

**Legal Basis for Approving the Proposed
City of Verona ‘Southwest USA’ amendment
Based on Compliance with the**

Capital Area Regional Planning Commission’s

**“Dane County Land Use and Transportation Plan—
Amended Goals and Objectives”**

As Adopted 2/28/08

Table of Contents

I. Goals

II. Objectives

ENVIRONMENTAL PROTECTION
REGIONAL DEVELOPMENT PATTERNS & DISTRIBUTION
URBAN FORM AND DESIGN
ECONOMIC DEVELOPMENT
NEIGHBORHOOD DEVELOPMENT
URBAN HOUSING & DESIGN
CUSA & MAJOR ACTIVITY CENTERS
RURAL FORM
RURAL DESIGN
RURAL RESIDENTIAL DEVELOPMENT DENSITY
RURAL LAND USE DEVELOPMENT TYPES

The proposed ‘Southwest USA Amendment’, as proposed by the City of Verona, complies with CARPC’s adopted “Dane County Land Use and Transportation Plan—Amended Goals and Objectives” as adopted in February of 2008—as follows:

Goals (Order is NOT indicative of priority or importance)

1. Promote the development of balanced communities throughout the county with sufficient commercial, industrial, residential, and open space land to meet the needs of existing and future residents.

This goal is met by the proposed amendment. Verona proposes a balanced mix of residential and non-residential development within the amendment area. Non-residential development is planned for medical-clinic and small-scale retail land-uses. The proposed residential development will include a balance of institutional-residential land-uses as well as single-family and multi-family housing units. A balanced mix of rental and owner-occupied housing units are planned for the amendment area. Parks and open spaces are also planned—with *significant* areas of open-space planned around the Badger Mill Creek and its ‘Dry Tributary’. Parks within residential areas are also planned.

2. Promote compact urban development in new areas adjacent to existing urban areas and in the redevelopment or infill development of existing neighborhoods.

This goal is met by the proposed amendment. Density of residential development will exceed 5 dwelling units per acre. The proposed amendment area is adjacent to existing urban areas.

3. Promote the development of functionally and visually distinct communities encouraging compact, mixed-use neighborhoods and the efficient provision of a full range of public services.

This goal is met by the proposed amendment. The presence of the Badger Mill Creek provides an excellent opportunity to create visually distinctive development. A mix of residential and non-residential development—or mixed-uses—is proposed for within the development area. A full range of public services can be efficiently provided to the proposed amendment area because it is contiguous to existing services, contiguous to existing city corporate limits, and contiguous to existing urban service areas.

4. Provide a full range of safe and affordable housing opportunities and choices for all residents throughout the county.

This goal is met by the proposed amendment. By increasing the supply of housing in the Verona and Dane County markets, price pressure for housing decreases. If the supply of housing is limited—existing housing becomes more expensive. The planned amendment area will provide over 500 units of housing, which will promote affordability within the broader housing market. By contrast—to deny the provision of utilities to the proposed amendment area—fewer than 100 houses would be possible with well and septic service, and the cost for these houses will be substantially higher due to a) a reduced supply of housing stock within the market and b) substantially higher land-costs associated with well and septic

development. Finally, the city requires all residential development to provide a mix of single-family and multi-family housing, insuring housing opportunities and choices for all residents.

5. Provide an integrated, all-mode transportation system which offers the efficient, effective and safe movement of people and goods, and provides mode choice wherever possible while enhancing and, where relevant, preserving the character and livability of the neighborhoods and residential areas where transportation facilities are located.

This goal is met by the proposed amendment. All transportation modes will be accommodated—including pedestrian and wheel-chair travel on sidewalks and regional path-systems; bicycles on on-street and off-street bike lanes and paths; automobiles on local, collector, and arterial public streets; and truck traffic on collector and arterial streets. Bus service is provided in the City of Verona along our downtown commercial corridor—Verona Avenue—and this bus service is available to all residents of the City of Verona—including residents who will reside within the proposed amendment area. The City will work with Madison Metro to provide bus service directly to this area as the region grows and as such service because fiscally feasible.

6. Encourage concentration of employment and activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system.

This goal is met by the proposed amendment. The proposed amendment area is part of a planned larger employment and activity center that is concentrated at the ‘node’ created by the interchange between State Highway 69 and U.S. Highway 18-151. This node is an ideal location for a concentration of employment and activity centers—which is why the City is prioritizing a large portion of this area—as detailed in the City’s adopted ‘Southwest Neighborhood Plan’—for non-residential uses that will create an employment and activity center. This plan maximizes the efficiency of existing transportation infrastructure—particularly the highway system. The amendment area is not included within the transit corridor along Verona Avenue that serves the City of Verona, but when a sufficient concentration of employment activity centers within this planning area is created, the City of Verona will work with Madison Metro to provide transit service when such service becomes viable.

7. Support and maintain the central urban core as the region’s major activity center and seek greater diversity and vitality in that area.

This goal is met by the proposed amendment. Verona is part of the Madison metropolitan area and is part of the central urban core within Dane County. The City is part of the Madison Metropolitan Sewer District and the City is included within the jurisdiction of the Madison Area Transportation Planning Board—Metropolitan Planning Organization—which provides planning service for the core metropolitan area of the County. All of these facts illustrate that Verona is part of the central urban core within Dane County. By accommodating anticipated development within the proposed amendment area, the vitality and diversity of this central urban area is enhanced.

8. Promote an economic development strategy that will provide suitable employment opportunities and a stable and diversified economic base.

This goal is met by the proposed amendment. As explained in the proposal—a primary land-use goal for the lands included within the amendment area is to accommodate non-residential development—such as businesses and employment centers—in a location suitable for such development. By insuring that growing Dane County businesses and new businesses from outside or within the County have ample opportunities to locate their businesses, a stable and diversified economic base can be promoted for all of Dane County.

9. Protect agricultural lands and limit non-farm developments in order to maintain the county as one of the nation’s most productive agricultural areas.

This goal is met by the proposed amendment. As described in the proposal—by developing this area densely with utilities, projected population growth will be accommodated on *less* land than if this area develops without utilities. By accommodating population growth densely with less land—pressure for farmland to be converted to urban uses is reduced and minimized. Conversely, if utilities are prohibited and low-density development occurs, significantly *more* land will be required to accommodate projected population growth. Lastly—the City of Verona actively protects agricultural lands and limits non-farm development outside of urban service areas and incorporated areas through the active implementation of our farmland preservation policy—which prohibits non-farm development within the City’s extraterritorial jurisdiction.

10. Promote planning and design that preserves and restores environmental functions and protects important environmental, cultural and historic resources.

This goal is met by the proposed amendment. The proposed amendment area contains important historic and archeological resources in the form of Native American mounds. These mounds will be carefully located and protected. While there are no cultural resources within the proposed amendment area—there are important environmental functions and environmental resources that will also be protected within the amendment area. For example—impervious surface area per housing unit decreases with increasing density. By developing this area densely—typical impervious areas per housing unit will be between 3,000 and 5,000 square feet per housing unit. And—run-off from this imperviousness will be detained and treated in engineered storm water management facilities. By contrast—if this area develops with low-density development—typical impervious areas per housing unit will be over 10,000 square feet per housing unit. This significantly larger amount of imperviousness per housing unit is attributable to significantly larger driveway areas and out-buildings that are associated with low-density development. AND, low-density development does *not* provide engineered environmental protection measures to protect water quality and other matters as does high-density development.

11. Develop and promote a county-wide system of open space corridors as a framework to protect the natural environment and scenic values, and provide outdoor recreation opportunities.

This goal is met by the proposed amendment. As shown in the amendment proposal—a significant open space corridor is proposed for the length of the Badger Mill Creek and its Dry Tributary throughout the amendment area. This open space corridor is consistent with Dane County’s ‘Parks and Open Space Plan’, and will protect the natural environment, scenic values, and provide outdoor recreation opportunities.

12. Promote, conserve and restore all water resources in the region as to both quality and quantity.

This goal is met by the proposed amendment. Current agricultural practices within the amendment area are causing significant degradation to water resources such as the Badger Mill Creek. Draining and then plowing/tilling/planting wetlands and allowing cattle to erode stream banks are just two examples of the current degradation of water resources within the amendment area. The City will restore ‘converted wetlands’ back to their natural state and will eliminate stream bank erosion from cattle. Additionally, modern urban environmental protection practices such as storm water management systems and parks programs will insure that the quality and quantity of water resources within the amendment area are conserved and restored.

13. Promote a sustainable capital area region. A sustainable region is one that is far-seeing enough, flexible enough, and wise enough to maintain and enhance its physical, environmental, and social systems of support.

This goal is met by the proposed amendment. The City of Verona is promoting slow, planned ‘growth from the edges’ and is preventing leap-frog style urbanization in order to grow sustainably in areas that are already characterized by intensive urbanization. The City supports and approves projects that are sustainable, including higher density residential development, redevelopment in existing urbanized areas, and in-fill development in existing urbanized areas. The City of Verona is also protecting and enhancing the physical and environmental resources within the proposed ‘Southwest Amendment’ area through placement of these resources in environmental corridors. Lastly—the City of Verona also maintains and enhances rural areas and farmland by actively preventing low-intensity urban development in rural areas through strict regulations which direct urbanization away from rural areas and agriculturally—productive areas and toward urban areas where population growth can be served by utilities.

14. The CARPC shall work with communities to update the Dane County Water Quality Plan. In addition to the elements required by NR 121 of the Wisconsin Administrative Code, the Water Quality Plan shall also define areas that should be protected from development based on provisions to protect water quality as contained in NR 121 of the Wisconsin Administrative Code. The Plan shall also define areas that can be developed with measures to protect, restore or minimize degradation of water quality.

This goal is met by the proposed amendment. Once adopted, this amendment will update the Dane County Water Quality Plan. The City of Verona has worked intensively with the staff from CARPC, the DNR, Dane County, the Madison Metropolitan Sewer District, and others for over three years to insure that the elements of NR 121 are satisfied in this proposed USA amendment. Areas that should be protected from development have been identified within the amendment area and have been placed within *environmental corridors that exceed current Dane County minimum requirements*. Other areas within the amendment area that can be developed have been identified and measures to protect, restore, or minimize degradation of water quality have been created.

The Plan shall also define a 25-year Future Urban Development Area with 5-year updates. The Plan shall be developed in cooperation with area communities, including towns, and shall consider adopted comprehensive plans and intergovernmental agreements. The Plan shall be developed as follows:

This goal is met by the proposed amendment. The plan provides a 25-year area where the City will allow future urban development, and this plan was created in cooperation with CARPC, the Town of Verona, and the City of Verona.

- a. The CARPC shall give priority to areas of the highest environmental sensitivity and growth pressure. These areas are: all communities within the Central Urban Service Area; all communities within the Northern Urban Service Area; all urban service areas with a year 2000 Census population of 3,000 or more; and the Black Earth Urban Service Area. The CARPC should, in general, provide assistance with planning for the Future Urban Development Area of other urban service areas after assisting the priority communities. The CARPC's Executive Director shall provide to the CARPC a 3-year work plan with points of reference and an annual progress report with recommendations.
- b. The Plan, which will identify the 25 Future Urban Development Area, shall be based on the requirements of NR 121 and shall also consider other factors including the impacts on natural and built systems, the efficient use of land including urban densities, and the ability to efficiently provide services to support the development and farmland preservation planning.

These goals are met by the proposed amendment. The City of Verona is a 'priority' area based on our 2000 Census population of more than 3,000. The City of Verona looks forward

to collaborating with CARPC on considering factors including impacts on natural and built systems, the efficient use of land including urban densities, and the ability to provide services to support development and preserve farmland.

The cumulative impacts of CARPC policies and criteria on the natural resources of the region will be monitored and the results used to recommend changes to these policies.

The City of Verona encourages CARPC to consider the cumulative impact it is having on urban development within Dane County. Specifically, Verona encourages CARPC to examine whether or not it is supporting and enabling dense urban development served by utilities, or if it is in fact discouraging such development and creating incentives and market pressure for low-density development that is not served by utilities. CARPC currently does *not* regulate low-density (low-intensity) urban development served by well and septic systems and located on ‘large-lots’ in unincorporated areas (often called by the misnomer ‘rural residential’...), while at the same time CARPC creates important—but costly—requirements for dense development served by utilities. Additional costs are one type of disincentive, and a particularly strong disincentive within the American free-market system. The City of Verona encourages CARPC to examine its policies and criteria to insure that it is acting to promote, facilitate, and encourage dense urban development rather than discouraging development on utilities and making such development more difficult. One specific recommendation is to regulate low-density development on well and septic systems *at least as much* as you regulate dense urban development (or perhaps prohibit such destructive development entirely...).

Objectives (Order is NOT indicative of priority or importance)

ENVIRONMENTAL PROTECTION

1. Recognize that the natural environment is an integrated system of interacting land, water and air resources; and to protect the health and stability of this resource system.

This objective is met by the proposed amendment. The City of Verona will insure that development within the amendment area recognizes and respects the integrated system of land, water, and air resources and will protect the health and stability of this resource system.

2. Promote the re-integration of humans and their activities into the ecosystem and its functions and processes.

This objective is met by the proposed amendment. By preserving a natural and open-space corridor through the amendment area, residents in planned housing units and employees in planned businesses and non-residential developments will have wonderful access to natural ecosystems and their functions and processes.

3. Preserve and restore the native biodiversity of the region where possible. Promote the use of these banks of native biodiversity as examples of successful adaptation to the physiography of the region which can be used to better integrate human manipulation of the landscape into the natural and biological processes of the region.

This objective is met by the proposed amendment. The City of Verona will work to restore native bio-diversity that has been destroyed by mono-crop agricultural practices by protecting and restoring habitat for threatened and endangered species and by re-establishing wet-lands that have been drained and tilled/plowed/planted for agricultural profit. These restored areas and habitat protection areas will serve as examples of successful adaptation to the physiography of the region and will be used to better integrate human manipulation of the landscape into the natural and biological processes of the region.

4. Provide a safe, healthful and visually pleasing environment to enhance the quality of life for all Dane County residents.

