

CITY OF VERONA 2010 COMPREHENSIVE PLAN
CHAPTER SIX—ECONOMIC DEVELOPMENT AND AGRICULTURE

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 has always been both a place to live and a place of employment and economic activity. Verona was home to the first grist mill in Dane County—the Badger Mill built in 1843—and economic activity has continued ever since. For its first 100 years, Verona served primarily as the commercial center for the surrounding agricultural community, with retail and service businesses primarily serving—and being supported by—nearby farmers. Most local residents worked in Verona. A few local businesses, however, did grow to provide products for markets beyond just the Verona area—such as Carnes and Ellis Manufacturing. Over time the city population grew and city residents increasingly commuted to Madison for employment. As the local agricultural economy modernized (with fewer farmers farming larger farms...), the local economy diversified from primarily serving local farmers to providing a wide range of non-agriculturally oriented businesses. During the past 20 years, the City has seen strong and steady growth of long-time Verona businesses as well as the arrival of new and growing companies. This chapter will address how to insure that Verona’s strong history of economic development continues into the future, including how to insure that the remaining agricultural businesses (farms) in the Verona area can be supported and prosper. Please note that in most comprehensive plans for Wisconsin communities—planning for agriculture is typically included in Chapter 5—Natural and Cultural Resources. The City of Verona considers agriculture to be an economic activity rather than a ‘natural’ activity—although agriculture obviously relies on local natural resources such as soil, water, and weather. Furthermore, the City of Verona does not consider agriculture to be a ‘cultural’ activity, even though agriculture plays an important part of our community’s history. For these reasons—the City of Verona has included agricultural planning in Chapter 6 along with planning for other types of economic development.

Specific topics addressed in this Economic Development and Agriculture chapter include:

- Stabilizing, retaining and expanding the local economic base—including agriculture—and quality employment opportunities in Verona;
- Assessing categories or particular types of new businesses and industries that are desired by Verona;
- Designating an adequate number of sites for such businesses and industries in Verona.

Comprehensive Plan Survey Results

When surveyed as part of the process to create this comprehensive plan, Verona citizens expressed a strong preference for growing the local economy through supporting or attracting “locally owned small businesses”, followed by “office parks and corporate campuses” and “small chains and franchises”. Supporting or attracting Industrial development was less favored and large national retailers/big boxes was the lowest priority according to the survey. Also, keeping existing local businesses was considered to be a higher priority than attracting new businesses to the area. Lastly, when asked what—if any—involvement the City of Verona should have in promoting economic development and business growth in Verona, the survey revealed that the city’s first priority should be to support efforts to create housing that is affordable to people who work in local businesses, followed closely by using available tools such as tax increment financing (TIF) to create incentives for businesses to locate in Verona. Least important was reducing regulations for commercial development—such as minimum architectural standards—as a means to attract businesses and companies to Verona. When asked about city funds being used to assist in the creation of industrial and office parks, survey respondents preferred that the city not use public funds to assist in the creation of such business parks, even though such parks are where new businesses often locate. When asked about additional big box retail development in the City, almost two-thirds of survey respondents stated “The City should not approve more big box retail developments—I prefer to go elsewhere to do my shopping.” When asked where future retail development should be encouraged—in the downtown or on the outside ‘edge’ of the city, most survey respondents did not wish to limit new retail development to just Verona Avenue and the downtown area. Lastly, when asked “Should land-use conflicts between farming and new development in rural areas be prevented through limits on residential development in rural areas?”, 75% stated “Yes, farming and rural land uses should be protected from new development in rural areas” while 25% responded “No, new housing and other development should be allowed in rural areas.”

Section One—Analysis of Census and Other Data—Labor Force and Economic Base

Employment Status: In 2000, Verona had a labor force of 3,829 persons. ‘Labor force’ is defined as “all people over the age of 15 who are employed or are actively looking for work”. With 3,708 persons employed, the City had an unemployment rate of 3.2%. By comparison, the unemployment for Dane County was 3.8%, which was one of the lowest in Wisconsin. [Table 6-1](#) also shows that Verona’s population, age 16 and over, grew by about 24% between 1990 and 2000. During the same time the employed labor force grew about 20%. Labor participation rates were fairly high with 77% of men and 70% of the women in the labor force.

Table 6-1: Employment Status of the City of Verona: 1990-2000					
EMPLOYMENT STATUS	1990		2000		1990-2000
	1990	% Total	Number	% Total	% Change
Population 16 years or over	3,806	100	5,001	100	23.9%
In civilian labor force	3,016	79.2	3,829	76.6	21.2%
Employed	2,982	78.3	3,708	74.1	19.6%
Unemployed	34	0.9	121	2.4	71.9%
Percent of civilian labor force	1.1		3.2		
Females 16 years and over	2,013	100	2,692	100	25.2%
In civilian labor force	1,461	72.6	1,919	71.3	23.9%
Employed	1,437	71.4	1,865	69.3	22.9%

Source: Census 1990 and 2000 (some data is not compatible between censuses)

Class of Worker: ‘Class of worker’ mean all people over the age of 15 who are employed in an occupation or type of work in one of four classes: private wage or salary workers, government workers, self-employed workers and unpaid family workers. [Table 6-2](#) describes the employed labor force by class of worker. The majority (73%) of the employed residing in Verona are private wage and salary workers. About 21% of the employed are government workers. About five percent of the workers are self-employed.

Table 6-2: Class of Worker Employed Living in the City of Verona: 1990-2000					
CLASS OF WORKER	1990		2000		1990-2000
	1990	% Total	Number	% Total	% Change
Employed age 16 years or over	2,982	100	3,708	100	19.6%
Private wage and salary workers	2,186	73.3	2,719	73.3	19.6%
Government workers	615	20.6	809	21.8	24.0%
Self-employed workers in own not incorporated business	179	6.0	180	4.9	0.6%
Unpaid family workers	2	0.1	0	0.0	

Source: Census 1990 and 2000 (some data is not compatible between censuses)

Occupation of the Employed: The occupation categories below describe the kind of work the person does on the job. Verona’s labor force is largely employed in “white collar” occupations. Of the Verona workers enumerated below, more than 86% of its employed labor force works in management, professional, service, sales or office positions. This compares with 83% at the County level. See the detailed breakdowns in [Table 6-3](#).

Table 6-3: Occupation of the Employed Living in the City of Verona: 1990-2000

OCCUPATION	1990		2000		1990-2000
	1990	% Total	Number	% Total	% Change
Employed age 16 years or over	2,982	100	3,708	100	19.6%
Management, professional, and related occupations	1155	38.7	1,701	45.9	32.1%
Service occupations	381	12.8	374	10.1	-1.9%
Sales and office occupations	864	29.0	1,120	30.2	22.9%
Farming, fishing, and forestry occupations	23	0.8	8	0.2	-188%
Construction, extraction & maintenance occupations	54	1.8	311	8.4	82.6%
Production, transportation & material moving occupations	505	16.9	194	5.2	-160%

Source: Census 1990 and 2000 (some data is not compatible between censuses)

Industry of the Employed: The ‘industry of the employed’ describes the kinds of business conducted by a person’s employing organization. While [Table 6-3](#) described the worker’s job, [Table 6-4](#) describes the activity of the worker’s company. The largest industry employment group for Verona’s workers is the *service* industry, which includes: educational, health and social services (23.5%); finance, insurance and real estate (10.5%); and professional, scientific, management, and administrative services (9.3%) (Service industry employment is highlighted in blue in [Table 6-4](#)). The second largest industry employment group in Verona is retail trade (highlighted in green) followed by manufacturing (highlighted in red). Agriculture and wholesale trade industries saw significant decreases in employment between 1990 and 2000.

Table 6-4: Industry of the Employed that Reside in the City of Verona: 1990-2000

TYPE OF INDUSTRY	1990		2000		1990-2000
	1990	% Total	Number	% Total	% Change
Employed age 16 years or over	2,982	100	3,708	100	19.6%
Agriculture, forestry, fishing and hunting, and mining	66	2.2	17	0.5	-288%
Construction	158	5.3	325	8.8	51.4%
Manufacturing	351	11.8	403	10.9	12.9%
Wholesale trade	146	4.9	100	2.7	-46.0%
Retail trade	459	15.4	446	12.0	-2.9%
Transportation and warehousing, and utilities	86	2.9	111	3.0	22.5%
Information	110	3.7	187	5.0	41.2%
Finance, insurance, real estate, and rental and leasing	393	13.2	388	10.5	-1.3%
Professional, scientific, management, administrative, and waste management services	324	10.9	343	9.3	5.5%
Educational, health and social services	627	21.0	872	23.5	28.1%
Arts, entertainment, recreation, accommodation & food services	15	0.5	168	4.5	91.1%
Other services (except public administration)	52	1.7	125	3.4	58.4%
Public administration	195	6.5	223	6.0	12.6%

Source: Census 1990 and 2000 (some data is not compatible between censuses)

As shown in [Table 6-4](#), employment in manufacturing increased by over 50 people and over 12% between 1990 and 2000 by workers that reside in the City of Verona, to over 400 people. This increase occurred during a decade when many parts of Wisconsin and the nation *lost* manufacturing jobs. Manufacturing represents the third largest employment sector of City of Verona workers, after services and retail. Because these jobs are often high-paying, and because manufacturing industries often require high-paying secondary and tertiary support industries in close proximity, the City of Verona will actively seek to attract and retain manufacturing employers. Because such employers often require highly-skilled labor forces and proximity to major transportation arterials (such as U.S.H. 18-151), Verona has competitive advantages when seeking to attract such employers. See Chapter 8 for the *location* for future manufacturing and industrial development.

The City of Verona will actively seek to grow and expand its manufacturing base through the creation of city-sponsored industrial parks, especially near access to arterial highways. The City of Verona will actively seek to set-aside lands for future manufacturing, warehousing and high-tech employment and will limit this land to development of complementary business uses. (See Chapter 8) The City will continue to make judicious use of Industrial Revenue Bonds, Community Development Authority, Community Development Block Grant loans, and other available tools to assist existing businesses expand and create new high-paying jobs. The City will continue to utilize Tax Increment Financing districts as a method to promote economic development.

As shown in [Table 6-4](#), ‘white collar’ jobs represent the largest employment sector of City of Verona workers. Many Verona residents commute to office jobs with the county, state and federal government, the University of Wisconsin, and other ‘white collar’ jobs in the City of Madison. Additionally—many white collar jobs exist within the City of Verona, particularly with the addition of employment at Epic Systems, Inc. in the mid-2000s.

The City will be supportive of office parks, corporate campuses, educational facilities, and similar higher-paying ‘Service’ employment developments and will consider use of tax increment financing and other incentives for such developments on a case-by-case basis.

Table 6-5: Where City Residents Worked. Of the 3,642 city residents that worked the year prior to the 2000 Census, half worked in the City of Madison and about 21% worked in the City of Verona. The rest worked in 30 other communities, mostly in Dane County. See [Table 6-5](#).

