2020 (tentative)
Developer Agreement Signed & Property Acquisition	November 2020

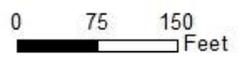


**Request For Proposals**

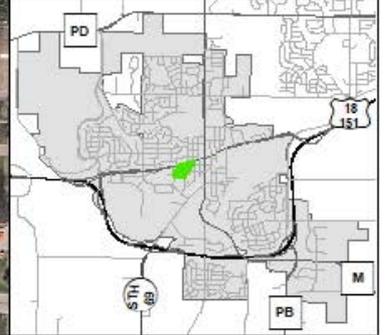
-  Property Boundary
-  Community Development Solutions Planning Area
-  Trees to Remain
-  Building to be Rehabilitated



1 inch = 150 feet



Printed: 11/12/2019





WISCONSIN  
HISTORICAL  
SOCIETY

## NOMINATION QUESTIONNAIRE

Date: 1/24/2019

Please provide as much complete information as you can to enable our staff to better evaluate the property.

What is the historic name of this property? Verona Graded School

What is the current name of this property? New Century School

I wish to nominate this property because (check one or more boxes):

- National Register and State Register listing is an honor
- I seek financial assistance in maintaining or rehabilitating the property
- This building is my primary residence
- This is an income producing property (commercial or residential rental)
- I wish to protect this property
- This property is threatened with demolition or destruction

Where is the property located?

If a city or village please provide:

Address (street and number) 401 West Verona Avenue

City (or village) Verona

County Dane

OR If an unincorporated or rural area please provide:

Address (with road or nearest road) \_\_\_\_\_

Civil Town/Township \_\_\_\_\_

City (nearest city or village) \_\_\_\_\_

County \_\_\_\_\_

Section \_\_\_\_\_, Town \_\_\_\_\_ North, Range \_\_\_\_\_

Do you know any of the following information?

The architect's name was James R. Law

The builder's name was Unknown

The date of construction was Circa 1917

List Sources of Information (or attach photocopies)

Source: See attachment Page: \_\_\_\_\_

**What alterations or additions** were made since the building was built? Please check one or more boxes where applicable.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Additions   | <input type="checkbox"/> replacement siding or re-siding            |
| <input type="checkbox"/> removal of porches   | <input type="checkbox"/> removal of decorative details              |
| <input checked="" type="checkbox"/> replacement doors and windows   | <input checked="" type="checkbox"/> interior remodeling or updating |
| <input type="checkbox"/> moved from its original location (if moved, list why, from where, and when in description below) |   |

The dates of major alterations or additions were: 1950, 1977

**Briefly describe any changes checked above:**

The floor plan layout shown in the original 1917 blueprints is very similar to the building today, with some exceptions:

- \*1950: Two rooms were added to the NW corner via an expansion of the building still visible from outside. (See Source 3, the Verona Area School District website.)
- \*Around 1977: The Southwest corner of the building was modified with a hallway connecting it to the elementary school (later named "Sugar Creek") next to it. Additional rooms may have been added at this point. (Source 3. Also an interview with Pat Wehrley, who taught there at this time).
- \*2008: Windows were replaced (Source: Verona City Hall records).
- \*Unknown date: A gym area on the lower floor has been converted to classrooms. We are not sure when this was done but we believe it was done sometime after 1955 (Source: Former student Mary Stichter, attended this school from 1947-1955).

**What do you know about the history of the property?** For statements of historical fact, please indicate your sources of information (keep in mind that our evaluation may depend solely on the information that you submit, therefore, your sources should be reliable).

This building has been used by the Verona Area School District since its construction around 1917. Currently it houses the New Century Charter School. Please note that sources cited are listed in the attached supplementary materials.

- \*March 3, 1917: This date is present on blueprints of this building that were drawn by James R. Law Architect, Madison Wisconsin (See Source 1, notes on the blueprints). These blueprints currently reside in storage at the business today called "Potter Lawson" - which is the current iteration of the business started by James R. Law and his brother (See Source 2, Wikipedia page on Potter Lawson.).
- \*1917: According to the Verona School District website, the building was built in 1917 at a cost of \$17,000 as the "Verona Graded School". It served K-8 grade students. (See Source 3, the Verona Area School District website.)
- \*1960s: The building was used for 7th and 8th grade students. (See Source 3, the Verona Area School District website.)
- \*1980 into the 1990s: The building was used for 4th grade students. (See Source 3, the Verona Area School District website.)
- \*1995: The building housed the newly created "New Century Charter School", which an article claims was the first elementary-level charter school in Wisconsin. (See Source 4, an article from the Wisconsin State Journal).
- \*Present Day: New Century Charter School still operates there today. (See Source 5, the New Century Charter School website with street address).

**List Sources of Information** (or attach photocopies)

Source: See attachment. Page: \_\_\_\_\_

Source: \_\_\_\_\_ Page: \_\_\_\_\_

## Significance of the property

Why do you think that this property should be listed in the National Register and the State Register? In one or two paragraphs, explain why the property is important.

**Integrity:** Examining the original blueprints and walking through the building shows that much of the structure's layout is still original. There have been alterations made (including those noted earlier and others), but the exterior, main entry, and several of the classrooms appear to be consistent with the original blueprints. The building has not been moved.

**Local relevance:** This school building has been used for schooling many generations of Verona residents. It played a part in two historically relevant movements in Wisconsin:

**\*Rural school consolidation:** In the mid 1960s, many small rural schools in the state of Wisconsin were forced to close and consolidate into larger districts. The Verona Area School District was formed in 1964 which led to the eventual closing of Verona's rural schools - most of whose students were then bussed in to this building for their elementary years. This event was culturally significant in that it forced the mixing of a more rural lifestyle into the arguably more urban school (See Sources 8, 9).

**\*Wisconsin's first charter elementary school:** Currently there are 233 charter schools in Wisconsin (see Source 6). 132 of those are elementary schools or contain an elementary school. A 1995 Wisconsin State Journal article claims that New Century was the first elementary-level charter school in Wisconsin (see Source 4).

## List Sources of Information (or attach photocopies)

Source: See attached list of sources Page: \_\_\_\_\_

Source: \_\_\_\_\_ Page: \_\_\_\_\_

## \*Photographs

Please submit clear, recent photographs that show all sides of the exterior of the structure, views of the interior of the structure, and all associated outbuildings. The **photographs cannot be returned**, but will become a permanent part of our site records. Please reference the last page of this questionnaire for instructions for submitting digital photograph files on a CD.

## \* Properties with more than one building (for example: farmsteads, industrial complexes, religious complexes)

Please include photographs of all buildings and structures that make up the complex. The images should be keyed to a sketch map that indicates the relative relationship of the components. When known, dates should be provided for all of the buildings. Please indicate what buildings that once formed part of the complex have been lost over time.

## \*Map

Please draw a simple sketch map of the lot on which the property is located. Include all structures, adjoining streets, and other major features. Photographs of the buildings should be keyed to this sketch. If the property is rural, please submit a plat map, county map or other detailed map and precisely mark the location.

## \* Historic photographs

While not required, historic photographs can be useful in evaluating changes to the property. When available, please provide photocopies of historic images. **DO NOT SEND ORIGINALS.** Please provide the source and the date of the photograph.