This objective is met by the proposed amendment. The area is characterized by rolling topography with scenic vistas and easy access to environmental resources such as the Badger Mill Creek and the wetlands and flood plains associated with this valuable surface water body. Protecting these important natural resources as the area develops densely to accommodate projected population growth will provide future residents and employees within the amendment area with safe, healthful, and visually pleasing environments.

5. Highlight the importance of water for all life. Promote water conservation and protect and restore the quality and quantity of the natural sources of water. Promote optimal treatment of wastewater so the product of treatment can be reused as a resource and generate options for restoring the mass balance of water in the region.

This objective is met by the proposed amendment. The amendment area includes the Badger Mill Creek and its Dry Tributary, and is near the Sugar River and the Sugar River Wetlands State Natural Area. These water resources present an excellent opportunity for collaboration with the Town of Verona, Dane County, the City of Madison, and CARPC to create public educational facilities along these surface water bodies and their associated wetlands to educate the public about the importance of water for all life. The City promotes water conservation through our Water Utility by including public educational pieces about how to conserve water and the importance of such conservation. Lastly, the City of Verona is an active supporter of the ‘treated effluent return system’ that returns treated effluent from the Nine Springs Treatment Plant to the Sugar River basin, which is an excellent example of City of Verona collaboration with other units of government to accomplish regional water-shed balancing.

6. Protect the quality and supply of groundwater as the principal source of water supply in Dane County.

This objective is met by the proposed amendment. Regarding supply—no additional deep wells are required for the development proposed within this amendment area, and no new water tower nor pumping stations are needed. As the State of Wisconsin and CARPC staff have informed us—there will be more people in Dane County and in Verona in the coming years, and these people will increase the amount (quantity) of ground water that will be required, but this increase in population growth is outside of the control of local units of government such as a City, a County, or a regional planning commission. Regarding quality—the city will utilize best management practices and infiltration precautions to protect ground water quality within the amendment area.

7. Protect shoreland, floodplain, and wetland areas through the county, and emphasize their value as focal points of natural beauty and recreation.

This objective is met by the proposed amendment. Shorelands, floodplains, and wetlands within the amendment area will be protected, preserved, and restored within environmental corridors, where their value as focal points of natural beauty and recreation will be emphasized.

8. Preserve and expand the role of wetlands and woodlands as essential components of the hydrologic system as well as valuable wildlife habitat, and restore or improve degraded wetland and woodland resources where possible. Recognize the inter-relationship of adjacent landscape types, and avoid dividing natural units or breaking important linkages.

This objective is met by the proposed amendment. Wetlands that have been destroyed by agricultural practices will be restored to their natural state to once again serve their

important function within the hydrological system as well as to serve as valuable wildlife habitat. Similarly—agricultural practices have completely removed most trees and wooded areas from within the amendment area—and the City of Verona will increase the number of trees within the amendment area through our Tree City program and our parks department tree policies and programs. The City of Verona recognizes the inter-relationship of adjacent land-scape types and will avoid dividing natural units or breaking important linkages primarily through the preservation and enhancement of regional corridor for the Badger Mill Creek and its Dry Tributary. Lastly, the City of Verona does not plan any new crossings across the Badger Mill Creek within the amendment area, which will insure that natural units and important linkages will not be further divided.

9. Minimize adverse impacts of necessary encroachment of utilities and transportation facilities into open space corridors by:
 - a. avoiding encroachment when reasonable alternatives are available;
 - b. where encroachment is necessary, select routes which minimize environmental impacts, and avoid dividing natural units; and
 - c. incorporating design considerations which minimize impacts and contribute to compatibility with the corridor functions.

These objectives are met by the proposed amendment. No new utility or transportation encroachments are planned into the Badger Mill Creek/Dry Tributary open space corridor—all new utility and transportation facilities will be outside of the planned open space corridor.

10. Guide urban and rural development to those locations where adverse impacts on ground and surface water quality are minimized.

This objective is met by the proposed amendment. Urban Development is being directed to the ‘growing edge’ of an already urbanized area and to a location where expensive infrastructure and utility investments have already been made to minimize adverse impacts on ground and surface waters. By allowing dense development to continue as Verona grows, surface waters are protected because the amount of impervious surface coverage per housing unit is reduced as compared with lower density development that will occur without utilities. The ‘human footprint’ is also smaller with more dense development served by utilities, minimizing the impact on surface waters. Lastly—dense development on utilities brings with it environmental protection features such as environmental corridors and storm water management systems that do not accompany lower density development.

11. Incorporate in the design of urban development natural drainage patterns and measures to minimize or entrap pollutants before they enter surface waters.

This objective is met by the proposed amendment. The storm water management systems planned for this area will incorporate natural drainage patterns as well as measures to minimize and entrap pollutants before they enter surface waters.

12. Incorporate stormwater management practices, such as detention, infiltration, created wetlands, and rain gardens in urban development to maintain groundwater recharge and avoid increases in runoff. Guide urban development to areas where soils are suitable for such development.

This objective is met by the proposed amendment. As detailed in the amendment proposal, the City of Verona will exceed current County standards and requirements for detention and infiltration and the City will work to restore converted wetlands back to their natural state. All of these measures will promote groundwater recharge and minimize stormwater run-off. Urban development within the amendment area will utilize soils that are suitable for a variety of land-uses, including some soils that are suitable for both agriculture and urban development. Soils that are suitable for both agriculture and urban development are planned to be developed intensively to minimize the amount of land suitable for farming that is used for urban development. If the area cannot be served by utilities—soils suitable for farmland will be developed much less intensively resulting in a significantly greater loss of farmland per unit of housing (or employment) created.

13. Protect the scenic values of the Dane County landscape by preserving and enhancing vegetative cover, particularly on steep, wooded slopes and stream and lake shorelands.

This objective is met by the proposed amendment. Steep wooded slopes within the amendment area will be protected within environmental corridors. The eastern side of the Badger Mill Creek—on the Hoffman property—is a particularly good example of a steep wooded slope adjacent to a stream that will be preserved to protect the scenic values of the Dane County landscape. Lastly, by developing lands densely with urban services such as utilities—greater amounts of rural lands, rural landscapes, and vegetative cover in Dane County can be protected.

14. Protect and maximize public enjoyment of the scenic qualities of Dane County by preserving views of landmarks, including high promontories or viewpoints, assessing the visual impact of proposed developments and facilities, and improving public access to scenic areas and views, particularly urban lake and stream shorelines.

This objective is met by the proposed amendment. Public access to scenic areas and particularly to the Badger Mill Creek will be vastly improved when the amendment area urbanizes. The lands along the Badger Mill Creek within the amendment area are currently privately owned and Dane County citizens cannot access the scenic lands along this stretch of the Badger Mill Creek without trespassing on private property. When this area urbanizes, the lands along the Badger Mill Creek will be put into environmental corridors that allow public access to the scenic and natural beauty of the Badger Mill Creek—affording access to this natural resource that is not currently available. High promontories will be prioritized for parkland—especially where over-looking the Badger Mill Creek within the amendment area. There are no landmarks located within the proposed amendment area.

15. Minimize production of waste for disposal by supporting programs for reducing consumption, and recycling and reuse of waste materials.

This objective is partially met by the proposed amendment. The City of Verona provides a wonderfully successful program for recycling—with very high participation rates—and this service will be available to the residents within the amendment area after the area urbanizes. The City is also supportive of programs and efforts to reduce consumption and to reuse waste materials, and currently the City reuses waste branches collected in the City for reuse as mulch and wood-chips by Verona residents.

16. Promote waste reduction, reuse and recycling programs for public, industrial, and commercial generators as well as residences. Promote the use of waste as a resource.

This objective is partially met by the proposed amendment. As explained above—the City provides a successful recycling program. While the program is directed primarily toward residents, it is also utilized by public offices and agencies such as City Hall, the Schools, and the Senior Center. Recycling programs for industrial and commercial generators is done on a business-by-business basis. The City of Verona actively uses waste as a resource, using waste tree branches and brush that is collected by the City for use as mulch and wood-chip resources.

17. Promote local buying programs, bulk purchasing, community resource sharing initiatives (like cooperatives and community car programs), and emphasize repair instead of disposal.

This objective is not applicable to the proposed amendment. The City of Verona does not currently have any efforts to promote local buying programs, bulk purchasing, nor community resource sharing initiatives. The City does not currently have any efforts to emphasize repair instead of disposal.

18. Locate and design waste disposal sites and facilities to minimize environmental impacts and health hazards, and to utilize natural or organic processes to the extent possible.

This objective is met by the proposed amendment. The City of Verona utilizes the Dane County landfill—as do all Dane County communities. Additionally, the City actively utilizes natural and organic processes—primarily in the form of decomposition—to convert waste tree branches and brush that is collected by the City for use as mulch. The amendment area will also benefit from this program.

19. Return resource extraction and waste disposal sites to productive use through final site design and reclamation.

This objective is not applicable to the proposed amendment. There are no resource extraction nor waste disposal sites within the amendment area.

20. Support programs to improve air quality and control the emission of air pollutants in the region.

This objective is met by the proposed amendment. The City of Verona prohibits the use of ‘external fuel-burning heating devices’ within the City, particularly given the significant

amount of air pollution they cause relative to the limited amount of heat they produce for an individual unit of housing. Such devices are currently *not* prohibited within the amendment area, but such devices will be prohibited once this area urbanizes. Additionally, the City of Verona will work with any businesses that locate within the planned non-residential portions of the amendment area to work to improve air quality and control the emission of air pollutants in the region.

21. Promote renewable sources of energy, generated locally, and encourage energy conservation in building, urban design, governmental procurement, and land use.

This objective is met by the proposed amendment. The City of Verona will be supportive of building and urban design efforts that incorporate LEED elements as a means to encourage energy conservation. Additionally, by accommodating anticipated population growth in dense development served by utilities, the City of Verona will minimize the amount of energy required for future residents within the amendment area to get to needed services and employment opportunities by minimizing commute times. (By contrast—if the area cannot be served with utilities it will accommodate many fewer residents, resulting in a larger percentage of future residents who will have to live further away from the urban core, resulting in longer commutes to jobs and services and the resulting increase in fuel consumption...)

22. Create alternatives to auto travel through the promotion of public transit and multi-modal transportation systems. Promote programs that maximize car occupancy, and promote alternatively powered vehicles. Optimize road design and use. Encourage urban design and land use policies that support walkable and bikable communities, including the following:

This objective is met by the proposed amendment. The City of Verona has bus service through Madison Metro. By increasing the number of residents within Verona, this existing bus route will likely see increasing ridership as Verona residents utilize this service to commute to jobs in Madison. The City also actively promotes alternatively powered vehicles—primarily through the very successful City of Verona Senior Center electric car initiative, which purchased an electric car used for providing local services to Verona senior citizens. Additionally, the City of Verona adopted ordinances specifically to allow such electric vehicles on public city streets in an effort to promote and facilitate the use of such alternative powered vehicles. The City also optimizes road design through the incorporation of bike-lanes on all new and rebuilt collector and arterial streets. The City of Verona promotes maximum car occupancy by maintaining (plowing, resurfacing, mowing...) the Department of Transportation’s ‘Park and Ride’ facility on East Verona Avenue, which is used by both car-pools and people riding Metro Transit’s Route 55.

- a. Provide for safe, convenient and efficient pedestrian travel throughout the region.
This objective is met by the proposed amendment. The City of Verona requires all new development—both residential and non-residential—to include sidewalks and regional pedestrian trail systems;

- b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system.
This objective is met by the proposed amendment. The City of Verona requires both on-street bicycle lanes and off-street bicycle paths—as well as sidewalks—in all new development (both residential and non-residential...) to minimize conflicts between pedestrians and other modes of travel.
- c. Provide for the safe, convenient and efficient travel by bicyclists throughout the region.
This objective is met by the proposed amendment. The City of Verona requires both on-street bicycle lanes and off-street bicycle paths in all new development to provide for the safe, convenient, and efficient travel by bicyclists.
- d. Encourage bicycle travel for transportation as well as recreational purposes.
This objective is met by the proposed amendment. The City of Verona will require new collector streets and rebuilt arterial streets to accommodate bicycles to encourage bicycle travel for transportation as well as for recreational purposes.
- e. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region.
This objective is met by the proposed amendment. The City of Verona is fortunate to be connected with Fitchburg, Madison, and Mt. Horeb via the Military Ridge State Recreational Trail. The City will require connections between the amendment area and this important regional bikeway.
- f. Encourage ridesharing by carpooling, vanpooling, and mass transit, particularly for trips to work and trips to school, and for trips not conveniently served by the transit system.
This objective is met by the proposed amendment. The City is supportive of the current bus service, and city growth within the amendment area will lead to additional residents who will ride—and thereby support—the existing bus service within the City. Because this service is a ‘commuter’ bus service, it is geared especially to trips for work. The City encourages ridesharing by carpooling or vanpooling by maintaining (plowing, resurfacing, mowing...) the Department of Transportation’s ‘Park and Ride’ facility on East Verona Avenue, which is used by both car-pools and by people riding Metro Transit’s Route 55.

23. Streets

- a. Correct safety problems.
This objective is not relevant to the proposed amendment. The City of Verona is not aware of any current safety problems within the amendment area that are in need of correction.
- b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
This objective is met by the proposed amendment. The proposal is to allow anticipated population growth to be accommodated with dense development served by utilities on the edge of existing urbanized areas, which not only encourages but results in more compact, urban development. Additionally, dense urban development served by

utilities—such as that proposed within this amendment—minimizes large-lot development in outlying rural areas—which in turn encourages more efficient rural development patterns and fewer farm/non-farm traffic conflicts.

- c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.

This objective is partially met by the proposed amendment. Significant capacity problems exist on County Trunk Highway ‘M’ north of the City. CARPC has indicated that the City of Verona will grow in population and much of that population growth will result in additional vehicle trips and congestion pressure on CTH ‘M’. Similar concerns exist for the Verona Road/Beltline interchange. The City will continue to use a variety of strategies—consistent with the goals of a balanced community and modal choice—to address these capacity problems. Specific examples include: a) continuing to support bus service as a means to alleviate capacity problems on local highways; b) continuing to work actively with Dane County, the City of Madison, and the Madison Area Transportation Planning Board-Metropolitan Planning Organization to secure funding to increase capacity on CTH ‘M’, and c) continuing to monitor and be supportive of Wisconsin Department of Transportation plans for capacity improvements to the Verona Road/Beltline interchange.

