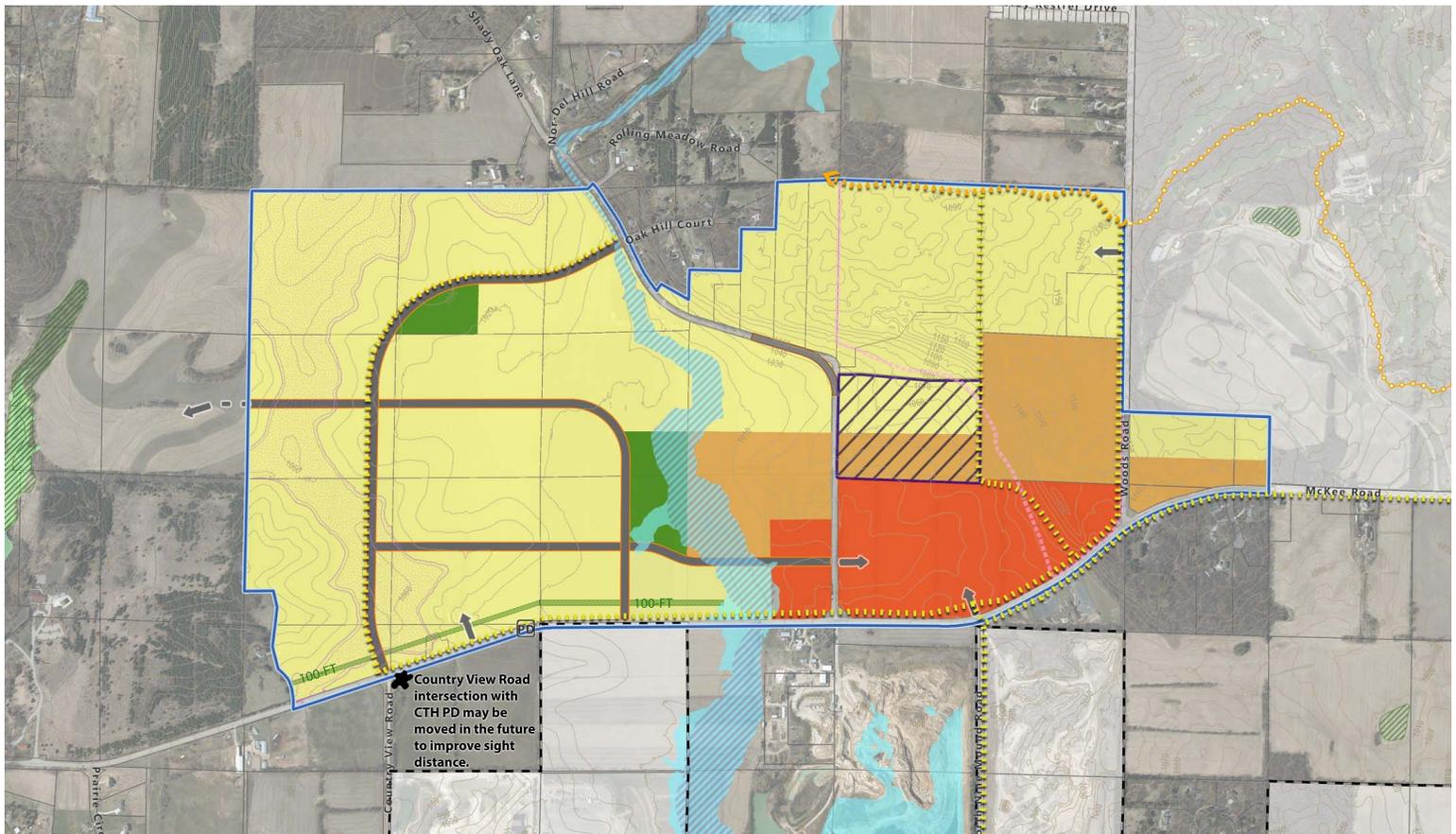


# CITY OF VERONA

## North West Neighborhood Plan



**ADOPTED 2/19/18**

*A guide for public improvements  
and private investment in Verona's  
Northwest Neighborhood*

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**MSA**

PROFESSIONAL SERVICES

# Acknowledgments

## *City Council*

**Jon Hochkammer**, *Mayor*  
**Elizabeth Doyle**, *1st District*  
**Vacant**, *1st District*  
**Jack Linder**, *2nd District*  
**Sarah Gaskell**, *2nd District*  
**Luke Diaz**, *3rd District*  
**Brad Stiner**, *3rd District*  
**Heather Reekie**, *4th District*  
**Evan Touchett**, *4th District*

## *Plan Commission*

**Mayor Jon Hochkammer**, *Chairperson*  
**Jon Turke**, *Chair of Parks, Recreation & Forestry*  
**Steve Heinzen**  
**Jeff Horsfall**  
**Scott Manley**  
**Patrick Lytle**

## *City Staff*

**Adam Sayre**, *Director of Planning & Development*  
**Katherine Holt**, *Community Development Specialist*

## *MSA Professional Services*

**Jason Valerius**, *AICP, Project Manager*  
**Stephen Tremlett**, *AICP, CNU-A, Urban Designer*



# Background

*The City's 2010 Comprehensive Plan indicated County Highway PD as the northern extent of the City's growth, corresponding to a boundary agreement with the City of Madison. In 2016, that agreement with the City of Madison expired, and the City of Verona and the Town of Verona adopted a boundary agreement allowing for City growth into lands north of PD and (generally) west of Woods Road. This neighborhood plan anticipates development pressure spurred by the growth of the City and is intended to guide and coordinate any development that occurs.*

## Planning Area

The Northwest Neighborhood, encompassing 732 acres, is in the City's northernmost growth area based on the 2016 Boundary Agreement with the Town of Verona (see page 14 for more information). The lands further north and west of the Northwest Neighborhood planning area are designated as "protected" from annexation into the City of Verona per that agreement. The other neighborhood boundaries are County Highway PD to the south and Madison's City limits (University Ridge Golf Course) to the east. As of the drafting of this plan, the entire Northwest Neighborhood is within the Town of Verona.

## Planning Process

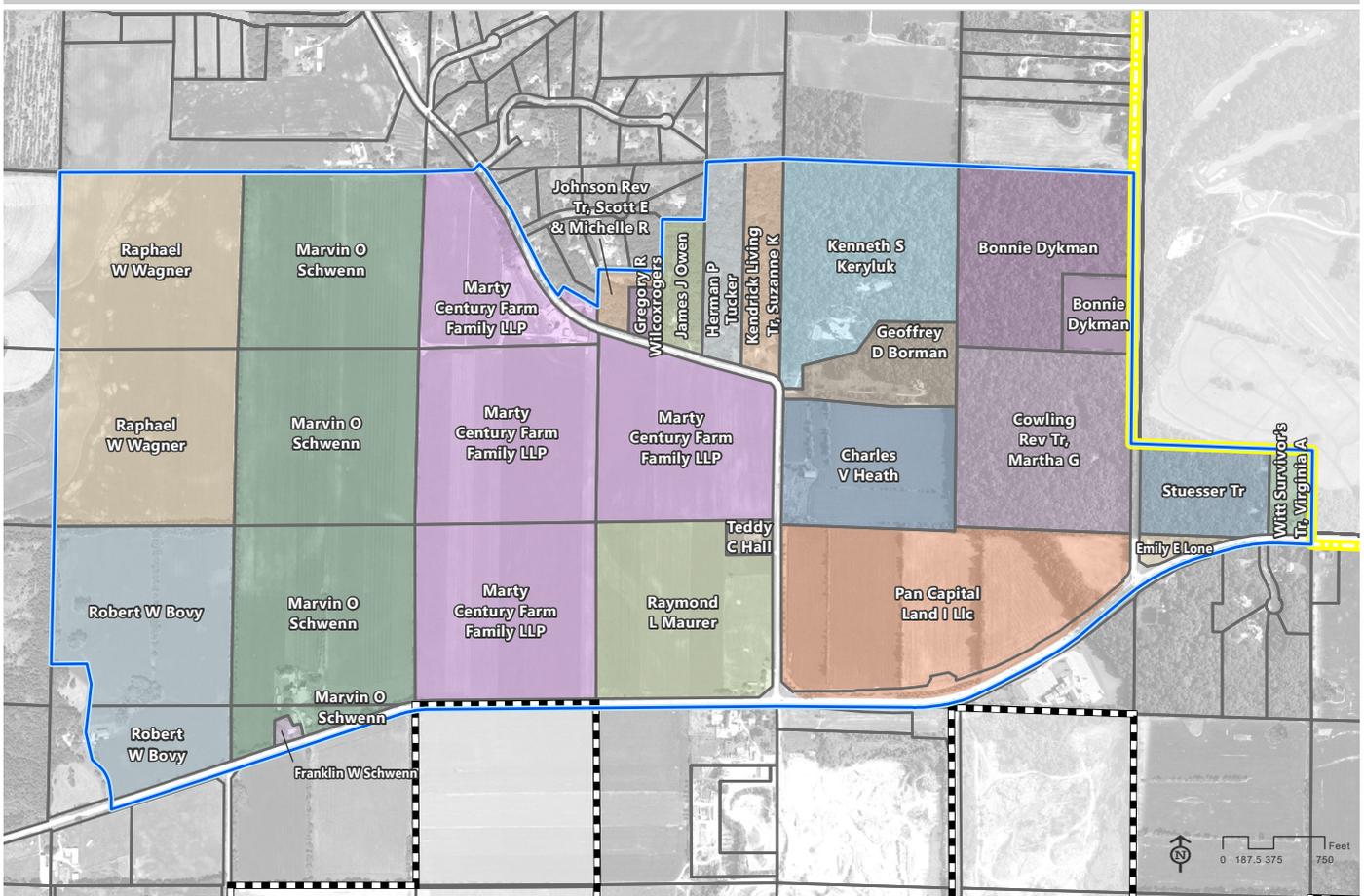
This Plan was discussed and developed through four Plan Commission meetings between May and October 2017. Public involvement included stakeholder interviews, a public input meeting, formal public hearings, and public comments at Council meetings.

- **Interview Summary:** City of Verona Planning Director Adam Sayre and MSA Professional Services planner Jason Valerius conducted a series of interviews with neighborhood stakeholders, including property owners, Town of Verona officials, and a representative of Epic Systems Corporation. The purpose of these interviews was to explain the planning process and better understand the various interests that may affect and be affected by how this area develops. We concluded this effort with two important takeaways. First, many of the property owners in this area are "investors" who would likely be willing to sell their land for purposes of development, either immedi-

ately or within the next 10 years. Second, Epic has no immediate plans to extend its campus (meaning buildings or clusters of buildings) anywhere close to County Highway PD. Epic instead prefers that the corridor and any future north entrance connecting to PD will have a rural, scenic character, and the company has been contributing private funds to achieve that objective.

- **Public Input Meeting Summary:** A public meeting was held on June 29, 2017 at City Hall. There were roughly 30 people in attendance, most of whom were Town residents. Some of the questions were about the review and adoption process for the plan, but the majority of the conversation was related to the proposed development standards, including the height, intensity and use types on land along County Highway PD.
- **Public Hearing #1:** The first hearing was on September 5, 2017. Comments and concerns that were raised during the hearing included the following: The Plan is not consistent with rural character of the area, the proposed development is in direct conflict/competition to the Downtown redevelopment, the Plan does not protect the natural features of the area, existing and future traffic volumes on the existing roads, concerns regarding the Legend's Edge development, the Plan promotes sprawl, the Plan does not maintain a small Town feel as identified in the Comprehensive Plan, lack of green space proposed, and a desire to accommodate the Ice Age National Scenic Trail with more green space. At this hearing, the Plan Commission expressed their concerns regarding the densities and heights identified in the Plan that was discussed at their September 5, 2017 meeting.
- **Public Hearing #2:** A second public hearing was held on December 4, 2017. Some of the comments and concerns raised during the public hearing included the following: a desire for the City to work with the Town on the creation of this Plan, concerns that the Plan is inconsistent with the boundary agreement with the Town, concerns that the scale of the development will complete with downtown, a desire for larger/2-acre lot sizes in the Plan, concerns about traffic from development within the planning area, a desire for the Plan to establish a corridor for the Ice Age National Scenic Trail, and a desire for the Plan to provide for the preservation of woodlands areas and farmland. Other comments included wanting Staff to do additional analysis such as market study, traffic impact analysis (TIA), and an environmental study.