Table 6-5: Where City of Verona's Workforce Worked in 2000			
Residence State-County-Minor Civil Division Name	Workplace State-County-MCD Name	Number of Workers	Percent of Total
Verona city Dane Co. WI	Madison city Dane Co. WI	1,835	50.4%
Verona city Dane Co. WI	Verona city Dane Co. WI	772	21.2%
Verona city Dane Co. WI	Fitchburg city Dane Co. WI	316	8.7%
Verona city Dane Co. WI	Middleton city Dane Co. WI	185	5.1%
Verona city Dane Co. WI	Madison town Dane Co. WI	113	3.1%
Verona city Dane Co. WI	Dodgeville city Iowa Co. WI	59	1.6%
Verona city Dane Co. WI	Sun Prairie city Dane Co. WI	39	1.1%
Verona city Dane Co. WI	Middleton town Dane Co. WI	36	1.0%
Verona city Dane Co. WI	Shorewood Hills village Dane Co. WI	35	1.0%
Verona city Dane Co. WI	All other locations	252	6.8%
Verona city Dane Co. WI	Total Verona city Employed Workforce	3,642	100.0%
Source: 2000 Census Transportation Planning Package & Madison Area Transportation Planning Board			

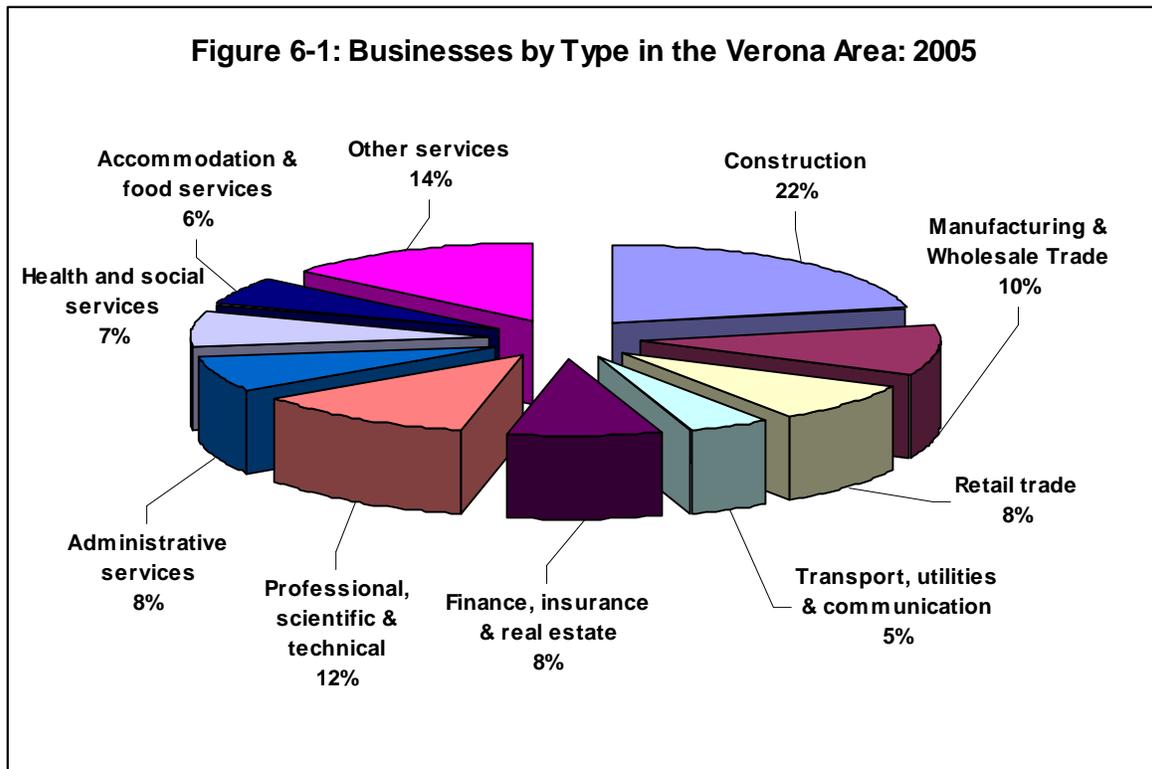
Table 6-6: Where Those Working in Verona Resided. The number of Verona residents that worked in the City of Verona made up about 23% of the total of 3,365 workers. The next largest number of employed working in Verona resided in the City of Madison, the Town of Verona and the City of Fitchburg.

Table 6-6: Residence of Workers that Worked in the City of Verona in 2000			
Residence State-County-Minor Civil Division Name	Workplace State-County-MCD Name	Number of Workers	Percent of Total
Verona city Dane Co. WI	Verona city Dane Co. WI	772	22.9%
Madison city Dane Co. WI	Verona city Dane Co. WI	602	17.9%
Verona town Dane Co. WI	Verona city Dane Co. WI	262	7.8%
Fitchburg city Dane Co. WI	Verona city Dane Co. WI	215	6.4%
Springdale town Dane Co. WI	Verona city Dane Co. WI	104	3.1%
Middleton city Dane Co. WI	Verona city Dane Co. WI	99	2.9%
Oregon village Dane Co. WI	Verona city Dane Co. WI	81	2.4%
Middleton town Dane Co. WI	Verona city Dane Co. WI	60	1.8%
Belleville village Dane Co. WI	Verona city Dane Co. WI	59	1.8%
All Other Municipalities	Verona city Dane Co. WI	1,111	33.0%
Total that work in the City of Verona		3,365	100.0%
Source: 2000 Census Transportation Planning Package & Madison Area Transportation Planning Board			

Table 6-7: Business Establishments in the Verona Area U. S. Bureau of the Census also tracks the number of business establishments by number of employees on an annual basis by zip code. (Note—the Verona zip code 53593 covers an area substantially larger than the City of Verona, including all of the Town of Verona, portions of the City’s of Madison and Fitchburg, and portions of other townships...) The Census information showed a 20% growth in the number of private establishments in the Verona area from 2000 to 2005. The number of workers employed in private industries in the Verona Zip Code also increased by about four percent during that time period. Over half of all establishments in Verona employ less than five employees. **Table 6-7** also shows that annual payroll increased by 19% from 2000 to 2005.

Table 6-7: Summary of Verona Area Businesses: 2000 and 2005				
Category	2000	2005	Change 2000-2005	
			Number	Percent
Number of establishments	331	397	66	20%
With less than five employees	197	218	21	11%
Percent of total establishments	60%	55%	---	---
Number of employees	4,350	4,517	167	4%
Annual payroll in \$1,000s	\$127,293	\$151,631	\$24,338	19%
Estimated mean salary	\$29,263	\$33,569	\$4,306	15%

Source: U. S. Bureau of the Census, 2005 Zip Code data for 2000 and 2005



As shown in [Figure 6-1](#), retail business is the fourth most numerous type of business in the Verona Area and probably employs the second largest number of employees in the City of Verona, second only to employment in the ‘Service’ industry (See [Table 6-4](#)). Retail development tends to ‘follow the roof-tops’ and locate where concentrations of population demand goods and services. For this reason—retail development does not require the types of incentives that other business developments—such as office or manufacturing—require. While retail businesses provide necessary goods and services for Verona residents and other businesses, retail occupations tend to be less well-paying than occupations in ‘Service’ and ‘Manufacturing’ industries (See [Table 6-4](#)). As explained in Chapter 8, the City of Verona will carefully consider proposals for new retail and service businesses and seek to balance the city’s desire to promote and enhance the downtown area while also allowing appropriate retail development outside of the downtown (Verona Avenue/Main Street) area. The City of Verona will be supportive of new retail and service development to provide needed goods and services to Verona citizens, but will continue to require high-quality architecture and site design for retail developments. The City of Verona wishes to avoid offering incentives utilizing tax increment financing, to promote or encourage retail development, unless it is needed in redevelopment areas.

Table 6-8: The Census Bureau enumerated nearly 400 private establishments in the Verona area in 2005. The six employers with more than 100 employees are in construction, manufacturing, wholesale trade or health and social services. See [Table 6-8](#) and [Figure 6-1](#) on the previous page.

TYPE OF INDUSTRY	Number of Establishments by Employment-size						
	Total	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 +
Agriculture	2	1	1	0	0	0	0
Utilities	2	0	0	1	0	1	0
Construction	87	51	13	11	10	1	1
Manufacturing	21	9	1	2	3	4	2
Wholesale trade	20	8	7	1	2	1	1
Retail trade	33	16	6	5	3	2	1
Transportation and warehousing	9	5	0	1	2	1	0
Information	7	2	2	1	1	1	0
Finance and insurance	18	12	4	1	1	0	0
Real estate, and rental and leasing	15	12	1	1	0	1	0
Professional, scientific and technical	48	39	5	3	1	0	0
Management of companies	1	1	0	0	0	0	0
Administrative, and waste management	30	17	5	6	1	1	0
Educational services	2	0	1	1	0	0	0
Health and social services	29	7	7	6	8	0	1
Arts, entertainment & recreation	10	6	1	2	1	0	0
Accommodation and food services	23	5	2	6	10	0	0
Other services (except public administration)	40	27	6	6	1	0	0
Total	397	218	62	54	44	13	6

Source: U. S. Bureau of the Census, 2005 Zip Code data for 2005

Table 6-9: Detail of Verona Businesses: In December of 2007, the Verona Area Chamber of Commerce conducted a survey of Verona businesses to determine number of employees by a) full and part-time status and b) location. The survey also asked businesses to project anticipated growth. The results of this survey are provided in [Table 6-9](#).