- d. Meet the need for major reconstruction due to maintenance problems.

This objective is not relevant to the proposed amendment. The City of Verona is not aware of any need for major reconstruction due to maintenance problems within the amendment area. The City’s plans for addressing the needs for major reconstruction due to maintenance problems *outside* of the amendment area are similar to the City’s plans for addressing capacity problems as outlined in the preceding item.

- e. Draw traffic away from certain sensitive areas (traffic redirection).

This objective is met by the proposed amendment. No new arterials are planned for the amendment area. All traffic will utilize existing arterials within the amendment area. Only one new collector is planned, and that collector will tie-together an existing collector on the east (Chapel Royal Drive) with an existing arterial on the west (State Trunk Highway 69...).

- f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.

This objective is met by the proposed amendment. Please see the response to ‘c’ above for more information.

- g. Provide for street and roadway continuity.

This objective is met by the proposed amendment. For at least the last 15 years, the City of Verona has required all new developments to provide ‘connectivity’ and to discourage cul-de-sac street patterns. The City will continue this requirement for developments within the amendment area. Note, however, that the presence of the open space corridor associated with the Badger Mill Creek and its Dry Tributary complicate this goal because the City wishes to minimize encroachments into this open space corridor. The City will seek a balance between the goal of street continuity and

'connectivity' and the goal of minimizing encroachments into the Badger Mill Creek/Dry Tributary open space corridor.

24. Rail

- a. Seek to preserve rail corridor lands throughout the county for current and future transportation and other public uses.

This objective is not relevant to the proposed amendment. There are no rail corridor lands though the amendment area. Note that the Military Ridge State Recreational Trail—which will be connected to the amendment area with pedestrian and bicycle connections—is a converted rail corridor...

- b. Continue rail freight service to all users where justified and needed.

This objective is not relevant to the proposed amendment. There are no rail corridor lands though the amendment area. Note that the Military Ridge State Recreational Trail—which will be connected to the amendment area with pedestrian and bicycle connections—is a converted rail corridor...

- c. Work with rail companies to consolidate rail tracks, and seek to use excess rail lands for alternative transportation or scenic/recreational uses.

This objective is not relevant to the proposed amendment. There are no rail corridor lands though the amendment area. Note that the Military Ridge State Recreational Trail—which will be connected to the amendment area with pedestrian and bicycle connections—is a converted rail corridor...

25. Achieve a transportation system compatible with environmental features and which minimizes undesirable environmental impacts due to location and construction of transportation facilities.

This objective is met by the proposed amendment. As stated above—there will be no new transportation crossings over the Badger Mill Creek/Dry Tributary open space corridor. By preventing additional crossings, the City of Verona will minimize undesirable environmental impacts on this open space corridor and the associated surface water bodies.

26. Achieve a transportation system that optimizes natural, social and financial resources while maintaining consistency with community goals and objectives.

This objective is met by the proposed amendment. By developing the amendment area densely, projected population growth will be accommodated on less land and with less consumption of agricultural and rural lands. It is a stated community goal in the City of Verona to accommodate population growth with dense development, to protect farmland, and to direct urban development away from rural areas within the City's extraterritorial jurisdiction (See the City's Comprehensive Plan...). The transportation system that will serve this dense, urban development will therefore optimize natural resources while maintaining consistency with community goals and objectives.

27. Achieve a transportation system supportive of energy conservation measures while meeting travel needs to the extent possible.

This objective is met by the proposed amendment. As stated above—by accommodating population growth with dense development within the city—at least two energy conservation measures are supported: 1) ridership on the existing bus route is likely to increase, providing additional fiscal support for that existing service and increasing the likelihood that that transit service is continued (at a minimum...) or expanded (possibly...) as population growth dictates; and 2) by accommodating population growth with dense development served by utilities, the commuting distance of future residents is significantly reduced, especially when compared with longer commute distances that will be required if the area develops without utilities.

28. Encourage attention to aesthetics in the design of transportation improvements to fully integrate improvements into the environment, including consideration of scenic views and vistas, landscaping along roadsides and boulevards, and the location of signing.

This objective is met by the proposed amendment. As evidenced by the City's recent reconstruction of east and west Verona Avenue—the City values aesthetics in the design of transportation improvements and the full integration of improvements into the environment. That project includes integrated storm water management facilities to protect the environment and water quality and includes aesthetic improvements such as decorative light and sign poles with integrated hanging baskets and banners. Similar attention to detail will be used for transportation improvements within the proposed amendment area.

29. Support programs to protect communities and neighborhoods from excessive noise and light pollution.

This objective is partially met by the proposed amendment. For many years the City has enforced photometric standards for all new developments to insure that excessive light is not created and to minimize light pollution—and these standards will continue to be enforced within the amendment area. Noise standards are also enforced, but it should be noted that the northern portion of the amendment area is adjacent to a four-lane limited-access divided highway under DOT jurisdiction (U.S.H. 18-151). This existing transportation infrastructure does and will continue to create noise. To address this existing situation, the City of Verona's adopted 'Southwest Neighborhood Plan' shows primarily non-residential land-uses in closest proximity to U.S.H. 18-151, on the north side of the amendment area.

30. Promote organic, biodiverse, and low input food production, produced locally, through community supported agriculture. Promote the creation of food banks and proper utilization of food waste and other biomass.

This objective may be met by the proposed amendment. The area is proposed to be developed with urban housing and non-residential land-uses. The City allows residents to have gardens and to grow fruits and vegetables in garden plots, and institutional land-

users (such as churches) within the City currently have community garden plots and such community gardens will be allowed within the proposed amendment area.

31. Encourage the protection of agricultural lands, the continued viability of farming operations and support of agribusiness as an important part of Dane County's economy.

This objective is met by the proposed amendment. One of the strongest arguments to support development of the proposed amendment area *with utilities* is that significantly less farm and agricultural land will be lost if the City of Verona can accommodate projected population growth with dense development—which requires utilities. If the amendment area is not allowed to be developed densely with utilities, than it will be developed less densely with well and septic systems, and a much larger area—including lands *outside* of the currently proposed amendment area—will be required to accommodate population growth. The City firmly believes that population growth should be accommodated on as little land as possible—which is why the City is proposing dense development served by utilities within the amendment area.

Also—the City of Verona actively supports the continued viability of farming operations by prohibiting low-density development (typically residential) within the City's extraterritorial jurisdiction. Conflicts between agricultural operations and low-density residential development in unincorporated areas are numerous and well documented—ranging from lawsuits between farmers and residents of low-density housing over agricultural practices to traffic conflicts between farm equipment and drivers from low-density housing—and the City of Verona has implemented programs to support agribusiness in Dane County by preventing future conflicts by preventing new low-density housing in agricultural-production (unincorporated...) areas.

32. Encourage the identification of areas of Dane County suitable for long-term preservation and viability of diverse agricultural enterprises and resources. Protect or encourage protection of those areas.

This objective is met by the proposed amendment. The City of Verona firmly believes that urban development should be directed to existing urbanized areas and should be dense and served by utilities. The City of Verona has a long history of growing slowly on the City's urban edge—as opposed to 'leap frog' growth over non-urban areas. This approach to urban growth insures that rural areas are preserved and a clear distinction is maintained between urban and rural areas. Lastly—by prohibiting low-intensity urbanization (primarily large-lot residential development...) in rural areas—the City is 'doing its part' to preserve and protect agricultural areas. Also, the Badger Mill Creek—which the City of Verona has identified as an area of Dane County suitable for long-term preservation—will be placed within an environmental corridor to protect this valuable natural resource.

33. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands.

This objective is met by the proposed amendment. As stated above—by accommodating projected population growth with dense development on the ‘growing edge’ of existing urbanized areas, the City will best prevent larger areas of agricultural and forested lands from urbanizing. In the process—habitat and other environmental functions associated with preserved/protected rural and agricultural lands are protected and preserved. Lastly—important environmental resources within those small areas of land that are urbanized are protected through measures such as environmental corridors, storm water management facilities, and parks and open space areas.

REGIONAL DEVELOPMENT PATTERNS & DISTRIBUTION

34. Promote the re-integration of humans and their activities into the ecosystem and its functions and processes.

This objective is met by the proposed amendment. The City is committed to re-establishing the Badger Mill Creek and its Dry Tributary as an important feature in the local community—one that is accessible to the public. Because the Creek is currently on private land—the public is not able to walk along the banks of this creek. Once the creek is included within an environmental corridor and developed as part of a larger, regional parks and open space system—the public will have unfettered access to this important local surface water, which will promote the re-integration of humans into the local ecosystem.

35. Create balanced communities with a variety of economic and housing opportunities.

This objective is met by the proposed amendment. The proposed land-uses within the amendment area include both economic development and housing opportunities.

36. Focus new jobs primarily into areas of the county where they can be served by public utilities as well as enhance the use of transit.

This objective is partially met by the proposed amendment. A primary City of Verona goal for the amendment area is to create jobs where they can be served by public utilities as well as by existing transportation infrastructure. The area is adjacent to an important, expensive, and existing piece of transportation infrastructure—the interchange between U.S.H. 18-151 and State Highway 69—and it can also be easily and cost-effectively served by utilities which are already located in close proximity to the amendment area. Additionally—the City wishes to provide water service ‘looping’ to existing urban areas on the City’s west side and such ‘looping’ is only possible by serving the amendment area with utilities. Transit will not be provided directly to the amendment area in the short-term, but may be provided in the long term based on a needs and cost-feasibility assessment by Metro Transit.

37. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally.

This objective is not applicable to the proposed amendment because it is not located within the CUSA.

38. Provide a more balanced mix of housing types throughout the county.

This objective is met by the proposed amendment. Assuming the area will be developed densely with utilities—a balanced mix of single-family, duplex and multi-family housing will be provided within the amendment area—as well as institutional residential housing such as assisted living facilities, nursing homes, or memory care

facilities. In addition to providing a mix of housing *types*, a mix of housing *tenancy* will be provided—with both rental and owner-occupied housing being provided. A range of prices will also be available. Conversely—if the area is not developed densely with utilities—housing that will be provided will not be diverse, but will instead only be single-family detached. As a result—rental housing will not be provided and affordability will be significantly reduced.

39. Achieve a more balanced regional distribution of housing types, as well as a wider range of housing opportunities in the outlying communities.

While the City of Verona is not an ‘outlying’ community (as evidenced by our inclusion within the Madison Metropolitan Sewer District’s AND the Madison Transportation Board-Metropolitan Planning Organization’s jurisdictions...), this objective is nonetheless met by the proposed amendment. Assuming the area will be developed densely with utilities—a balanced mix of single-family, duplex and multi-family housing will be provided within the amendment area—as well as institutional residential housing such as assisted living facilities, nursing homes, or memory care facilities. In addition to providing a mix of housing *types*, a mix of housing *tenancy* will be provided—with both rental and owner-occupied housing being provided. A range of prices will also be available. Conversely—if the area is not developed densely with utilities—housing that will be provided will not be diverse, but will instead only be single-family detached. As a result—rental housing will not be provided and affordability will be significantly reduced.

40. Promote the maintenance and rehabilitation of existing housing stock in the region.

This objective is met by the proposed amendment. The City of Verona is committed to the maintenance and rehabilitation of housing stock, as evidenced by the City’s recent adoption (2009) of property maintenance and code enforcement ordinances that will enable the city to insure that existing housing stock within the City is maintained. This ordinance will apply—and be enforced—within the proposed ‘Southwest Amendment’ area.

41. Assist communities in planning and development of commercial and industrial areas that are well designed and properly located.

This objective is met by the proposed amendment. As explained within the City’s adopted ‘Southwest Neighborhood Plan’, the amendment area is *ideal* for commercial and industrial development due to its excellent location next to an interchange between U.S.H. 18-151 (a four-lane, limited-access divided highway classified by the Wisconsin DOT as a ‘backbone’ highway...) and S.H. 69. The City has constructed or approved the construction of several other commercial and industrial areas that are well designed—such as the ‘West End’ mixed-use new-urbanism development on West Verona Avenue and the Bruce Street and Technology Park industrial parks—and the City will continue to require similar well-designed non-residential developments within the amendment area.

42. Promote the safety of the members of the regional community including children, women, and minorities. Promote the creation of community bonds to generate a sense of place and regional identity. Address the root causes of crime.

This objective is met by the proposed amendment. The City of Verona provides a comprehensive set of public safety services, including police, fire, and EMS protection. These City services are not only ‘response services’ that respond to problems after they have occurred—but they are also services that provide public education, outreach, and training to the community in matters of personal and public safety. All citizens benefit from these City of Verona protection services—including children, women, and minorities, and future residents of the amendment area will also benefit. The City of Verona police department also is both ‘responsive’ and ‘proactive’ in that it not only responds to crime, but also provides extensive community education through the schools and other outlets.

43. Promote dialogue on issues of interest and import among the members of the regional community. Promote community groups and the creation of gathering places and other means of the exchange of ideas.

This objective is met by the proposed amendment. The City has utilized a 3-year planning process to study and plan for not only the amendment area—but also the larger ‘Southwest Neighborhood’. This process included extensive amounts of dialogue between property owners, stakeholders, Verona citizens, and representatives from other units of government. Additionally—the City of Verona conducted a 2-year comprehensive planning process that was firmly rooted in citizen participation and open dialogue—and development of the amendment area as proposed was fully discussed and vetted during the community planning and dialogue process. The City is supportive of community groups and the creation of gathering places and other means of the exchange of ideas, as evidenced by the City’s support of new restaurants, taverns, schools, churches, and other ‘public/semi-public gathering places as well as the City’s construction, maintenance, and ownership of community facilities such as the library, Senior Center, and City Hall. The City has provided financial support for a variety of community organizations, including the Upper Sugar River Watershed Association, the Chamber of Commerce, and Verona Betterment. Residents within the proposed amendment area will all benefit from City of Verona support for these types of community groups and community gathering spaces.

44. Encourage cultural activities to enhance the creation of regional identity and a regional sense of place that encourages social cohesiveness and sustainability.