# Northwest Neighborhood Property Ownership Map



## Issues & Opportunities

The Northwest Neighborhood can accommodate a range of development growth from low-density residential to high-density mixed uses. This planned neighborhood is located between existing urban growth in the City of Verona to the south and the City of Madison to the north and east.

Similar to Verona’s North Neighborhood (for which a neighborhood plan was adopted in 2015), the Northwest Neighborhood also has the opportunity to cater to Epic employees by providing a walkable and bikable neighborhood within close proximity to Epic.

Challenges within the Northwest Neighborhood include the following:

- **Municipal Water Service** – No service currently exists in the planning area and two sections of the neighborhood at higher elevations will require booster

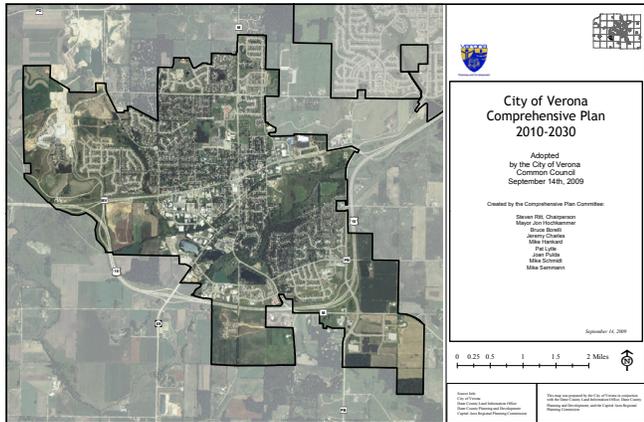
pumps to serve in the near term. Long term a water tower will be required in the northwest portion of neighborhood at, or near, full buildout to provide adequate water pressure during peak hour demand.

- **Transportation** – Verona must accommodate commuting traffic both to and from Madison, and with the benefit of only limited, peak hour bus service.
- **Deed Restricted Parcel** - An undeveloped 26-acre parcel with a deed restriction that prevents development. The City of Madison is party to this deed restriction and would have to approve any change.

# Background

## Existing Adopted Plans

The City of Verona has adopted various plans to guide land use and development within the City's growth areas. The list below summarizes those that are relevant to the Northwest Neighborhood planning area.



AECOM

Prepared for:  
Verona Public Works  
Verona, Wisconsin

Prepared by:  
AECOM  
Steven Hoot, P.E.  
6322940  
November 2015

Water System Master Plan  
City of Verona, Wisconsin



- **2010 City Comprehensive Plan.** The City's Comprehensive Land Use Plan includes numerous goals, objectives, policies, and recommendations that are applied generally to all areas. Yet that Plan, including the Future Urban Growth Area Map, is silent on the future uses in this area due to the boundary agreement with the City of Madison (now expired) restricting City of Verona growth in this area.
- **2015 Water System Master Plan.** This master plan describes the existing and future needs of the City's water system. There are specific recommendations for the planning area, including a long term "full buildout" need for a new pressure zone off of Woods Road. This new pressure zone will require a new water tower and booster. Other lands are generally serviceable from the existing Central Pressure Zone, though there are some concerns about pressures along a moraine running north and south through the western part of the planning area. See the Utility and Community Facilities section for more details.



## CITY OF VERONA

# COMPREHENSIVE OUTDOOR RECREATION PLAN

2016 - 2021



- **2016 Comprehensive Outdoor Recreation Plan.** This plan is silent on the Northwest Neighborhood; however, the plan does provide informative data, standards and policies for parkland location, size and accessibility. Of importance to the Northwest Neighborhood, the City purchased 80 acres just southeast of the Northern Lights / County Highway PD intersection for future athletic fields and a possible City dog park.

# Existing Conditions

## NATURAL AREAS

Much of the Northwest Neighborhood is currently used for agriculture purposes. This use can have significant adverse impacts on the natural landscape. For instance, much of the native woodlands that existed in this area prior to European settlement were eliminated for agricultural practices, with the most notable exception of those wooded areas on and above the steep slopes that remain today. Agricultural practices also likely eliminated wetlands that may have existed in the area. The text below and map on the next page describe the planning area's natural resources and constraints.

### *Drainage and Watersheds*

The Northwest Neighborhood is entirely within the Upper Sugar River watershed. Most of the planning area drains to a dry tributary of the Badger Mill Creek that runs through the center of the neighborhood. Small portions of the neighborhood drain east (to Morse Pond at Hwy M) and west (to the Sugar River).

### *Surface Water, Floodplains, and Shorelands*

There are no permanent surface water bodies within the Northwest Neighborhood. There is one intermittent dry tributary located in the center of the planning area, which connects to the Badger Mill Creek. The Federal Emergency Management Agency (FEMA) has mapped the 100 and 500-year flood plains associated with this intermittent stream.

### *Wetlands*

The City has no record of any wetland inventories conducted in the planning area. This plan acknowledges Wisconsin DNR databases indicating that there may be hydric soils and/or non-delineated wetlands within the planning area, particularly in association with scattered glacial kettle holes. Additional wetland surveys will be required as this area develops to identify and delineate any such isolated wetlands.

### *Topography and Steep Slopes*

The planning area includes a terminal moraine east of Shady Oak Lane that rises approximately 50-70 feet above the gently rolling farmlands. The lands north and east of this moraine feature glacial kettles and isolated steep slopes.

### *Wooded Areas*

The planning area contains one significant contiguous wooded area that covers approximately 160 acres along and above the terminal moraine east of Shady Oak Lane. About half of this area is subdivided into rural home lots.

### *Environmental Corridors*

There are two existing environmental corridors within the Northwest Neighborhood planning area including:

- The Ice Age National Scenic Trail corridor through the northeast portion of the planning area, roughly corresponding to the wooded area at higher elevations; and
- The dry tributary of Badger Mill Creek and its associated floodplains through the center of the planning area.

### *Soils*

There are several small hydric soil areas in the northeast portion of the planning area. As hydric soils are an indication of potential wetland ecosystems, a wetland delineation study should be conducted prior to any plans for development in these areas.

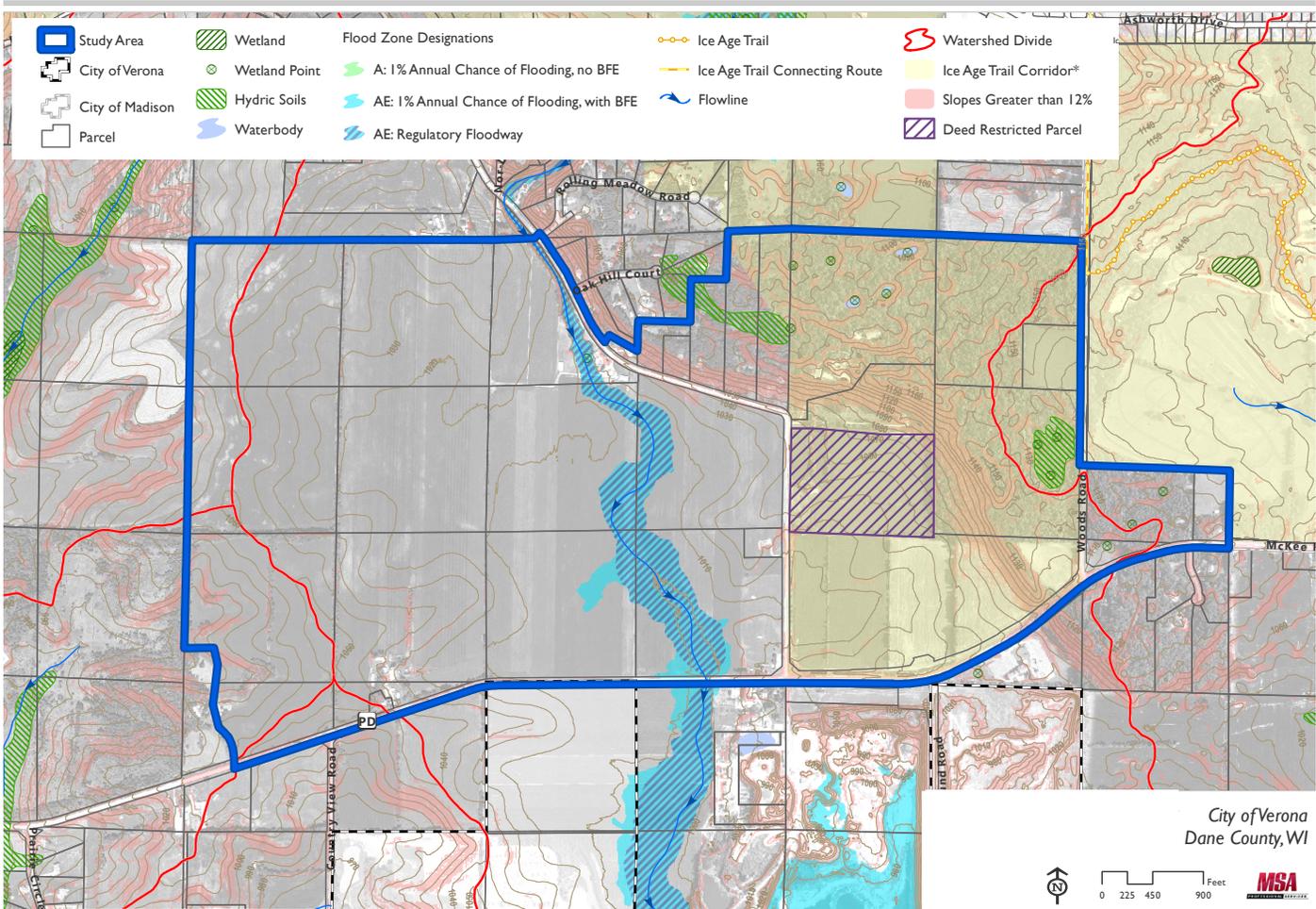
### *Threatened & Endangered Species*

The City's Comprehensive Plan identifies two possible threatened or endangered terrestrial and aquatic species within the planning area. Publication of exact locations of these species may threaten their continued existence. As development occurs within the planning area, every effort will be made to identify and protect any threatened or endangered species that may exist within the area.

### *Archaeological Features*

There has not been an archaeological study completed in the Northwest Neighborhood planning area, and no archaeological sites have been identified. As with past developments, the City will require any urban development within the planning area to be preceded by a Phase One archaeological study.

# Known Development Limitations Map



\*This is not a policy map. This map reflects existing conditions and prior planning efforts based on data provided by Dane County, FEMA, the Wisconsin DNR, USDA, and the National Park Service. The Ice Age Trail Corridor designation is part of a statewide dataset showing lands that may enable the connection and completion of the Ice Age Trail. It does not indicate that those lands cannot be developed. See the Recommended Roads and Off Street Paths Map on page 19 for likely trail routes.

# Existing Conditions

## TRANSPORTATION

Effective transportation infrastructure is critical to the long-term success of a planning area. This section reviews the existing conditions for motor vehicle, mass transit, bicycle, and pedestrian infrastructure.