Table 6-9: City of Verona's Major Employers: 2007

CODE:

1. Number of Employees
2. Number of Full-time Employees
3. Number of Part-time Employees
4. Current # of Employees Working in Verona
5. Current # of Employees Working Outside Verona
6. Which of the following best projects your idea of what your business will be like on 11/01/08
(Fewer Employees; Same Number of Employees as 11/01/07; Up to 10% Growth; More than 10% Growth)
7. Which of the following best projects your idea of what your business will be like on 11/01/12
(Fewer Employees; Same Number of Employees as 11/01/07; Up to 10% Growth; More than 10% Growth)

Name of Business	Address	1	2	3	4	5	6	7
Epic Systems Corporation	1979 Milky Way Verona, WI	2950			1700	1250		
Verona Area School District	700 N. Main Street Verona, WI	956	500	456	801	155	Fewer	Same
Cleary Building Corp	190 Paoli Street Verona, WI	925	924	1	250	775	Up to 10%	More than 10%
The Park Bank	1815 Greenway Circle Madison, WI 53713	202	161	41	11	191	Up to 10%	More than 10%
Carnes Company	448 S. Main Street Verona, WI	188	185	3	187	1	Up to 10%	More than 10%
Latitude Corporation	1003 American Way Verona WI	180	178	2	180	0	Same	Same
Miller & Sons Supermarket	210 S. Main Street Verona, WI	140	70	70	140	0	Same	Up to 10%
City of Verona	111 Lincoln Street Verona, WI	127	50	77	127	0	Up to 10%	Up to 10%
Four Winds Manor	303 S. Jefferson Street Verona, WI	113	65	48	113	0	Same	Same
Engineering Industries	407 S. Nine Mound Rd. Verona, WI	90	85	5	90	0	Same	Up to 10%
Coating Place, Inc.	200 Paoli Street Verona, WI	81	80	1	80	1	More than 10%	More than 10%
Culvers of Verona	430 E. Verona Avenue Verona	56	16	40	56	0	Up to 10%	Up to 10%
Associated Dentists	1010 North Edge Trail Verona, WI	50	50	0	21	29	Same	More than 10%
pc/nametag	124 Horizon Drive Verona, WI	44	39	5	42	2	Up to 10%	More than 10%
Krantz Electric, Inc.	2650 N. Nine Mound Rd. Verona, WI	35	35	0	12	0	More than 10%	More than 10%
Attainment Company	P.O. Box 930160 Verona, WI	34	30	4	34	0	Same	Same
County Materials Corporation ¹	6399 Nesbitt Road Madison, WI 53719	33	32	1	32	1	Same	Up to 10%
Verona Press/UNG	133 Enterprise Road Verona, WI	27	25	2	19	8	Up to 10%	More than 10%
Once Upon a Time Child Care Center	910 Whalen Road Verona, WI	26	22	4	25	0	Same	More than 10%
Eagles Nest Ice Arena	103 Lincoln Street Verona, WI	21	1	15-20	6-8	8-10	Same	Same
Animal Hospital of Verona	203 W. Verona Avenue Verona, WI	21	9	12	21	0	Same	Up to 10%
Rhapsody Arts Center, Inc.	271 S. Main Street Verona, WI	20	5	15	20	0	Same	Up to 10%
Monte's Grill & Pub	608 W. Verona Avenue Verona, WI 53593	19	4	15	19	0	More than 10%	More than 10%
Imprints Wholesale	515 Commerce Pkwy Verona, WI	18	15	3	8	7	Up to 10%	Up to 10%
The Caring Center	402 W. Verona Avenue Verona, WI	18	11	7	18	0	Same	Up to 10%
Rockweiler Insulation, Inc.	211 Legion Street Verona, WI 53593	14	14	0	14	0	Same	Up to 10%

Table 6-9 Continued: City of Verona's Major Employers: 2007

Cousins Subs/Figaros Pizza	231 S. Main Street Verona, WI	10	5	5	10	0	Up to 10%	More than 10%
Zurbuchen Oil, Inc.	309 Bruce Street Verona, WI	10	10	0	10	0	Same	Up to 10%
The Employer Group	351 Prairie Heights Dr. Verona, WI 53593	10	10	0	10	0	Up to 10%	More than 10%
Cozee Inn	410 W. Verona Avenue Verona, WI	9	0	9	9	0	Same	Up to 10%
Cedar Creek Design	2631 County Rd. J Verona, WI	8	3	5	2	6	Up to 10%	Up to 10%
Verona Boarding Services	655 Half Mile Rd. Verona	8	2	6	6	2	Same	Same
S & E Enterprises of Verona, Inc.	P.O. Box 930249 Verona, WI	7	7	0	7	0	Same	Up to 10%
Verona Veterinary Medical Service, S.C.	655 Half Mile Road Verona, WI	7	5	2	4	3	Up to 10%	More than 10%
Daniel J. Wadzinski, DDS, SC	109 E. Verona Ave. Verona, WI	6	4	2	6	0	Same	Same
Capitol Bank	108 W. Verona, Ave. Verona, WI	6	4	2	6	31	More than 10%	More than 10%
Complete Auto Glass	408 S. Nine Mound Rd. Verona, WI	5	5	0	5	0	Same	Up to 10%
Hairport	210 E. Verona Ave. Verona, WI	5	2	3	5	2	Up to 10%	Up to 10%
Krell Insurance	209 S. Main Street Verona, WI	5	3	2	4	1	Fewer	Up to 10%
Memorial Baptist Church	201 S. Main St. Verona, WI	4	2	2	4	0	Same	Up to 10%
Sugar River United Methodist Church	130 N. Franklin St. Verona, WI	4	1	3	4	0	Up to 10%	More than 10%
Hankard Environmental, Inc.	211 E. Verona Ave. #3 Verona, WI	4	3	1	3	1	Up to 10%	More than 10%
Verona Area Chamber of Commerce	205 S. Main St. Verona, WI	3	1	2	3	0	Same	Same
The Purple Goose	400 W. Verona Ave. Verona, WI	3	1	2	3	0	More than 10%	More than 10%
Tranquility Day Spa	300 S. Main St. #103 Verona, WI	3	2	1	3	0	Up to 10%	Up to 10%
US International Dairy Federation	P.O. Box 930398 Verona, WI	3	0	3	2	1	Same	Same
Hometown Tax & Financial, S.C.	110 Enterprise Dr. Verona, WI	2	2	2	2	0		
Bruce Carroll Investments	125 S. Main St., Suite 2 Verona, WI	2	1	1	2	0	Same	More than 10%
Correct Cable, Inc.	P.O. Box 45126 Madison, WI 53744	2	2	0	2	0	More than 10%	Up to 10%
Verona Wine Cellar	1015 North Edge Trail Verona, WI	2	2	0	2	0	Same	Same
Profit-Tell of Greater Dane County	412 Lucille St. Verona, WI	1	1	0	1	0	Same	Same
Designer's Showcase	303 E. Verona Ave. Verona, WI	1	1	0	1	0	Same	Up to 10%
Verona Vision Care	301 S. Main St. Verona, WI	1	1	0	1	0	Up to 10%	More than 10%
Sugar River Stationers	7770 Noll Valley Rd. Verona, WI	1		1		1	Up to 10%	More than 10%
Bice & Associates	420 Aspen Court Verona, WI	1	1	0	1	0	Same	Same
Fiscal Fitness, LLC	211 E. Verona Ave. #4 Verona, WI	1	1	0	1	0	Up to 10%	More than 10%
Living Hope Church	206 N. Shuman St. Verona, WI	1	1	0	1	0	More than 10%	More than 10%
Angel's Wish	161 Horizon Dr., #106 Verona, WI	0	0	0	0	0	Same	More than 10%

Note 1: This employer is outside of the City of Verona.

Data provided compliments of the Verona Area Chamber of Commerce from a December, 2007 business survey.

Table 6-10: The existing labor force as shown in Table 6-1 is broken down by age groups and sex (not shown) and compared to the population by age groups. This information is used in conjunction with the population projections to estimate the future adult population and labor force, which is shown in Table 6-10. In 2000, the Verona labor force made up about 79% of the Verona adult population. Of course, the labor force will grow as the adult population grows, but by 2010, the labor force is expected to peak at 80% of the adult population. Because of the ageing of the baby boomer population with large numbers leaving the labor force after 2010, the labor force is expected to drop to 76% of the adult population in 2020 and 72% in 2030.

Table 6-10: City of Verona Labor Force by Age: 2000-2030								
Age Group	Population							
	2000	%Total	2010	%Total	2020	%Total	2030	%Total
18 to 24 years	374	7.7%	653	8.6%	713	6.4%	1,064	6.5%
25 to 44 years	2,209	45.7%	3,973	52.0%	5,780	51.9%	8,036	49.5%
45 to 64 years	1,556	32.2%	1,978	25.9%	2,596	23.3%	3,181	19.6%
65 or older	699	14.4%	1,030	13.5%	2,055	18.4%	3,969	24.4%
Total	4,838	100%	7,634	100%	11,144	100%	16,250	100%
Age Group	Labor Force							
	2000	%Total	2010	%Total	2020	%Total	2030	%Total
16 to 24 years*	471	12.3%	822	13.4%	898	10.6%	1,340	11.5%
25 to 44 years	1,950	50.9%	3,507	57.1%	5,102	60.1%	7,094	60.6%
45 to 64 years	1,301	34.0%	1,654	26.9%	2,171	25.6%	2,660	22.7%
65 or older	107	2.8%	158	2.6%	315	3.7%	608	5.2%
Total	3,829	100%	6,141	100%	8,486	100%	11,701	100%
*Note that labor force age group 16 to 24 years is larger, because it's compared to the 18 to 24 years adult population group.								
Source: U. S. Census Bureau and Wisconsin Department of Administration								

Section Two—Economic Development

Between 1990 and 2000, 1,654 jobs were created in the City of Verona, from a total of 1,711 jobs in 1990 to 3,365 jobs in 2000, an increase of nearly double (97%). Many of these new jobs were created in industrial parks and corporate campuses on lands that were annexed to the city. [Table 6-11](#) summarizes these annexations and the resulting economic development.

Table 6-11: Economic Development Annexations—1995-2008				
Annexation	Date	Acres	Purpose	Resulting Economic Development
1995				
No annexations in 1995		0		
1996				
No economic development annexations in 1996		0		
1997				
Burgenske/Gutherie	April	124.25 Total 9 Commercial	Commercial/Residential	First Choice Dental Group Le Petit Academy Child Care
Acker	June	26.63	Industrial—Bruce Street Industrial Park	J.T. Packard, EconoPrint, File 13/E-Waste Solutions, Soleil, E&A Enterprises, L & L Foods.
Heath/Burgenske	November	60.12 Total 24 Commercial	Mixed-Use—Prairie Oaks	Citgo, Pasquals, Draft House, Associated Dentists, Coldwell-Banker, Miscellaneous others...
1998				
VanDeGrift	October	178.65	Office/Industrial	Yet to be Developed (See Table 8-8 in Chapter 8)
Gust	December	49.97 Total 13 Commercial	Office/Residential— Prairie Crest	The Mac Center, MTM, Gunter Advertising, and one un-built parcel.
1999				
No economic development annexations in 1999				
2000				
Fischer	March	5.14	Commercial	Kwik Trip and one un-built parcel
Fischer	March	12.93	Office/Industrial	Yet to be Developed (See Table 8-8 in Chapter 8)
Hoffman	May	12.37	Industrial—Bruce Street Industrial Park	Zurbuchen, Hensel Woodworks, Contrail, Quality Cellular, Commercial Recreation Specialists
Adams	May	144	Industrial—Verona Technology Park	Latitude, U.W. 'SWAP Shop', Specialized Electric. Multiple un-built lots remain.
2001				
Kavon	February	.28	Commercial	Existing business at 209 Paoli
Epic ¹	November	345	Office	Epic corporate campus
2002				
Coating Place	July	3.00	Industrial	Expansion of The Coating Place
2003				
Tollefson (With Rockweiler Tsunehiro, and Matts...)	May	186.00 4.5 Commercial	Commercial, Residential, Institutional	Vincenzo Plaza, including Grey's Tide House, BP gas station, and office building.
2004				
Hometown Village	July	0	Commercial, Residential	Voided by town lawsuit
Pollow	September	104.70 Total 5 Commercial	Residential, Commercial	Cross Point Subdivision
2005				
Thompson/Erbach Site	May	139.35 110 Commercial	Mixed-use— The West End	Yet to be Developed (See Table 8-8 in Chapter 8)
Epic 10 acre Parcel ¹	August	10.00	Office	Epic corporate campus
2006				
Hometown Village (see above)	June	34.00	Commercial	Hometown Circle—Farm and Fleet and 5 additional/available commercial lots.
Davis Farm	November	111.6	Industrial	Yet to be Developed (See Table 8-8 in Chapter 8)
2007				
No annexations in 2007		0		
2008				
Peterson-Krantz on CTH 'M'	May	7	Industrial and commercial	Krantz Electric plus two lots remaining
County 6-Acres on E. Verona Ave.	May	6	Commercial	Yet to be Developed
Graves Parcel	June	1	Commercial	Yet to be Developed
Total acres of land annexed for economic development—1995-2008:		1,064		
Average acres of land annexed for economic development per year, 1995-2008:		81.8		
¹ Development of Epic's land is limited to 80% of 355 acres, or 71 acres. If the remaining 284 acres of 'undevelopable' land are 'discounted', then 780 acres of land were annexed for economic development purposes between 1995 and 2008, or 60.0 acres per year.				