This objective is met by the proposed amendment. The City will identify and protect important cultural resources within the amendment area—primarily Native American burial mounds—and utilize these resources to highlight the regional history of the area in an attempt to encourage social cohesiveness and sustainability.

45. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism.

This objective is met by the proposed amendment. The City has endorsed plans to create institutional-residential housing in the western portion of the amendment area—possibly to include memory-care housing for persons with mentally-debilitating conditions such as Alzheimer’s or to include nursing care housing for the elderly. The eastern portion of the amendment area is planned to be developed with residential development that will provide housing for families with children as well as housing for the elderly and the handicapped.

46. Promote and encourage participation by all in decision-making regardless of sex, race, religion, socio-economic status, language and communication barrier, sexual orientation, etc. Encourage diversity training and discussions to promote the creation of a regional community. Promote mechanisms and venues to deal with conflict in its various forms.

This objective is met by the proposed amendment. As stated above—the City utilized an intensive citizen-based community planning process to plan for the development of the amendment area, and this process promoted and encouraged participation by all members of the community regardless of sex, race, religion, socio-economic status, language and communication barrier, and sexual orientation.

47. Promote education and the need for the availability of universal quality education as one of the most important investments in a successful and sustainable community. Promote programs that allow learners to help determine the focus and content of education and address the root causes of youth dropping out of school. Promote parent and community involvement in education. Promote options for early education and post-secondary education to capitalize on the human resources potential of the community.

This objective may be met by the proposed amendment. The City of Verona actively collaborates with the Verona Area School District in the process to site and construct new school facilities—and the amendment area may be selected for the construction of a new school facility if the VASD decides to do so based on their needs. The children within the ‘Southwest Amendment’ area will attend the Verona Area School District.

48. Promote a healthy community by encouraging preventive health care and healthy living opportunities. Encourage the availability of a basic level of healthcare for the community. Consider the needs of the elderly and the handicapped. Support the control of major diseases, including mental health.

This objective is met by the proposed amendment. The western portion of the amendment area is proposed for a medical clinic that would provide health services—including education and training for preventive health and healthy-living. The planned medical clinic will also make available a basic level of healthcare for the community, including the elderly and the handicapped, and will also be helpful in efforts to control

major diseases including mental health. School nurses will also promote health for children within the amendment area who attend Verona Area School District schools. Elderly residents within the amendment area will benefit from the services to seniors provided by the Verona Senior Center.

49. Continue to preserve the vast majority of rural areas, including prime, productive or viable agricultural lands, as Agricultural Preservation Areas in which non-farm development opportunities would be limited. It is recommended that these areas be identified and incorporated into town plans as they are updated.

This objective is met by the proposed amendment. The City of Verona has adopted strict policies to protect agricultural areas from low-intensity, inefficient development which accommodates only a small amount of projected population growth on a disproportionately large amount of land. Furthermore—the City of Verona actively pursues dense, urban development served by utilities to accommodate as much population growth on as little land as possible. By developing the amendment area densely—which requires the provision of utilities—a significant amount of projected population growth will be accommodated on a relatively small amount of land. If the amendment area cannot be served by utilities, then it will be developed with land-consuming low-density development. Such development will cause greater amounts of rural and farm lands to be converted to non-rural and non-farm uses. The City has incorporated this basic goal—preserving rural areas and accommodating projected population growth in dense development near already-urbanized areas—into our Comprehensive Plan.

50. Preserve in permanent agricultural and open space uses other key lands which provide visual and physical separation between existing communities, protect rural resource protection areas, and preserve scenic landscapes.

This objective is met by the proposed amendment. Please see the response to the previous item for more details. Additionally, the Badger Mill Creek will be placed into an open-space environmental corridor to both protect rural resources (although the resource will no longer be a ‘rural’ resource once it is annexed into the City but it will nonetheless remain an important resource nonetheless...) and to preserve scenic landscapes.

51. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands.

This objective is met by the proposed amendment. Please see the response above for more details.

52. Plan goal for rural, non-farm development is:

- a. A lesser proportion of development in towns than at present;
- b. Clustering of rural development based on historical patterns (existing hamlets, subdivisions, etc.) and environmental factors (water quality, soils, slopes, view, etc.);

- c. Smaller lots which are consistent with health and environmental concerns;
- d. Channel town development to areas with substantial clustered development with a relatively high level of urban services.

Some of these objectives are met by the proposed amendment. The City proposes to continue directing new urban growth to urbanized areas served by utilities—as is proposed by this USA amendment—which will accomplish Objective ‘a’—decreasing the proportion of development in towns (by directing development to the City). The City of Verona is not supportive—however—of allowing rural development and smaller lots in unincorporated areas as is suggested by Objectives ‘b’, ‘c’, and ‘d’ and has adopted policies to prevent such low-intensity urban development in rural areas within the City’s extraterritorial jurisdiction as a means to preserve rural areas, protect agricultural lands, and prevent land-use conflicts between agricultural practices and low-intensity (typically large-lot residential) urban development.

- 53. Prepare with local governmental units Neighborhood Development Plans for designated Rural Development Areas to promote subdivision patterns which protect environmental corridors, avoid prime and productive or viable farmlands, and provide effective access, circulation, and drainage. Require development proposals to comply with Neighborhood Development Plans before granting approvals.

This objective is not met by the proposed amendment. The City of Verona is not supportive of development in rural areas and has adopted policies to prevent low-intensity (unsewered) urban development in rural areas. The City of Verona does not utilize the term ‘rural development’ but rather utilizes the term ‘low-intensity urban development’ to describe large-lot residential development served by well and septic systems, and the City of Verona prohibits such development within the Verona area because it is inefficient, consumes a disproportionate amount of land relative to the amount of population growth it accommodates, consumes too much farmland, and creates land-use conflicts between low-intensity urban development and agricultural practices.

Instead of preparing plans for ‘Rural Development Areas’ to protect environmental corridors, avoid prime and productive or viable farmlands, and provide effective access, circulation, and drainage—the City of Verona instead accomplishes these goals by prohibiting low-intensity urban development in rural areas and instead directing projected population growth to areas that can be served by utilities so that urban growth can be high-intensity (dense).

54. Develop rural development design and siting guidelines and regulations to achieve the following:

- a. Minimize the impact of rural development on agricultural operations;
- b. preserve scenic views and community separation areas; and
- c. facilitate access and provision of public services.

This objective is not met by the proposed amendment. Please see the response to the preceding item for more details.

55. Encourage cluster design for new rural housing developments, reduce the lot sizes in rural areas, and promote the location of such clusters adjacent to existing hamlets or subdivisions, where additional development is appropriate.

This objective is not met by the proposed amendment. Please see the response above for more details.

56. Plan non-farm development in rural areas to be primarily single family residences and encourage Conservation Design standards.

This objective is not met by the proposed amendment. The City of Verona is strongly opposed to this CARPC objective and believes that it completely undermines the basic community goals of promoting dense urban development, protecting the environment, preserving agricultural lands, preventing land-use conflicts between agricultural practices and low-intensity development, encouraging the use of mass transit, decreasing reliance on energy, decreasing commute distances between residential areas and employment centers, promoting diverse housing opportunities in all areas of the county, and promoting housing affordability. The City of Verona believes that this CARPC objective is contrary to the spirit and intent of ‘smart growth’ and questions why CARPC has adopted an objective so contrary to the generally-accepted understanding of good land stewardship and land-use planning. Rural areas should be protected from low-intensity urban (large-lot residential) development and CARPC should support the complete prohibition of such development within rural (unincorporated) areas.

57. Direct multi-family residential development and large scale commercial and industrial development away from rural areas.

This objective is met by the proposed amendment. If the amendment area is served with utilities, it will be developed with both multi-family housing and commercial land-uses. If it must urbanize without utilities, it will *not* provide a mix of housing types and will be much less likely to provide a variety of housing options for future residents. The amendment area will also *not* accommodate commercial activity as planned. Instead, if utilities are not extended to the amendment area, it will only provide housing, and only one type of housing at that—low-density single-family units.

58. Limit non-agricultural employment growth in rural areas to 1% of all new jobs expected in Dane County between 2000 and 2030.

This objective is met by the proposed amendment. By creating employment growth within the amendment area—as proposed—non-agricultural employment growth will be directed away from rural areas and toward dense urban areas served by utilities.

59. Preserve historic farmsteads and hamlets which contribute to the cultural history and aesthetic beauty of Dane County.

This objective may be met by the proposed amendment. There are three farmsteads within the amendment area—one each on the ‘Hoffman’, ‘Feller’, and ‘Wingra’ parcels. These farmsteads may be preserved as the area develops as proposed, but it is more likely that these farmsteads will not be preserved. The City has approved the relocation of farmstead homes onto vacant city lots in an effort to preserve these historic farmsteads when they were proposed for demolition. (Two recent examples are on East Verona Avenue and on North Jefferson...)

60. Achieve a safe, convenient, and efficient transportation system that provides the level of service necessary to support the social and economic activity of the community, without adversely affecting the neighborhoods of the communities within Dane County.

This objective is met by the proposed amendment. Existing arterial streets will accommodate traffic projected to be created by the proposed development so that existing neighborhoods will not be adversely affected. However—regardless of where future population growth is accommodated in Verona—additional traffic will be created and the City of Verona is supportive of continued and expanded mass transit service for projected population growth and capacity improvements to regional arterial highways for projected population growth.

61. Achieve a transportation system compatible with areawide and local patterns of development recommended in this plan and in adopted local plans, including compact, walkable neighborhoods, and transit-oriented urban activity centers on a regional basis.

This objective is met by the proposed amendment. The planned transportation system within the ‘Southwest Amendment’ area is compatible with locally adopted plans. Also, as explained above—the City already has a transit-oriented urban activity center along Verona Avenue and the City. The City also creates walk-able neighborhoods through higher densities, required sidewalks, regional bike and pedestrian trail systems, and small commercial nodes integrated into residential areas. All of these ‘walk-ability’ features are planned for within the ‘Southwest Amendment’ area.

62. Achieve a transportation system that optimizes natural, social and financial resources while maintaining consistency with community goals and objectives.

This objective is met by the proposed amendment. Natural resources will be protected in environmental corridors. No new transportation crossings are proposed for the Badger Mill Creek. Financial resources are optimized through the City’s requirement

that the developers of the amendment area construct all transportation systems to City standards and then turn-over these improvements to the City for long-term maintenance. All of these items are consistent with the City of Verona's goals and objectives as stated in the adopted Southwest Neighborhood Plan and the Comprehensive Plan.

63. Attain an area-wide transportation planning process responsive to the needs and interests of area-wide residents, groups, units of government and affected agencies, with sufficient opportunity for all to participate in policy and implementation decisions.

This objective is met by the proposed amendment. The City of Verona is an active member of the Madison Area Transportation Planning Board—Metropolitan Planning Organization (TPB-MPO). As an active participant in the regional transportation planning that is conducted by the TPB-MPO, the City of Verona actively engages in area-wide transportation planning processes that are responsive to the needs and interests of area-wide residents, units of government and affected agencies. The TPB-MPO provides opportunity for all to participate in policy and implementation decisions through distribution of draft Transportation Improvement Plans and through public hearings. The City of Verona believes that CARPC also provided copies of this proposed USA amendment to the TBP-MPO for their review and comment.

64. Support and maintain basic transportation services such as maintenance, snow removal, traffic control, street sweeping, and other services that should be available to all residents of Dane County.

This objective is met by the proposed amendment. The City of Verona Public Works department will serve the amendment area with street maintenance, snow removal, traffic control, street sweeping, and other services as it does to all areas of the City.

65. Use public decisions on the provision of publicly financed transportation services as a tool for creating compact, well-designed and balanced communities.

This objective is met by the proposed amendment. The City has adopted many policies and requirements over the last decade to promote compact and well-designed and balanced communities, including: prohibitions against cul-de-sacs; requirements for a mix of single-family and multi-family housing in all new residential developments; and requirements for sidewalks in all new developments—both residential and non-residential. These same policies and requirements will be applied to the amendment area. Lastly, the citizens of Wisconsin decided to invest significant amounts of public resources and money into the construction of the U.S.H. 18-151-Highway 69 interchange in the early 1990's, and the City of Verona wants compact and balanced development to utilize this existing, publicly-financed transportation investment for its highest and best use, as is reflected in the plans for the 'Southwest Amendment' area.

66. Stage the extension and expansion of urban transportation services within the urban service areas, to encourage compact urban growth in accord with the regional development policies of the land use plan element of this plan.

This objective is met by the proposed amendment. The amendment area is contiguous to existing urban transportation services—including the expensive and important interchange between U.S. Highway 18-151 and State Highway 69 and the existing collector street Locust Drive. The City is proposing dense, compact development in an area that is contiguous to existing urbanized areas and existing transportation systems (and that is adjacent to existing utilities, as described elsewhere...).

67. Encourage and facilitate connections between various modes of travel, including connections with intercity bus and intercity rail.

This objective is partially met by the proposed amendment. The City of Verona currently has intercity bus service between the City of Verona and the City of Madison via Madison Metro, and this existing bus service is expected to see increased ridership as the population of Verona grows and the number of potential transit users in Verona grows. There is currently no intercity rail service for Verona and the City is not aware of any plans for such service in the near future.

68. Expand the viability of transit as an alternative to auto travel for the rider who wants an alternative and to provide basic mobility services for those having less or no access to automobiles.

This objective is met by the proposed amendment. As stated above—projected population growth in Verona—as determined by the State of Wisconsin and CARPC—is expected to lead to an increase in the number of people who will utilize the existing bus service. As a result, the efficiency and cost-effectiveness of this existing service will improve—as larger numbers of riders pay to cover the costs that are incurred for the service. The improved efficiency and cost effectiveness that will result from increased ridership will in turn increase the likelihood that the service is continued and therefore will continue to be able to provide mobility services for those having less or no access to automobiles.

69. Pedestrian Travel

- a. Provide for safe, convenient and efficient pedestrian travel throughout the region.
- b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system.

These objectives are met by the proposed amendment. The City of Verona will continue to require sidewalks along new streets in all new developments—both residential and commercial—within the amendment area. Additionally, existing streets that do not have sidewalks will be upgraded to have sidewalks. Pedestrian access through the region will be provided by access to the Military Ridge State Recreational Trail, as planned for within the ‘Southwest Amendment’ area.