**Person completing questionnaire:**

**Date:** 1/24/2019

Name: Jesse Charles

Address: 1234 Cathedral Point Drive, Verona, WI

Zip Code: 53593

Telephone: 608-577-5525

Email: SaveVeronaHistory@gmail.com

**Owner** (if different than above)

Name: Verona Area School District

Address: 700 North Main Street, Verona, WI

Zip Code: 53593

Telephone: 608-845-4321

Email: \_\_\_\_\_

**Submittal checklist:**

- Completed questionnaire
- Recent photographs
- Disk with digital images
- Photocopy of historic image(s), if available
- Site map, if applicable
- Supporting documentation

**Complete and return this form, along with recent photographs and any additional attachments to:**

**Division of Historic Preservation and Public History**  
Wisconsin Historical Society  
816 State Street  
Madison, Wisconsin 53706

# Verona Graded School / New Century Building

## National Register Questionnaire - Supplementary Materials

Verona Area Historical Society, 1/24/2019

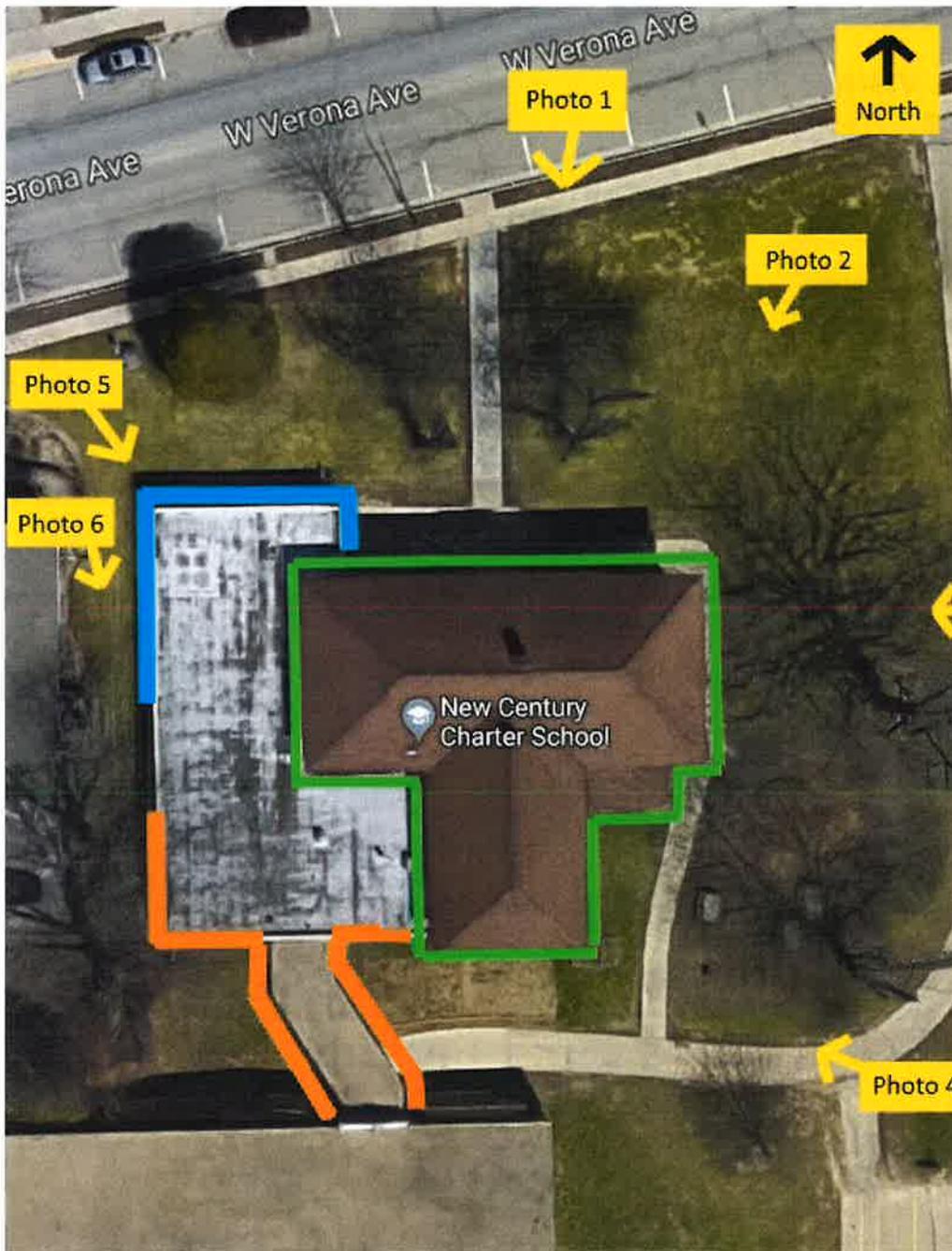
[SaveVeronaHistory@gmail.com](mailto:SaveVeronaHistory@gmail.com)

608-577-5525

### Table of Contents

1. Current Map
2. Current Exterior Photographs
3. Current Interior Photographs
4. Excerpts from the 1917 Blueprints
5. Historic Photographs
6. Sources Cited in the Nomination Questionnaire

## Section 1: Current Map



Green = Original Structure.  
Aqua = Two room 1950 Addition  
Orange = 1977 addition and Connection  
Please note: We are not sure where the 1950 and 1977 additions meet exactly.

Yellow arrows show the location and direction of the current exterior photographs.  
Above image courtesy of Google Maps.

## Section 2: Current Exterior Photographs

Current exterior photographs were taken 12/31/18.

**Current Photo #1 (below):** Front of building, looking south from West Verona Avenue. The right third of this picture is the single-story 1950 addition that was added on to the northwest corner and west side of the building.



**Current Photo #2 (below):** Front of building, including New Century School sign, looking slightly southwest from West Verona Avenue.



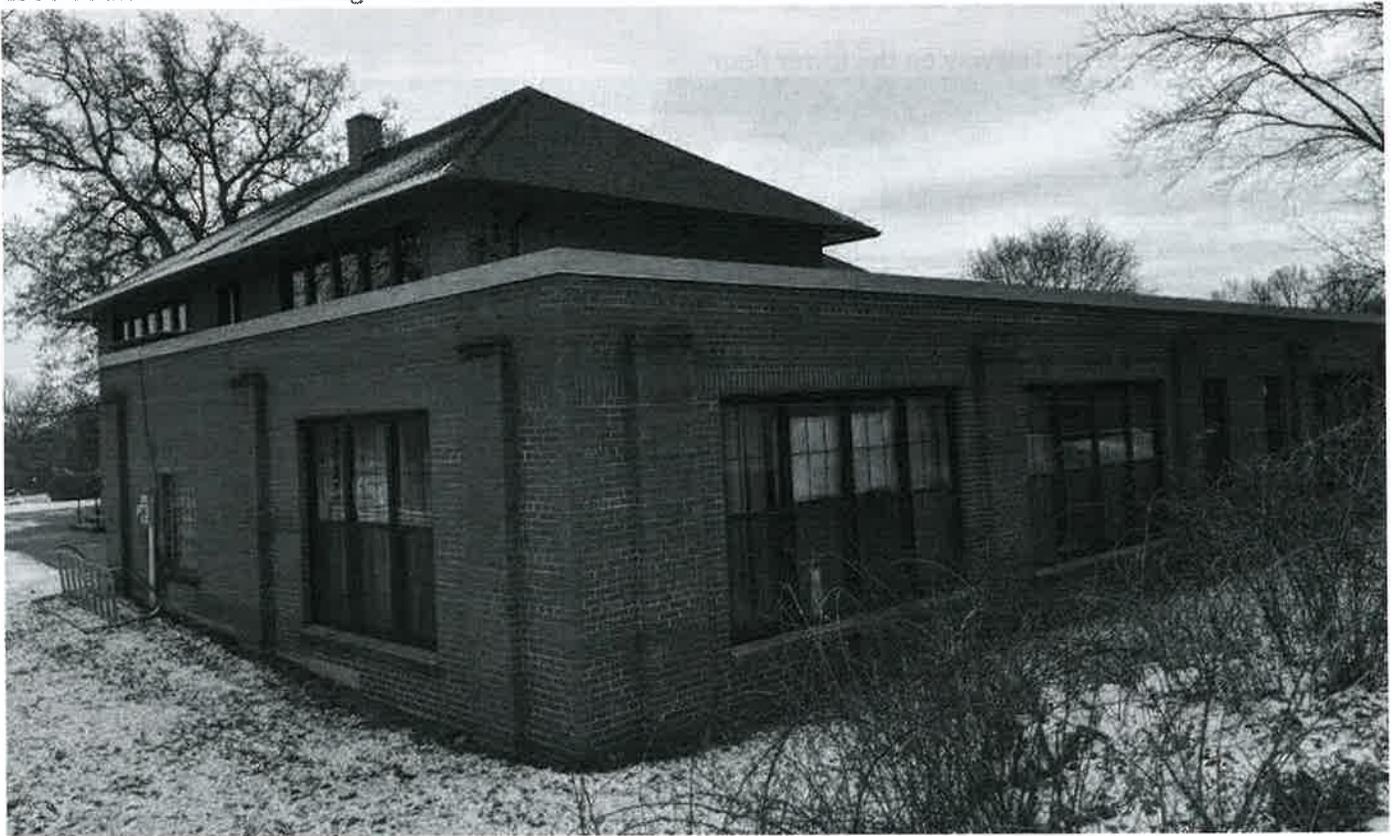
**Current Photo #3 (below):** East side of the building. Looking west.