As [Table 6-11](#) illustrates, economic development depends on orderly urban growth to provide the land and to create the environments necessary for industrial parks, regional shopping centers, and corporate campuses. The *locations* for these economic development environments in the future are addressed in further detail in the second half of this chapter (See [Tables 6-16, 6-17 and 6-18](#)) as well as in Chapter 8.

The City of Verona will seek to continue to actively seek economic development and job growth, including new manufacturing and industrial parks, major retailers, office parks and campuses. To do this, the City of Verona will use available tools—including annexation and the use of tax increment financing—to create an environment which fosters economic development.

Table 6-12—Tax Increment Districts (TIDs): The City currently has 4 Tax Increment Districts—or TIDs—as outlined in [Table 6-12A](#). [Map 6-1](#) shows the location of these four existing TIDs throughout the city. [Maps 6-2 through 6-5](#) provide a separate map for each TID and [Appendices 6-A through 6-D](#) provide detailed information from 2008 for each TID. TIDs are a tool available to the City to promote economic development, redevelopment, and job creation by facilitating the construction of infrastructure, providing financial assistance for land acquisition, and site and building development that would not have occurred without TID funded financial assistance. The construction of such infrastructure or provision of such financial incentives serves as a catalyst for desired new development or redevelopment for economic development purposes pursuant to the TID project plan. Tax revenues generated from the resulting development are then used to fund subsequent projects or pay debt service on infrastructure improvements and administrative costs for economic development for a specified period of time.

Table 6-12A: Tax Increment Districts in the City of Verona—2007					
TID District Number and Description	Year Created	End Date ¹	Purpose	Base Value (Year)	Increment (As of 1/1/08)
No. 4—Downtown	1996	2018	Commercial Redevelopment	\$8,842,400	\$27,365,900
No. 5—Bruce Street	1997	2015	Industrial Development	\$92,200	\$12,641,400
No. 6—Technology Park	2000	2018	Industrial Development	\$475,200.	\$24,554,400.
No. 7—West Side	2002	2020	Industrial/Employment Development	\$320,400	\$142,697,800
¹ Expenditure Period Ends					
Note: TIF Districts prior to District No. 4 have been closed.					

TIDs have been available to Wisconsin cities and villages since 1975. While residential development within Verona—as in most cities—has been stable or even robust in recent years, commercial development in general and industrial development in particular has been sporadic and has in some cases decreased. Therefore, the City of Verona has employed TIDs to promote commercial redevelopment in the older central business district and to create additional industrial tax base for the city. Because increment tax revenue generated from TIDs is used to pay-off up-front infrastructure costs—and this revenue is therefore *not* available for general use by the taxing jurisdictions (schools, city, county, state, and technical college)—state law imposes a cap or ceiling on how much ‘value’ can be in a city’s TIDs. This state imposed maximum is 12% of the city’s total equalized value or the city’s estimated fair market value of all property in the city. Once the value contained within all TIDs within a city comprises more than 12% of that city’s equalized value, then existing TIDs cannot be expanded and new TIDs cannot be created. As of 2007, the percentage of the Verona’s overall value that was located within TIDs was 16.2%. Therefore, the four existing TIDs cannot be expanded and new TIDs cannot be created until such time that existing TIDs are closed-out or the city’s total equalized value increases to a point where the remaining TID value falls below 12%. [Table 6-12B](#) shows 2007 total equalized value and the value within the existing 4 Tax Increment Districts. The percentage of value within TIDs is expected to increase as additional investments are made—and value created—in 3 of the 4 TIDs (all TIDs except TID 5, which is completely built-out...).

Table 6-12B: Summary of Tax Increment Districts—City of Verona—2007			
Area	Value		Percent of Total
City-wide		\$1,317,014,100	100%
TID 4		\$23,497,300	1.8%
TID 5		\$12,895,500	1%
TID 6		\$25,100,700	1.9%
TID 7		\$151,545,200	11.5%

Note: As of 1/1/07 value of all TIDs is 16.2% of Total Equalized Value

The City of Verona will continue to utilize tax increment finance districts as a tool to promote economic development, job creation and maintain a diversified tax base that includes commercial and industrial in addition to residential value.

Types of Funding for Tax Increment Finance Projects: In addition to creating Tax Increment Finance Districts to help pay for infrastructure expenses and up-front development costs, the City also utilizes Tax Increment Finance supported debt as a tool for economic development. Table 6-12C summarizes TIF supported Debt that the City has issued since 1997 and a general explanation of the use and result.

Table 6-12C: Debt Issues for Tax Increment Finance Projects in the City of Verona			
Debt Issued	District	Purpose	Notes
\$3,150,400	No. 4	Downtown Streetscape Improvements & Redevelopment	Resulted in 3 major redevelopments and numerous building additions and remodeling projects.
\$2,575,900	No. 5	Industrial Park Development	Created Bruce Street Industrial Park
\$4,300,000	No. 6	Industrial Park Development	Created Industrial Development near CTHs 'M' and 'PB'
\$12,750,000	No. 7	Commercial Development	Public Infrastructure & Parking for Epic Systems

Additionally, the City utilizes a variety of TIF sponsored financial incentives that are specific to each type of development. Here are some examples of their use in Verona.

TIF Bond:

This is a debt obligation of the TID issued by the City for a fixed dollar amount that is paid to a developer/owner annually from the TID revenues generated by the district. This type of debt is not an obligation of the City but rather a pledge to pay up to a specified amount from the TID generated revenue. A 'pay-as-you-go' debt means the city only pays the annual increment revenue (or a portion thereof) and if the revenue generated is insufficient, the city is under no obligation to make up the difference.

Example Use: *City-Centre.* A \$1 million pay-as-you-go bond was issued to the developer for construction of a 28-unit residential condominium building and a 4,000 square foot commercial/retail building at 310-322 South Main Street in 2007.

TIF Note:

This is a debt obligation of the city that is paid for by the TID. The note is a specified amount paid in one lump sum payment to the developer/owner and for which the subsequent debt service is paid by the TID generated revenue. If the TID revenue is insufficient to pay the debt service, the city (or developer by agreement with the city) is obligated to make up the difference.

Example Use: *305-307 South Main Street.* A \$310,000 grant was awarded to this project to eliminate blighted residential properties and redevelop them with a multi-tenant commercial building and expand the city's downtown business district along South Main Street. The City borrowed the funds through the State Trust Fund Loan Program.

Revenue Bonds:

Revenue bonds are bonds issued by a municipality to finance a specific public works project which is supported by the revenues of that project. This type of debt requires that a portion of the bond proceeds be “set aside” for the life of the bond to insure repayment.

Example Use: *Bruce Industrial Park Street and Infrastructure Improvements.* In 2003, the City issued \$1.71 million in Revenue Bonds to fund land acquisition and public infrastructure construction for the creation of the Bruce Street Industrial Park. Proceeds from the sale of property for development were used to pay back the debt.

Lease Revenue Bond:

Lease-revenue bonds are a variant of revenue bonds in which the revenue stream backing the bond issue is created from lease payments made by the city to a governmental financing entity which constructs the facility. The financing authority constructs the facility, issues financing bonds, and retains title to the facility until the debt is retired.

Example Use: *On/off Ramps at the Intersection of US 18/151 & Verona Ave.* In 2003, the City issued \$1.75 million Lease Revenue Bonds to fund construction of on/off ramps from the 18/151 bypass Verona Avenue to promote economic development on the west side of the City.

General Obligation Debt:

G.O Debt is borrowed funds in which the City pledges its ‘full faith and credit’ in the repayment of the loan (via tax levy). G.O. Debt is an obligation of the city; however, it can be used for Tax Increment Financed projects in which the TID participates in repayment of the debt.

Example Use: *Improvements to East Verona Avenue.* In 2007, the City spent \$1.3 million of G.O. bond proceeds to reconstruct a segment of East Verona Avenue which included streetscape improvements provided for in the TID No. 4 Project Plan. TID No. 4 revenue will be used to pay the debt service for the TID related project costs.

The City of Verona will continue to consider using Tax Increment Financed debt as an economic development tool.

Section Two—Economic Development
Property Tax and Water Utility Rates

The City full-value mill-rate in 2006 was \$20.28 per \$1,000 equalized value and Verona’s water utility rate was \$48.81 per 18,750 gallons per quarter. [Table 6-13](#) shows a comparison of these rates to six other suburban cities in Dane County. This ranking is shown for the most current data from the Wisconsin Department of Revenue and the Public Service Commission of Wisconsin, respectively. These rates and resultant rankings do change over time and are affected by various factors, including:

- Population growth and school enrollment increases and the capacity of public utilities, roads and especially schools.
- Percentage of the total property taxes born by residential properties versus commercial properties.
- Amount of property values in Tax Incremental Finance Districts for economic development or redevelopment projects.
- The proportion of costs paid to overlaying taxing districts, such as school districts and Dane County.
- How much the City of Verona and the Verona Area School District receive in state aids.