### Road Network

The Northwest Neighborhood currently has three existing streets providing access to the planning area, as described below. As the planning area urbanizes, additional collector streets will be required to efficiently move traffic in and out of the neighborhood. The need to improve existing streets will be reviewed as part of any development process, and in coordination with the Town of Verona, City of Madison and/or Dane County, as appropriate.

- **County Highway PD** is an arterial roadway that forms the southern boundary of the planning area, providing east/west traffic movements. The segment between County Highway M and Northern Lights Road is planned to be reconstructed from a rural two lane road to a divided four lane road with bike lanes in 2018. The improvement of this facility, coupled with improvements to County Highway M, will increase traffic counts and also pressure for development in the planning area.
- **Woods Road** is a two lane rural roadway that connects County Highway PD to Midtown Road, along the eastern edge of the planning area. The City of Madison repaved most of the road in 2017 to accommodate increased use by Metro transit vehicles. The Town of Verona is filling potholes in the portion solely within the Town and has no plans to improve the road at this time. Improvements will occur if and when properties along the road are annexed and developed.
- **Shady Oak Lane** is two lane rural road that provides access to most of the improved properties within the planning area. As this area develops, increased traffic counts will likely trigger improvements to this road, including wider pavement, wider shoulders, and possibly a softening of the sharp curve about 1/2 mile north of County Highway PD.

There are also additional roadways in the near vicinity that can provide mobility for those living in the Northwest Neighborhood, including the following:

- **Northern Lights Road** is a major north/south route connecting County Highway PD to Verona Avenue

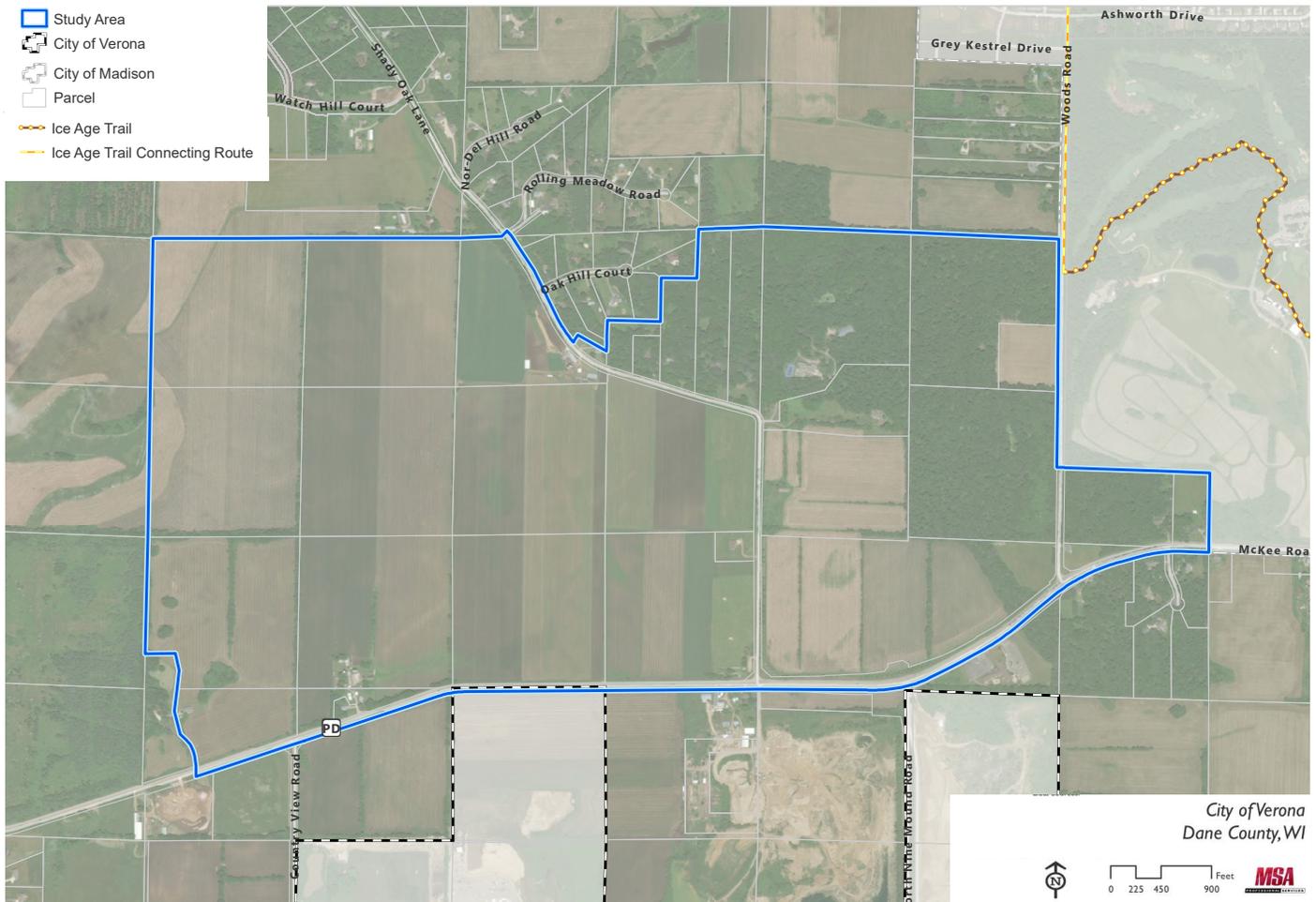
south of the planning area. Previously known as Nine Mound Road, this road was expanded and realigned to accommodate traffic demand for Epic Systems Corporation.

- **Country View Road** is two lane rural roadway that runs south from County Highway PD to Northern Lights Road (the southern portion has been renamed to Epic Lane). This plan proposes a new collector street in the Northwest Neighborhood that would align with and extend Country View Road north of County Highway PD. At present this road is in poor condition and has been seeing increased use by Epic employees. The intersection with County Highway PD has safety concerns because the slope of Country View presents visibility challenges. There has been casual discussion with Epic about the prospect of shifting Country View Road and its intersection with County Highway PD further east, to a point with better slopes and visibility. If this were to occur, it should be coordinated with any existing or potential roads north of County Highway PD into the planning area.
- **County Highway M** is a major north/south connection between Verona and Madison, east of the planning area. It is a popular route for commuters in both directions, including Epic employees. The road is planned for reconstruction and expansion from a rural, two lane road to a four- and six-lane urban arterial with raised medians, bike lanes, multi-use paths, and sidewalks.
- **Timber Lane** is a narrow, two lane rural road west of the planning area that runs north from County Highway PD to Midtown Road and continues through the Town of Middleton with access to Highway 14 (via Cleveland Road). There may at some point be an opportunity to connect a collector street west from the planning area to Timber Lane.

### Mass Transit

There is currently no mass transit service provided within the Northwest Neighborhood or within the immediate vicinity of the planning area. The closest bus service is the two commuter routes (Routes 55 and 75) that provide access through central Verona to Epic during limited morning and evening commuting periods. These two routes are primarily used by Epic employees who live outside Verona (primarily in Madison), although an increasing number of Verona residents use these services to commute into Madison. The City believes that a north-south bus route utilizing County Highway M is ap-

# Roads & Off-street Paths Map



appropriate in the future to supplement the existing east-west Routes 55 and 75 on Verona Avenue, especially as the North Neighborhood and Northwest Neighborhood develop with residential and commercial uses.

## Bicycles

The planning area currently does not have any bicycle accommodations. As previously noted, County Highway PD will have bike lanes when a portion is rebuilt in 2018. For the last decade, the City of Verona has installed on-street bike lanes on all re-built or newly constructed collector and arterial streets. The City will continue this requirement as the Northwest Neighborhood area develops. Bike lanes should be clearly marked to alert drivers.

An off-street path is planned along County Highway PD from County Highway M and Northern Lights Road, as depicted in Verona’s North Neighborhood Plan. Also,

there is a segment of the Ice Age National Scenic Trail that extends through the City of Madison and currently ends at Woods Road (in the northeast corner of the neighborhood). Considerations to how this connects through the Ice Age National Scenic Trail Corridor will be important when developing the northeast quadrant of the neighborhood. A connection from this trail to County Highway PD is also desirable.

## Sidewalks

The City requires all new developments to provide sidewalks and will continue to require pedestrian facilities as all properties develop in the Northwest Neighborhood. All streets within the neighborhood will include sidewalks on both sides to provide safe routes for walking within the neighborhood.

# Existing Conditions

## UTILITIES & COMMUNITY FACILITIES

### **Water Service**

There is no public water service within the planning area. As the map indicates on the next page, the majority of the neighborhood is within the City's Central Pressure Zone. However, this pressure zone cannot serve lands above 1050-FT as water pressure would not be adequate during peak hour demand (43 psi desired). Per the City's 2015 Verona Water System Master Plan, a future "Northwest" Pressure Zone in the northeast portion of the neighborhood will be required. The status quo assumption is that development within the planning area will only occur on public sewer and water. Therefore, new development along Woods Road will require a booster pump initially with a long term need of a water tower at, or near, full buildout within this future "Northwest" Pressure Zone.

Also identified in this plan is an area of relatively high elevation along the west side of the planning area that will experience low pressure as it cannot be served by the hydraulic grade line in the Central Pressure Zone. The Master Plan recommends restricting development in this "low pressure" area (identified on the Pressure Zoned Service Areas Map as Area "A").

### **Sanitary Sewer Service**

There is no public sewer service within the planning area. A Madison Metropolitan Sewerage District (MMSD) interceptor line (30" diameter) will be installed by January 2018, through property owned by Epic Systems, to the north side of the County Highway PD right-of-way. This interceptor will have the capacity to serve the wastewater needs for the entire planning area. There are long term plans, not yet designed or scheduled, to further extend this interceptor through the planning area and further north to Midtown Road.

### **Stormwater Management & Water Quality**

There are three basic performance objectives of stormwater management: rate control (i.e., how quickly the water leaves the area), quality control (i.e., the amount of "total suspended solids"/TSS pollutants in the water) and infiltration (i.e., the amount of water that can be retained and infiltrated on the site). All three of these criteria are regulated by state, county, and local codes and ordinances. With regard to water quality treatment, cur-

rent standards call for developments to provide on-site practices sufficient to remove 80% of TSS from stormwater runoff. With regard to infiltration, current County standards (which exceed state standards) require that provisions be incorporated to achieve at least 90% of the annual average stay-on as compared to existing conditions, regardless of development type.

Each property owner will be required, at the time of development, to provide on-site stormwater management strategies compliant with the current local, county and state requirements. The City will consider partnering with property owners to establish regional rate or quality control facilities in the central part of the planning area to more efficiently manage stormwater.

### **Verona Area School District**

Children living within the Northwest Neighborhood planning area will attend schools within the Verona Area School District. Initial discussions with the Verona Area School District regarding the growth of this area suggest that it may be appropriate to construct a new elementary school here to accommodate these new households.