**Current Photo #4 (below):** The southeast corner of the building. Looking northwest. In the bottom left hand corner of the photo is a portion of a gray hallway that was added around 1977 to connect this building to a newer school building.



**Current Photo #5 (below):** The Northwest corner of the building, looking southeast. In the foreground is the 1950 addition to the building.



**Current Photo #6 (below):** The west side of the building, looking southeast. Visible is the 1950 addition to the building. We are not sure exactly where the 1950 addition meets the 1977 addition.



### Section 3: Current Interior Photographs

Current interior photographs were taken 2/1/18

**Current Photo #7 (below):** Hallway on the lower floor.



**Current Photo #8 (below):** Classroom on the northeast corner, lower floor.



Current Photo #9 (below): Same classroom as in #8, on the northeast corner, lower floor.



Current Photo #10 (below): Entryway staircases, north entrance.



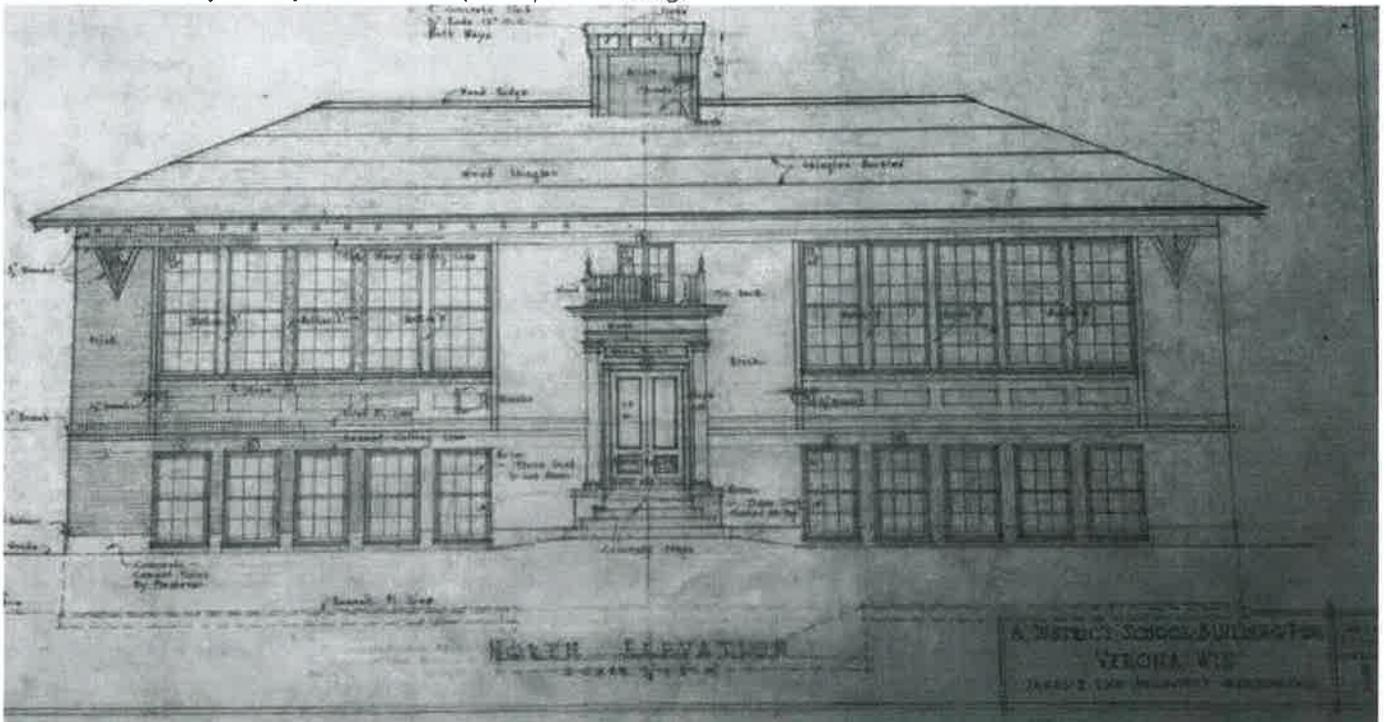
Current Photo #11 (below): Ceiling and woodwork above the north entrance.



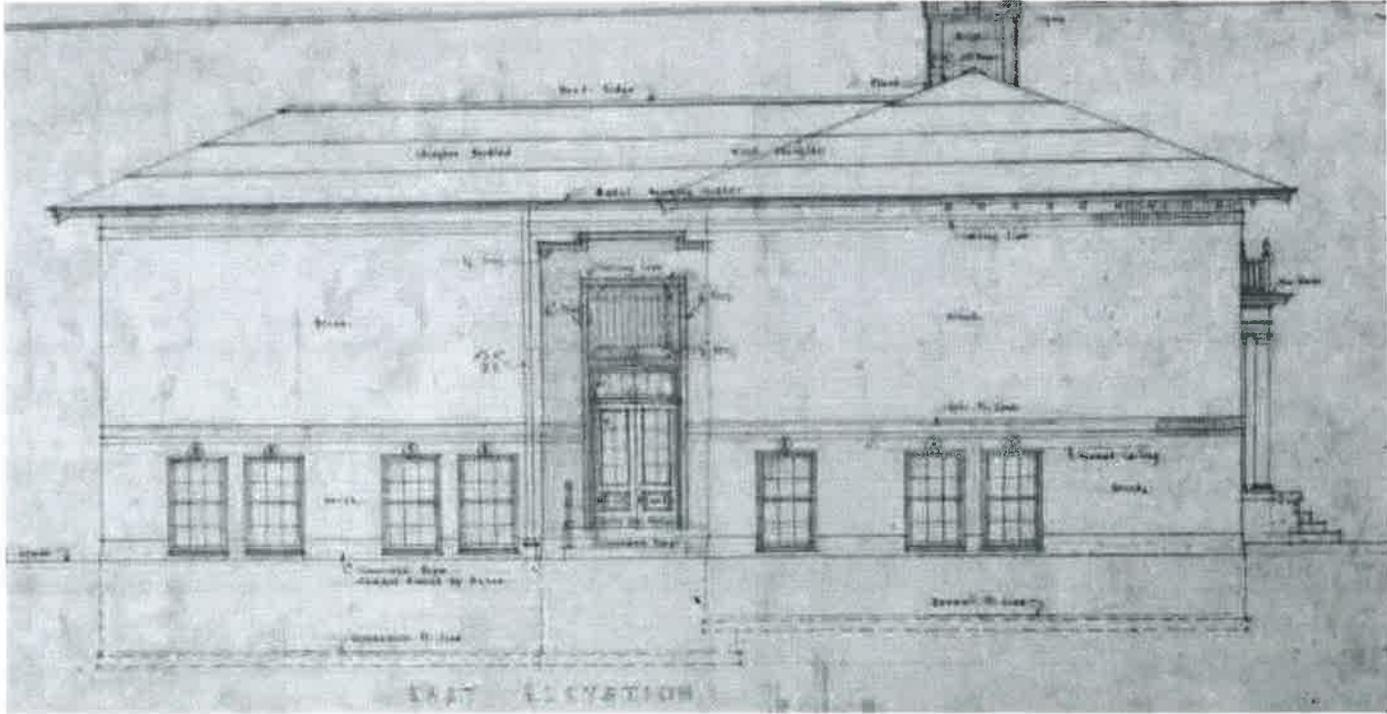
## Section 4: Excerpts from the 1917 Blueprints

James R. Law Architect, dated March 3, 1917.