Table 6-13: Comparison of Dane County Cities Property Taxes and Water Utility Rates												
City	Full Value Effective Tax Rate (2006)	Property Tax Per \$200,000 Home	Rank	April 2000 to Jan. 2006		Residential as a Percent of Full Value		Full Value in TIF as a Percent of Full Value		Water Utility Rate 18,750 Gal. / Qtr.		
				Jan. 1, 2006 Population	Population Change	Rank	Rank	Rank	Rank			
Middleton	0.01640	\$3,280	1	16,935	7.39%	4	58.5%	1	1.2%	1	\$39.56	2
Stoughton	0.01707	\$3,414	2	12,755	3.25%	2	79.2%	7	16.3%	6	\$44.57	5
Monona	0.01812	\$3,624	3	8,146	1.00%	1	69.4%	5	2.1%	2	\$56.50	7
Fitchburg	0.01905	\$3,810	4	22,900	11.70%	5	68.3%	4	6.2%	5	\$41.68	3
Madison Sun Prairie	0.01910	\$3,820	5	223,280	7.32%	3	68.2%	3	19.1%	7	\$42.75	4
Prairie	0.01998	\$3,996	6	25,180	23.62%	6	72.9%	6	2.7%	3	\$36.00	1
Verona	0.02028	\$4,056	7	9,846	39.62%	7	67.5%	2	3.8%	4	\$48.81	6

All Ranks in order from Lowest to Highest

Source: U. S. Census Bureau, Wisconsin DOA, Wisconsin DOR and PSC of Wisconsin

The City will attempt to continue to keep property tax and utility rates as low as possible as a means to encourage economic development, to minimize impacts on community facilities, and to grow in a balanced manner.

Storm Water Utility

The City of Verona currently does not have a ‘storm water utility’. As costs for storm water management increase in response to environmental protection regulations imposed upon the City by the State and the County, an increasing portion of the city’s general fund is used for street sweeping, erosion control, storm water detention basin creation and maintenance, and other environmental protection expenses related to storm-water management. Some municipalities have created storm water utilities as a means to pay for these expenses. Unlike property taxes, fees for such a utility can be collected from all properties—including tax exempt properties. Additionally—such fees can be based on a quantifiable variable that is directly related to storm-water run-off. Typically, the variable that is used to determine the fee is the amount of impervious surface area (roof-top and pavement...) on a particular property. Because impervious surface

coverage can be used to calculate a storm water utility fee—properties that contribute more storm water run-off would pay a higher storm water utility fee than properties with less impervious surface coverage. One impact of using such a fee is that the payment burden for storm water management costs is shifted from residential to commercial and industrial properties (since these land-uses typically have larger amounts of impervious surfaces) and to tax-exempt properties (because these properties currently pay nothing toward managing the storm water run-off from their parking lots and buildings).

The City will investigate the possibility of creating a storm water utility/district and imposing a storm water fee rather than using general funds to pay for the city's storm water management costs. The City will consider the potential impacts such a utility would have on economic development when considering whether or not to create such a utility.

Room Tax

The city currently gathers a room tax of 6% (per hotel room per occupied night). This room tax is used to promote tourism as a means to further economic development goals. Between 2000 and 2007, the City collected over \$70,000 from room taxes. Revenue from this tax increased in 2008 after the construction of the Holiday Inn Express on West Verona Avenue. Uses for this room tax have included:

- Verona Area Chamber of Commerce contributions
- Madison Area Convention and Visitor's Bureau contributions
- Iron Man promotions
- Promotions of local events
- Beautification of central business district (hanging baskets, banners, holiday lights, etc...)
- Tourism map distribution

The City will continue to collect a room tax and use room tax revenues to promote tourism and local events as a form of economic development in the city.

Community Development Authority Bonds

A Community Development Authority (CDA) is another economic tool cities use for redevelopment of blighted areas, creation of affordable housing and commercial/industrial development. The City has utilized CDA Bonds to provide financial assistance for community development projects. Debt issued by the CDA is not an obligation of the City itself, but rather the CDA, which acts as a separate legal entity. The last CDA Bond that the City issued was in 1992 in the amount of \$240,000 for the construction of affordable housing known as the Sugar Creek Apartments.

The City will consider the use of CDA Bonds for economic development purposes on a case by case basis.

Industrial Revenue Bonds

Cities in Wisconsin offer industrial revenue bonds (IRBs) as a way to encourage relocations and expansions of companies that provide good jobs and expand economic opportunities for residents and the community. An IRB is a loan to a company to build or buy a facility or buy land and/or equipment. The city issues the bonds but is not making the loan. The investor buying the bond makes the loan. The company must find its own bond purchaser. The city technically owns title to the facility built with IRBs and leases it to the company for up to 20 years. At the end of the term, title is transferred to the company.

[Table 6-14](#) shows IRBs that the City has issued since 1994.

Table 6-14: City of Verona Industrial Revenue Bonds—1994-2007			
IRB Purpose	Date	Amount	Result
Eagle's Nest	1994	\$1,200,000.00	Eagle's Nest facility
Mini Tube	1996	\$3,300,000.00	Facility expansion, equipment purchase and job creation.
The Coating Place	2007	\$8,000,000.00	Facility expansion and job creation

The City will continue to utilize Industrial Revenue Bonds as a tool for the promotion and encouragement of economic development and job creation.

City Review and Approval Process

In its simplest form—economic development entails the construction of new non-residential land-uses, the expansion of existing non-residential land-uses and the revitalization of blighted areas. City of Verona ordinances require any proposed new commercial construction—including new construction as well as expansions, additions, or major renovations to existing buildings—to be reviewed and approved by the City before construction can commence. In some communities, this ‘entitlement’ process requires several months or more to complete. In Verona, municipal review and approval of new commercial development typically takes 60 days or less. Planned Unit Developments—(See Chapter 8) require at least 90 days and usually at least 120 days for review and approval because of their complexity.

The City will continue to expeditiously review proposed commercial developments as a means to promote and facilitate economic development. The City of Verona will also remain responsive to market demand for new commercial and industrial facilities through the review and approval of commercial and industrial developments as they are proposed.

Commercial Vacancies (Vacant Buildings and Vacant Land)

Indicative of Verona’s strong commercial economy is the City’s low commercial buildings vacancy rate. At the time this Plan is written, only a few vacant commercial buildings exist in the City. A small handful of other buildings are partially vacant. Overall, though, the vacancy rate of constructed buildings remains low.

In addition to the relatively small amount of vacancies in existing commercial *buildings*, there is also vacant *land* available for both retail and non-retail commercial development in the City of Verona. See Chapter 8—Land Use—for a summary of lands that are currently within the City limits but that are vacant or undeveloped and available for future commercial or industrial use.

Grant Programs

The City of Verona has received grant funds for a variety of economic development programs, including Community Development Block Grant (CDBG) funds in 2004 from the Dane County ‘BUILD’ grant program. This grant focused on streetscape, traffic, and parking supply in the downtown as these matters relate to promoting the health and well-being of a the city’s downtown commercial core. Another grant the City of Verona has received was the \$1,000,000 Transportation Economic Assistance Grant (TEA) funds in 2005 from the State of Wisconsin. This grant allowed the city construct additional on-off ramps at the West Verona Avenue interchange with U.S.H. 18-151.

The City of Verona will continue to seek grant funds as appropriate to promote and enable economic development.

Economic Development Through Collaboration and Partnerships

The City of Verona remains an active participant in the Verona Area Chamber of Commerce—particularly through the Chamber’s Economic Development committee. The City also participates in the regional economic development collaborative known as ‘REDE/THRIVE’, which seeks to position the Madison metropolitan region as a competitor in the global economy.

The City of Verona will continue to participate in these regional and global efforts to promote economic development and job creation in the Madison metropolitan and Verona areas.

Section Three—Strengths and Weaknesses to Attract and Retain Business and Industry

Verona Area strengths include a variety of businesses, non-profits and governmental agencies to assist in economic development:

- Verona Area Chamber of Commerce.
- City of Verona (through tax increment financing, where applicable).
- Technical Assistance is available through the University of Wisconsin, state agencies and businesses.

In addition to the agencies and organizations listed above, Verona can capitalize on infrastructure strengths when seeking to facilitate economic development:

- Verona and Dane County Transportation and Infrastructure, particularly U.S.H. 18-151;
- The Dane County Regional Airport;
- Excellent telecommunications and utilities facilities;

Verona is also fortunate to have available land for future economic development, including:

- Available (but limited) vacant lands suitable for *new* economic development;
- Existing buildings that may be suitable for economic reuse or redevelopment.

Verona Area Weaknesses include the following:

- Lack of competitively priced industrial and office park land;
- Limited locations for the creation of industrial and office parks;
- Limited economic development expertise and capacity at the local-government level;
- Limited short-term ability to create new tax-increment finance districts to spur new development.

Section Four—Use of Environmentally-Contaminated Sites for Commercial or Industrial Uses

Brownfield Redevelopment

Brownfields are abandoned, idle or underused commercial or industrial properties, where expansion or redevelopment is hindered by real or perceived contamination. The State of Wisconsin’s Department of Natural Resources (DNR) Remediation and Redevelopment program oversees the investigation and cleanup of contaminated properties. Many brownfield properties are located within Dane County. The Bureau for Remediation and Redevelopment Tracking System (BRRTS) provides a searchable database of site-specific information about activities that resulted in contaminated soil or groundwater.

Remediation & Redevelopment Sites Map

The DNR provides a searchable GIS map-based system that allows you to locate any property in Dane County, that is contaminated, or was previously contaminated, and in need of cleanup.

See [Map 6-6](#) for the location of brownfield properties located in and near the City of Verona, and [Tables 6-15A and 6-15B](#) for a brief description of each of these properties.

Table 6-15A: Brownfield Sites—Sites within current City of Verona city limits—2008

Address	DNR—RR Site Name	Status	Development Impact?	Number on Map 6-6
Street Intersection	Cross Country Road and North Nine Mound	Closed—1999	None	1
400 North Main Street	Verona Middle School	Closed—1991	None	2
None	Dane County-Verona Road	Closed—1993	None	3
2534 CTH PB	Dane County Salt Shed	Closed—1998	None	4
335 North Nine Mound	Town of Verona Garage	Closed—2006	None	5
202 East Verona Avenue	Verona Quik Mart	Closed—2005	None	6
201 East Verona Avenue	Kwik Trip #837	Closed—2005	None	7
100 East Verona Avenue	Suburban II Motors	Closed—1999	None	8
101 East Verona Avenue	Mobile #05-MN7	Open	Currently developed with Mobile Station.	9
207 Melody Lane	Hinner Property	Closed—1994	None	10
507 West Verona Avenue	Kettle Café—Union 76	Open	Currently developed with Cenex Truck Stop	11
509 West Verona Avenue	Zurbuchen Oil Company	Open	Erickson Chevrolet. Future development may require remediation.	12
515 West Verona Avenue	Town and Country Ford Tractor	Closed—1999	None	13
504 South Nine Mound	Kubehl Property	Closed—1997	None	14
107 West Railroad	Ellis Manufacturing Company, Inc.	Open	Currently developed with manufacturing business.	15
Highway 69 (Paoli at South Main)	Danco FS Coop	Closed—1989	None	16
Highway 69 (Paoli at South Main)	Daneco Prairie FS Coop	Closed—2000	None	17
Highway 69 (Paoli at South Main)	Daneco Prairie FS Coop	Open	Currently developed with Central Park and Senior Center	18
448 South Main Street	Carnes Company	Closed—1999	None	19
209 Paoli Street	Heiliger Property	Closed—1997	None	20
700 Bruce Street	Verona Wastewater Treatment Plant	Closed—2000	None	21
2101 Range Trail	Witt, Clarence Property	Closed—2004	None	22
Source: http://dnrmaps.wisconsin.gov/imf/imf.jsp?site=brrts2				
Note—This is a summary table only. Complete information on these sites is available from the DNR.				
See Map 6-6 for the location of these DNR-identified Verona area brownfield sites.				

