



7669 County Highway PD Verona WI 53593

May 3, 2021

To: Members of the City of Verona Plan Commission Re: Marty Farm Proposal

Hello Plan Commission Members,

Thank you for your consideration of my letter. I would like to express the Town's concerns with the Marty Farm Proposal, as presented by Veridian Homes. There are several items in the Boundary agreement I would like to call to your attention, as related to this proposal. Please see the highlighted areas in the attached document for reference.

There are several ways that this current proposal for the Marty Farm Development does not align with the spirit of the boundary agreement. This development would be placed in prime quality agricultural land, right in the terminal moraine. It is also the site of one of the last remaining dairy farm operations in the Town. I encourage you all to visit the proposed location for this development to understand the rural character of the area to fully understand the impact of this high-density residential neighborhood on the surrounding town lands.

In relation to the City of Verona Northwest Neighborhood Plan, there are a few points I would like to make:

- Market analysis was NOT conducted as part of the planning process for the creation of the Neighborhood plan
- *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*
- **Marty Farm is categorized at Phase 2 on the Potential Phasing Map**
 - The former Keryluk Property is Phase 1 and I believe that the City has recently indicated that it is not interested in pursuing development on that property at this time
- *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.*

There are a few other points I would like to offer for consideration.

- The proposed site plan is very similar to other Veridian Developments in the City and does not take into consideration the surrounding land uses in terms of overall aesthetics and the rural nature of the Town
- We supported the Range Trail development and Whispering Coves as development projects that resulted in annexation of Town land into the City. These developments were in Area A of the Boundary Agreement and make good land use planning sense. They are contiguous with current

City of Verona residential areas. The Marty Farm proposal will essentially create a City residential island in the middle of the Town. This island will have:

- No mass transit options
 - No commercial options
 - Everyone living there will have to drive to do anything and get anywhere – putting significant strain on the surrounding rural road system which the Town is expected to maintain and keep safe
- Further, Whispering Coves has not been built out yet and seems to be on hold?

- Language from the Veridian Proposal

- *This mixed residential neighborhood builds upon the development patterns in the Woods at Cathedral Point Neighborhood while expanding the opportunities for housing diversity*

The development patterns of the Woods are not appropriate here

- *Goals of housing diversity with long term sustainable land uses* - some clarification on what this means is needed
- There seem to be several variances sought by the developer to **exceed** City of Verona density standards for this development

In conclusion, I am asking the Plan Commission to deny approval of this development until such time as a more natural progression of development in this part of the township occurs and does not result in a “balloon on a string”, isolated, high-density City neighborhood in the middle of existing agricultural land.

Thank you for taking the time to consider this letter. Please let me know if you have any questions.

Sincerely,
Mark Geller
Town Chair, Town of Verona Board of Supervisors