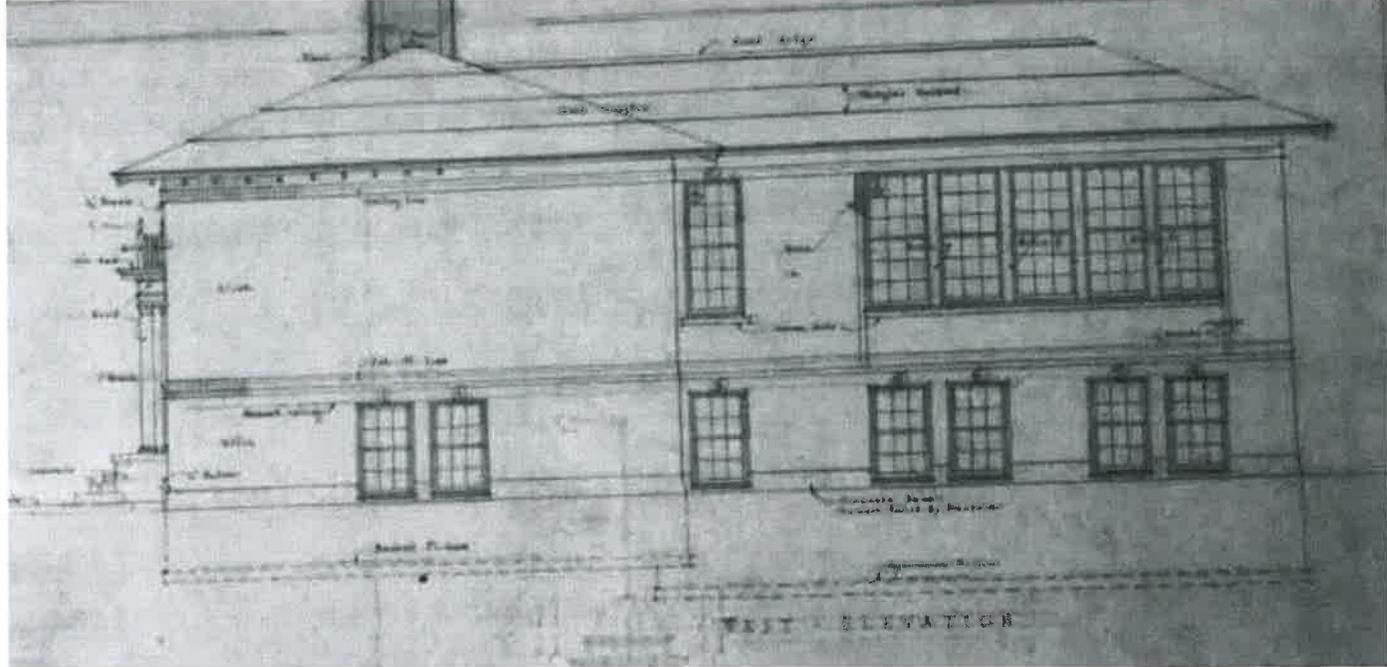
1917 Blue Print (below): North side (front) of building:



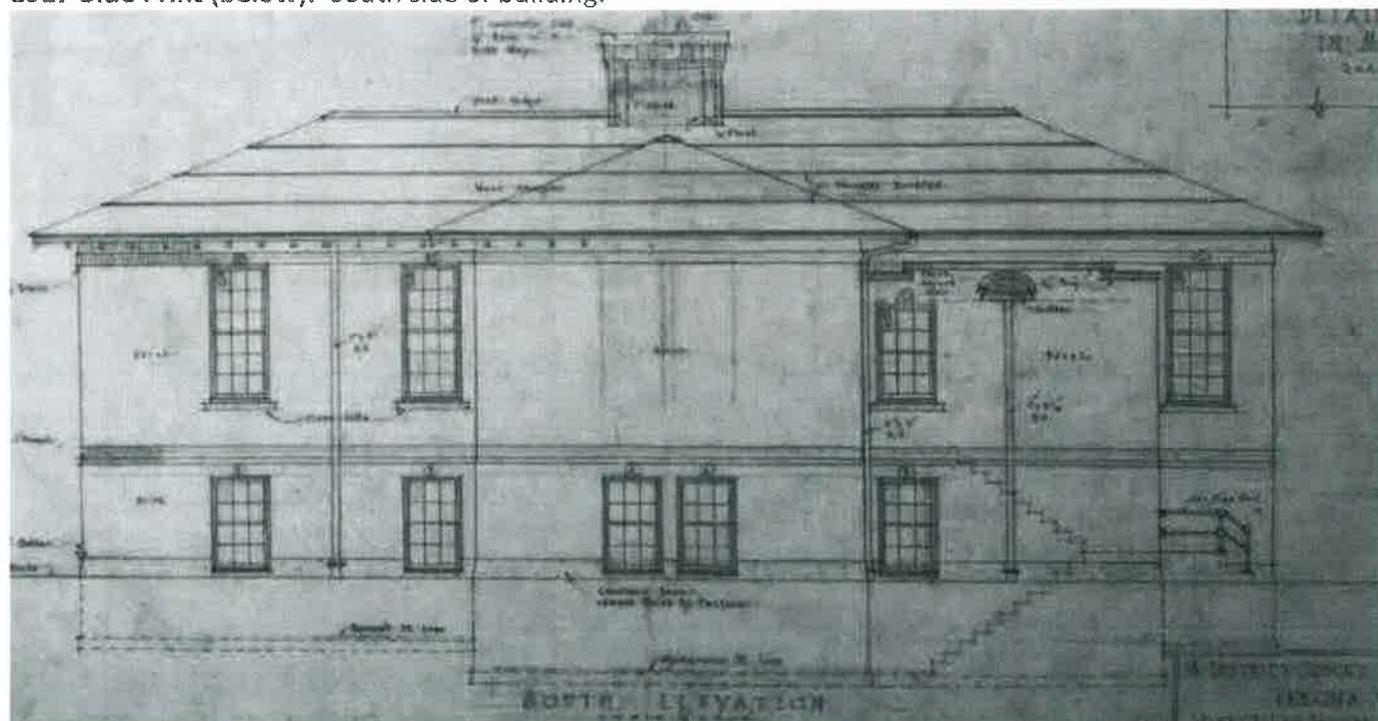
1917 Blue Print (below): East side of building:



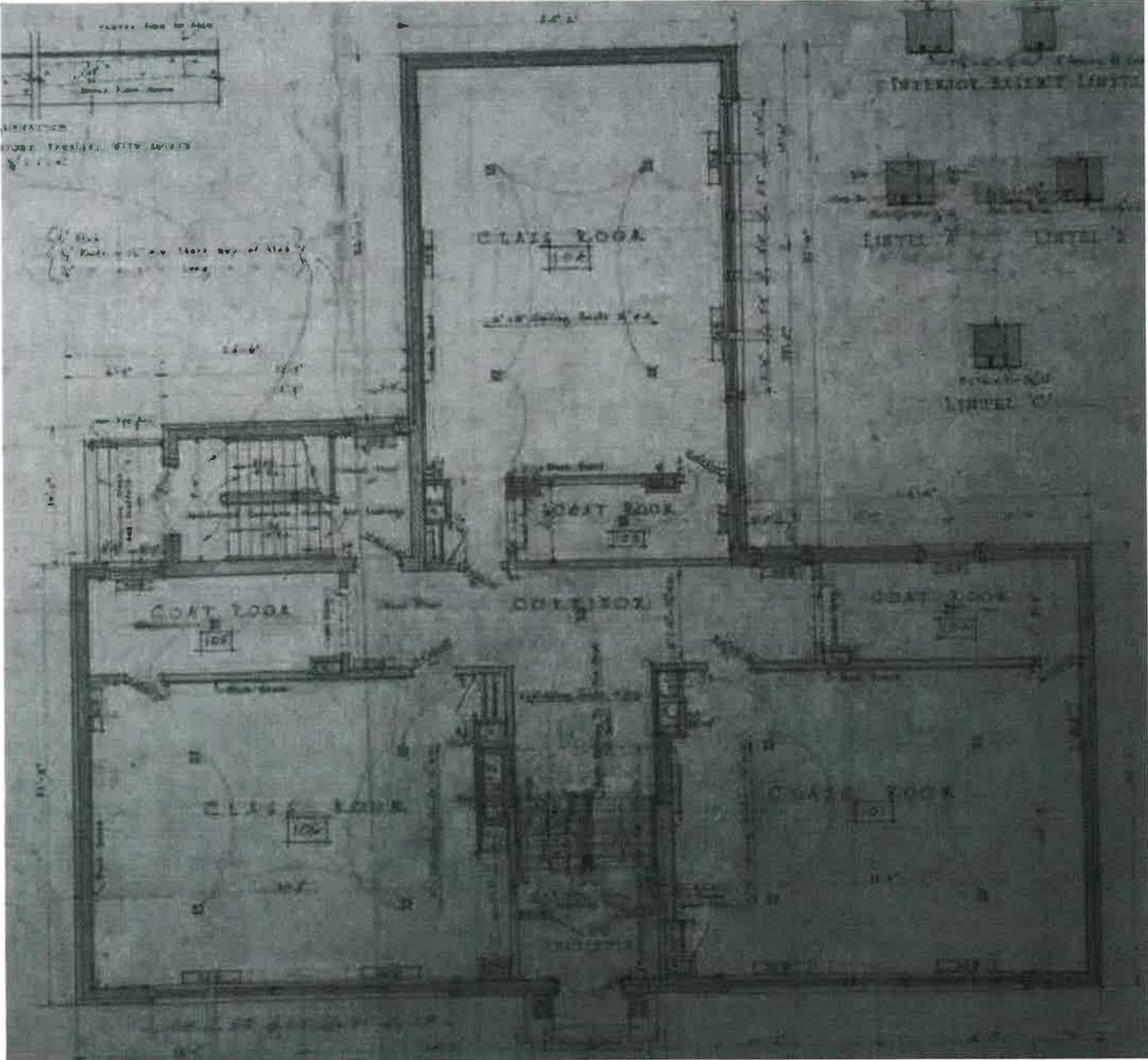
1917 Blue Print (below): West side of building:



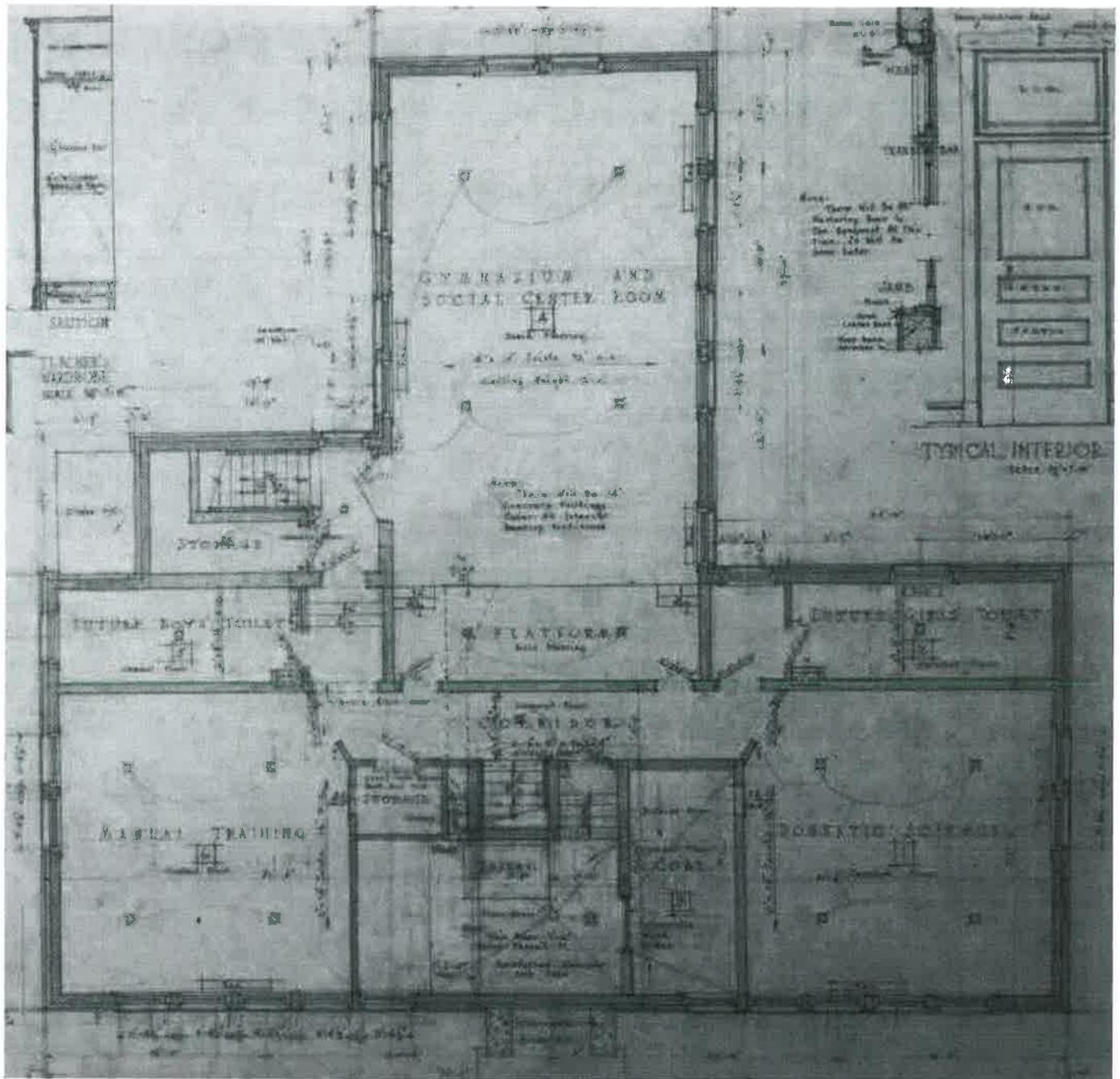
1917 Blue Print (below): South side of building:



1917 Blue Print (below): Interior, upper floor of building. Some alterations of internal walls have occurred, mostly in the main corridor.