### **Park & Open Space**

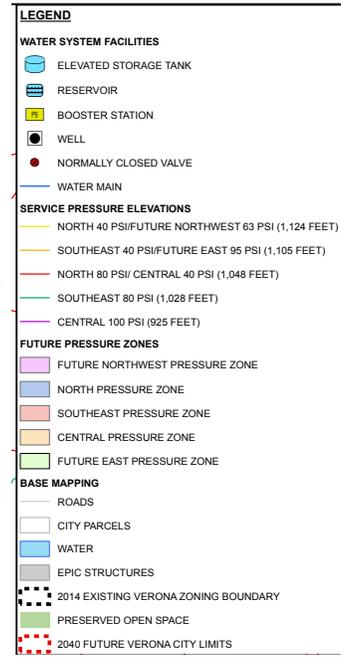
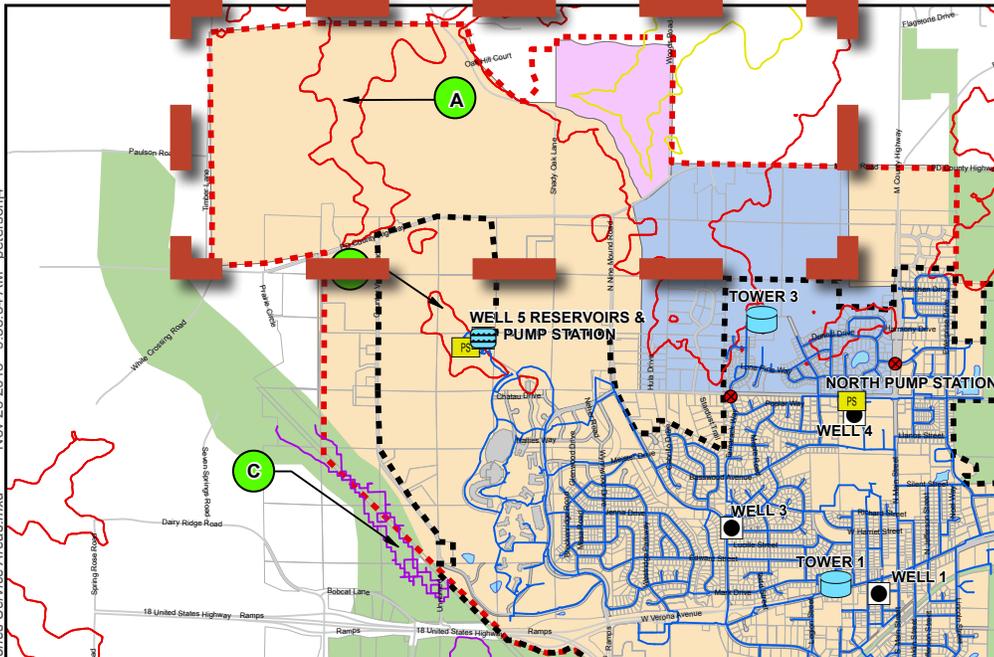
There are several opportunities for future parks and open spaces in the Northwest Neighborhood. Opportunities for open space preservation include:

- land surrounding the dry tributary and floodplain area in the center of the planning area; and
- woodlands in the northeast section of the planning area, including a trail corridor for the Ice Age National Scenic Trail.

Opportunities for active use parks within this area were not identified in the 2016 Comprehensive Outdoor Recreation Plan, though that plan does propose the development of an 80-acre park east of Northern Lights Road and south of County Highway PD that would include athletic fields and a dog park.

The City requires dedication of parkland for all developments, including residential, commercial and industrial developments. In the case of commercial developments, the City requires lands that are dedicated for parkland to be strategically located along sensitive environmental corridors or in areas that create separation and buffers with any nearby residential areas.

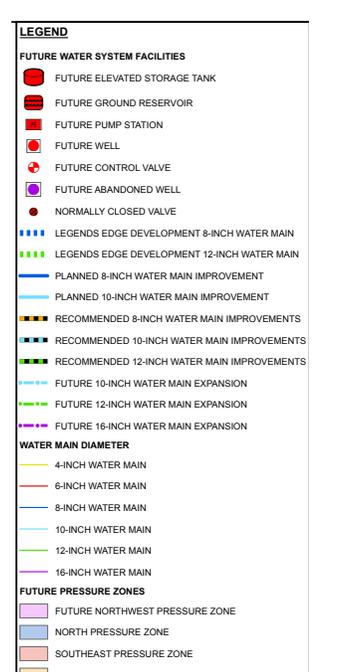
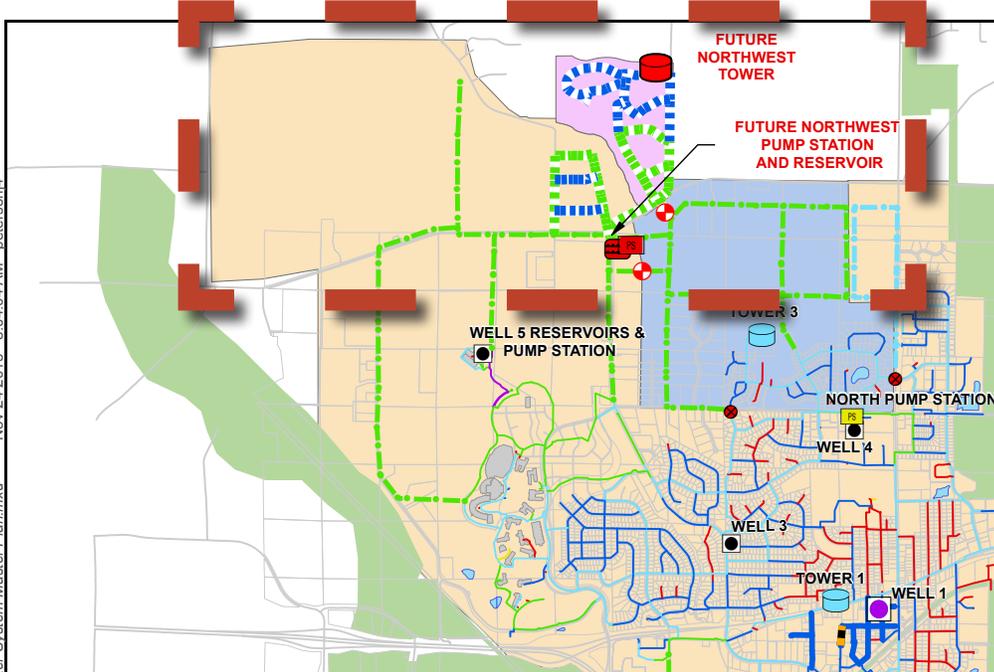
Nov 23 2015 - 9:55:54 AM \_peterson14 Jones Service Areas.mxd



**AECOM** **FIGURE 6-1**  
**CITY OF VERONA**  
**PRESSURE ZONES SERVICE AREAS**  
**CITY OF VERONA, WISCONSIN**  
 NOVEMBER 2015 60329462

**NOTE:** Restrict development due to high elevation which will experience low pressure.

Nov 24 2015 - 8:04:04 AM \_peterson14 ter System Master Plan.mxd



**AECOM** **FIGURE 7-2**  
**RECOMMENDED WATER SYSTEM MASTER PLAN**  
**CITY OF VERONA, WISCONSIN**  
 NOVEMBER 2015 60329462

The maps on this page are not policy maps; these maps reflect the findings of a feasibility study regarding City water service to undeveloped lands northwest of the current City boundaries, including the planning area for this Neighborhood Plan.

# Existing Conditions

## INTERGOVERNMENTAL COOPERATION

The Northwest Neighborhood is currently within the Town of Verona and all of its lands are currently within the extraterritorial plat review jurisdiction of either the City of Verona or the City of Madison. A summary of cooperation with these neighbors follows.

### City of Madison

In 1996, the City of Madison and the City of Verona entered into an Intergovernmental Agreement to establish a community separation between the growing cities, and to establish County Highway PD as the dividing line between the two communities. However, this intergovernmental agreement expired in 2016. There have been discussions with the City of Madison about renewing or replacing the agreement, but no new agreement is immi-

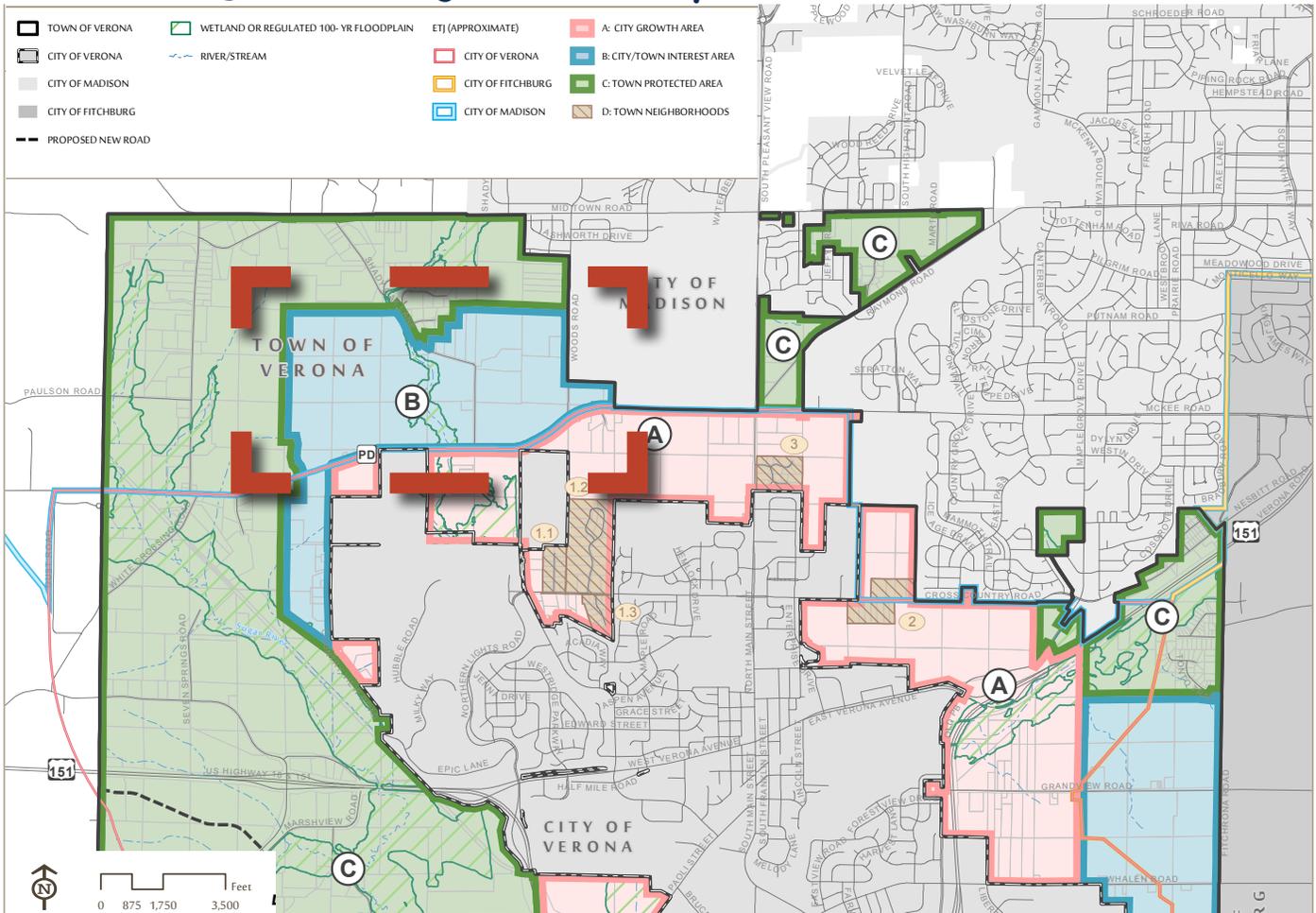
nent. Relations between the two municipalities remain positive.

### Town of Verona

The City and Town have had, and continue to have, active cooperation among staff members and elected officials for a variety of planning, public safety and public works functions. On June 20, 2016, the City and Town adopted a Boundary Agreement that establishes predictability about development and annexation patterns for a period of 10 years.

As shown in the (partial) map below, the Northwest Neighborhood planning area is entirely within “Area B - City-Town Interest Area”. Area B is planned as a long term growth area for the City, but the agreement allows the City the option to permit rural development without annexation if it can be shown that it will not conflict with future City growth.

## Town/City Planning Areas Map



# ECONOMIC DEVELOPMENT

The City of Verona is growing in size and population due to a strong school system and local employment growth, including Epic Systems Corporations and the development of UW Research Park 2 nearby in Madison. Planned capacity improvements to US Highway 151 through Fitchburg and County Highway M north of Verona will enable this trend to continue. The Northwest Neighborhood is expected to be the destination for some of this City of Verona growth.

