

From: Mike Petta [mike.petta@capitolbank.com]

Sent: Monday, January 28, 2008 8:03 AM

To: Bruce Sylvester

Subject: RE: City of Verona Housing Plan

Bruce,

Here are some random thoughts in regard to your Housing Plan document.

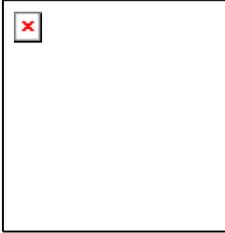
First of all, I think it is extremely well done and I realize you still need to fill in the blanks.

My thoughts:

- I believe housing goals should mirror economic development goals and mass transit needs
- Hand and hand with that is affordable housing. If you are going to allow a company to come into town, then we must figure out how to house the new employees. All too often the workers are forced to commute, putting more stress on the road system.
- I would consider infrastructure cost breaks as developers include affordable housing in their projects.
- I like the idea of allowing smaller lots to allow more affordable housing. Usually, developers have to build more expensive homes to justify the number of lots they can develop.
- I would continue the Community Residential zoning.
- I would keep the "pay-their-own way" development idea. I say that because I have lived in cities that paid up front for the developer and the developer paid as he sold the lots. If the developer has financial problems or lots do not sell or a combination of both happen, the city does not get paid.
- I like the idea of setting a certain number of lots to be developed each and allowing some stock piling, but maybe you put a max on the number to be stockpiled. I say this because a huge influx of homes build from the stockpile could affect the school district quite rapidly.
- I also would consider the yearly total to count units, not only lots. That way you control single family and multi-family. Maybe you do already??
- As for population density; I think you need to look at each project differently. Where is it located, what is around it and how does the density fit into the neighborhood?
- I have believe over the years the only way to get around the "not in my back yard" theory of housing, each project should be required to have layers of multi-family, duplexes and single family (starting with affordable housing up to high end housing).
- I do not think you need to set a ratio of single family to multi-family. It would limit the ability to look at each project on its own merits.
- I would be slow to try to control population. Rather, I would continue to control building growth. With changes in population dynamics, the population could raise by reasons beyond the city's control (i.e.-families go back to having more than 1.4 children per household).
- Overall, I think our housing plan has to dovetail into our economic development plan and vice versus. Try to keep the ability to look at each project on its own merits.

Thanks for all you do for the community and best of luck on this project. If I can assist in any way, please feel free to contact me.

Mike P.



Michael P. Petta

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From: Bruce Sylvester [mailto:bruce.sylvester@ci.verona.wi.us]

Sent: Tuesday, January 22, 2008 1:46 PM

To: 'Barb Weber'; 'Brenda Konkel'; 'Carol Schaeffer'; 'Cindy Fletcher'; 'Dan Fitzgerald'; 'Diane Lanville'; 'Don Esposito'; 'Jim Burke'; 'John Deininger'; 'Kathy Bartells'; 'Kent Disch'; 'Michelle Vacha'; 'Mike Petta'; 'Mike Phillips'; 'Nancy Jensen'; 'Phil Salkin'; 'Rod Cory'; 'Tony Heinrichs'

Subject: City of Verona Housing Plan

Hello—

The City of Verona is preparing our Comprehensive Plan. We will begin work on the 'Housing' Chapter in February, and you have been identified as someone who may be knowledgeable about or interested in housing issues in Verona.

If you are interested—please review the attached draft of our 'Housing' chapter from our comprehensive plan and send me your thoughts, suggestions, or ideas as we plan for housing in Verona for the next 20 to 25 years.

If you do wish to provide comments on this draft—please do so NO LATER THAN the end of the day on Friday, February 8th. I will compile all of the feedback we receive and provide copies to the members of our comprehensive plan committee so they will know your thoughts and suggestions when they discuss housing in mid-February. To keep the information we receive manageable—please keep comments as brief as possible.

If you have any questions—please feel free to contact me.
Thank you.

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