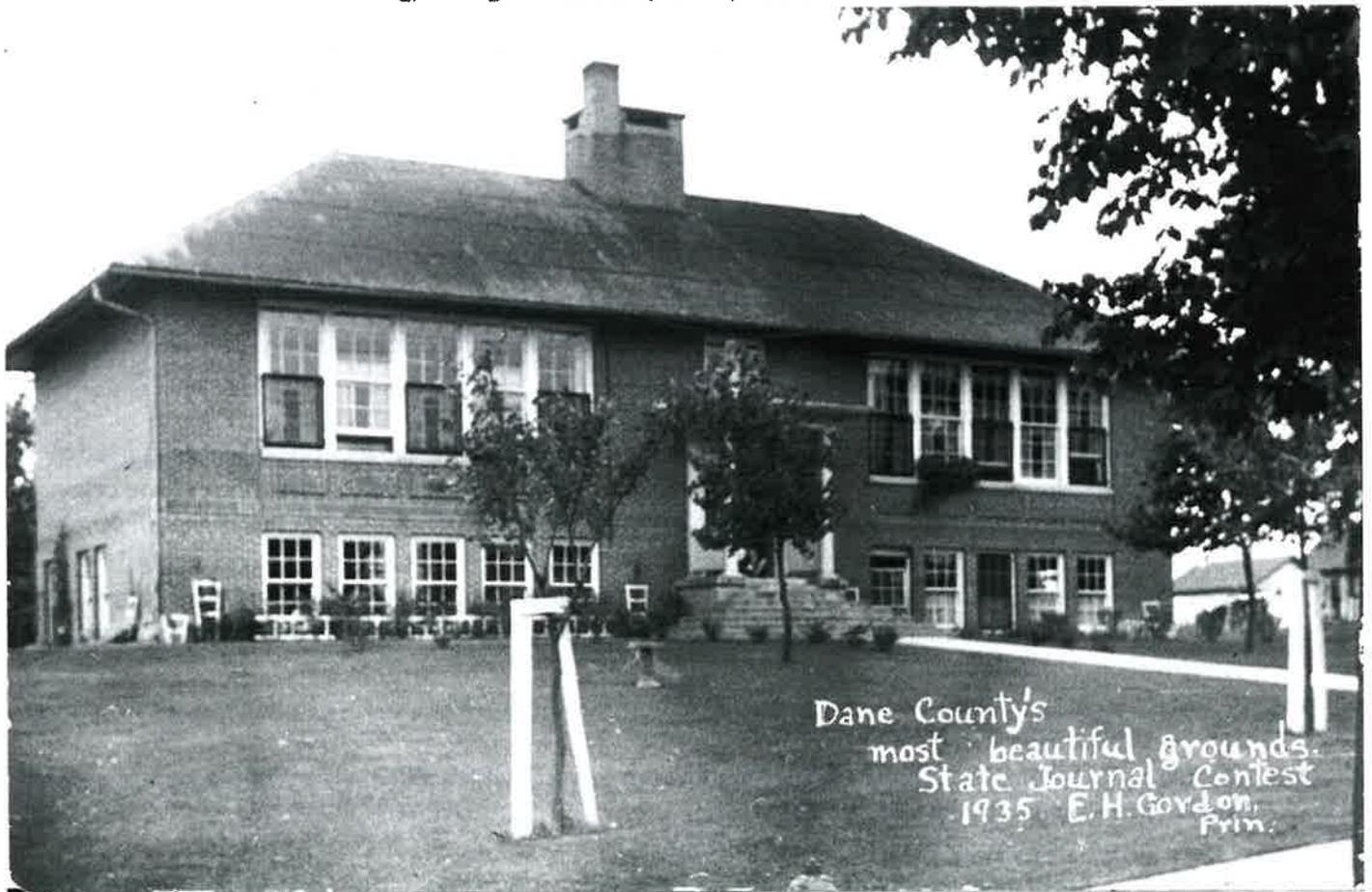


**1917 Blue Print (below):** Interior, lower floor of building. The gymnasium shown has been converted to two classrooms. The 1950 addition added a hallway next to the lower right classroom. Restrooms in this hallway were added at some point, and other changes have occurred.



## Section 5: Historic Photographs

North side exterior of the building, facing southwest (below). Believed to have been taken around 1935.



## Section 6: Sources Cited

Below are sources cited in the National Register Nomination Questionnaire.

- **Source 1** - Blueprints by James R. Law Architect dated 3/3/1917 labeled “A DISTRICT SCHOOL BUILDING FOR VERONA, WI”. These physical blueprints are on site at Potter Lawson in Madison, Wisconsin. The included photographs of these blueprints were taken around 2016.
- **Source 2** - Reference indicating that the firm “Law, Law and Potter” became Potter Lawson, and that James R. Law was a founder:
  - [https://en.wikipedia.org/wiki/Law, Law %26 Potter](https://en.wikipedia.org/wiki/Law,_Law_%26_Potter)
- **Source 3** - Timeline provided by the Verona Area School District’s website. Most of that information came from Verona resident Mary Stichter, who attended school in this building from 1947-1955 and later worked for the school district from 1973-2006. Her father Jack Rood was on the Verona Schools schoolboard from approx. 1950-1962.
  - [http://sces.verona.k12.wi.us/our\\_school/history\\_of\\_v\\_a\\_s\\_d](http://sces.verona.k12.wi.us/our_school/history_of_v_a_s_d)
- **Source 4** - A 1995 Wisconsin State Journal article describing how the New Century School started in this building. Note that the author mentions the location as “Located on the first floor of the original red Sugar Creek School building on Verona Road, The New Century school is tied to the main school by a short hallway.” Also mentions that New Century is the first elementary-level charter school in Wisconsin: “New Century is charting new territory to explore options in elementary education”. Please note we have not confirmed with other sources that New Century was the first elementary-level charter school in Wisconsin.
  - “Learning At Their Own Pace. Verona School is First in State”, Wisconsin State Journal, Sept 9, 1995, pages 13-14.
- **Source 5** - The website of the “New Century Charter School” which still operates in the building today. Note the address of 401 W. Verona Avenue.
  - <http://newcenturycharterschool.org/about-us>
- **Source 6** - A list of all currently operating charter schools in Wisconsin, from the Wisconsin Department of Public Instruction’s website. Note that this can be downloaded as an excel spreadsheet.
  - <https://dpi.wi.gov/sms/charter-schools/current>
- **Source 7** - A document from the Wisconsin Department of Public Instruction detailing the first years of charter schools in Wisconsin. Note table 2 on page 7 which lists one charter school as existing in the 1994-1995 year, and seven more in the 1995-1996 year. This report does not list New Century by name, but illustrates the beginning of charter schools in Wisconsin.
  - <https://dpi.wi.gov/sites/default/files/imce/sms/Charter-Schools/01-02%20leg%20report.pdf>

■ Table 2

*Charter School Growth in Wisconsin*

Year	Number of Charter Schools
1994-1995	1
1995-1996	8
1996-1997	13
1997-1998	18
1998-1999	34
1999-2000	87
2000-2001	92
2001-2002	109
2002-2003	128
2003-2004	137

- **Source 8** – An account of the forming of the Verona Area School District and the closing of Verona’s rural schools, starting in the mid-1960s. See pages 48-49 of “A Sesquicentennial History of Verona”, by Karl Curtis. 1997. Available in the Verona Library.

## WHAT HAPPENED AT SCHOOL TODAY?

The biggest local news story to take place during the 1950s and 1960s was the consolidation of fourteen rural school districts and the Verona Union Free High School District into the Verona Area Public School District. Brought on by dramatic growth within the community, the move to consolidation brought with it bitter controversy.

Growth had been causing the schools in Verona to split at the seams during the 1950s, and twice during the decade old structures had to be replaced. First, a new elementary school, now Sugar Creek Elementary, was built in 1956 when the old brick school on Verona Avenue was filled to capacity. William Lueschow was principal at the time. Continued growth also prompted two more additions to the school during the mid-1960s.

As is still the case today, the growth in the elementary school population spelled doom for the high school shortly thereafter. By the late 1950s the old high school building on South Marietta Street felt the pressure of a swelling student body, and in 1961 a new high school was completed. That building went on to serve as the Verona Middle School, and is now Country View Elementary. John Thorson served as the first Principal at the new high school.

Although there had been talk of school consolidation, or "integration," for several years, the first serious move toward merger came in January of 1962 when a mass meeting of Village residents called for consolidation.

The movement almost instantly met strong opposition from most of the rural elementary schools, which would later join the merged district. Although petitions requesting the change had been circulated, the Dane County School Committee rejected the merger plan in August of 1963, mainly because of rural opposition to the plan.

But a year later, the Committee gave its approval for a referendum in November of 1964. The Committee for a Progressive Rural Verona Area and the Rural School Committee stood in opposition to the merger. The Committee for Reorganization was the group in favor. The two sides traded charges and rebuttals up to the time of the referendum, and in the end the reformers won by a vote of 1,186 to 515.

The merger became effective on December 5, 1964. Merged with the high school were the Verona Grade, Maple Grove, Camp Badger, Stoner, Andrew Henry, Maple Corners, Gordon, White, Riley, McPherson, Schaller, and Valley View elementary school districts.

The new consolidation created the need to elect a new Verona Area Public School Board. Those first people to serve their community were Walter Sartorius, President, Hilmer Olsen, Maynard Mani, Larry Monthey, Donald Geiger, and Jay Henderson. The district also found itself in need of a superintendent to run its administrative affairs, and it chose John Lawrence. Mr. Lawrence had previously been principal at the high school. Lloyd Hornbacher was named high school principal, and Richard Herbison remained as principal at the elementary school.