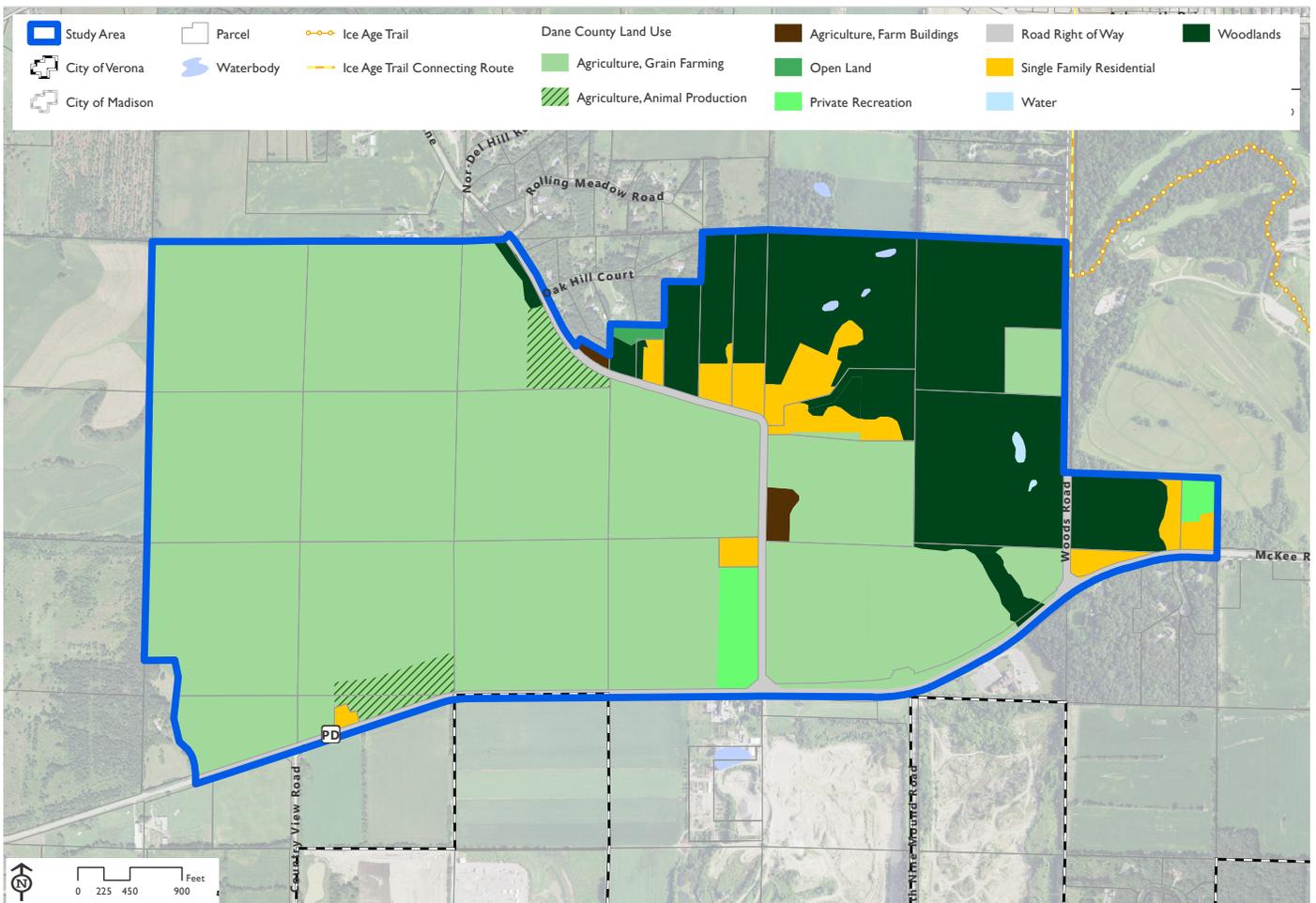
It is the intent of this plan to establish a balanced neighborhood, including a mix of residential unit types and sizes and retail and service offerings that serve neighborhood residents plus some drive-by/wider area customers.

A market analysis was not completed as part of the planning process, as the intent is to allow enough flexibility in the amount and types of new uses so that the market can decide those things at the time of development.

## EXISTING LAND USE

In 2017, the Northwest Neighborhood consists primarily of farmland with some rural single-family lots and undeveloped woodlands (see map below).

### Existing Land Use Map



# Recommendations

*This section is intended to guide the growth and development of the planning area. It should be used by property owners/developers to inform their proposals, and by residents, City officials and City staff to inform their review of those proposals. Future land use decisions within the neighborhood should be consistent with this section.*

## 1) Land Use Compatibility and Transitions

The map below suggests the likely build out of the neighborhood based on infrastructure needs, property owner interests, and development pressure. While this neighborhood is in transition to more urban uses, and even after it is built out, it will be necessary to consider how new urban homes will relate to adjacent farmland, and also how new multistory urban buildings will relate to nearby detached homes. The City will work with developers and

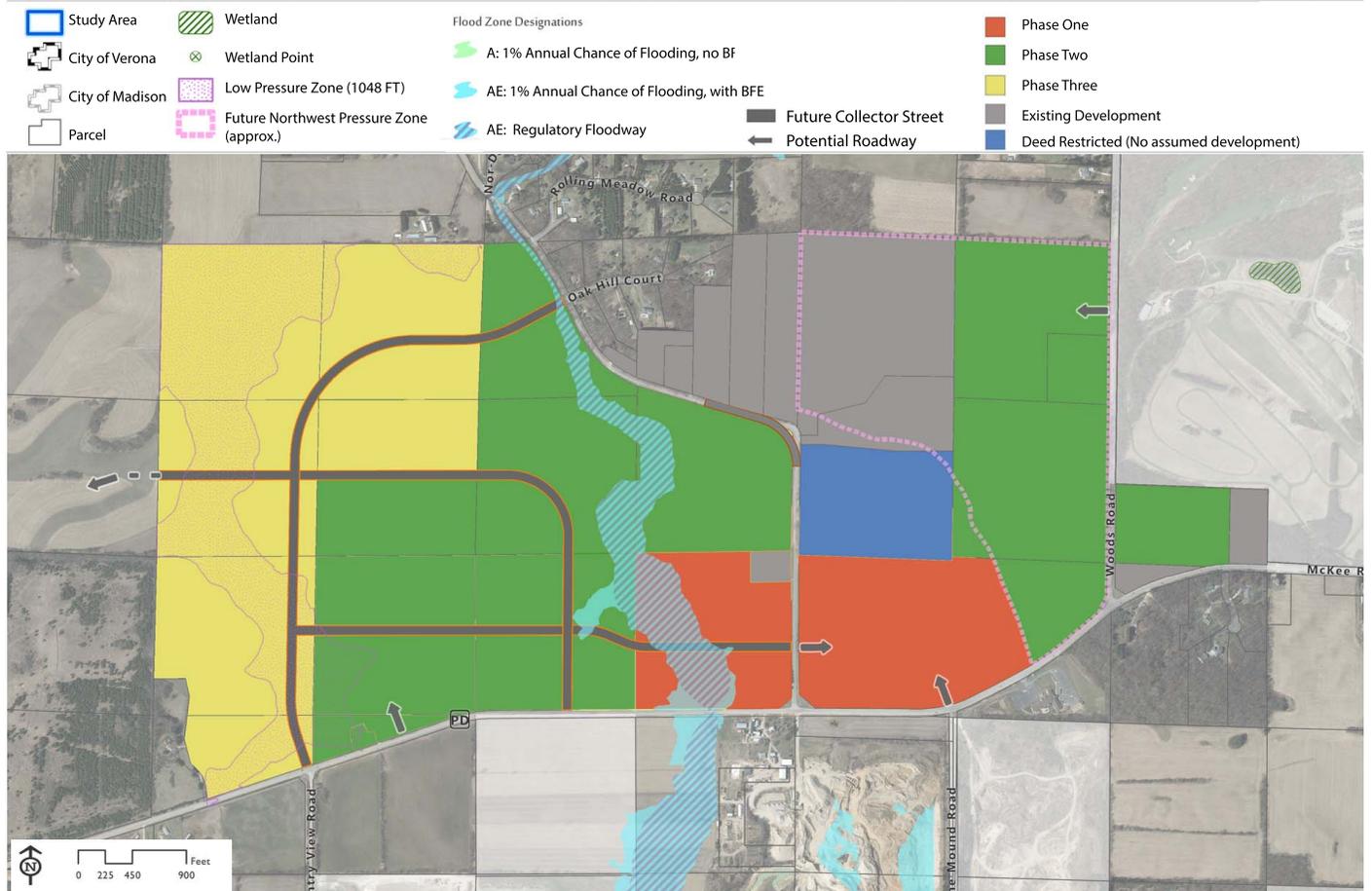
property owners to address these concerns and identify mitigation strategies (e.g. deeper setbacks, landscape buffers, etc.) on a case-by-case basis corresponding to the unique conditions of each property and project.

## 2) Future Land Uses

The planning area will include residential, commercial, and public spaces located within walking distance of one another. Development patterns will provide residents a complete neighborhood with the option of walking, biking, or driving to places within the neighborhood. Planned uses are described here and illustrated on the future land use map (shown on the next page). Note that the City maintains discretion on building heights and densities, through the zoning ordinance.

- **Commercial / Mixed Use (~90 acres, 12% of the planning area).** The Pan Capital Land I LLC property and the southeast corner of the Maurer property (around the Shady Oak / County Highway PD intersection) are designated for this future land use category. This