Table 6-15B: Brownfield Sites—City of Verona Perimeter Area 1—2008

Address	DNR—RR Site Name	Status	Development Impact?	Number on Map 6-6
1100 East Verona Avenue	Badger Prairie Health Care	Closed—2002	None	23
2884 Timber Lane	Wirtanen Property	Closed—1999	None	24
2273 Sugar River Road	Sisk Farms Inc	Closed—1995	None	25
1828 Range Trail	Verona Shooting Range	Open	Being developed as parkland.	26
2657 Fitchrona Road	Maurer Property	Closed—1995	None	27
2781 Fitchrona Road	Cooperative Services Inc.	Closed—2002	None	28
6324 Nesbitt	Rayovac Corp.	Closed—1995	None	29
Source: http://dnrmaps.wisconsin.gov/imf/imf.jsp?site=brts2				
Note—This is a summary table only. Complete information on these sites is available from the DNR.				
See Map 6-6 for the location of these DNR-identified Verona area brownfield sites.				
¹ See Chapter 8 for the definition of 'Perimeter Area'.				

The City of Verona will be supportive of the development or redevelopment of brownfield sites, including insuring that environmental remediation is completed when brownfield sites are developed or redeveloped.

Section Five—Designation of Sites for Businesses and Industries

Insuring that adequate lands are available for desired economic development is one of the primary goals addressed in Chapter 8. At the time this Plan is written, only one privately-developed and -owned industrial park (Technology Park) currently has improved lots available for industrial and manufacturing uses. In the 1990s, the City successfully created two industrial parks (Investment Court and Bruce Street), which were quickly filled by businesses (See [Table 6-11](#)). Because manufacturing and industrial jobs are desirable to local units of government, and because these businesses have some degree of flexibility in where they locate (unlike retail, for example, which must locate ‘near the roof tops’ it serves...), competition for such industries can be significant. For this reason, the City of Verona will actively pursue creating competitive high quality industrial and manufacturing parks.

The *location* for future commercial land-uses is provided Chapter 8—Land Use. Note that the City of Verona uses the following definitions for future economic development land-uses:

DEFINITION: This plan utilizes two broad ‘types’ of economic development land uses: ‘Retail Commercial’ and ‘Non-Retail Commercial’, as follows:

- **Non-Retail Commercial:** Manufacturing, office, warehousing, distribution, etc... are classified as ‘Non-Retail Commercial Development’. These land-uses are typically *not* oriented toward customer traffic.
- **Retail Commercial:** Retail land-uses, including the sale of goods and services, commercial lodging, entertainment, and similar land-uses are classified as ‘Retail Commercial Development’. These land-uses are typically oriented toward customer traffic.

Non-retail Commercial Land-Uses:

Historically, Verona's non-retail commercial development has located on the city's periphery. Examples of Non-retail commercial development that has been located on the city's periphery include: the City's original Industrial Park (South Nine Mound and Commerce Parkway); Commercial Park on the city's east side; the Venture Court industrial park; and the Bruce Street industrial park, and the Epic corporate campus.

Individual industrial and manufacturing businesses have also tended to locate along the city's periphery, such as: Cecor (Lincoln Street along the former railroad corridor...); the Coating Place and Cleary Building (both are on Paoli and near the city's industrial area); and Carnes (C.T.H. 'M' on the city's south side). More recently—the Technology Park industrial park has continued this historic land-use pattern. Only one manufacturing business—Ellis Manufacturing—is located in the city's retail-oriented downtown area, and that business has been located there for more than 50 years.

The City will seek to continue the historic pattern of locating Non-Retail Commercial Development on the city's periphery and in locations with good access to the arterial roadway system. Specifically—new Non-Retail Commercial development is planned for two primary areas: 1) the 'East' area along the eastern side of U.S.H. 18-151 from C.T.H. 'M' on the south to Badger Mill Creek on the north (Non-Retail Commercial Development Area One) and 2) the 'Southwest' area in the southwestern quadrant of the intersection of U.S.H. 18-151 and S.T.H. 69 (Non-Retail Commercial Development Area Two). See [Map 6-7](#) for the location of these general areas. [Table 6-16](#) outlines the location, size, and explanatory notes for lands that the City is designating for future Non-Retail Commercial Development. These two 'Non-Retail Commercial Development Areas' are explained in more detail in Chapter 8.

To promote these Non-Retail Commercial developments on the city's periphery, the City has utilized Tax Increment Finance Districts (for Venture Court and Bruce Street industrial parks, Technology Park industrial park, and Epic's corporate campus. See [Table 6-12B](#)) and Industrial Revenue Bonds (for the Coating Place and Mini-Tube, for example. See [Table 6-14](#)). These city actions indicate a willingness to encourage Non-Retail Commercial development and job creation. The City will continue to encourage non-retail commercial development on the city's periphery and the City will continue to consider various incentives for non-retail commercial development on a case by case basis.

Table 6-16: Future Non-Retail Commercial Lands (See Map 6-7)

Area	Site	Acres ¹	Notes
1	Northwest ¼ of Section 28	157	Badger Mill-Sugar River area study
1	Northwest ¼ of Northeast ¼ of Section 28	34	Badger Mill-Sugar River area study
1	All of Northeast ¼ of Section 28 <i>except</i> the Northwest ¼	118	Badger Mill-Sugar River area study Flood plain and wetland issues
1	Southwest ¼ and Southeast ¼ of Section 21 (Only those areas that are <i>privately owned</i> and <i>south</i> of U.S.H. 18-151...)	108	Medical Campus comfort resolution (2006)
1	Northeast ¼ & Northwest ¼ of Southwest ¼ of Section 28	80	Badger Mill-Sugar River area study
1	Non-Retail Commercial Area 1 Total:	497	
2	Southeast ¼ of Section 23	102	Excellent access to arterials Adjacent to Technology Park Industrial Park
2	Northeast ¼ of Section 23	100	Intermediate location between 18-151 interchanges Located between two east-west future arterials
2	Southeast ¼ of Section 14	100	Close to Verona Avenue/18-151 interchange Proximity to B.M. Creek to be addressed
2	Non-Retail Commercial Area 2 Total:	302	
	Total Areas Suitable for Non-Retail Commercial Development:	799	

¹ Note—Acre figures are approximate.

The City will seek to continue to direct non-retail commercial developments to the city’s periphery. Examples of such development historically include: Technology Park, the Coating Place, The Bruce Street Industrial Park, Carnes, and Epic Systems.

Retail Commercial Development

Historically, Verona’s retail commercial developments have been concentrated along Verona Avenue and South Main Street. South Main Street and Verona Avenue have been the places where Verona residents go for shopping, services, and entertainment for over 100 years. In recent years, this retail commercial center has been strengthened and re-enforced with dozens of new developments. Just a partial list includes: World of Variety expansion at 118 South Main Street; Ace Hardware expansion at 119 West Verona Avenue; Miller’s Supermarket expansion at 210 South Main Street; The ‘Alexander Project’ at 231-299 South Main Street; Capitol Bank at 108 East Verona Avenue; Park Bank 104 South Main Street; Walgreen’s at 104 North Main Street; the former Masonic Lodge at 102 North Franklin; Klinke Cleaners at 202 East Verona Avenue; the House of Flowers at 129 North Main Street; Farm and Fleet at 600 Hometown Circle; McDonalds at 107 Horizon Drive; Culvers at 430 East Verona Avenue; Holiday Inn Express at 515 West Verona Avenue; the Purple Goose at 400 West Verona Avenue; the West End mixed-use project; and others.

Looking at Main Street, retail commercial development has been primarily located on *South Main Street*. In the late 1990s, the City approved a significant expansion of the commercial corridor along North Main Street when it approved the Prairie Oaks mixed-use development in the northeast quadrant of the intersection of North Main and Cross Country Road. More recently, in anticipation of future retail commercial development along North Main Street, the City approved the rezoning of nine (9) parcels of land containing eight (8) single-family structures along *North Main Street* between 2006 and 2007 from ‘residential’ to ‘commercial’ zoning. The conversion of residential to commercial zoning along Main Street continued into 2008, when the City approved the rezoning of the property at 324 South Main Street from residential to commercial. The City approved these zoning changes to allow these residential properties on high traffic-volume Main Street to be converted to retail commercial uses over time and thereby expand the central business district (and at the same time to prevent future land-use conflicts between residential uses and high traffic volumes by promoting the conversion of residential properties to commercial land-uses along a major arterial street...).

It is important to note that a substantial amount of land exists for future Retail Commercial land-uses in the city’s core, as shown in Tables 6-17 and 6-18. As Table 6-17 shows, there are over 150 acres of *vacant land*—developed and undeveloped—available along Verona Avenue and Main Street for future Retail Commercial development.

Table 6-17: Future Retail Commercial Lands—Currently Vacant (2009)			
Address	Notes	Status	Size—Acres
Verona Avenue and Main Street (Core)			
512 West Verona	Former Grandview Motel Site	1 Platted and improved parcel.	1.38
420 West Verona	Vacant Lot between Anchor Bank and Cozee Inn	1 Platted and improved parcel.	0.65
7727 Half Mile	The West End. Already approved for approximately 600,000 square feet of commercial development.	Platted. (Update in late 2008)	62.00
7233 Half Mile	Erbach Farm. Designated for intensive commercial development.	Not developed.	80.00
320 South Main	City Centre PUD Commercial site	1 Platted and improved parcel.	0.40
590-671 Hometown Circle	Hometown Circle commercial subdivision.	6 Platted and improved parcels.	11.66
221 Horizon Drive	Commercial Park	1 Platted and improved parcel.	1.15
240 Enterprise	Commercial Park	1 Platted and improved parcel.	1.43
Outside of Verona Avenue and Main Street (Periphery)			
Technology Park Retail	Multiple parcels for retail uses	Platted and developed. Unbuilt.	22
Total Vacant and Developable Retail Commercial Acres:	180.68 Acres		
Note—There are approximately 158 acres of land available for retail-commercial development on or near Verona Avenue.			