70. Bicycle Travel

- a. Provide for the safe, convenient and efficient travel by bicyclists throughout the region.
- b. Encourage bicycle travel for transportation as well as recreational purposes.
- c. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region.

These objectives are met by the proposed amendment. Arterial streets will be created with planned bicycle facilities to encourage travel for transportation. Recreational use of bicycles will be encouraged through the creation of off-street regional bicycle trails. These bike trails will be connected ultimately with the Military Ridge State Recreational Trail, which will also accomplish the objective of a continuous system of bikeways with connections with the central urban service area.

71. Streets

- a. Correct safety problems.
This objective is met by the proposed amendment. Existing arterial streets such as Highway 69 do not have sidewalks or bike paths—and these safety problems will be corrected.
- b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
This objective is partially met. Transportation patterns that support balanced communities with compact urban development will be created—although the City is not supportive of rural development as stated in this objective.
- c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.
This objective is met by the proposed amendment. As stated previously, capacity problems currently exist on County Trunk Highway ‘M’ and at the interchange between Verona Road and Beltline. Capacity improvements for both of these areas are currently being planned and the City is supportive of these efforts. The City is also supportive of continued mass transit service to Verona as a means to minimize single-occupancy vehicle trips and reduce congestion. Lastly, the City will continue to support car and van-pooling through our continued maintenance and up-keep of the East Verona Avenue Park and Ride lot.
- d. Meet the need for major reconstruction due to maintenance problems.
This objective appears to be irrelevant to the proposed amendment. As the Wisconsin Department of Administration and CARPC have informed us, continued population growth is projected for the City of Verona, and a large portion of these future residents will utilize automobiles as their primary means of transportation. This population growth and increased automobile traffic will continue to create needs for major reconstruction of local and regional streets. As stated previously, major reconstruction projects are currently needed on County Trunk Highway ‘M’ and at the interchange between Verona Road and Beltline. Major reconstruction projects for both of these areas are currently being planned and the City is supportive of these efforts. The City

is also supportive of funding to insure that adequate maintenance is done on these regional transportation systems. (And as stated elsewhere—the City is supportive of efforts to promote transit, bicycle commuting, car and van-pooling, and other means to reduce single-occupancy vehicle trips and the resulting pressure on the local and regional street system...)

- e. Draw traffic away from certain sensitive areas (traffic redirection).

This objective is met by the proposed amendment. Sensitive areas within the amendment area will be placed within environmental corridors and traffic encroachment into these sensitive natural areas will be prevented. Additionally, no new street crossings are proposed for the Badger Mill Creek. Traffic leaving the amendment area will also have multiple arterial routes for travel to areas outside of Verona, including U.S. Highway 18-151, State Highway 69, Paoli Street, and Locust Drive. All of these arterials and collectors are appropriate streets for heavier volumes of traffic and such traffic will have minimal negative impacts on existing or planned residential development.

- f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.

This objective is met by the proposed amendment. See the responses above for ‘c’ and ‘d’ for more details.

- g. Provide for street and roadway continuity.

This objective is met by the proposed amendment. Existing arterial streets within the amendment area provide excellent street continuity. As explained earlier—the City of Verona has imposed significant limits on the number of cul-de-sacs in new developments to insure street continuity/connectivity. As noted previously—however—the presence of the Badger Mill Creek and the environmental corridor that will be created for that creek (and for its associated wetlands, shoreland buffer, and floodplains...) will present significant obstacles to creating street continuity/connectivity, primarily due to the conflicting goal of prohibiting encroachments into/over this environmental corridor. The City of Verona will seek to balance the conflicting goals of prohibiting encroachments into the Badger Mill Creek environmental corridor while simultaneously seeking to promote street continuity/connectivity.

72. Vehicle occupancy

- a. Encourage ridesharing by carpooling, vanpooling, and mass transit, particularly for trips to work and trips to school, and for trips not conveniently served by the transit system.

This objective is partially met by the proposed amendment. As stated previously, additional population growth is expected to lead to increases in the number of riders on the existing mass transit bus service in Verona—which will in turn increase the cost-effectiveness of this existing service and promote its continued operation. Ridesharing, carpooling, and vanpooling is currently supported in the City of Verona primarily

through the City's maintenance (snow plowing, pavement repair, etc...) of the Wisconsin DOT's 'park and ride' lot located on East Verona Avenue at Old C.T.H. 'PB'. The City will continue to support this facility through its continued maintenance so it can serve as an important resource opportunity for shared-ride commuters.

73. Paratransit

- a. Improve coordination of services to elderly and disabled persons needing special transportation services and expand transportation services available to these groups.
- b. Include taxis and other privately operated services in specialized transportation plans.

These objectives are met by the proposed amendment. The amendment area will be served by the Verona Senior Center, which operates an 8-passenger van with a mechanical lift five days a week between approximately 10 am - 2 pm. The van includes 2 wheelchair tie-downs and service is primarily limited to folks 60 and older but can take any age with physical disabilities. Trips are centered around services and programs at the Senior Center but the service can provide local rides for other destinations as time allows. Trips for shopping at Miller's are offered every Wednesday; for Farm & Fleet one Tuesday per month; and for shopping in Madison twice each month.

The Senior Center also owns and operates an electric car to transport goods for older people. A volunteer runs small errands on request, and the Senior Center will transport a person who is able to get into the vehicle when a volunteer driver is available.

74. Rail

- a. Seek to preserve rail corridor lands throughout the county for current and future transportation and other public uses.
- b. Continue rail freight service to all users where justified and needed.
- c. Work with rail companies to consolidate rail tracks, and seek to use excess rail lands for alternative transportation or scenic/recreational uses.

This objective is not met by the proposed amendment. There are currently no rail corridors or services within the amendment area or within Verona. (Note that the Badger Mill State Recreational Trail is a converted rail corridor that is now used for bicycle and recreational purposes...)

75. Corridor preservation

- a. Continue preservation of lands which may be needed for possible future transportation uses by encouraging local units of government to place new and/or expanded corridors on their official maps.

This objective is met by the proposed amendment. The City of Verona has an adopted 'Official Map' which designates future transportation corridors, including a planned collector street located within the amendment area (Chapel Royal Drive).

- b. Continue street and roadway access control measures to preserve travel capacity along existing major streets and roadways.

This objective is met by the proposed amendment. As detailed in the ‘Southwest Neighborhood Plan’, new driveways onto existing arterial streets—such as Highway 69 within the amendment area—will be prohibited or allowed only in locations that are determined to preserve travel capacities.

- c. Maximize the long-term life, viability and efficiency of existing transportation corridors by promoting the variety of transit options available.

This objective is met by the proposed amendment. The City of Verona promotes the existing mass transit bus service to the city and is also supportive of use of the city-maintained ‘park and ride’ lot for car-pooling, van-pooling, and ride-sharing.

- 76. Encourage all governmental units and agencies to accept this plan, and future approved amendments, as a guide in implementing a consistent, coordinated program of transportation system improvements for all modes.

This objective is met by the proposed amendment. The City of Verona worked closely with the Department of Natural Resources, the Madison Metropolitan Sewer District, Dane County offices, the Capital Area Regional Planning Commission, and the Town of Verona to create the plans for this amendment area. An official study group consisting of all of these governmental units was organized and met for over 3-years to over see the research and planning for the development of this area. At a meeting in March of 2009—all of these governmental units except the Town of Verona (which did not attend the meeting despite being invited...)—expressed support for the planned development and environmental protection measures as shown in the amendment proposal.

- 77. Support legislation which would facilitate the goals and objectives of this plan.

This objective is not relevant to the proposed amendment.

URBAN FORM AND DESIGN

78. Locate new urban development in communities where a full range of urban services are provided and at locations within the community where these services can be provided most efficiently.

This objective is met by the proposed amendment. Proposed new urban development is located where a full range of urban services are already provided. These services can be provided most efficiently in the proposed amendment area because the amendment area is contiguous to existing urban development, utilities are contiguous to the area or in close proximity, existing transportation infrastructure is contiguous to or within the amendment area, and no major infrastructure expansions—such as a water tower—are required to serve the area.

Note that growth to the north of the City will require an expensive new water tower. Growth to the north will also require inter-city sanitary sewer lines and expensive inter-city stormwater management pumping and storage facilities. None of these utility expenses are required for planned growth within the proposed ‘Southwest Amendment’ area, because the Southwest Amendment area can be served by the existing municipal water system and because no inter-city sanitary sewer nor inter-city stormwater management facilities are required within the ‘Southwest Amendment’ area.

79. Identify and preserve in agricultural or other open space uses those lands which can provide a permanent visual and physical separation between urban communities.

This objective is not relevant to the proposed amendment. The City of Verona has an intergovernmental agreement with the City of Madison to preserve a permanent ‘community separation’ area between these two cities. Additionally, the City of Verona is currently in discussions with the City of Fitchburg to create a similar ‘community separation’ area. The proposed amendment area is south of the City and therefore is not in close proximity to either of these existing or planned ‘community separation’ areas. The City of Verona has, however, identified the Sugar River as our western-and-southern-most limit for urban growth for at least the next 50 years.

80. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally.

This objective is partially met by the proposed amendment. The City of Verona is located within the central metropolitan/urbanized area of Dane County—as evidenced by our inclusion within the jurisdiction of the Madison Transportation Planning Board—Metropolitan Planning Organization (TPB-MPO). As such, the City believes that accommodating employment and housing growth within the City furthers this objective to locate a significant share of employment and housing growth within the central metropolitan/urbanized area—if not specifically within the CUSA (which does

not include Verona...) The City currently has transit service, and continued growth of employment and housing development will improve the feasibility of enhanced transit services, as explained previously.

81. Premature development at the urban fringe, or development with less than a full range of urban services, should be restricted to allow for development at urban densities with full services at the appropriate time.

This objective is met by the proposed amendment. The proposed amendment area is needed for projected population growth as provided to the City of Verona by the Department of Administration and by CARPC staff. Currently, there are approximately 600 platted residential lots located within the City of Verona, divided between 6 residential subdivisions. 2 of these subdivisions (Harmony Hills and Hawthorne Hills) will be 'built out' by the end of 2009 and no lots will be available in these two developments. Of the remaining 4 residential subdivisions (Meister, Cross Pointe, Scenic Ridge, and Cathedral Point) two have approximately 80 lots each (Meister and Cross Pointe). The City projects that these two subdivisions will be 'built out' within 2 years, *leaving only 2 subdivisions within the City for residential development*. The City of Verona regulates the rate of growth and housing development (as part of an intergovernmental cooperation arrangement with the school district to assist the school district with facilities planning and budgeting...). Because the City regulates (limits) the amount of residential development—the city requires residential development to be spread-out among at least 4 subdivisions at any one time. (If the City did not impose this requirement for residential development to be 'spread out' among 4 or more subdivisions, one residential developer could create a monopoly on residential development within the City. To insure competition among various developers and developments, the City requires multiple subdivisions to be 'active' at any given time...) Because of the time it takes between obtaining entitlements (such as inclusion within the Verona USA, annexation, plat approval, and zoning) and the time it takes to plan, budget, and construct utilities and transportation infrastructure, the City of Verona needs to include the 'Southwest Amendment' area within the Verona USA now so that the area will be ready for development in 2-3 years to insure that at least 4 subdivisions are available within the City of Verona at any one time.

82. Develop compact urban communities by seeking opportunities to develop or redevelop vacant or underutilized properties within the community before converting undeveloped land at the edges of the community to urban uses.

This objective is met by the proposed amendment. The City of Verona has not only sought opportunities to develop or redevelop vacant or underutilized land within the community—it has succeeded at developing vacant land and redeveloping underutilized land within the community—all prior to converting undeveloped land on the edges of the City to urban uses.

Examples of the development of *vacant* lands within the community include:

- Approval of the relocation of a single-family home to 426 South Main;
- Approval of the relocation of a *historic* single-family home to 211 East Verona Avenue; and
- Approval of the relocation of a *historic* single-family home to 102 North Jefferson.
 - All of these in-fill residential projects converted existing vacant—but developed—parcels within the City’s urban core and converted them to in-fill residential use.
 - 3 of these project saved existing homes that were slated for demolition if the City of Verona had not allowed the homes to be moved onto vacant lots, and 2 of the saved homes are over 100 years old.
- Approval of a newly-constructed single-family home on a long-vacant but oddly-shaped residential lot (670 Tamarack);
- Approval of 28 high-density condominiums on a long-vacant and oddly-shaped parcel in the downtown (Burke);
- Approval of high-density town-houses on a brown-field site in the downtown core (Railroad/Depot project...); and
- The City also approved 2 high-density multi-family residential subdivisions in the late 1990s, and one of these subdivisions—Prairie Oaks—is only about two-thirds built-out and additional high-density multi-family units are approved for construction when market demands warrant;

Examples of the re-development of *underutilized* lands within the community include

- Miller and Son’s Supermarket expansion;
- Leisure Threads adaptive re-use;
- Former residential/Walgreens redevelopment;
- Hometown Auto expansion;
- World of Variety expansion;
- Koberle Salon adaptive re-use;
- Ace Hardware expansion;
- Former Hardees/Park Bank redevelopment;
- Former Bretl’s/103 South Main Street redevelopment;
- Former Citgo/Klinke Cleaners redevelopment;
- Former Rhody’s Farm Implement/Holiday Inn Express redevelopment;
- Former ‘murder house’ 305-307 South Main Street office redevelopment;
- Former Lumber Yard/Railroad Drive mixed-use redevelopment;
- The Purple Goose adaptive re-use;
- Former Hometown Village/Farm and Fleet redevelopment;
- Pure Essence Salon adaptive re-use;
- Masonic Temple redevelopment for a retail/antique store;

In addition to these in-fill and redevelopment projects, the City of Verona has also been successful at directing new development to the city's existing urbanized area.

Examples include:

- The approved (but as yet not built...) West End project along Verona Avenue, which will expand the City's commercial area along our primary 'commercial corridor', and;
- The 2008 request from Dane County to annex 6-acres of park land along East Verona Avenue for commercial development—so former Dane County park lands can urbanize along our primary 'commercial corridor'.

