

APPENDIX 2.2

Survey Results Summary

1. How long have you lived in the Town of Verona? 315 responses
 - I don't live in the Town – 29
 - Fewer than 5 years - 41
 - 5 to 10 years – 29
 - 10 to 20 years – 56
 - More than 20 years – 160 (50.7%)
2. How many acres of land do you own in the Town of Verona? 313 responses
 - 1 acre or less - 37
 - 1 to 5 acres - 51
 - 5 acres or less - 121
 - 6 – 20 acres - 46
 - 21-40 acres - 15
 - 41-100 acres - 18
 - Greater than 100 acres -25
3. Do you run a business on your property? (farming is considered a business) – 312 responses
 - Yes – 77 (25%)
 - No - 235
4. How many acres of your property are devoted to farm practices? 204 responses
 - Not applicable -149
 - 6 -20 acres - 11
 - 21-40 acres - 8
 - 41-100 acres -21
 - Greater than 100 acres - 15
5. If farming occurs on your property, is it owner operated or rented to someone else? 65 responses
 - Owner operated -27 (42%)
 - Rented -38 (58%)
6. How long do you intend to continue living in the town? 301 responses
 - I don't live in the town (NA) - 23
 - Less than 5 years - 21
 - 5 to 10 years – 18
 - More than 10 years – 58
 - I have no plans to leave – 181 (60.1%)
7. What is your main employment? 311 responses
 - Farming – 15
 - Working at an educational institution (pre-school through high school) – 13
 - Working at a higher educational institution (UW, Madison College, etc.) -7
 - Manufacturing – 7

APPENDIX 2.2

- Health care – 27
 - Epic Systems – 9
 - Services – 23
 - Software/IT – 11
 - Government – 7
 - Construction/Trades – 19
 - Homemaker – 1
 - Retired or not employed – 115
 - Other - 57
8. If you live in the Town, what is the location of your primary place of employment? 292 responses
- I'm not employed -100
 - Home (e.g. business as home or farming) -26
 - Town of Verona -14
 - City of Verona -32
 - City of Fitchburg - 10
 - City of Madison - 74
 - City of Middleton - 9
 - Other City/Village/Town in Dane County - 20
 - Other location outside Dane County - 5
9. Please indicate your age. – 311 responses
- 20 to 39 years old – 21
 - 40 to 59 years old – 114
 - 60 to 79 years old – 151 (48.5%)
 - 80 years or older – 25
10. Please indicate the importance of various factors related to living in the Town of Verona (with 5 being extremely important and 1 being unimportant)
- Proximity to work – 210 responses
 - i. 5 – 38 responses – 18%
 - ii. 4 – 58 responses – 27%
 - iii. 3 – 47 responses - 22%
 - iv. 2 – 20 responses – 9 %
 - v. 1 - 47 responses – 22%
 - Proximity to shopping – 279 responses
 - i. 5 – 42 responses – 15%
 - ii. 4 – 78 responses – 28%
 - iii. 3 – 88 responses - 31%
 - iv. 2 – 46 responses – 16%
 - v. 1 - 25 responses – 9%
 - Rural character – 279 responses
 - i. 5 – 172 responses – 62%

APPENDIX 2.2

- ii. 4 – 59 responses – 21%
 - iii. 3 – 31 responses - 11%
 - iv. 2 – 5 responses – 1%
 - v. 1 - 12 responses – 4%
- Making a living farming – 167 responses
 - i. 5 – 21 responses – 12%
 - ii. 4 – 17 responses – 10%
 - iii. 3 – 29 responses - 17%
 - iv. 2 – 22 responses – 13%
 - v. 1 - 78 responses – 47%
- Privacy of living in the country – 284 responses
 - i. 5 – 173 responses – 61%
 - ii. 4 – 68 responses – 24%
 - iii. 3 – 23 responses - 8%
 - iv. 2 – 11 responses – 4%
 - v. 1 - 9 responses – 3%
- Community (small town feel) – 278 responses
 - i. 5 – 112 responses – 40%
 - ii. 4 – 86 responses – 31%
 - iii. 3 – 55 responses - 20%
 - iv. 2 – 17 responses – 6%
 - v. 1 - 8 responses – 3%
- Proximity to recreational resources – 278 responses
 - i. 5 – 59 responses – 21%
 - ii. 4 – 65 responses – 23%
 - iii. 3 – 98 responses - 35%
 - iv. 2 – 38 responses – 14%
 - v. 1 - 18 responses – 6%
- Lower property taxes than in cities – 283 responses
 - i. 5 – 137 responses – 48%
 - ii. 4 – 59 responses – 21%
 - iii. 3 – 57 responses - 20%
 - iv. 2 – 18 responses – 6%
 - v. 1 - 12 responses – 4%
- Low crime rate – 281 responses
 - i. 5 – 188 responses – 67%
 - ii. 4 – 61 responses – 23%
 - iii. 3 – 22 responses - 8%
 - iv. 2 – 4 responses – 1%
 - v. 1 - 6 responses – 0%
- Quality of schools – 260 responses