Table 6-18: Future Retail Commercial Lands and Buildings
(Partial List of Potential Reuse or Redevelopment Sites ¹)

Address	Building Size in Sq. Ft. ²	Land Area in Acres ³	Number of Parcels	Notes
118-120 North Franklin	TBD	.50	1	Former funeral home site.
612 West Verona	TBD	.28	1	Single family house.
114-126 North Main Street	TBD		5	5 single Family Houses that were rezoned for commercial uses in 2007.
119-129 North Main Street	TBD	.53	3	2 single Family and 1 multi-family residential buildings that were rezoned for commercial uses in 2006 ⁴ .
409-413 West Verona Avenue	TBD	.75	3	3 single-family homes currently occupied by commercial uses.
507 West Verona	TBD	2.90	1	Truck Stop.
309-313 South Main Street and 100 Valley View	TBD	.62	3	3 single-family houses. Owners have investigated rezoning for commercial land-uses.
324 South Main	TBD	.57	1	Victorian house rezoned to 'commercial' in 2008.
509-513 West Verona Ave.	TBD	4	2	Former Zurbuchen and Erickson Chevrolet Sites.
¹ "Potential Reuse or Redevelopment Sites" include 1) existing single-family residential buildings on major commercial arterials that the city believes <i>may</i> be suitable for conversion to commercial uses; and 2) existing commercial developments that the City of Verona believes <i>may</i> be re-used or redeveloped for higher and better uses.				
² Building square foot sizes are provided for potential re-use of existing buildings for retail-commercial purposes.				
³ Land area acreages are provided for potential re-development of the site (demolition and new construction)				
⁴ One of these properties—the House of Flowers—has already converted a residential building into a mixed-use building with both commercial and residential land uses...				

The City will seek to continue to encourage and support Retail Commercial developments along the city’s two primary commercial corridors: Verona Avenue and Main Street. To promote retail type of commercial developments along Verona Avenue and Main Street, the City will be supportive of re-use and redevelopment projects that a) replace residential land-uses with non-residential land-uses and b) redevelop older commercial land-uses with newer commercial land-uses.

Table 6-18 shows that in addition the 180 acres of *vacant* land available for Retail Commercial development—including over 150 acres along Verona Avenue as shown in Table 6-17—there are also at least 20 parcels along Verona Avenue and Main Street that the City believes may be appropriate for *reuse* or *redevelopment* for Retail Commercial purposes. (Please note that Table 6-18 is only a *partial* list—there are other properties that may be proposed for either re-use or redevelopment along Verona Avenue and Main Street for Retail Commercial purposes.)

When discussing the expansion of Retail Commercial land-uses along Verona Avenue and Main Street, existing buildings can either be ‘reused’ or ‘redeveloped’. ‘Reused’ projects would keep the existing buildings but with new uses. Examples of recent ‘Reused’ Retail Commercial developments in the City of Verona include: The Purple Goose at 400 West Verona; Mystiques Antiques at 102 North Franklin; and the House of Flowers at 129 North Main. ‘Redevelopment’ projects would tear-down existing buildings and replace them with new ones. Examples of recent ‘Redevelopment’ Retail Commercial developments in Verona include: Klinke Cleaners at 202 East Verona; Holiday Inn Express at 515 West Verona; and Walgreen’s at 104 North Main Street.

To illustrate that re-use or redevelopment can indeed occur on parcels as small as those included in [Table 6-18](#), consider the following examples of retail-commercial *re-use* projects in Verona:

- Purple Goose (One-quarter acre with on-site parking);
- Mystiques Antiques (One-quarter acre with on-site parking);
- House of Flowers (One-third acre with on-site parking);
- Hairport (One-quarter acre with on-site parking);
- Pure Essence Salon (One-quarter acre with on-site parking);
- State Farm Insurance (One-quarter acre); and
- Krell Insurance (One-fifth acre).

Retail-commercial *redevelopment* projects can also occur on small parcels, as illustrated by the following examples of retail-commercial redevelopment in Verona:

- Multi-tenant commercial building at 103 South Main Street (One-third acre);
- Klinke Cleaners at 202 East Verona Avenue (One-half acre); and
- Holiday Inn Express at 515 West Verona Avenue (2.1 acres).

The City will consider the re-use and/or redevelopment of existing buildings and sites on Verona Avenue and Main Street on a case by case basis as a means to further the economic development goal of sustaining a healthy and vibrant commercial center for the City of Verona.

To promote these retail-type commercial developments in the city's downtown, the City has utilized Tax Increment Finance Districts. The City of Verona will continue to consider using incentives such as Tax Increment Financing as a method to promote the creation or expansion of Retail Commercial uses along Verona Avenue and Main Street.

Lastly, to insure that commercial developments in the City's downtown area are attractive, the City has adopted and enforced design requirement overlay districts for both South Main Street and Verona Avenue. Both of these actions reveal the city's on-going commitment to and support of creating a healthy, vibrant, and attractive retail-commercial area along Main Street and Verona Avenue. The City of Verona will continue to enforce adopted design requirements along Verona Avenue and Main Street as a method to insure attractive commercial development.

Retail Commercial Development *Outside* of Verona Avenue and Main Street

There are only two retail commercial areas in the City's history that are *not* located along either Verona Avenue or Main Street. First is the area in the southeast quadrant of C.T.H. 'PB' and 'M' in the Technology Park industrial park. At the time this plan is written, this area has not yet developed with retail commercial uses, although the city has zoned it for such uses. This 22 acre area is designated in the 'TIF 6 Project Plan' specifically for 'services supportive of industrial park uses'. The second retail-commercial area that is not located along Verona Avenue or Main Street is the five-acre 'Vincenzo Plaza' development approved in 2005 at Whalen Road at Old County Trunk Highway 'PB', on the city's southeast side. This small neighborhood retail center includes a service station, an office building, a restaurant/brew house, and land for at least one additional commercial building. The City believes that a limited number of small, neighborhood-oriented retail commercial developments is appropriate in residential areas, especially as the city grows and expands. See Chapter 8 for more information about such 'neighborhood-commercial' areas planned for future residential areas of the City. The City will consider allowing such small neighborhood-oriented retail-commercial developments in residential areas on a case-by-case basis as new residential areas are proposed.

Transportation and its Relation to Commercial Land-Use (See also Chapter 3):

Transportation systems and economic development are closely linked. Road networks and accessibility are vital for both retail and other types of commercial development. The City of Verona recognizes this transportation—economic development 'link' and supports transportation improvements and systems that will further economic development goals. Specifically, the City supports mass transit along Verona Avenue to support existing and future retail commercial development along this important commercial corridor. Non-retail commercial development at the city's periphery will be supported by reserving areas that are closest to the interchanges with major arterials (such as U.S.H. 18-151, C.T.H. 'PB', and C.T.H. 'M' ...) for primarily non-retail commercial development (See [Table 6-16](#)), with limited amounts of retail commercial development possible. The City will support efforts to provide mass transit, car-pools, and other transportation-related programs that service major employment centers such as industrial or office parks as a means to promote economic development. Lastly, the City will make infrastructure improvements to Verona Avenue, Main Street, and the intersection of these two streets to accommodate anticipated increases in traffic that will be generated by promoting retail-commercial growth and development along these two streets. (See also—Chapter 3—Transportation)

Section 6—Agriculture

State rules require a city’s comprehensive plan to include a chapter on ‘Agricultural, Natural, and Cultural Resources’. The City of Verona considers ‘Agriculture’ to be a form of economic—rather than natural or cultural—activity, and so addresses issues related to planning for agriculture in this—the Economic Development—chapter. While farming is certainly a fundamental part of the Wisconsin and Verona Area *culture*, this plan places more emphasis on the economic production aspect of agriculture and how agriculture is vital to the health and well-being of the Verona Area economy (as well as of the Dane County and State of Wisconsin economy...). Furthermore, this plan assumes that agriculture is no more of a *natural* activity than manufacturing or mining. Indeed, over time agriculture has come more and more to utilize increasingly industrial-type production methods such as mechanization, the use of heavy equipment, and economies of scale. This plan seeks to both promote agriculture as a vital economic component of the Verona Area’s future while also promoting agricultural practices that are less damaging to the Verona Area’s natural resources such as ground and surface waters.

Although Verona is considered an urban center in Dane County, there exist agricultural uses and practices within the City’s corporate limits. According to the Dane County Land Use Inventory in 2005, 278 acres were in agriculture or woodlands in the City of Verona. Within the Verona Urban Service Area, 389 acres were classified as agriculture and 20 acres were classified as woodlands. These agricultural lands are in areas planned for future urban development.

Currently, there is only one working farm within the city limits of the City of Verona—the Erbach Farm on West Verona Avenue—and only a handful of other large properties within the city that have not been platted or zoned and which are used principally for crop agriculture, including the Whalen Investments, LLC property at ‘M’ and ‘PB’ and the Matts/Bice property at CTH ‘M’ and Locust. Other areas that are currently used for crop agriculture include areas that have been platted and are planned/approved to be urbanized as market conditions demand—including portions of the former Acker Farm (now Scenic Ridge); Witt Farm (now Cathedral Point); and Thompson Farm (now West End). While agriculture is understandably not common within the City limits, the Perimeter Planning Area covered by this plan does include dozens of operating farms. (See Chapter 8—Land Use—for more details about the Perimeter Planning Area covered by this Plan...)

Agriculture in the Verona Area consists primarily of crop farming and animal husbandry for dairy production with lesser amounts of animal husbandry for beef, pork, poultry and egg production, as shown in [Table 6-19](#).

Table 6-19			
	Number of Farms	Acres or Herd	
Dairy	18	1,800 cows	
Corn/Beans/Hay	19		
Beef	5		
Poultry	0 ¹		
Sheep/Llama	0 ¹		
Swine	2		
Specialty Crops ²	5		
Nurseries and Landscaping	20		
¹ Note	Hobby farms only...		
² Note	Strawberries, cut flowers, perennials, apples, Christmas trees, etc...		
Source: Verona Area Future Farmers of America—Kevin Hoffman			

Limited amounts of llama, alpaca and sheep herding are also present, but only on a hobby basis. Unlike some other portions of southern Wisconsin, no tobacco crops are produced in the Verona Area. And like the rest of Wisconsin—no fiber products (flax or cotton...) are produced in the Verona Area. One goal the City of Verona has is to compile current figures about the agricultural economy in the area covered by this plan, including such matters as the number of farms and the acres they devote to various crops, types of farms, productivity such as bushels of corn, amount of milk, number of nursery/landscaping items, and amount of lumber produced, etc...; and the dollar amounts/value of these agricultural items.

Productive Agricultural Areas

The Prime Farmland Soils ([Map 5-3](#)) illustrates the soils in the planning area that are classified as prime farmland. The western portion of Verona is located on the edge an area known as the ridge and valley part of the Wisconsin “Driftless Area”. Most of the soils in Driftless Area are classified as class V and VI, which is not prime farmland. Land in the central area of Verona is located along the terminal end moraine of the last Wisconsin glacier. The end moraine is rolling land, which is generally classified as class III or IV, includes some soils that are classified as prime farmland soils. The better farmland soils within the planning area, classified as class I and II, are generally located to the east of Verona into Fitchburg. This area is included in the city’s ‘Future Growth Area East’, as described in Chapter 8—Land Use.