## Potential Phasing Map



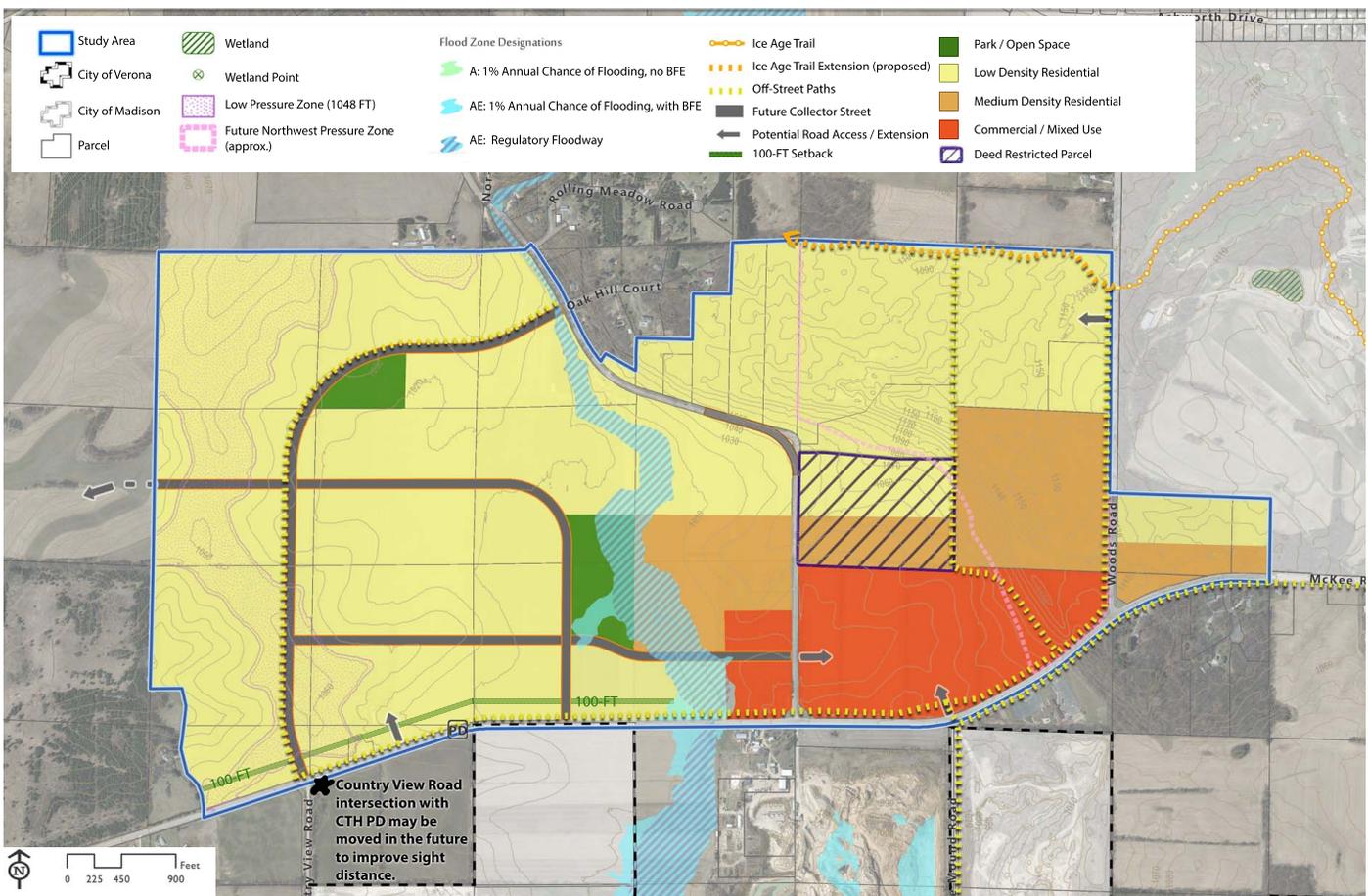
land use designation allows commercial use(s) with, or without, a residential component. Commercial uses shall be designed to protect the surrounding residential land uses from sound pollution, light pollution and other nuisances. Properties zoned Urban Residential (UR), Neighborhood Office (NO), Urban Commercial (UC) and Suburban Commercial (SC) must follow the Zoning Ordinance regarding build-

ing heights. The City may increase the height to 65 feet in exchange for clustering development to preserve open space, environmentally sensitive natural resources, and woodlands. This development will most likely contain a Planned Unit Development (PUD) overlay zone.



- Medium-Density Residential (~70 acres, 10% of the planning area).** Properties within this land use may include a mix of duplex, tri-plex, four-plex, townhomes, mid-sized (senior) multi-unit buildings, narrow single-family lots, and other specialized medium-density developments (e.g. bungalow court, co-housing facility, etc.). Bed and breakfast and hotel establishments may be acceptable if designed with similar character as the surrounding residential area. Attached units can be in the form of apartment buildings, condominiums, or walk-up attached townhomes. Parking will be underground or otherwise enclosed with some surface parking. These uses will often serve as a transitional area between single-family uses and any larger, multistory development.

## Future Land Use Map



# Recommendations

Properties zoned Urban Residential (UR), Neighborhood Office (NO), and Mixed Residential (MR) shall follow the Zoning Ordinance regarding building heights. Residential densities will generally be between five and twelve units per acre. Multi-unit buildings shall be no taller than 35 feet. The City may allow up to 18 units per acre and increase the height to 45 feet in exchange for clustering development to preserve open space, environmentally sensitive natural resources, and woodlands. This development will most likely contain a Planned Unit Development (PUD) overlay zone.



- **Low-Density “Suburban” Residential (~520 acres, 71% of the planning area).** Suburban residential areas will contain both single-family and duplex lots consistent with the requirements of the City’s Zoning Ordinance with a maximum of five units per acre for the Neighborhood Residential (NR) zone with a potential Planned Unit Development (PUD) overlay zone. The majority of the low-density residential area will be 8,000-20,000 square foot lots with street yard setbacks ranging between 20 and 30 feet on any new streets within the neighborhood. In areas near more intensive uses (e.g., medium- and high-density residential, commercial), it may be appropriate for 8,000-10,000 square foot lots with 15- to 25-foot setbacks, front porches, and garages set back from the primary facade to create a more walkable street. Specific project details will be reviewed on a case-by-case basis.

Existing residential uses are included in this designation. No further subdivisions of those parcels are anticipated, but, if they did occur, these policies apply.



### 3) Housing Affordability

In general, affordable housing is defined as a household paying no more than 30 percent of its annual income on housing. Due to multiple variables such as household income, interest rates, number of dependents, and other housing expenses, it is unrealistic to establish a fixed home value in the City that is deemed affordable to everyone. The housing market in Verona is robust due to strong schools, safe neighborhoods, and Epic Systems Corporation (the largest private employer in Dane County). The City believes the best way to provide affordable housing is to encourage a variety of housing options throughout the entire City. Ultimately the market and the economy determine the affordability of housing. The City believes the proposed variety of housing types allowed and encouraged within the Northwest Neighborhood will enable the market to meet the needs of most residents.

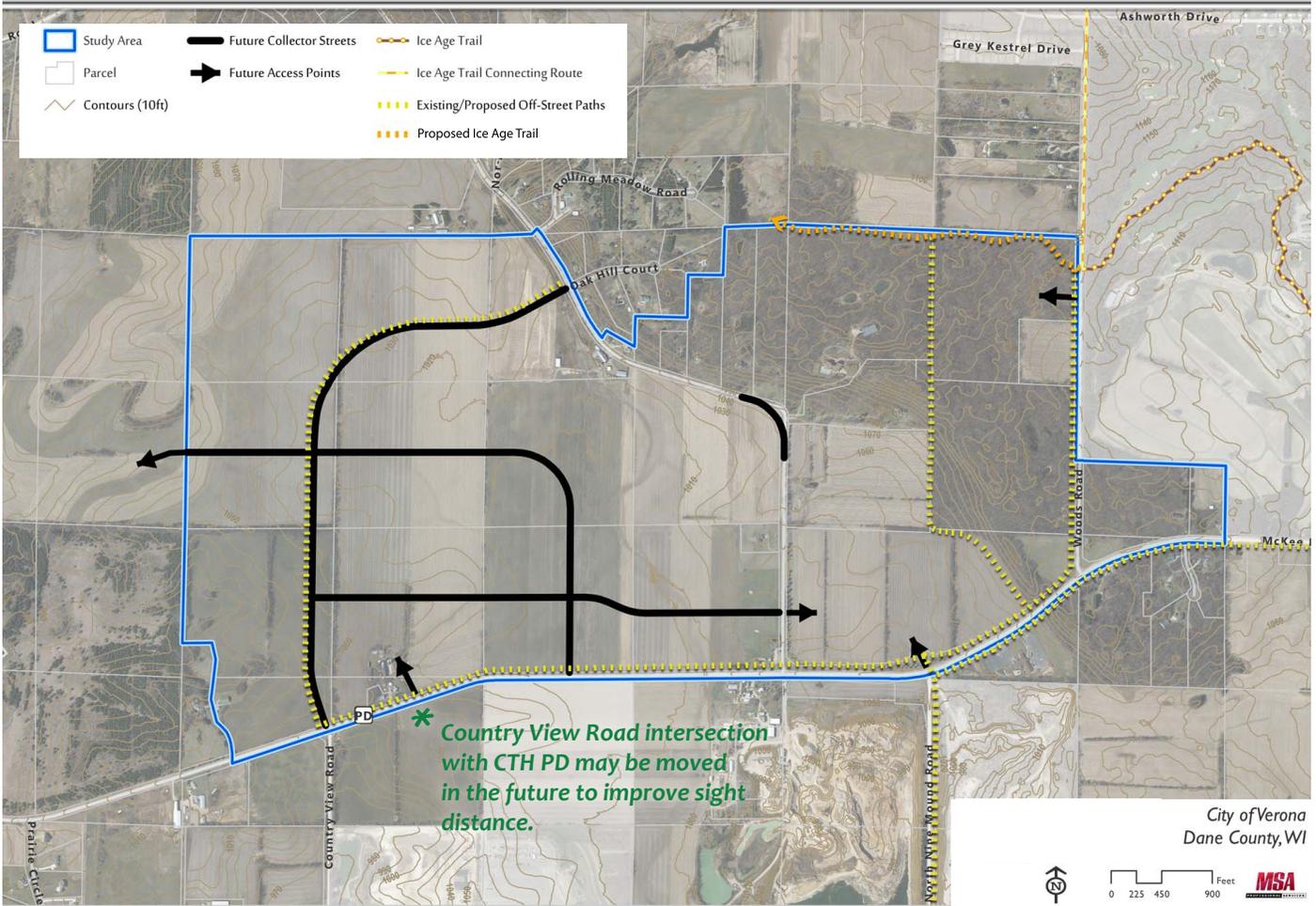
### 4) Mobility and Connectivity

Future Streets will be designed to encourage low vehicle speeds and safety for bicyclists and pedestrians. Except lands along Woods Road above the terminal moraine, all other parts of this neighborhood will be internally connected by roads, sidewalks and paths and designed to be a cohesive neighborhood. For trips between most residential and commercial areas within this neighborhood it should not be necessary to travel on County Highway PD or Shady Oak Lane. The major north/south and east/west streets may include a boulevard and on-street bikes lanes to serve as the major biking routes through the neighborhood. In general, streets within the Northwest Neighborhood will allow on-street parking, but not be overly wide. Travel lanes are encouraged not to be wider than 12 feet on the major streets, 10 to 11 feet wide on other streets. Parking lanes should be 8 feet wide. Streets should accommodate truck traffic in the commercial areas, but not be overly wide as to negatively impact the walkable commercial character. Specific street designs and locations will be reviewed concurrently with development proposals and will be dependent on future uses and overall traffic patterns in the region.

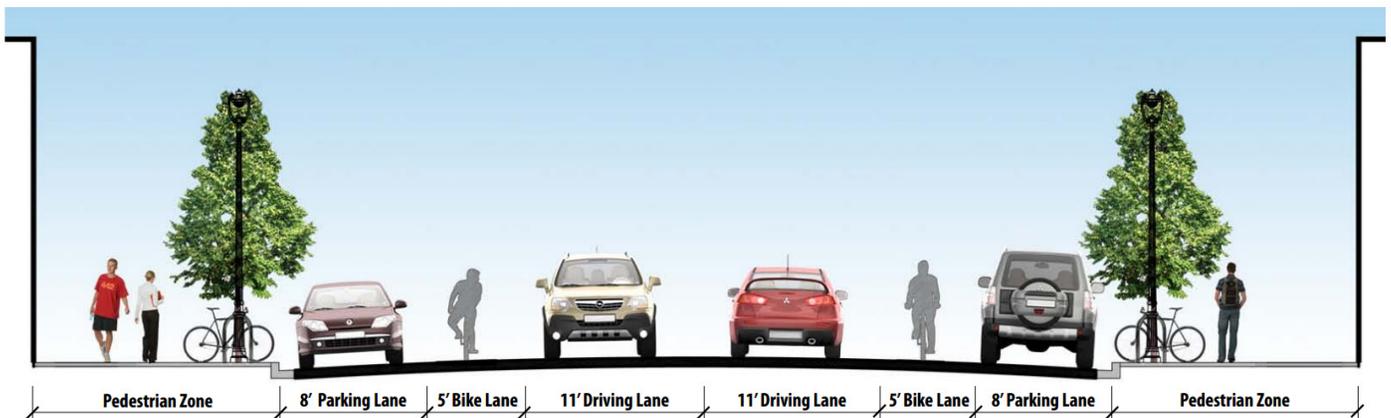
Walking in the neighborhood will be a pleasant and interesting activity. All streets within the neighborhood will include sidewalks on both sides to provide safe routes to any destination. Residential sidewalks should be five feet wide. Commercial sidewalks will be a minimum of 10 feet wide to allow for several people to pass one another and contain curb bump outs at crosswalks. In areas where outdoor café seating is envisioned, sidewalks should be 15-20 feet wide to allow for that seating while still providing a pedestrian route.