As if this upheaval were not enough, the students of Verona were in for even more change within the coming year. A junior high school was formed for the fall of 1965, and operated in the old Verona Grade School building on West Verona Avenue. The junior high was later renamed the Verona Middle School. Robert Kleinfeldt was the first Principal of the junior high.

Beginning in November of 1965 the new school district began selling off the old rural school buildings at public auction. At the first auction the McPherson School building was sold to Wesley Topper, Mt. Horeb, for \$4100. The Schaller building went to William Kuenzi of Madison for \$4,950. Orville Himsel purchased the White building and site for \$2,225. The last and biggest bargain of the day was the Andrew Henry school, which was sold to Dr. James J. Van de Grift, Verona, for \$290. Dr. Van de Grift owned the property on which the school building was located. The Gordon School was officially closed at the completion of the 1965-66 school year. Only eleven students attended Gordon in its final year. The Camp Badger School was sold to the City of Fitchburg in 1975.

In a bit of good fortune, the old Maple Grove School had been torn down in 1957 and replaced by a more modern structure. That fact, along with heavy lobbying by area residents, allowed Maple Grove to stay open.

- **Source 9** – Mention of the rural schools closing and their students then attending the Verona Graded School has been described by several of our historical society members who lived through this era, including Mary Stichter.



WISCONSIN  
HISTORICAL  
SOCIETY

Mr. Jesse Charles  
1234 Cathedral Point Drive  
Verona, WI 53593

February 22, 2019

Dear Mr. Charles:

Thank you for your inquiry regarding the **Verona Graded School at 401 West Verona Avenue in Verona, Dane County**. The staff of the Division of Historic Preservation has had the opportunity to carefully review your questionnaire response to evaluate its potential for listing in the State and National Registers of Historic Places. Based on the information provided, the former school may be eligible for listing under Criterion A in the area of Education for its association with the history of education in the community, and having sufficient integrity to represent this history.

You should realize that this is only a preliminary opinion based on the information supplied to us. The full nomination, should you decide to proceed, requires substantially more information. Nomination of a property to the State Register and National Register can be extremely demanding to those uninitiated to the process. That is why we strongly suggest that individuals secure the services of an experienced consultant before attempting to complete a nomination. We have enclosed a list of people who have expressed interest in this work, and who have recently successfully completed nominations in Wisconsin.

If you have any further questions regarding the State or the National Register of Historic Places in Wisconsin, please call me at (608) 264-6501, or I may be reached by e-mail at [peggy.veregin@wisconsinhistory.org](mailto:peggy.veregin@wisconsinhistory.org).

Sincerely,

Peggy Veregin  
State Register and National Register Coordinator  
Wisconsin Historical Society

enclosure

**CITY OF VERONA  
RESOLUTION NO. R-19-018**

**CITY OF VERONA SUSTAINABILITY RESOLUTION**

WHEREAS, the City of Verona recognizes that climate change is at a critical stage that is increasingly impacting human health and well-being, ecosystems, and our economy and that the City is responsible to lead the way to carbon neutrality for our residents and businesses; and,

WHEREAS, youth and future generations will be most severely impacted by climate change, and it is the duty of current leaders to act promptly and resolutely to mitigate climate change for their benefit; and,

WHEREAS, the economic impacts of severe climate events will become unaffordable to Verona residents as the August 2018 flooding clearly demonstrated, so that mitigating climate change while improving the resilience of City infrastructure is the prudent thing to do; and,

WHEREAS, community-based environmental infrastructure development can benefit the entire City, and provide jobs, add to economic activity, and provide equity benefits; and,

WHEREAS, use of distributed solar and other renewable energy sources, paired with energy storage, and backed up by renewable co-generation, is also an important strategy to build disaster resilience in the City; and,

WHEREAS, the City's energy use could be served by existing renewable energy technologies at reasonable cost, and the economic opportunities from a clean energy transition greatly exceed any economic opportunities from fossil fuels; and,

WHEREAS, given the accelerating rate of climate change, as detailed in the Intergovernmental Panel on Climate Change (IPCC) Special Report on Global Warming SR15 and in the Fourth National Climate Assessment, energy consumers, the City, and the utility serving the City must take strong action imminently to reduce carbon emissions, and shift to 100 percent renewable electricity as soon as feasible; and,

WHEREAS, achieving these energy goals will require concerted action from individuals and the community, in urban and rural areas county-wide, from local and state governments, and from businesses and utilities; and,

WHEREAS, climate scientists agree unequivocally that local climate change impacts will continue to include increasingly severe and more frequent droughts, worsening heat waves, excessive flooding, dieback of native tree species, reduced winter sports opportunities, increased prevalence of algal blooms on area lakes and ponds; and loss of suitable trout stream habitat in Wisconsin; and,

WHEREAS, trees and other vegetation have been shown to reduce carbon in the atmosphere, contribute positively to human health, and to enhance childhood happiness; and reduce erosion/run off; and,

WHEREAS, some of America's greatest environmentalists, Aldo Leopold, John Muir, and Gaylord Nelson, were inspired by the natural beauty of Wisconsin and that we act as responsible stewards of our environment.

NOW, THEREFORE, BE IT RESOLVED, that the City will reasonably undertake the necessary steps to make our community more resilient and to do our part to combat climate change including, but not limited to the following to-do list:

- Build green infrastructure:
  - Begin switching the city to renewable energy as soon as possible, with an eye towards working on proof-of-concept projects for immediate results.
  - Work towards a goal of using 100% renewable energy for City needs by 2050.
  - Review the goal of using 100% renewable energy for the City every five (5) years.
  - Prioritize community-based development of renewable energy in Dane and surrounding Counties.
  - Collaborate with other governmental and public entities locally and regionally to facilitate all clean energy measures.
  - Prioritize local and micro-grid-based renewable energy projects over remote generation and transmission, and provide renewable energy and energy storage at key public facilities to reduce vulnerability to main electric grid failure.
  - Provide support for electric vehicle charging stations.
  - Replace City vehicles with hybrid, electric, or alternative fuel vehicles or vehicles with improvements in fuel-efficiency.
- Support natural areas:
  - Plant more trees and increase the tree canopy.
  - Support the use of native plants.
  - Create City ordinances to support the use of native plants and preserve quality trees.
  - Protect and expand the Verona segment of the Ice Age National Scenic Trail, including a corridor of native plants and trees.
  - Allow for natural areas and natural trails in the City.
  - Protect the Sugar River Watershed by preserving wetlands.
- Make our infrastructure more resilient to deal with the effects of climate change:
  - Anti-flooding efforts, including strategically placed grass swales and other solutions noted in the Stormwater and Infiltration section of Dane County's Yahara Lake Level Task Force Recommendations.
- Conserve our natural resources:
  - Ensure our City buildings are energy efficient.
  - Reduce overall waste for the City.
  - Make sure our City buildings are energy efficient, expanding on the effort started when the City outfitted the Verona Fire Department and Fitch-Rona EMS District building with a hybrid geothermal system.
- Retrofit City owned properties:

- Installation of renewable energy such as wind, solar, and geothermal and energy efficient materials for City owned buildings and structures.
- Pilot programs, demonstrations, and education for maintaining rain gardens, no mow areas, plantings, and other opportunities in the future.
- Striving for green buildings with building materials for new structures and buildings.
- Amend City Ordinances to mitigate the impacts of climate change:
  - Support the use of native plants, preserve quality trees, and replace removed trees.
  - Provide language for preservation of wetlands, trees, environmentally sensitive areas, and natural areas.
  - Provide language to geographically disperse electric charging stations throughout the City.