In addition to these commercial projects in our 'core', the City has also encouraged multiple conversions of *residential-to-commercial* properties in our downtown, including examples such as:

- Several insurance agencies;
- The House of Flowers;
- Verona Electric

83. Promote new development which complements and reinforces existing neighborhoods and development, rather than having an undesirable impact on existing neighborhoods and existing urban facilities and services.

This objective is met by the proposed amendment. The eastern portion of the amendment area will be a planned continuation of an existing residential subdivision (Scenic Ridge) located adjacent to the east. The western portion of the amendment area is not adjacent to any existing neighborhoods nor development. There will be no undesirable impact on existing urban facilities and services because existing arterial and collector streets are sufficient to accommodate anticipated traffic growth, and because the planned urban growth is contiguous to existing urbanized areas.

84. Discourage commercial strip development by encouraging new commercial development on arterial roadways to cluster into districts.

This objective is met by the proposed amendment. The commercial development proposed in the amendment area will be clustered into a neighborhood commercial center located at the interchange between the arterial highways U.S. 18-151 and State 69. This neighborhood commercial node at the junction of two arterial roadways will provide easily accessible commercial services for both pedestrians and bicyclists from planned near-by residential areas as well as for vehicular traffic from both the adjacent arterial highways and from planned near-by residential areas.

85. Within larger urban communities, develop compact, walkable neighborhoods as a means to provide structure, variety, and individual identity to sub-areas within the larger whole.

This objective is met by the proposed amendment. The City of Verona has required sidewalks in all new neighborhoods for at least the last 15 years, and has promoted

more dense residential development (and therefore more walkable communities...) during the same time period. The City of Verona will continue to require sidewalks and higher densities of development within the amendment area.

86. When feasible, provide a variety of land uses and a range of residential densities and housing types at appropriate locations within each neighborhood.

This objective is met by the proposed amendment. As described previously, the City plans to create *both* residential development—including a mix of densities and housing types—and non-residential development—such as medical clinics and retail development ancillary to planned medical development—within the amendment area.

87. Develop appropriately-located, neighborhood-scale commercial developments within or at the edges of residential neighborhoods to provide neighborhood focal points and locations where convenience goods and services may be obtained within a short distance of most residents' homes.

This objective is met by the proposed amendment. A commercial node is planned at the intersection of two major arterial highways (18-151 and 69...) and on the edge of nearby planned residential development. This planned commercial focal point is expected to provide a location for convenience goods and services to be obtained within a short distance of planned residential development in the vicinity.

88. Urge local units to develop detailed plans of emerging major activity centers to guide public services and facilities and to serve as an overall guide to the private developments which are anticipated.

This objective is met by the proposed amendment. The City of Verona's Comprehensive Plan—including the adopted Southwest Neighborhood Plan—includes detailed plans of emerging activity centers, and these plans serve as guides for public services and facilities as well as guides for anticipated private developments. Within the proposed amendment area—the 'Southwest Neighborhood Plan' identifies these emerging activity centers as those areas planned for non-residential development on either side of S.T.H. 69 immediately south of its interchange with U.S.H. 18-151.

89. Within urban areas, locate community-scale development along major transportation corridors which are, or will be, served by transit. Within these corridors, concentrate the largest and most intensive developments primarily at transit stops and other intermodal transportation transfer points.

This objective is met by the proposed amendment. The City of Verona has prioritized Verona Avenue—which is served by mass transit—as our 'commercial corridor' and has directed major commercial developments to be located along the corridor. Examples include the Farm and Fleet development on East Verona Avenue and the (yet to be constructed) 'West End' mixed-use project on West Verona Avenue. Transit stops are provided at both of these intensive developments. Additionally, the City of Verona has actively discouraged major commercial activity outside of the Verona

Avenue corridor, as evidenced by a) the City of Verona's refusal to rezone over 100 acres of land on the City's southeast side to 'commercial' despite heavy pressure from the property owner; and b) the City's plans to prohibit 'large scale retail' development within the 'Southwest Neighborhood', including within the proposed amendment area.

90. Areas around transit nodes and other inter-modal transportation points should be developed with uses, densities, and design qualities that encourage and facilitate pedestrian activity and high levels of transit service and ridership.

This objective is met by the proposed amendment. As stated previously, Verona Avenue is the city's designated 'commercial corridor', and this corridor is served by transit. The City has a lengthy track-record of approving higher densities along this corridor and approving redevelopment projects that incorporate high design requirements. Examples include: Park Bank; Walgreens; Holiday Inn Express; Klinker Cleaners; and World of Variety. All of these developments incorporate sidewalks and bicycle racks—as required by the City—to encourage and facilitate not only pedestrian activity but also bicycle activity. The City also works with property owners adjacent to transit stops to plan and construct facilities that will facilitate transit service and ridership. (For example—the City installed concrete boarding/disembarking pads at all transit stops in Verona and the City actively maintains these pads so that—unlike in many parts of Madison—persons boarding or disembarking from a bus are *not* stepping into mud or snow banks but are instead stepping onto cleaned pavement. This may seem small but for persons using wheel chairs this detail is important...)

91. Increase the opportunities for pedestrian and bicycle transportation within urban communities by developing a comprehensive system of walkways and bikeways (on-street and off-street) that provide direct, convenient connections to most destinations, and include the following:

- a. Provide for safe, convenient and efficient pedestrian travel throughout the region.

This objective is met by the proposed amendment. The City of Verona has an adopted bike and pedestrian path plan that was created by the citizen Parks Commission and which was incorporated into the City's comprehensive plan. This plan not only calls for sidewalks to be required in all new developments, but also identifies long-term plans for regional bike and pedestrian paths in addition to sidewalks. The 'Southwest Amendment' area includes planned pedestrian path connections to the Military Ridge State Recreational Trail.

- b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system.

This objective is met by the proposed amendment. Planned sidewalks along new streets will provide safe places for pedestrians to travel without conflicts with automobile and truck traffic. Also—existing streets that do not have sidewalks will be provided with sidewalks.

- c. Provide for the safe, convenient and efficient travel by bicyclists throughout the region. This objective is met by the proposed amendment. As stated previously, existing and planned collector and arterial streets will be provided with bike paths for commuter bicyclists. Regional off-street bicycle paths will also be provided within the amendment area as included within the City's comprehensive plan.
- d. Encourage bicycle travel for transportation as well as recreational purposes. This objective is met by the proposed amendment. As stated previously, existing and planned collector and arterial streets will be provided with bike paths for commuter bicyclists. Regional off-street bicycle paths will also be provided within the amendment area.
- e. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region. This objective is met by the proposed amendment. The City will provide connections between the amendment area and the Military Ridge State Recreational Trail, which will provide connections between the City of Verona and the Central Urban Service Area.

92. Streets

- a. Correct safety problems.
- b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
- c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.
- d. Meet the need for major reconstruction due to maintenance problems.
- e. Draw traffic away from certain sensitive areas (traffic redirection).
- f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.
- g. Provide for street and roadway continuity.

This objectives are met by the proposed amendment as described previously.

93. Para-transit

- a. Improve coordination of services to elderly and disabled persons needing special transportation services and expand transportation services available to these groups.
- b. Include taxis and other privately operated services in specialized transportation plans.

This objectives are met by the proposed amendment as described previously.

94. Corridor preservation

- a. Continue preservation of lands which may be needed for possible future transportation uses by encouraging local units of government to place new and/or expanded corridors on their official maps.

- b. Continue street and roadway access control measures to preserve travel capacity along existing major streets and roadways.
- c. Maximize the long-term life, viability and efficiency of existing transportation corridors by promoting the variety of transit options available.

[These objectives are met by the proposed amendment as described previously.](#)

- 95. Recognize and protect from urban development Environmental Corridors and other important natural areas, environmental resources, and scenic resources.

[This objective is met by the proposed amendment as described previously.](#)

- 96. Design new urban development to complement and be compatible with important cultural and historical resources.

[This objective is met by the proposed amendment as described previously.](#)

- 97. Assist communities in planning and development of commercial and industrial areas that are well designed and properly located.

[This objective is met by the proposed amendment as described previously.](#)

- 98. Achieve a more balanced regional distribution of housing types, as well as a wider range of housing opportunities in the outlying communities.

[This objective is met by the proposed amendment as described previously.](#)

- 99. Promote the safety of the members of the regional community including children, women, and minorities. Promote the creation of community bonds to generate a sense of place and regional identity. Address the root causes of crime.

[This objective is met by the proposed amendment as described previously.](#)

- 100. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism.

[This objective is met by the proposed amendment as described previously.](#)

- 101. Designate as Urban Transitional Areas lands at the fringes of urban areas planned for eventual urban development with a full range of urban services. Encourage the use of cooperative intergovernmental agreements in the designation of these areas.

[This objective is met by the proposed amendment. The City of Verona’s Comprehensive Plan identifies 5 ‘Future Growth Areas’ where future urban development is planned for the period of time covered by the plan. These areas are included within the City’s extraterritorial jurisdiction and as such are subject to the City’s land-development regulations and controls. These areas are designated for future urban development with a full range of urban services—including utilities—and so short term low-intensity development within these areas \(such as large-lot residential development served by well and septic…\) is strictly prohibited.](#)

These areas were identified in part through a collaborative planning process between the City and the Town of Verona during a two-year effort to consolidate these two units of government into one—an idea that was proposed by elected leaders from the Town. While residents of the Town ultimately voted to defeat the consolidation effort (unlike City residents who overwhelmingly voted in favor of the proposed consolidation...), the City of Verona nonetheless utilized the information that was obtained during the 2-year consolidation process to inform the creation of the ‘Future Growth Areas’ identified in the City’s Comprehensive Plan.

ECONOMIC DEVELOPMENT

102. Support local economic activity such as local and small businesses and producers. Encourage business support of community activities. Encourage the assessment of the root causes of unemployment, under-employment, and economic inequalities.

This objective is met by the proposed amendment. The development planned for the amendment area will support a strong local economy with space for small and locally owned businesses and producers. The City of Verona supports the Verona Area Chamber of Commerce and will continue to do so. Unemployment in Verona has traditionally been lower than Wisconsin unemployment levels and—due to the proximity of Verona to the employment market in Madison and due to the successful expansion of the local employment market through City efforts to create industrial and business parks—the City anticipates that unemployment will continue to be low compared with the larger state rate.

103. Encourage the expansion of existing businesses and the development of new businesses in Dane County that increase employment and improve income without adversely affecting local communities.

This objective is met by the proposed amendment. A major local employer—Dean Health Systems—owns one of the three parcels included within the amendment area and has proposed an expansion of their regional clinic system on this parcel. Such an expansion of Dean’s regional clinic system will increase employment and improve incomes but will not adversely affect the local community.

104. Aid local development organizations to retain and expand existing businesses and to attract desirable new businesses.

This objective is met by the proposed amendment. The City of Verona considers Dean Health Systems to be a desirable new business for the southwestern metropolitan area and for the City of Verona. The City of Verona is an active supporter of the Verona Area Chamber of Commerce and will continue to support this organization. The City also participates in the regional entity ‘REDE/THRIVE’ and will continue to do so. The City anticipates that businesses that locate within the amendment area will benefit from the services of these two organizations and furthermore believes that there is a very high probability that these businesses will join the Verona Area Chamber of Commerce.

105. Promote the development of desirable, attractive, compact, and convenient shopping and commercial areas that are an economic and aesthetic asset to the region.

This objective is met by the proposed amendment. As detailed in the adopted ‘Southwest Neighborhood Plan’, the City of Verona utilizes the Plan Commission as the de facto Architectural Review Board for all proposed new construction and site development. This citizen commission has a strong record of only approving desirable and attractive shopping and commercial developments that provide convenience with aesthetic value. A notable example is the Farm and Fleet development on East Verona Avenue—which the City repeatedly refused to approve until the developer submitted plans that satisfied the Plan

Commission’s requirements for a sufficiently aesthetic and attractive commercial/ shopping area.

106. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally.

This objective is not relevant to the proposed amendment since it is located outside of the CUSA. However, by accommodating anticipated population growth within the amendment area, the City of Verona believes that transit services regionally will be enhanced as ridership on existing transit routes should increase and thereby increase the cost-effectiveness of these existing services. (More riders equals less cost per rider for a given level of service...)

107. Assist communities in planning and development of commercial and industrial areas that are well designed and properly located.

This objective is met by the proposed amendment as described previously.

108. Promote and support a range of development activities and employment centers in the central urban area communities that contribute to the economic stability of the region without degrading the natural environment or residential neighborhoods.

This objective is met by the proposed amendment. As explained previously, Verona is part of the central urban area of Dane County—as exhibited by our inclusion within the jurisdiction of the Madison Area Transportation Planning Board—Metropolitan Planning Organization and our participation with the Madison Metropolitan Sewer District. As such, the planned development of an employment center within the Southwest Neighborhood—which includes the proposed amendment area—will contribute to the economic stability of the region. As evidenced by the comprehensive and exhaustive environmental planning that the City conducted for this amendment area—and the resulting environmental protections that the City is proposing for the amendment area—the planned employment center will not degrade the natural environment. Lastly—the planned employment area is ideally located in an area that is *not* adjacent to residential neighborhoods—eliminating concerns about degrading impacts on existing neighborhoods.

109. Support local community efforts to encourage new desirable industries.

This objective is met by the proposed amendment. The City of Verona anticipates that CARPC will truly be supportive of Verona’s efforts to encourage the highly desirable industry—Dean Health System’s medical clinic—that is planned for within this amendment area.

110. Assist in the development of industrial parks for both the expansion of existing industries and to attract new industries; to assure that sites are compatible with adjacent and surrounding land uses.

This objective is met by the proposed amendment. As outlined in the adopted ‘Southwest Neighborhood Plan’, the City is planning for non-residential development in that part of the Southwest Neighborhood that is located west of the Badger Mill Creek—including those portions of the currently proposed USA amendment area that lie west of this creek. This land is ideally suited to accomplish this objective of assisting with the expansion of existing industries and attracting new industries. Surrounding land-uses are exclusively agricultural in nature—making the planned non-residential development extremely compatible with surrounding land-uses.