APPENDIX 2.2

- i. 5 – 126 responses – 48%
- ii. 4 – 70 responses – 27%
- iii. 3 – 36 responses - 14%
- iv. 2 – 8 responses – 3%
- v. 1 - 20 responses – 8%

11. Describe the one thing in the Town of Verona that you wish to protect from change in the coming 20 years.

Lower Taxes - Too High Now

Taxes keep going up and lots of ordinances and laws regulating everything we can and can't do on our own land we have owned for more than 20 yrs

Rural views / country feel

It's unrealistic to expect that the Town can 'protect' much of anything for any length of time. It's existence is simply on borrowed time... inevitably to be consumed by Madison and/or Verona...

Vistas of open spaces

Stopping Development of Condos

quality of the landscape and natural environment

housing density

running/biking trails

Rural character and responsiveness to needs of older residents

Current state of the land (undeveloped)

Over building of residential neighborhoods on small (1/4 acre) lots.

The open land around us

over development

Cost of living

Rural atmosphere

low light and noise pollution

becoming part of Madison

slow the development - maintain the natural landscapes

limit development like the huge Pan development on PD across from Good Shepherd West. An urban complex like that just doesn't fit in our town.

no new residential construction

Rural Nature

Over Development

Traffic on Timber Lane needs to be slowed down; blind driveways

2-5 acres for single family homes

no three story buildings

staying part of the Verona School district

mature trees along roads

keep traffic level low; low noise, open landscapes,

keep the rural feel

subdividing to parcels less than 5-10 acres

The strip mall mentality that the city of Verona seems to have.

APPENDIX 2.2

do not allow large residential and commercial buildings

Trails utilizing old railroad rights-of-way. In the future, railroads will come back so have rights-of-way available.

Development

Higher Density Sub-Divisions

The woods and farmlands

Natural resources, wetlands, current water table health, plant and animal ecosystems, and water quality

Uncontrolled growth, especially cookie cutter neighborhoods like Veridian

natural areas

The feel of being outside of the big city (Madison). We need to retain a belt of conserved land to separate the two.

no heavy industries

Green space; reservation of trees prairies, waterways and landscapes that benefit wildlife

The town's natural open areas and it's wildlife.

rural character

Living on the border with Madison it is most important to me to avoid being annexed into Madison. If I had wanted to live in Madison I would have purchase a home there. I do understand that the town needs to allow some development in order to keep taxes lower

Don't want to see the Town fall behind as a growing community.

12. Which of the following land uses land use would you see more of in the future? (1 for discourage and 5 for strongly encourage)

- No change – 1(12 responses), 2 (3 responses), 3 (23 responses), 4 (7 responses), 5 (9 responses)
- Single family homes in cluster subdivisions – 1(23 responses), 2 (13 responses), 3 (13 responses), 4 (6 responses), 5 (8 responses)
- Single family homes on large (5 acre+) scattered lots - 1(10 responses), 2 (13 responses), 3 (15 responses), 4 (11 responses), 5 (8 responses)
- Duplexes - 1(34 responses), 2 (13 responses), 3 (13 responses), 4 (1 responses), 5 (2 responses)
- Apartments - 1(35 responses), 2 (16 responses), 3 (7 responses), 4 (3 responses), 5 (2 responses)
- Hobby Farms < 20 acres - 1(2 responses), 2 (1 responses), 3 (27 responses), 4 (17 responses), 5 (16 responses)
- Hobby Farms >20 acres - 1(1 responses), 2 (1 responses), 3 (25 responses), 4 (15 responses), 5 (20 responses)
- Orchard Farms - 1(0 responses), 2 (2 responses), 3 (15 responses), 4 (21 responses), 5 (25 responses)
- Vegetable Farms – CSA - 1(0 responses), 2 (4 responses), 3 (16 responses), 4 (19 responses), 5 (23 responses)