Off-street paths are recommended for County Highway PD, Woods Road, along the ridgeline west of Woods Road, and

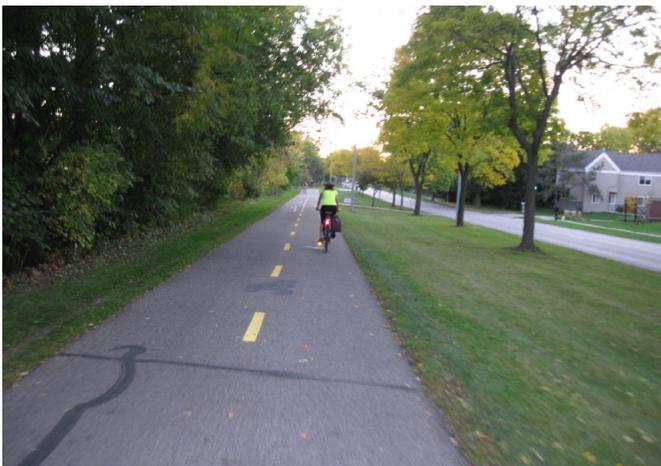
# Recommended Roads & Off-street Paths Map



# Recommended Road Cross Sections



# Recommendations



along the proposed future north/south collector (between County Highway PD and Shady Oak Lane). Paths are recommended to be at least 12 feet wide, with additional width in high use/high volume locations.

Additionally, this Plan recommends extending the Ice Age National Scenic Trail from Woods Road through the Dykman and Keryluk properties, to be further connected through other lands north of the planning area. A 100-foot to 400-foot corridor around the Ice Age National Scenic Trail is recommended to preserve the rural character of the Trail. This recommended width allows for usable trail area as well as a buffer/setback area(s), providing for a natural hiking experience. The Trail corridor width may vary, and will be determined at the time of development, annexation or acquisition. This plan envisions the lands for the Trail being acquired through the City parkland dedication process or purchase.

Present and future transit models will be considered for major through streets and around the perimeter of the development.

## 5) Natural Features, Open Space & Parks

Existing environmental features should be preserved to serve as amenities or transitions between varying densities or uses. In some cases, housing can be developed within wooded areas, maintaining as many quality trees as possible (this may limit lawn size). Trails should be created throughout the wooded area to encourage outdoor recreation with considerations towards protecting the steep slopes along the ridge line and environmentally sensitive areas.

The future land use map (on page 17) indicates two community parks/playfields to serve the recreation needs of residents; however, the City envisions each development within the planning area incorporate neighborhood parks and other public spaces, especially in developments with limited to no private yards (e.g., apartment buildings). These open spaces should provide comfortable and attractive spaces that offer a range of experiences for all ages. Spaces should be level with the sidewalk, where possible, to prevent elevation changes that can create barriers. The public open space should be in highly visible areas that are animated by adjacent land uses. Their location should be provided for opportunities for casual monitoring from the perimeter and from abutting development.

To engage all age groups, amenities should be provided that are appropriate for the size and programs such as water feature, game tables, play equipment (tot lot), kiosks, tables, and special paving. These spaces should have flexible designs to accommodate an assortment of activities. A

variety of comfortable seating types: single, couple, groups that are fixed or moveable will encourage visitors. Interactive public art is an effective tool to activate small spaces.

While the function of the open space is important, quality materials should be included in the design of the space. Sustainable design should be used with native plantings that require minimal maintenance and rainwater for natural irrigation. Extensive landscaping should be provided using large, 5 ½ inch caliper shade trees. A wide variety of tree species should be planted to guard against extensive loss due to a single species being affected by insects or disease. Quality materials such as special pavers, steel, wrought iron, and stone should be used.

There is a 100-foot wide setback along County Highway PD within the low-density residential zones. This should be planted with native grasses and flowers to keep maintenance of the setback low. Mounds and/or trees or shrubs may be used to reduce traffic noise and provide privacy. While lands east of the dry tributary are not required to have a 100-foot setback, this Plan recognizes the need for lands east of the dry tributary to provide an appropriate landscaping buffer to protect views along CTH PD and views to the west. Precise landscaping designs will be reviewed at the time of development and should include a variety of plantings and features. Property owners are encouraged to proactively plant trees before development occurs so mature trees are established prior to lands developing.

Clustering of development should be used as a way to preserve open space, environmentally sensitive natural resources such as woodlands and wetlands, scenic views from existing residences, and protect natural features such as steep slopes. Clustering will ensure that development can occur, while preserving important natural features to the maximum extent possible.



Example of a planted landscape setback.



Example of a wooded trail.



Example of a decorative wrought iron fence.



Example of a typical park with a small playground.



Example of unique seating for individuals.

# Design Guidelines

*This section is intended to create memorable and desirable buildings and spaces within the Northwest Neighborhood. The objective is a unique neighborhood that residents will love and continue to invest in for many decades. Nonresidential and multifamily developments are expected to meet these guidelines.*

## **A) Street Relationship & Building Setback**

**A.1** All development should front onto a public street, with a visual connection (i.e. clear windows) between the street and the building.

**A.2** Developments adjacent to County Highway PD or Shady Oak Lane should be oriented toward internal streets, and views of rear yard utility and parking areas should be screened from these streets using landscaping and berms. Along County Highway PD west of the drainageway, all structures should be set back at least 100 feet from the highway right-of-way to preserve a more rural character and protect the single-family homes from the County Highway.

**A.3** A minimum of one building entrance should be provided along the building facade facing the street.



Buildings that face multiple streets should provide an entrance facing the more prominent street.

**A.4** Building setbacks should be consistent within a given block and compliant with the City's zoning ordinance (and future land use policies in this Plan) dictating their setback range.

## **B) Building Heights & Densities**

**B.1** A full two story building is encouraged (wherever feasible), especially in the Commercial / Mixed Use area.

**B.2** The City maintains discretion on building heights and densities, through the zoning ordinance. If considering requests for additional height or density as described in the Commercial and Mixed Use and Medium-Density Residential land use areas in this plan, there will be an expectation for high-quality design consistent with all of the design guidelines in this plan, including the following features and techniques.

- High-quality landscaping and site design to hide parking and utility areas.



- Excellent bike amenities, including bike parking and storage.



- Excellent pedestrian amenities, including wide sidewalks and robust pedestrian connections between sidewalks and building entrances.



- Unique public spaces and enhancements, such as plazas, outdoor seating areas, public art installations, etc.



- Decorative, dark-sky compliant exterior lighting.



- Muted colors and non-reflective siding and glazing, especially above the ground floor.



- Incorporate public art in building design and public use spaces with visible street presence.



- Include public art in major public infrastructure projects such as bike racks, public buildings, and roadways.



# Design Guidelines

## C) Building Architecture & Design

**C.1** Buildings should utilize details or changes in materials to create a discernible base, middle and top. Multi-storied buildings should have a horizontal expression line between the first and upper floors.



**C.2** Buildings should establish vertical proportions for the street facade (e.g., expression of structural bays, variation in material, and/or variation in building plane), and for the elements within that facade (e.g., windows, doors, structural expressions, etc).



**C.3** Avoid large, undifferentiated building walls and roof lines. Desired design features include variation in materials and colors, projecting and recessed bays, and variation in building heights.

**C.4** Awnings and canopies are strongly encouraged on ground floor facades of commercial, mixed use and apartment buildings. Awning colors should relate to and complement the primary colors of the building facade. Glowing awnings (backlit, light shows through the material) are discouraged.



**C.5** Canopies, awnings, covered porches, and/or gable roof projections should be provided along facades that give access to the building to accentuate entrances and give shelter to visitors.

**C.6** The primary street frontage of ground floor commercial spaces should be predominately transparent with at least 75% of the facade having windows or doors to provide visual connection between the street and the ground floor use. At least 35% of the windows at street level should be clear glass.

**C.7** All building faces visible from a public street should use design features and materials similar to the primary front facade.



**C.8** Preferred exterior materials include kiln-fired brick, stucco, wood siding, fiber cement siding, and high quality cultured stone. Discouraged exterior materials include vinyl siding, split-faced Concrete Masonry Unit (CMU), smooth-faced CMU, Exterior Insulated and Finish System (EIFS), gravel aggregate materials, vertically oriented metal siding, and panelized products. Any use of these materials approved by the Plan Commission should be as accent features and not the predominate feature of a building.

**C.9** Provide the main entrance of buildings directly from the street. For corner buildings, a public entrance close to the corner. Entries can be articulated through the use of building massing, special architectural features, or changes in roof line.

**C.10** Consider the use of green walls and other energy conservation measures.

**C.11** Where possible, orient buildings along an east-west axis for maximum daylighting benefits.

**C.12** Establish block corners with architectural articulation and activating uses.

## D) Signage & Lighting



**D.1** Appropriately-scaled signage is critical and should complement the building / space. Wall signs and projecting signs should be integrated within the overall building design in color, style and articulation.

**D.2** Shrubs and/or perennial planting beds should be planted around freestanding signs.

**D.3** Lighting on exterior signs is encouraged to be mounted externally, above the sign, and directed downward.

**D.4** Bollard lights should be used in public plazas and along major trails.

**D.5** Full cut-off (dark-sky compliant) exterior lighting is encouraged in all locations to reduce glare and light pollution.

**D.6** Parking lots should utilize decorative light poles and fixtures that provide a consistent lighting style in the neighborhood.

**D.7** In suitable situations, create pedestrian scaled lighting for sidewalks and trails.

## E) Parking, Screening & Landscaping

**E.1** Parking between the street and building is strongly discouraged - locate it on the side, behind or under the building whenever possible.

**E.2** Shared parking between uses is encouraged, to make more efficient use of land for parking.

**E.3** Walkways should be provided to connect the building entrance to the public sidewalk / street.

**E.4** Front and side parking visible from the public street, as well as rear parking and/or loading area visible from County Highway PD or Shady Oak Lane, should be screened with berming, landscaping, fencing or a combination of these three.



**E.5** Locate parking facilities in the rear or side yard with vehicular access from the side streets. If structured parking is needed, below-grade parking is preferred. If parking is above grade, parking structures facing the street should have active ground level uses with pedestrian details. Incorporate vegetation through green roofs, rooftop gardens, and green walls. Punched window openings with planters give the illusion of a building instead of an above-grade parking garage.

**E.6** Bicycle parking must be provided for all developments. Bicycle parking racks can be used as public art.

**E.7** All parking areas shall have concrete curbs to protect landscaping areas, excluding those areas dedicated for snow storage. The curbs may contain gaps to allow stormwater flow into infiltration basins.