111. Encourage the preparation of feasibility and impact studies for major industrial development proposals indicating positive economic effects and potential negative impacts.

This objective is partially met by the proposed amendment. The City of Verona has completed comprehensive feasibility plans for the provision of water and sewer service to the proposed non-residential areas within both the proposed amendment area and within the larger ‘Southwest Neighborhood’, and these feasibility studies indicate that the area can be cost-effectively served with utilities.

112. Encourage the expansion of industrial, governmental, and educational areas to be consistent with adopted regional and local plans.

This objective is met by the proposed amendment. The proposed development of the amendment area is consistent with locally-adopted plans as specified in the amendment application materials. It is also consistent with adopted regional plans, including the CARPC “Regional Development Plan Map” and the Dane County “Parks and Open Space Plan”.

113. Encourage employers to recognize the needs of employees, such as day care facilities and transportation, and the needs of older workers and persons with disabilities.

This objective is partially met by the proposed amendment. The City of Verona has approved several day care facilities within the community to meet the needs of families with children, and the City will consider any proposals for additional day care centers within the amendment area. The City also provides services to older citizens and citizens with disabilities through our Senior Center, and the City will provide these same services to persons within the amendment area. By ‘leading by example’, the City believes that employers will be encouraged to recognize the needs of employees—including older employees and employees with disabilities.

114. Provide the necessary public infrastructure to enable businesses to operate successfully. Incentives should be directed to business expansion that benefits the local and regional economy.

This objective is met by the proposed amendment. The City of Verona requires developers to provide infrastructure at their own expense (except for ‘up-sized’ regional facilities for which the City pays for the ‘up-sizing’ costs.) This infrastructure must be built to City standards before it is turned over to the City for public ownership and maintenance. The city will continue this requirement for infrastructure within the amendment area and will insure that the infrastructure is designed and sized so businesses within the amendment area can operate successfully. The City of Verona does not use incentives for retail development, but will consider the use of available incentives for non-retail commercial development such as office or light-industrial land-uses.

115. Create balanced communities with a variety of economic and housing opportunities.

This objective is met by the proposed amendment. As stated previously, the amendment area is planned for both residential and non-residential land-uses, and therefore a variety of both housing and economic opportunities will be created to maintain the City’s current balance of residential and non-residential land-uses.

116. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism.

This objective is met by the proposed amendment. By serving the amendment area with utilities—a variety of housing will be created, including institutional housing such as nursing homes or memory care facilities, rental housing and affordable housing. Conversely—if the area cannot be served with utilities, it will be developed with only one-kind of housing—large lot single-family housing with well and septic systems—and the needs of the poor and the elderly are much less likely to be met. Other components of this objective—such as the root causes of poverty and the promotion of volunteerism are not specifically addressed by the proposed amendment.

117. Encourage tourism as an important economic activity in Dane County.

This objective is met by the proposed amendment. By placing the Native American burial mounds within the amendment area in *publicly accessible* environmental corridors and preserving them, the City of Verona can create potential destinations for tourists. Currently, these burial mounds are on private property and are not accessible to the public.

118. Encourage the protection of agricultural lands, the continued viability of farming operations and support of agribusiness as an important part of Dane County’s economy.

This objective is met by the proposed amendment. See the comments above for more details.

119. Enhance the economic viability of retaining land in agricultural open space uses through creativity and flexibility in regulations and incentives.

This objective is met by the proposed amendment. See the comments above for more details.

120. Encourage the identification of areas of Dane County suitable for long-term preservation and viability of diverse agricultural enterprises and resources. Protect or encourage protection of those areas.

This objective is met by the proposed amendment. As explained previously, the City of Verona plans to accommodate projected population growth with dense development in already-urbanized areas of the County, including along the ‘growing edge’ of the City of Verona. The City has also identified areas for long-term preservation of agricultural and rural lands in our Comprehensive Plan. The City has adopted regulations that prohibit the conversion of these lands to low-intensity (large-lot residential) urban development as an effective method to protect these agricultural and rural areas.

121. Promote organic, biodiverse, and low input food production, produced locally, through community supported agriculture. Promote the creation of food banks and proper utilization of food waste and other biomass.

This objective is met by the proposed amendment. The ‘Feller’ property within the amendment area currently produces food such as strawberries for local consumption and the continued use of this property for such organic, low-input food production is highly possible given the fact that much of the ‘Feller’ property is located within a flood plain. These flood plain lands will be placed into an environmental corridor and present an excellent opportunity for continued organic, bio-diverse, low-input food production within the amendment area.

122. Achieve a safe, convenient, and efficient transportation system that provides the level of service necessary to support the social and economic activity of the community, without adversely affecting the neighborhoods of the communities within Dane County.

This objective is met by the proposed amendment. See comments above for more details.

123. Rail

- a. Seek to preserve rail corridor lands throughout the county for current and future transportation and other public uses.
- b. Continue rail freight service to all users where justified and needed.
- c. Work with rail companies to consolidate rail tracks, and seek to use excess rail lands for alternative transportation or scenic/recreational uses.

These objectives are not relevant to the proposed amendment, since there is no rail service nor rail corridors within the amendment area (nor within Verona...)

124. Air

- a. Provide safe and convenient airport facilities to meet air transportation needs for the region.

This objective is not met by the proposed amendment. There are no plans to provide airport facilities within the amendment area. Airport facilities are available in close proximity to the amendment area, however, including two privately-owned air strips (grass) within 3 miles of the amendment area.

NEIGHBORHOOD DEVELOPMENT

125. Promote the re-integration of humans and their activities into the ecosystem and its functions and processes.

[This objective is met by the proposed amendment, as described above.](#)

126. Seek the preparation and adoption of detailed neighborhood development plans for all developing areas before extending public infrastructure or granting development approvals. Encourage local units to require development proposals to follow the recommendations of the neighborhood development plan.

[This objective is met by the proposed amendment, as described above.](#)

127. Within larger urban communities, develop compact, walkable neighborhoods as a means to provide structure, variety, and individual identity to sub-areas within the larger whole.

[This objective is met by the proposed amendment, as described above.](#)

128. When feasible, provide a variety of land uses and a range of residential densities and housing types at appropriate locations within each neighborhood.

[This objective is met by the proposed amendment, as described above.](#)

129. Develop appropriately-located, neighborhood-scale commercial developments within or at the edges of residential neighborhoods to provide neighborhood focal points and locations where convenience goods and services may be obtained within a short distance of most residents' homes.

[This objective is met by the proposed amendment, as described above.](#)

130. Provide all urban neighborhoods with a system of roadways, walkways, and bikeways (not necessarily separate facilities) that facilitate easy movement by a variety of routes and transportation modes between neighborhood locations, and particularly between commercial nodes or activity centers, parks, and recreational facilities, schools, community institutions, higher-density developments, and transit stops or transportation transfer points.

[This objective is met by the proposed amendment, as described above.](#)

131. Achieve a safe, convenient, and efficient transportation system that provides the level of service necessary to support the social and economic activity of the community, without adversely affecting the neighborhoods of the communities within Dane County.

[This objective is met by the proposed amendment, as described above.](#)

132. Promote new development which complements and reinforces existing neighborhoods and development, rather than having an undesirable impact on existing neighborhoods and existing urban facilities and services.

[This objective is met by the proposed amendment, as described above.](#)

133. To the extent feasible and consistent with community objectives, utilize traditional neighborhood design guidelines in planning for new development and redevelopment areas within urban communities.

This objective is met by the proposed amendment. The City of Verona plans to utilize traditional neighborhood design elements within the amendment area such as neighborhood commercial ‘nodes’, pedestrian and bicycle-friendly amenities such as sidewalks and dedicated bike lanes and bike paths, connectivity between neighborhoods, and parks that are accessible within all residential areas. The City is also highly supportive of developer-driven architectural considerations such as useable front porches, rear-and side-loaded garages, and other new-urbanism architectural features.

134. Within urban areas, locate community-scale development along major transportation corridors which are, or will be, served by transit. Within these corridors, concentrate the largest and most intensive developments primarily at transit stops and other intermodal transportation transfer points.

This objective is met by the proposed amendment, as described above.

135. Areas around transit nodes and other inter-modal transportation points should be developed with uses, densities, and design qualities that encourage and facilitate pedestrian activity and high levels of transit service and ridership.

This objective is met by the proposed amendment, as described above.

136. Increase the opportunities for pedestrian and bicycle transportation within urban communities by developing a comprehensive system of walkways and bikeways (on-street and off-street) that provide direct, convenient connections to most destinations, to include the following:

- a. Provide for safe, convenient and efficient pedestrian travel throughout the region.
- b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system.
- c. Provide for the safe, convenient and efficient travel by bicyclists throughout the region.
- d. Encourage bicycle travel for transportation as well as recreational purposes.
- e. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region.

All of these objectives are met by the proposed amendment, as described above.

137. Streets

- a. Correct safety problems.
- b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
- c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.
- d. Meet the need for major reconstruction due to maintenance problems.

- e. Draw traffic away from certain sensitive areas (traffic redirection).
- f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.
- g. Provide for street and roadway continuity.

All of these objectives are met by the proposed amendment, as described above.

138. Achieve a transportation system compatible with areawide and local patterns of development recommended in this plan and in adopted local plans, including compact, walkable neighborhoods, and transit-oriented urban activity centers on a regional basis.

This objective is met by the proposed amendment, as described above.

139. Recognize and protect from urban development Environmental Corridors and other important natural areas, environmental resources, and scenic resources.

This objective is met by the proposed amendment, as described above.

140. Design new urban development to complement and be compatible with important cultural and historical resources.

This objective is met by the proposed amendment, as described above.

141. Create balanced communities with a variety of economic and housing opportunities.

This objective is met by the proposed amendment, as described above.

142. Promote the safety of the members of the regional community including children, women, and minorities. Promote the creation of community bonds to generate a sense of place and regional identity. Address the root causes of crime.

This objective is met by the proposed amendment, as described above.

143. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism.

This objective is met by the proposed amendment, as described above.

URBAN HOUSING & DESIGN

144. Decrease the amount of land consumed per unit of new urban housing development in Dane County to provide more compact, walkable neighborhoods, to increase opportunities for efficient transit service, and to reduce the amount of agricultural land converted to residential uses.

This objective is met by the proposed amendment and is in fact the strongest argument for approving the proposed USA amendment. By serving the amendment area with utilities—the amount of land that will be consumed for new urban housing development will be dramatically decreased. Planned densities of residential development will exceed 5 units per acre. If the area is not served with utilities—residential densities will be *less than 0.5 (one-half) unit per acre*, due to minimum lot sizes of two-acres that are necessary with private well and septic systems. Low-intensity urban developments with 2-acre lots does not provide compact, walk-able neighborhoods and does not increase opportunities for efficient transit service as does higher density development as proposed by the City of Verona. Farmland will be consumed at a much faster rate if anticipated population growth cannot be accommodated with dense development served by utilities.

145. Locate the relatively higher-density residential development in a community within walking distance of potential high-capacity transit routes, within mixed use settings where appropriate.

This objective is met by the proposed amendment, as described above. Furthermore, proposed high-density housing within the amendment area is planned to be in closest proximity to planned mixed-use and commercial land-uses.

146. Provide a full and diverse range of housing types and price opportunities, including the provision and preservation of attainable housing for low- and moderate-income residents and handicap-accessible housing, in all Dane County urban service areas so that households of all sizes and income levels have a choice of residential locations, both among and within communities. Particularly support efforts to provide housing for low- and moderate-income residents in communities experiencing growth or increased employment opportunities.

This objective is met by the proposed amendment. As described above, a full and diverse range of housing types is only possible if this area can be served by utilities, in which case the City of Verona plans to continue our tradition of requiring a mix of multi-family and single-family housing and both rental and owner-occupied housing within residential developments. Housing affordability within Verona is best accomplished by increasing the supply of housing within Verona and the broader region. Conversely, limiting the number of new housing units will cause less affordability within the Verona and regional housing market.

The City of Verona currently has a range of housing affordability within the City, and by expanding our housing stock to include housing units as proposed within the amendment area, the City will continue to promote a range of housing types while also promoting housing affordability.

147. Recognize the value of existing housing and established neighborhoods, and to support improvement and rehabilitation efforts, both public and private.

This objective is met by the proposed amendment, as described above.

CUSA & MAJOR ACTIVITY CENTERS

148. Promote the development of desirable, attractive, compact, and convenient shopping and commercial areas that are an economic and aesthetic asset to the region.

This objective is met by the proposed amendment, as described above.

149. Encourage all communities within the central urban area to adopt standards that minimize the adverse impacts of commercial development such as traffic congestion, incompatible land uses and poor pedestrian circulation.

This objective is met by the proposed amendment. The City of Verona has adopted standards that require buffer yards and separation areas between commercial development and incompatible land-uses such as residential development. Note, however, that the City also desires to promote mixed-use, new-urbanism development, which is often ‘at odds’ with minimizing adverse impacts between disparate land-uses. The City will seek to balance this tension between promoting mixed-use, new-urban development with the conflicting goal of minimizing conflicts between incompatible land-uses.

150. Discourage commercial strip development by encouraging new commercial development on arterial roadways to cluster into districts.

This objective is met by the proposed amendment, as described above.

151. Encourage planned mixed uses within commercial areas in order to promote more efficient use of the land.

This objective is met by the proposed amendment. In fact—the City of Verona has a substantial inventory of approved mixed-use projects that illustrate the city’s commitment to supporting mixed-use development. Examples include the Prairie Oaks mixed-use neighborhood on the city’s north side; the ‘Brunsell/Alexander’ mixed-use project in the heart of the downtown; the ‘House of Flowers’ mixed-use project on North Main Street; and the ‘West End’ mixed-use project on the City’s west side. The City will continue to be supportive of mixed-use development, including proposed mixed-use projects within the amendment area.

152. Continue efforts to improve transit service to all shopping and commercial areas.

This objective is met by the proposed amendment. The City has worked closely with Metro Transit to locate bus stops along Verona Avenue in locations that are in close proximity to shopping and commercial areas. Furthermore—the City will *not* allow major retail development within the amendment area—nor within the larger ‘Southwest Neighborhood’—in order to insure that the existing commercial corridor of Verona Avenue—which is served by transit service—continues to be the ‘commercial center’ of the community

153. Promote and support a range of development activities and employment centers in the central urban area communities that contribute to the economic stability of the region without degrading the natural environment or residential neighborhoods.