Town of Verona Expertise

The City of Verona believes that on matters related to planning for and supporting agriculture—the Town of Verona has more appropriate knowledge and expertise than does the City. The City of Verona believes, therefore, that the Town of Verona’s is the more appropriate local unit of government to deal with planning, promoting and supporting the local agricultural economy in the Verona area. Notwithstanding this fact, the City of Verona does have a plan to ‘do our part’ in promoting local agriculture by preventing land-use conflicts between new development and agriculture land-uses within the planning area, as explained in further detail in the two ‘Supporting Agricultural Practices’ sections below.

Supporting Agricultural Practices—Farmland Preservation

To preserve as much agriculturally productive land as possible, the City of Verona will encourage more dense residential development and discourage less-dense residential development, since higher density development consumes less land per housing unit than does low-density development. The City of Verona’s traditional residential development density is over 4 units of housing per acre of land consumed, whereas residential development in unincorporated areas outside of the city typically only provides 1 or fewer units of housing per acre of land consumed. The City of Verona believes that the best way to preserve agriculturally productive areas is to concentrate population growth into more dense incorporated areas. For this reason, the City will continue to utilize its extraterritorial authority as a means to preserve rural areas for agricultural purposes. See Chapter 8—Land Use—for additional information.

The City of Verona is opposed to any ‘farmland preservation’ regulations or programs that would add costs (create disincentives) for dense, urban development. Specifically, requiring persons who wish to annex lands to the city so that dense, urban development may occur to purchase ‘development rights’ on any lands *not* included within the territory proposed for annexation creates a significant disincentive to dense, urban, efficient development. The City instead wishes to promote and facilitate dense, urban development by reducing—not increasing—costs for dense urban development. he City of Verona will advocate for ‘density bonuses’ in which lands that are developed to a minimum density are facilitated for development, while lands that are developed below minimum densities are required to pay a sliding scale ‘farmland preservation’ fee, in which the fee increases with decreasing density of development.

Supporting Agricultural Practices—Preventing Land Use Conflicts

One of the primary challenges for agriculture in the Verona Area is to prevent or minimize land-use conflicts between non-agricultural land-uses and with low-intensity urbanization such as low-density residential development. Examples of conflicts between agriculture and low-intensity urbanization such as low-density residential development include a) complaints about dust, noise and odors that are a natural component of farming practices; b) conflicts between farmers wishing to convert farmland to mineral extraction, and c) lawsuits to prevent farmers from expanding dairy or other farming operations. Farmers have also expressed concerns about rising insurance costs that accompany an increase in accidents between farm machinery and non-farm traffic on rural roads as such traffic increases due to non-farm development.

To assist with preventing these conflicts between farm and non-farm land-uses in the planning area, the City of Verona's plans to minimize the amount of agricultural lands that are annexed into the city until such time as they can be urbanized within a reasonably short period of time based on market conditions. Additional, in unincorporated portions of the planning area that have not yet been developed with low-density housing, the City's goal is to prioritize agriculture and similar rural land-uses and to prevent new low-intensity urbanization. See Chapter 8—Land Use—for additional information.

Environmental Protection and Agricultural Practices

The City of Verona expends a tremendous amount of tax-payer money complying with environmental protection requirements, particularly for protecting local surface waters. Storm water management requirements for sediment reduction, thermal control, infiltration, oil and grease separation, and rate/volume controls are all satisfied through the City's storm water management systems, which are expensive to design, build, and maintain. These facilities also consume an increasingly large amount of land within the city—decreasing overall urban density, raising the cost of the remaining 'developable' land, and generally working against the goal of creating more compact, efficient development. While the City embraces its role in minimizing its impact upon and protecting the environment, these efforts—and expenses—seem meaningless and even unjust if similar requirements are not imposed on areas outside of and 'downstream' from the City. If farmers downstream from Verona are allowed to install drain-tile in fields and channel rainfall directly into that river—what has been accomplished by the City's efforts to control run-off rate and volume upstream? If the City expends funds providing 'thermal control' to cool city storm-water run-off, but farmers are allowed to cut trees along the river bank downstream—effectively raising the temperature of the river—what has been accomplished by the City's efforts and expenditures? If the City builds and maintains expensive detention facilities to remove sediments from the river, but farmers downstream are allowed to have muddy barn yards immediately adjacent to that river—what has been accomplished by the City's expenditure of tax-payer money? For these reasons, the City of Verona is supportive of requiring all areas—including agricultural areas and not just urban areas—to protect surface waters. Such requirements are particularly important in situations where a city or other unit of government 'upstream' has spent significant amounts of tax-payer money to protect a particular river or stream, and where such efforts and expenditures should not be undone downstream due to a lack of equivalent regulations. A goal for the City is to support efforts to have such regulations adopted and enforced so that our environmental protection efforts and expenditures are matched and sustained downstream.

Section Seven—Goals, Objectives, & Policies for Chapter Six: Economic Development & Agriculture

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 Chapter 6—Economic Development and Agriculture:

Economic Development and Agriculture Goal One: Promote a diverse local economy in the planning area by promoting industrial, retail and non-retail commercial, and agricultural development.

Objective 1-A: Encourage light-industrial development (value-added, high-wage), manufacturing, research and similar development as a means to create local jobs and diversify the city’s tax base.

Policy: Continue to utilize tax increment financing to promote light-industrial, manufacturing, and similar development.

See Also: Chapter 8—Land Use.

Policy: Continue to support proposed new light-industrial, manufacturing, research, and similar development in areas designated for such development.

See Also: Chapter 8—Land Use.

Objective 1-B: Encourage new retail commercial development in appropriate locations.

Policy: Continue to encourage retail development in the downtown area, along Verona Avenue, and along Main Street, including the use of TIF funds to promote redevelopment where appropriate.

Policy: Continue to carefully evaluate retail development outside of the downtown area, Verona Avenue, and Main Street.

Objective 1-C: Encourage new non-retail commercial development in appropriate locations.

Policy: Encourage new non-retail commercial development—such as office parks and medical facilities—in areas outside of the downtown area.

See Also: Chapter 8—Land Use.

Objective 1-D: Utilize room-tax revenues for tourism and economic development efforts.

Policy: Continue to work with the Chamber of Commerce for use of room-tax revenues.

See Also: Chapter 8—Land Use.

Objective 1-E: Recognize agricultural practices as an important part of the Verona Area economy.

Policy: Prevent land-use conflicts in rural areas by preventing non-agricultural development in unincorporated areas and by directing future urbanization to lands annexed into the City of Verona.

See Also: Chapter 8—Land Use.

Economic Development and Agriculture Goal Two: Cooperate with local economic development organizations to promote a healthy local economy.

Objective 2-A: Continue good relations with the Verona Area Chamber of Commerce, the Greater Madison Convention and Visitors Bureau, THRIVE, and similar groups.

Policy: Continue to consider providing funding to the Chamber of Commerce in addition to room-tax revenue.

Policy: Investigate possible methods and programs for city-sponsored economic development.

Objective 2-B: Build on the existing foundation of sporting facilities and sporting events in the Verona Area to further promote economic development.

Policy: Work with sporting event organizers and sporting facilities managers to promote existing events and facilities.

Policy: Support new sporting events and sports facilities to Verona.

Policy: Investigate the possibility of creating an aquatic center in Verona.

Economic Development and Agriculture Goal Three: Improve transportation systems to insure goods and services can be easily transported to and from the Verona Area. (For transportation issues *within* Verona—See Chapter 3—Transportation...)

Objective 3-A: Support efforts to relieve congestion on local roadways.

Policy: Support efforts to upgrade CTH 'M' to a four-lane roadway north of Verona.

Policy: Support efforts to upgrade the intersection of Verona Road at the Beltline to complete U.S.H. 18-151 as a 'backbone' highway in the State of Wisconsin.

Policy: Support efforts to investigate the creation of a southern reliever by-pass to relieve congestion on the beltline.

Policy: Continue to work with Epic Systems to support mass transit service for Verona as a method to reduce congestion on local roadways.

Section Eight—Programs for Economic Development and Agriculture

(Note: This programs section was excerpted from the Dane County Comprehensive Plan, Volume II, Chapter 6)

Dane County Economic Development and Agriculture Programs

American Dream Down Payment Initiative

The ADDI program provides assistance for first time homebuyers interested in purchasing single-family housing with incomes that do not exceed 80% of the area median income.

Better Urban Infill Land Development (BUILD)

BUILD is a program that partners with Dane County communities to identify and promote infill development opportunities through planning grants, education, and code reform.

Commercial Revitalization Loan Funds

The Dane County Commercial Revitalization Loan Fund provides financing to businesses and real estate development projects that help revitalize downtown and other traditional commercial districts.

Dane County Community Development Block Grant (CDBG)

The CDBG program uses Housing and Urban Development funds to promote housing, economic development and community service initiatives for people with low to moderate incomes.

Economic Development Revolving Loan Funds

The Dane County Revolving Loan Fund provides financing to businesses in distressed communities as well as to agricultural businesses.

State and Regional Economic Development and Agriculture Programs

Business Retention & Expansion Survey Program

The Wisconsin Department of Commerce works with communities to implement a survey that creates a confidential, comprehensive data profile on businesses in communities in an effort to develop a systematic approach to retention. Follow-up studies indicate how economic changes have affected the business community, help determine current needs and plans, and verify improvements made in the local business climate. This information enables the community to develop a targeted retention program.

Community Development Partnership

Programs at Alliant Energy Program funding options range from community and workforce development, to marketing and professional development

Community Based Economic Development Program (CBED)

Provides assistance to local governments and community-based organizations that undertake planning or development projects, or that provide technical assistance services that support business, community and incubator development.

Customized Labor Training (CLT) Program

The CLT program is designed to assist companies that are investing in new technologies or manufacturing processes by providing a grant of up to 50 percent of the cost of training employees on the new technologies. The primary goal of CLT is to help Wisconsin manufacturers maintain a workforce that is on the cutting edge of technological innovation.

Forward Community Investments (FCI)

(Formerly known as the Dane Fund) FCI is a community development loan fund that provides financial and technical resources to organizations that serve to enhance the lives of low-wealth persons and communities in Wisconsin. FCI works as a bridge between investors and nonprofits, helping both sides maximize their impact.

The Madison Community Foundation (MCF)

MCF is committed to building and maintaining community assets. In addition to allocating financial resources to the organizations specified by the fund holders, MCF collaborates with nonprofit organizations and community leaders to identify areas that can benefit most from community giving.

Madison and Dane County Development Corporation

The Development Corporation's mission is to help provide quality employment opportunities by making loans to hard to finance small businesses, and to provide quality, affordable housing for Dane County residents. MDC also has grant funds available to help Madison businesses improve their capacity for growth.

Neighborhood Business Revitalization Guarantee

Helps experienced developers or existing business owners obtain financing on favorable terms to stimulate economic development in urban neighborhoods.

Dane County Regional Economic Development Entity--THRIVE

At the time this Plan is being written, the Dane County Collaboration Council is in the process of creating a 'Regional Economic Development Entity' called THRIVE. THRIVE will serve as a central 'clearinghouse' to promote Dane County as a desirable place to locate or expand a business.