APPENDIX 2.2

- Family Farms - 1(0 responses), 2 (1 responses), 3 (12 responses), 4 (16 responses), 5 (31 responses)
 - Large Livestock Farms - 1(37 responses), 2 (8 responses), 3 (10 responses), 4 (5 responses), 5 (3 responses)
 - Large Grain Farms - 1(24 responses), 2 (10 responses), 3 (16 responses), 4 (8 responses), 5 (5 responses)
 - Agricultural Related Businesses - 1(7 responses), 2 (3 responses), 3 (31 responses), 4 (13 responses), 5 (7 responses)
 - Recreational Facilities - 1(5 responses), 2 (3 responses), 3 (22 responses), 4 (11 responses), 5 (19 responses)
 - Landscaping and Other Service Businesses - 1(7 responses), 2 (7 responses), 3 (32 responses), 4 (10 responses), 5 (5 responses)
 - Mineral Extraction - 1(44 responses), 2 (6 responses), 3 (10 responses), 4 (0 responses), 5 (2 responses)
 - Mobile Home Parks - 1(53 responses), 2 (5 responses), 3 (4 responses), 4 (0 responses), 5 (0 responses)
 - Agricultural Entertainment - 1(9 responses), 2 (8 responses), 3 (29 responses), 4 (9 responses), 5 (7 responses)
 - Commercial/Retail - 1(24 responses), 2 (12 responses), 3 (16 responses), 4 (6 responses), 5 (3 responses)
 - Light Industry - 1(23 responses), 2 (13 responses), 3 (18 responses), 4 (4 responses), 5 (3 responses)
 - Other – A “tiny home” community, clear policy re: business use of pesticides/animal waste disposal, discourage summer camps, hotel, I accept/understand that the town will need to have some development in order to maintain the mill rate but I would hope that it would be controlled and thoughtful, Non-industrial office park to support Epic.
13. To what degree should the Town promote or discourage action in each of the following areas by using property tax dollars or zoning regulations (1 for discourage, 5 for strongly encourage)
- Environmental/wildlife preservation - 1(1 responses), 2 (2 responses), 3 (10 responses), 4 (12 responses), 5 (37 responses)
 - Farmland preservation - 1(2 responses), 2 (1 responses), 3 (14 responses), 4 (18 responses), 5 (27 responses)
 - Recreational facilities - 1(5 responses), 2 (6 responses), 3 (20 responses), 4 (17 responses), 5 (14 responses)
 - Connecting portions of the Ice Age Trail - 1(3 responses), 2 (2 responses), 3 (13 responses), 4 (15 responses), 5 (29 responses)
 - Preservation of the Sugar River Watershed - 1(0 responses), 2 (5 responses), 3 (8 responses), 4 (14 responses), 5 (35 responses)
 - Preservation of large wooded areas (>40 acres) - 1(2 responses), 2 (2 responses), 3 (7 responses), 4 (19 responses), 5 (32 responses)

APPENDIX 2.2

- Bicycle and walking trails - - 1(3 responses), 2 (4 responses), 3 (11 responses), 4 (12 responses), 5 (32 responses)
 - Other – Discourage summer camps, keep open spaces, limit use of weapons/guns in residential areas, encourage no shooting in residential areas.
14. Are you willing to pay higher property taxes to keep future development at a minimum?
- 230 responses
 - No, I prefer no increase in the Town's mill rate – 81 (35%)
 - Yes, I would support a modest increase in the Town's mill rate – 149 (65%)
15. If you own 40 acres or more would you consider giving up development rights on your land for compensation? 196 responses
- Not applicable - 145
 - Very likely -3
 - Somewhat likely -9
 - Somewhat unlikely -3
 - Very unlikely -26
 - Not sure - 10
16. Should commercial development be concentrated in a few areas or dispersed throughout the Town?
- Concentrated – 50
 - Dispersed - 8
 - No opinion - 5
17. Allow as few new homes as possible in order to protect open spaces and rural character.
- 294 responses
 - Yes – 202 (69%)
 - No – 92
18. Encourage large residential lots 4+ acres, to spread out new houses and maximize individual home owner privacy.
- 291 responses
 - Yes – 178 (61%)
 - No – 113
19. Encourage smaller residential lots, .75 – 2 acres, to minimize conversion of land to residential uses.
- 293 responses
 - Yes – 153 (52%)
 - No – 140
20. Let the market decide residential lot size.
- 297 responses
 - Yes – 72
 - No – 225 (75%)