[This objective is met by the proposed amendment, as described above.](#)

154. Support local community efforts to encourage new desirable industries.

[This objective is met by the proposed amendment, as described above.](#)

155. Assist in the development of industrial parks for both the expansion of existing industries and to attract new industries; to assure that sites are compatible with adjacent and surrounding land uses.

[This objective is met by the proposed amendment, as described above.](#)

156. Encourage the preparation of feasibility and impact studies for major industrial development proposals indicating positive economic effects and potential negative impacts.

[This objective is met by the proposed amendment, as described above.](#)

157. Encourage the expansion of industrial, governmental, and educational areas to be consistent with adopted regional and local plans.

[This objective is met by the proposed amendment, as described above.](#)

158. Urge local units to develop detailed plans of emerging major activity centers to guide public services and facilities and to serve as an overall guide to the private developments which are anticipated.

[This objective is met by the proposed amendment, as described above.](#)

159. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally.

[This objective is met by the proposed amendment, as described above.](#)

160. Achieve a transportation system compatible with areawide and local patterns of development recommended in this plan and in adopted local plans, including compact, walkable neighborhoods, and transit-oriented urban activity centers on a regional basis.

[This objective is met by the proposed amendment, as described above.](#)

161. Expand transit services in a manner to achieve an increasing proportion of total transit trips, and transit trips to central Madison and other major activity centers, particularly within the central urban service area.

[This objective is partially met by the proposed amendment. Accommodating anticipated population growth with dense development within the amendment area will increase the number of persons who are likely to utilize existing transit services and thereby increase](#)

the cost-effectiveness of this existing service. Future expansions of the transit system to provide service to the planned non-residential employment center within the ‘Southwest Neighborhood’ (which includes the proposed amendment area...) would also provide the opportunity for transit service to the residential areas planned within the amendment area. (Note that expansions of the transit system would ultimately be decided by Metro Transit...)

162. Develop commuter transit and/or vanpool services to the central Madison area and to other major activity centers from outlying villages and cities.

This objective may be met by the proposed amendment. One opportunity to meet this objective within the amendment area would be to create a park and ride lot on the non-developable portions of the ‘Feller’ property, since a large portion of this property will not be developable due to natural resource protections and environmental corridors. The City will need to balance the need for protecting the natural resources within environmental corridors on the Feller property with the objective of creating park and ride facilities to promote commuter transit services to central Madison and to other major activity centers in the County.

163. Parking

- a. Provide for parking needs in the central Madison area in a manner complementary to the objectives and policies of adopted land use and transportation plans.

This objective is not relevant to the proposed amendment.

- b. Develop alternatives to all day commuter parking in the central Madison area.

This objective may be met by the proposed amendment. See the comments for the preceding item (No. 162...) for details.

RURAL FORM

164. Continue to preserve the vast majority of rural areas, including prime, productive, or viable agricultural lands, as Agricultural Preservation Areas in which non-farm development opportunities would be limited. It is recommended that these areas be identified and incorporated into town plans as they are updated, and be protected through intergovernmental agreements and other conservation programs.

[This objective is met by the proposed amendment, as described above.](#)

165. Preserve in permanent agricultural and open space uses other key lands which provide visual and physical separation between existing communities, protect rural resource protection areas, and preserve scenic landscapes.

[This objective is met by the proposed amendment, as described above.](#)

166. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands.

[This objective is met by the proposed amendment, as described above.](#)

167. Enhance the economic viability of retaining land in agricultural open space uses through creativity and flexibility in regulations and incentives.

[This objective is met by the proposed amendment, as described above.](#)

168. Plan goal for rural, non-farm development is:

- a. A lesser proportion of development in towns than at present;
- b. Clustering of rural development based on historical patterns (existing hamlets, subdivisions, etc.) and environmental factors (water quality, soils, slopes, view, etc.);
- c. Smaller lots which are consistent with health and environmental concerns;
- d. Channel town development to areas with substantial clustered development with a relatively high level of urban services.

[This objective is partially met by the proposed amendment, as described above.](#)

169. Designate as Urban Transitional Areas lands at the urban-rural fringe planned for eventual development with a full range of urban services including public sewer and water systems. Premature rural development at low densities should be limited to allow for higher density urban development at the appropriate time.

[This objective is met by the proposed amendment. As described above—the City has identified rural and agricultural preservation areas as well as future urban growth areas. Both of these areas prohibit low-density development. Such low-density development is prohibited in rural and agricultural preservation areas because such development consumes a disproportionate amount of farmland relative to the amount of housing it produces; creates conflicts with agricultural practices; and prematurely urbanizes rural areas with low-intensity development. Such low-intensity development is prohibited in future urban](#)

growth areas because these areas are slated for short-to-mid term development with high-intensity development served by utilities including public sewer and water. The land-use plans for this amendment area will accomplish this objective.

170. Designate as Rural Development Areas lands away from Agricultural Preservation Areas and beyond Urban Transitional Areas. Rural Development Areas would be planned for eventual residential development on private well and septic systems. These areas should be sized according to the planned quantity of rural development through 2030 and appropriate development densities. These areas would be identified by towns as they update their local land use plans. The actual designation of specific rural development areas is beyond the scope of this plan.

This objective is not met by the proposed amendment. The City of Verona is not supportive of this objective as it is contrary to the stated goals of preserving farmland, protecting rural areas, preventing land-use conflicts, and directing future population growth to urban areas where it can be accommodated on less land with higher density development served by public utilities. The City of Verona has adopted policies that prohibit low-intensity urban development (confusingly referred to as ‘rural development’ by this objective...) such as large-lot residential development served by well and septic systems within the City’s extraterritorial area of land development control.

171. Restrict access to major transportation facilities which extend through rural areas in order to reduce development pressure.

This objective is met by the proposed amendment. Access to U.S.H. 18-151 within the amendment area is prohibited by Wisconsin DOT, and access to State Highway 69 is restricted as well. Access to these arterial streets will be provided primarily via side street connections.

172. Encourage the identification of areas of Dane County suitable for long-term preservation and viability of diverse agricultural enterprises and resources. Protect or encourage protection of those areas.

This objective is met by the proposed amendment, as described above.

RURAL DESIGN

173. Prepare with local governmental units Neighborhood Development Plans for designated Rural Development Areas to promote subdivision patterns which protect environmental corridors, avoid prime and productive or viable farmlands, and provide effective access, circulation, and drainage. Require development proposals to comply with Neighborhood Development Plans before granting approvals.

This objective is not met by the proposed amendment. The City of Verona is not supportive of this objective as it is contrary to the stated goals of preserving farmland, protecting rural areas, preventing land-use conflicts, and directing future population growth to urban areas where it can be accommodated on less land with higher density development served by public utilities. The City of Verona has adopted policies that prohibit low-intensity urban development (confusingly referred to as ‘rural development’ by this objective...) such as large-lot residential development served by well and septic systems within the City’s extraterritorial area of land development control.

174. Develop rural development design and siting guidelines and regulations to achieve the following:

- a. Minimize the impact of rural development on agricultural operations;
- b. preserve scenic views and community separation areas; and
- c. facilitate access and provision of public services.

This objective is not met by the proposed amendment. The City of Verona is not supportive of this objective as it is contrary to the stated goals of preserving farmland, protecting rural areas, preventing land-use conflicts, and directing future population growth to urban areas where it can be accommodated on less land with higher density development served by public utilities. The City of Verona has adopted policies that prohibit low-intensity urban development (confusingly referred to as ‘rural development’ by this objective...) such as large-lot residential development served by well and septic systems within the City’s extraterritorial area of land development control.

175. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands.

This objective is met by the proposed amendment, as described above.

176. Encourage cluster design for new rural housing developments, reduce the lot sizes in rural areas, and promote the location of such clusters adjacent to existing hamlets or subdivisions, where additional development is appropriate.

This objective is not met by the proposed amendment. The City of Verona is not supportive of this objective as it is contrary to the stated goals of preserving farmland, protecting rural areas, preventing land-use conflicts, and directing future population growth to urban areas where it can be accommodated on less land with higher density development served by public utilities. The City of Verona has adopted policies that prohibit low-

intensity urban development (confusingly referred to as ‘rural housing developments’ by this objective...) such as large-lot residential development served by well and septic systems within the City’s extraterritorial area of land development control.

177. Preserve historic farmsteads and hamlets which contribute to the cultural history and aesthetic beauty of Dane County.

This objective may be met by the proposed amendment, as described above.

RURAL RESIDENTIAL DEVELOPMENT DENSITY

178. Continue to adopt, clarify, and implement the 35 acre density policy for Agricultural Preservation Areas as part of the County Farmland Preservation Plan.

This objective is not relevant to the proposed amendment.

179. Develop and provide a means for landowners within Agricultural Preservation Areas to sell their potential to divide land or transfer that potential to other areas where non-farm development is more appropriate, such as Rural Development Areas or targeted locations within Urban Service Areas. This could reduce the number of lots divided in Agricultural Preservation Areas, while still providing land owners the opportunity to realize financial gains from community growth.

This objective is not relevant to the proposed amendment. The City of Verona believes that farmland and agricultural preservation goals/objectives are best accomplished through use of development prohibitions such as zoning or subdivision regulations, and that the use of purchase of development rights/transfer of development rights is an unnecessarily complex system to protect rural and agricultural areas from urbanization. Simply prohibiting land divisions is a more effective and less costly way of preventing urbanization in rural and agricultural preservation and protection areas. Finally, purchase/transfer of development rights programs have a high likelihood of *increasing* the costs for dense, efficient development in urban areas (by requiring development in areas where it *should be* encouraged to pay rural property owners to not develop their rural land...). This arrangement simply creates cost disincentives for the dense, efficient development that should be encouraged. Rather than increasing costs for dense, efficient development—public policies should *decrease* costs and incentivize dense urban development.

180. Promote maximum lot sizes in Agricultural Preservation Areas to reduce the number of acres of farmland converted to non-agricultural use.

This objective is not relevant to the proposed amendment. See comments above about effective methods for preventing urbanization in rural and agricultural preservation and protection areas; namely, through straightforward (and completely free...) prohibitions on land-divisions within unincorporated areas.

181. When sizing Rural Development Areas and drafting Neighborhood Development Plans, consider lot sizes which promote the efficient use of land but which are also compatible with rural development constraints. Lots should be sized to avoid potential groundwater problems from on-site wastewater systems.

This objective is not met by the proposed amendment. The City of Verona is not supportive of this objective as it is contrary to the stated goals of preserving farmland, protecting rural areas, preventing land-use conflicts, and directing future population growth to urban areas where it can be accommodated on less land with higher density development served by public utilities. The City of Verona has adopted policies that prohibit low-intensity urban development (confusingly referred to as ‘rural developments’ by this

objective...) such as large-lot residential development served by well and septic systems within the City's extraterritorial area of land development control.

182. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands.

This objective is met by the proposed amendment, as described above.

183. Discourage lands within Urban Transitional Areas from being prematurely developed at lower densities than would occur with eventual urbanization, and support the use of intergovernmental cooperation agreements to identify Urban Transitional Areas.

This objective is met by the proposed amendment. The City of Verona's Comprehensive Plan identifies 5 'Future Growth Areas' where future urban development is planned for the period of time covered by the plan. These areas are included within the City's extraterritorial jurisdiction and as such are subject to the City's land-development regulations and controls. These areas are designated for future urban development with a full range of urban services—including utilities—and so short term low-intensity development within these areas (such as large-lot residential development served by well and septic...) is strictly prohibited.

These areas were identified in part through a collaborative planning process between the City and the Town of Verona during a two-year effort to consolidate these two units of government into one—an idea that was proposed by elected leaders from the Town. While residents of the Town ultimately voted to defeat the consolidation effort (unlike City residents who overwhelmingly voted in favor of the proposed consolidation...), the City of Verona nonetheless utilized the information that was obtained during the 2-year consolidation process to inform the creation of the 'Future Growth Areas' identified in the City's Comprehensive Plan.

RURAL LAND USE DEVELOPMENT TYPES

184. Plan non-farm development in rural areas to be primarily single family residences and encourage Conservation Design standards.

This objective is not met by the proposed amendment. The City of Verona is strongly opposed to this CARPC objective and believes that it completely undermines the basic community goals of promoting dense urban development, protecting the environment, preserving agricultural lands, preventing land-use conflicts between agricultural practices and low-intensity development, encouraging the use of mass transit, decreasing reliance on energy, decreasing commute distances between residential areas and employment centers, promoting diverse housing opportunities in all areas of the county, and promoting housing affordability. The City of Verona believes that this CARPC objective is contrary to the spirit and intent of ‘smart growth’ and questions why CARPC has adopted an objective so contrary to the generally-accepted understanding of good land stewardship and land-use planning. Rural areas should be protected from low-intensity urban (large-lot residential) development and CARPC should support the complete prohibition of such development within rural (unincorporated) areas.

Lastly—this CARPC goal promotes *de facto* income segregation between rural and urban areas, with wealthier single-family housing enclaves promoted outside of cities and villages while ‘diverse’ housing for a range of incomes is promoted within cities and villages. If CARPC truly desires housing choices and options County-wide—why are ‘rural areas’ exempted from providing a range of housing types while urban areas are expected to provide such variety? (Rural areas should be prohibited from *all* new urban development, including single-family residential development—but if development is to be allowed at all within rural areas—why limit it to only housing for the wealthy?)

185. Promote development of an adequate portion of rural homes to be affordable to moderate income households.

This objective is not met by the proposed amendment. See the previous item for more details.

186. Direct multi-family residential development and large scale commercial and industrial development away from rural areas.

This objective is met by the proposed amendment. If the amendment area is served with utilities, it will be developed with both multi-family housing and commercial land-uses.

187. Limit non-agricultural employment growth in rural areas to 1% of all new jobs expected in Dane County between 2000 and 2030.

This objective is met by the proposed amendment. By creating employment growth within the amendment area—as proposed—non-agricultural employment growth will be directed away from rural areas and toward dense urban areas served by utilities.