**CITY OF VERONA**

  
\_\_\_\_\_  
Luke Diaz, Mayor

  
\_\_\_\_\_  
Ellen Clark, Clerk



# Memorandum

**To:** Adam Sayre, City Administrator  
**From:** Dayna Sarver – Economic Development Manager  
**Date:** December 11, 2019  
**Re:** Revolving Loan Fund

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## **Background**

Revolving loan funds emerged in the United States in the 1970s as a development finance tool to fill the gap between the capital needed by a business and the capital provided by conventional commercial lenders. Advantages typically include lower interest rates and longer terms. Microloan programs with maximum loans of \$35,000 are short-term unsecured loans made to people without the credit history and/or capital necessary to obtain a conventional loan. Loan recipients are generally entrepreneurs from disadvantaged populations.

The City of Verona Revolving Loan Fund was created in 2012 to provide capital financing to encourage business development within the City. Loans made under the program would be used in conjunction with conventional private financing to fill in financing needs and serve as an economic development tool to encourage business expansion, employment opportunities, and investment in the community. Eligible activities include building acquisition; building construction, including site preparation and demolition; building rehabilitation or renovation; energy efficiency upgrades; land acquisition; machinery and equipment. Resolution R-12-004 allocated \$250,000 from the Capital Projects Fund for the sale of a city owned property to the revolving loan fund program to be administered by the Commission. An additional \$500,000 was transferred to the fund from the closure of TID 7 (Epic TID). The Verona Economic Development Commission (VEDC) oversees the fund and consists of five members including the Mayor, Finance Committee Chairperson, a member of the Verona Area Chamber of Commerce, a businessperson in the community, and a citizen member appointed by the other four members. The City Council has the final authority to approve loan agreements and appropriate funds.

## **Analysis**

The VEDC has a large fund balance, however, it has been fairly inactive over the last eight years. Since 2012, there have been three loans made for real estate development projects. Over the last year, I've met with four commercial lenders, three of which are preferred Small Business Development lenders who did not know about the program. During each of the initial meetings with existing businesses (nearly 90 visits to date), prospective businesses, developers, and partner organizations a brochure about the program is provided. Information is also available on the City website. Despite these outreach and education efforts, the deployment of these funds is occurring on a limited basis. Possible reasons the tool isn't being used include the following:

1. Not addressing business development needs for unsecured working capital.
2. Attempting to compliment commercial banks real estate development loans with loan fees and unattractive interest rates in a low vacancy, high rent environment.
3. Potential clients don't want to share sensitive information with a government agency.

## **Considerations**

The trajectory of the fund will depend on the goals the City has for its use and the degree risk tolerance. If the goal is for it to be a collateralized real estate development tool, it will likely be as frequently deployed as it has in the past. Under this model are the following options:

1. The VEDC and the Community Development Authority (CDA) could consolidate. The CDA has the authority to undertake real estate development projects, but it does not have the funds to do so. The VEDC members have one year terms and could be consolidated with the CDA. Future vacancies on the CDA could be filled by former VEDC members. The RLF funds could then be used by the CDA for real estate redevelopment projects.
2. Divide a portion of the funds between the CDA and the VEDC. Since \$250,000 (34%) of the \$750,000 seed money for the fund came from the sale of a City owned property, the balance of VEDC funds could be divided between the VEDC (66%) and the CDA (34%). The VEDC would have funds for business development loans and the CDA would then have funds for building and land acquisition, building construction, site preparation, building demolition, and building rehabilitation. Attached is a summary of funding sources and activities from the City of Eau Claire Redevelopment Authority as an example.

If the goal of the fund is to provide technical assistance to start-up and growth businesses in Verona, create jobs and economic diversity in addition to deploying financial assistance for working capital, equipment, and leasehold improvements needed for the entrepreneurs to fill commercial spaces, options include the following:

1. [Kiva Greater Madison](#) provides 0% interest crowdfunded capital to local small businesses. Loans can be up to \$10,000, paid back over up to three years. Kiva is a crowdfunding platform. If the Kiva loan applicant cannot reach the funding goal, they will not receive the money. Hence, the matching fund is the game changer since it reduce the funding raising goal by half to help the Kiva applicant get the loan. On November 13, 2019, Downtown Development Program Manager Errin Welty and Julie Emslie of WWBIC recorded a [podcast](#) discussing the program.

Please note Kiva will have a fee of 10% annually on the amount being held in the Kiva Matching Fund to provide the tech infrastructure for the platform. As a Wisconsin Economic Development Corporation (WEDC) Connect Community, *downtown* Verona entrepreneurs are eligible for a 1:1 matching loan. The RLF funds could partner with KIVA to provide matching funds for Verona entrepreneurs outside of the downtown district.

2. Dissolve the VEDC and partner with [Wisconsin Women's Business Initiative Corporation](#) (WWBIC) to manage the fund and provide business consulting services. WWBIC is a state-wide, non-profit Community Development Financial Institution (CDFI) that provides technical and financial assistance services to women, minorities, and veteran entrepreneurs with regional offices located in Madison, Milwaukee, Kenosha, Racine, and Appleton.

The City of Madison (CoM) believes in the value of supporting businesses with technical assistance for the long term success. Their partnership with WWBIC includes two funding allocations (approximately 50%-50%) for lending and fund operations. For example:

**\$500,000 Small Business Development Program (annual)**

\$250,000	\$250,000
RLF for loans up to \$35,000 @ 5% interest	Operating expenses for business consultations (product/service development, business plan writing, cash flow management, etc.), loan origination, underwriting, and fund management

The revolving loan fund allocation provides loan capital that WWBIC helps manage the deployment with loan up to \$35,000 at 5% interest no collateral with uses of fund for working capital, equipment, leasehold improvement, etc. (basically as long as it is a business expenses, the business can use the loan fund). CoM also provides an operation/technical assistance fund allocation for WWBIC to deploy the fund and provide technical assistance for the businesses (support with business plan, Quickbooks, marketing, business coach, etc.).

The City of Stoughton has partnered with WWBIC to provide loan servicing and technical assistance for a fee per loan rather than an annual allotment. The fee schedule would depend the needs of the business and is negotiable.

**Related Documents**

1. [Revolving Loan Fund Application Form](#)
2. [VEDC Revolving Loan Guidelines](#)

**Sources**

Girdwood, C., Corky, N., Garmise, S., et al. (2015). Introduction to Economic Development (p. 97). Washington, D.C.: International Economic Development Council.



# Revolving Loan Fund

## City of Verona

2018

## About

The objective of the Verona Economic Development Commission (VEDC) Revolving Loan Fund is to provide capital financing to encourage business development within the City. VEDC loans are intended to serve as an economic development tool to encourage business expansion, employment opportunities, and investment in the community. Additionally, loans are to be used in conjunction with conventional private financing to cover financing gaps.

Contact:  
Dayna Sarver  
Economic Development Manager  
City of Verona 608-845-0917  
dayna.sarver@ci.verona.wi.us

### Eligible Activities

- Land acquisition and/or site preparation
- Commercial or industrial building demolition, acquisition, construction or rehabilitation
- Machinery and equipment
- Energy efficiency upgrades

### Ineligible Activities

- Reimbursement of expenses prior to loan approval
- Refinancing of existing debt
- Routine maintenance
- Residential building construction or renovation
- Soft costs
- Non-essential specialized equipment
- Speculative activities
- Investment property
- Rolling stock
- Working capital

## Financing

50% Matching Loan Program

Minimum Loan: \$10,000

Maximum Loan: \$75,000

Equity: 10% of project cost

Interest Rate: Negotiable based on VEDC approval

### Terms:

- Up to 10 years for the purchase of buildings and land
- Up to 7 years for building rehabilitation
- Up to 7 years or the life of the asset for machinery, equipment and fixtures

Fees: Loan application fee of up to 2% of the amount of the loan amount paid at the time of closing will be added to the principal amount.

The VEDC reserves the right to adjust the terms of the loan in order to facilitate a successful project.



The Verona Area Community Theater was built in 2017. The nearly 14,000 square foot building has a 150 seat theater for smaller shows. Larger shows continue to be held at the Verona Area Performing Arts Center at Verona Area High School. The \$2 million project came together in part with the \$360,000 sale of the old facility to the City, \$300,000 in Revolving Loan funds and generous donations by area supporters.

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