APPENDIX 2.2

21. Let the market decide when and where development will occur.

- 297 responses
- Yes – 66
- No – 231 (77%)

22. What other concerns do you have for the Town in the coming years?

Annexation of town land. Large high density commercial or residential developments

Being overrun with apartment complexes and subdivisions

cost of maintaining roads used heavily by commuters driving through

dangerous (fast) driving by commuters on side roads

decrease in underground water quality due to loss of natural filtering through gravel deposits

loss of wildlife due to loss of contiguous habitats (e.g., prairie, field windrows, woodlots)

Development that will destroy rural environment and natural, wooded areas

Do not allow large residential and commercial building

Do not let the Town become like the development of Mid Town Rd; limit the growth of Epic. Epic

blasting caused us and others to have to dig new wells on Shady Oak Area.

Giving in to Developers for Condos for extra tax revenue

housing growth, losing the rural feel of the town

How to allow development and maintain rural character

Increased pressure to approve more residential development - concern about the fate of farm land

currently owned by residents facing (or already reached) retirement age.

Large rural commercial development

Large urban style developments like the PAN proposal (see above comment).

Loss of small town feel and fear of the natural state being lost due to development

No Development. Get rid of Epic

none

Not being able to develop my property to maximize it's value

over-development that gets away from the town feel , cookie-cutter subdivisions

Parks, community places with a sense of "place" and uniqueness so the area doesn't become one big suburban homogenized area or lose character

Please stop all the multi-family development

Poor planning

Protection from annexation.

regulate noise, light and environmental impact to neighbors

Regulating what we can do with our land and keep taxes down

Road maintenance is important. Bicycle traffic is heavy and dangerous at times. Keep owner-occupied homes and not so many rentals.

Taxes going up

that taxes will become too high for school and local services that we will not be able to stay in our home. Town hall should be available for a small fee for residences. Carpet a big mistake, should have had a full kitchen

The influence of the Cities of Madison and Verona upon Town development

The town seems to be taking a proactive approach to wise and long sighted development.

These Questions are a concern

APPENDIX 2.2

too many 'tan towns'; if we develop farm fields, develop recreation and open space too
too much traffic
town becoming fragmented as land is annexed into cities
Town preservation
Town should preserve old farm buildings; preserve rural character, more trees
Traffic
traffic and noise pollution
transportation systems remain adequate for development
trashy looking businesses; too much traffic
Uncontrolled growth of Veridian style neighborhoods, large corporate farming or livestock operations,
forced land use for power lines, etc.

23. Other Comments?

Discourage large summer camps with 258 screaming, chanting kids all summer long
Do not let city of Madison or City of Verona annex the shady oak area
favor minimum 2 acres for residences
Get rid of view tax because not fair a view is not tangible and by opinion only!
Having too many laws and ordinances
More funds need to be spent on roads
Reduce speed limit on many Town Roads to 35 mph
Encourage developments that preserve open spaces
Keep development away from the roads so that there is still a rural feel when you drive on the Town
Rds
Prefer slow, well planned growth
Progress means growth; limit growth to preserve wildlife habitat and minimize environmental impact-
clean water, organic farming, non polluting practices must be a priority
small businesses like restaurants/coffee shops would be nice too
Thank you for maintaining the rural character of the Town of Verona
We live in one of the last beautiful areas. Please keep it as it is. We will support no future commercial
development. Thank you on behalf of our woods.
While we don't currently live in the town we are planning to build on our lot in the town within the
next year.