**E.8** Create tree canopies along main streets and commercial areas.

**E.9** Fencing, screening, parking, and loading areas should be of similar materials as primary building(s).



# Implementation

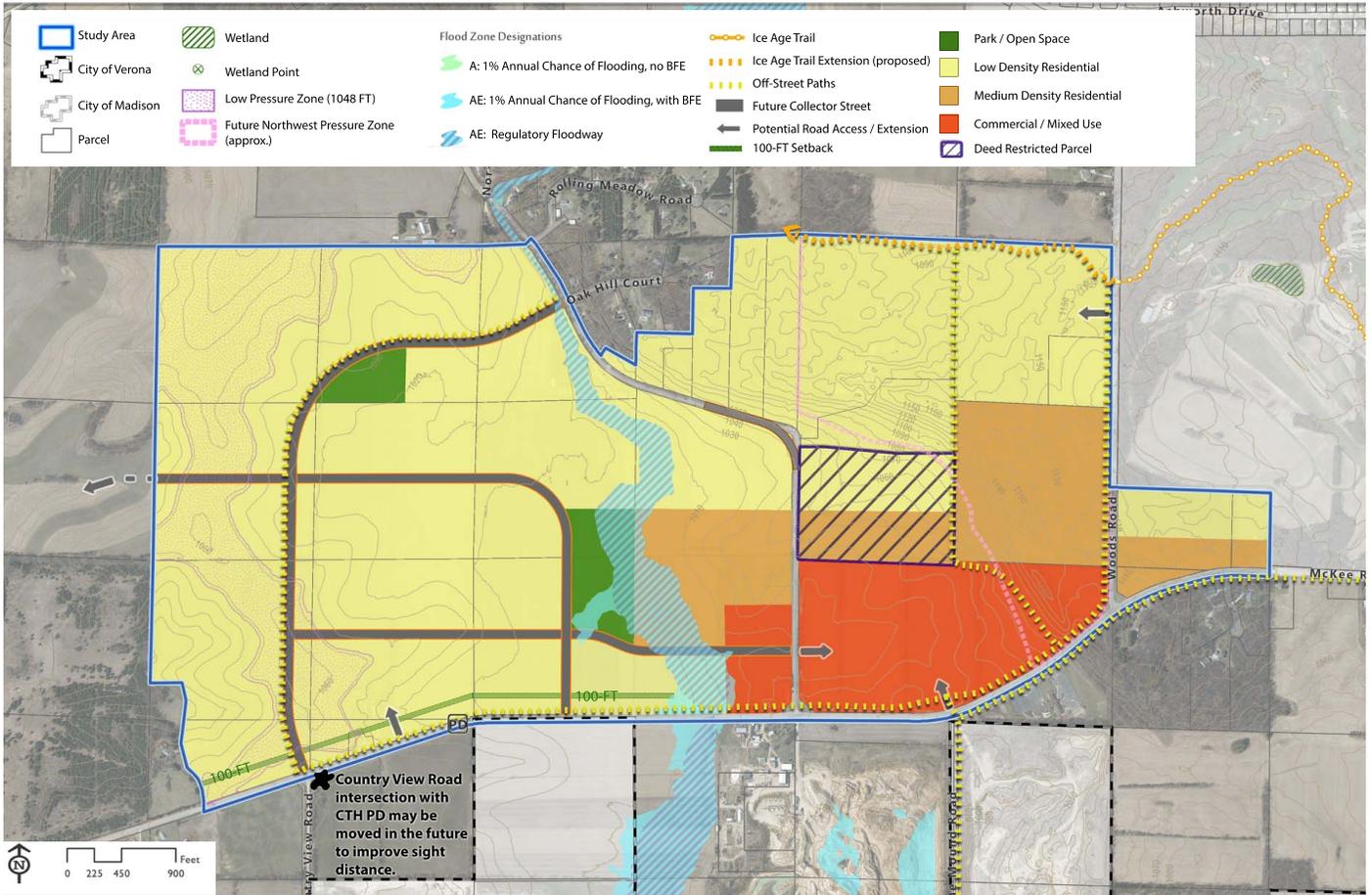
## IMPLEMENTATION

The implementation of this plan will be driven by the development community and specific development projects. The City is a partner in road projects within the planning area that will impact future development. The City will have an active role once private development projects are proposed to ensure consistency with this Neighborhood Plan and other City Ordinances.

### Key Neighborhood Recommendations

- **Review and consider each project as it is proposed, using current plans and City ordinances as the basis for that review.**
- **Accommodate a range and mixture of housing options** by encouraging the use of master planned developments and other mechanisms.
- **Provide pedestrian access and amenities as part of all housing developments.** This includes considering location choices for developments that cater to seniors and families (children) that provide opportunities to walk to school, parks, shopping, etc.
- **Encourage housing designs that serve the needs of seniors and people with disabilities.** This could include developing standards for home construction so that a certain percentage of new development include specific features such as wide passage doors, a full bathroom on the main floor, and at least one zero-step entrance.
- **Ensure development allows for adequate parking, storage, vehicular movement, landscaping, buffering, open space and public infrastructure and facilities.**
- **Protect the character and scale of residential areas** by carefully planning nonresidential uses such as parking lots, roadways or institutional growth so as to minimize negative impacts on residential properties and neighborhoods.
- **Coordinate with the school district and local organizations to improve recreation choices,** including the shared use of facilities for community benefit.
- **In areas designated for future development served by public sanitary sewer and public water systems, use a holding strategy** (e.g. Rural Agricultural zoning) which allows only agricultural and limited site improvements until the property is developed.
- **Plan and construct a pattern of streets, sidewalks, and bicycle facilities that maximize the connectivity of land uses within the neighborhood and connectivity to areas outside the neighborhood.**
- **Require a wetland delineation study** be conducted prior to any plans for development in these areas.
- **Require any urban development within the planning area to be preceded by a Phase One archaeological study and on-site evaluation for the presence of endangered or protected species.**

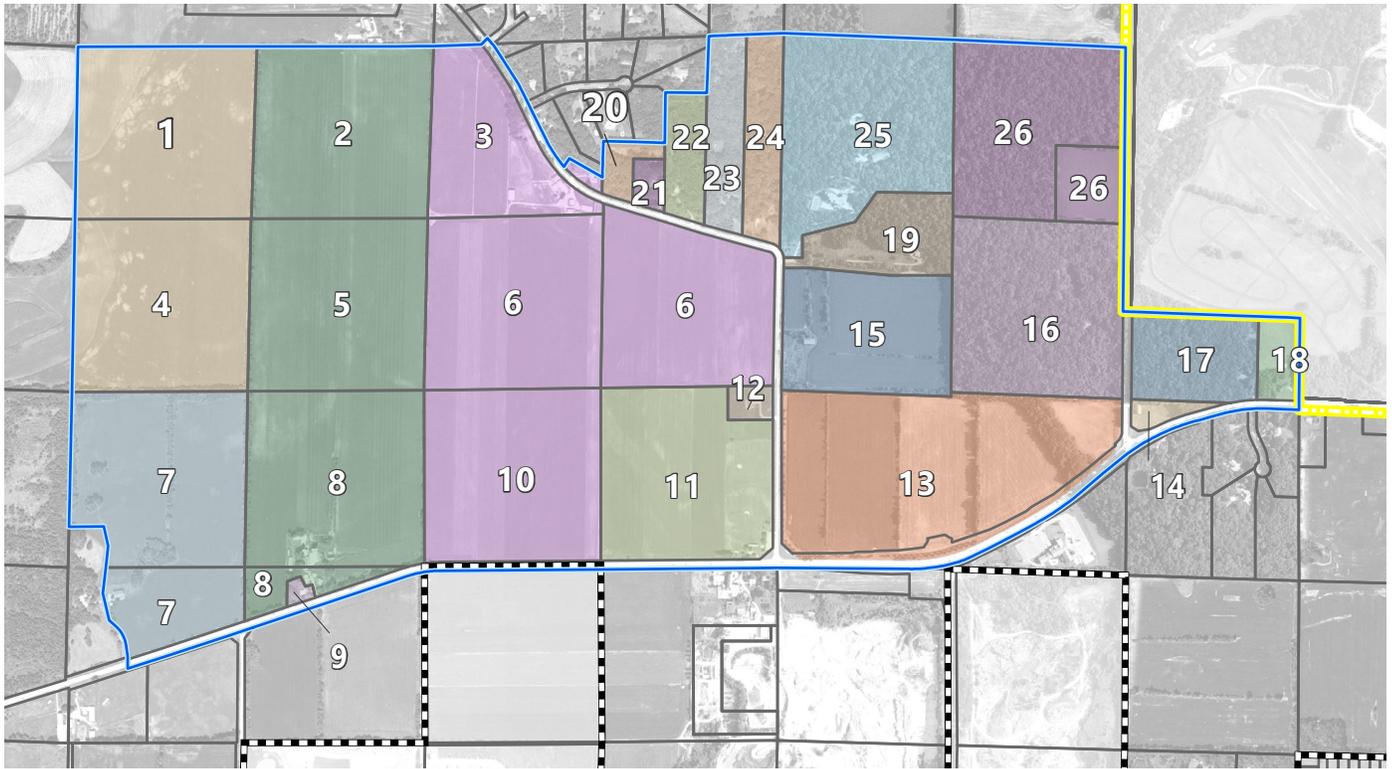
# Future Land Use Map



# Appendix

The following table and map outlines the recommended and potential zoning changes if the properties are annexed to the City of Verona based on the discussions presented in the Recommendations Chapter.

## Property Ownership Key



### ZONING KEY

NR - Neighborhood Residential  
CR - Community Residential

MR - Mixed Residential  
UR - Urban Residential  
NO - Neighborhood Office

UC - Urban Commercial  
SC - Suburban Commercial  
PUD - Planned Unit Development

## Potential Zoning Changes (see property ownership key)

Key	Properties	Acres	Current Land Use	Proposed Zoning	Comments
<b>Northwest Quadrant</b>					
1	Wagner	40	Agricultural Preservation	NR	Further study is needed to determine future public services.
2	Schwenn	40	Agricultural Preservation	NR	
3	Marty	26	Agricultural Preservation	NR	
<b>Central west Quadrant</b>					
4	Wagner	40	Agricultural Preservation	NR	
5	Schwenn	40	Agricultural Preservation	NR	
6	Marty	76	Agricultural Preservation	NR	Development should be clustered away from the floodplain.

## Potential Zoning Changes – Cont. (see property ownership key)

Key	Properties	Acres	Current Land Use	Proposed Zoning	Comments
<b>Southwest Quadrant</b>					
7	Bovy	54	Transitional Agricultural	NR	
8	Schwenn		Agricultural Preservation/ Transitional Agricultural	NR	
9	Frank Schwenn	0.95	RR-2	NR	
10	Marty	40	Agricultural Preservation	NR, MR, UR, NO	This development should be clustered away from the floodplain.
11	Maurer	38	Agricultural Preservation	NR, MR, UR, NO	This development should be clustered away from the floodplain.
12	Hall	2	RR-2	NR	
<b>East of Shady Oak Lane</b>					
13	Pan Capital Land I LLC	57	RR-4	UR, NO, UC, SC	This development should be clustered away from steep slopes and closer to County Highway PD.
				PUD overlay	
14	Lone	2	RR-2	UR, MR, NO	
15	Heath	26	RR-4	UR, CR, NR	This property is deed restricted and may not be developed. If the deed is changed, development should be clustered near the southwest quadrant.
<b>East of Shady Oak Lane</b>					
16	Cowling	40	RR-4	MR, UR, NO	This development should be clustered to preserve wooded areas.
				PUD overlay	
17	Stuesser	15	RR-2	NR, MR, UR	The southern portion of the property can be developed with MR or UR. The northern portion can be developed with NR.
18	Witt	4	RR-2	NR, MR, UR	The southern portion of the property can be developed with UR. The northern portion can be developed with NR.
19	Borman	13	RR-4	NR	This development should be clustered to preserve wooded areas.
20	Johnson Rev. Tr.	3	RR-2	NR	If development should occur, development should be clustered to preserve steep slopes and woodlands.
21	Wilcox Rogers	2	RR-2	NR	
22	Owen	7	RR-4	NR	
23	Tucker	10	RR-4	NR	
24	Kendrick Living Tr.	10	RR-4	NR	
25	Keryluk	39	RR-4	NR	This development should be clustered to preserve wooded areas.
26	Dykman	40	RR-4	NR	This development should be clustered to preserve wooded areas and to preserve lands for the Ice Age National Scenic Trail.
				PUD overlay	