

Housing Narrative:

City of Verona

Most expensive development fees in Dane County

#9 out of 16
in Development Fee Cost

The City of Verona ranks fairly well in development fees across the 16 municipalities that were examined in MABA's fee study. Verona's current planning and engineering fees are some of the best across the area.

Permit starts have also been fairly consistent throughout the past decade, reaching above the city's 10 year average the past three years.

This data suggests that Verona's low to average development fees could be a leading factor into the city's consistent permit activity.

Verona (C)

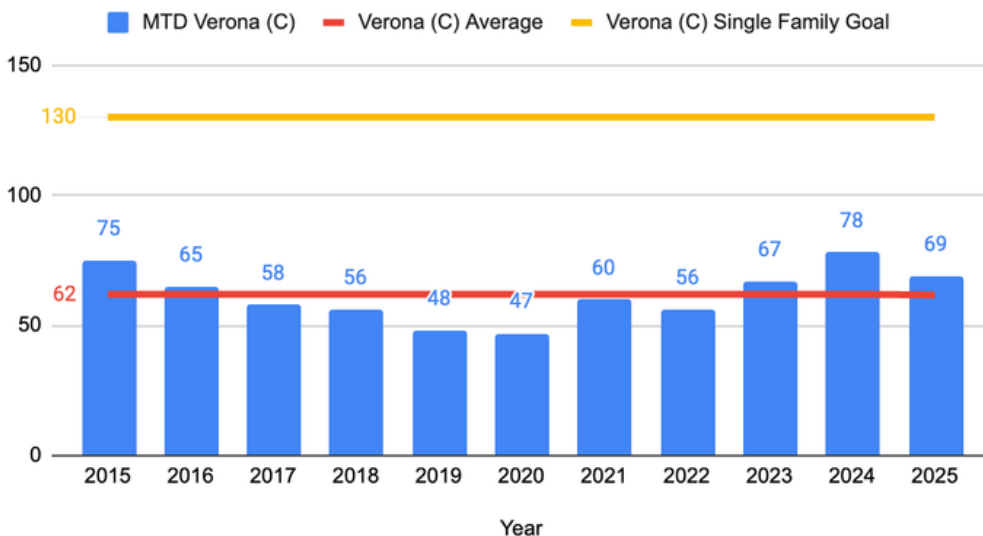


Table 1: Annual Single-Family Permit Starts and Regional Housing Strategy Targets

Chad Lawler Executive Director
clawler@maba.org

**Income Needed
to Afford New Home**
\$172,601

National Association of Home Builders

Verona Mill Rate
0.004177719

Dane County Treasury Department

Verona Mill Rate Rank
7 of 15

Dane County Treasury Department

**Verona Parcel
Numbers**
5553

Dane County Treasury Department

Municipal Fee Rank



Overall

9 of 16



Impact

9 of 16



Planning

1 of 16



Building

10 of 16



Engineer

4 of 16

* Fee Rankings (1-16 with 16 being highest cost and, 1 being lowest)

**Annual New Single Family
Housing Units Needed:**
130

Annual Unit Starts (Avg.):
63

Housing Progress Report
Goal Not Met:
Missing 61
Housing Units In 2025

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Possible Solution

According to Dane County Regional Housing Strategy the City of Verona would need to create 130 annual new housing units in order to keep up with the growing population. Keeping these permit fees low is a key factor in promoting affordable housing.

Additionally, the comprehensive plan should increase the amount of land available for development.

Approval of additional lots and growth in permits would provide a more robust and long-term economic impact that increases a net new construction tax base.

Educational Resources

- **Housing Supply Accelerator** - <https://www.nahb.org/-/media/NAHB/advocacy/docs/state-and-local/housing-accelerator-playbook.pdf>
 - The Housing Supply Accelerator (HSA) Playbook is for local elected officials and community planners working to boost diverse, attainable, and equitable housing supply in communities nationwide.
- **Creating Housing for All Brochure** - <https://www.nahb.org/-/media/NAHB/advocacy/docs/top-priorities/housing-affordability/nahb-attainable-housing-brochure-2019.pdf?rev=ad31433c972b451d80254c1cb8ca334d>
 - Quick overview of solutions for housing
- **Land Development Checklist** - <https://www.nahb.org/-/media/NAHB/advocacy/docs/industry-issues/land-use-101/orientation/land-development-checklist>
 - This checklist outlines the typical process developers should go through. This resource will help both developers and public officials better understand the many steps in the land development process, the timeline, likely costs, and required due diligence associated with residential development.
- **Development Process Efficiency: Cutting Through the Red Tape** - <https://www.nahb.org/-/media/NAHB/advocacy/docs/top-priorities/housing-affordability/development-process-efficiency.pdf>
 - This report focuses on the land development review and approval process, an arcane-sounding component of housing development, but one that impacts the cost of new housing at all price levels.
- **NAHB Impact Fee Primer** - <https://www.nahb.org/-/media/7AC7AA3E405D43C7A5C7D40B3760EB61.ashx>
 - Resource that breaks down what impact fees are, how they are typically calculated, the pros and cons to impact fees, and lists possible alternatives
- **NAHB Priced Out Portal** - <https://www.nahb.org/news-and-economics/housing-economics/housings-economic-impact/households-priced-out-by-higher-house-prices-and-interest-rates>
 - Increases in home prices, mortgage rates, and property taxes have a direct impact on housing affordability. These factors lead to many Americans being priced out of the housing market. NAHB's "priced-out" methodology calculates how many households would be affected by these changes.
- **DANE COUNTY REGIONAL HOUSING PRIORITIES, STRATEGIES AND ACTION ITEMS, 2024 - 2028** - <https://rhs.danecounty.gov/documents/pdf/DCRHS-SAPReport-FNL-web-STRATEGIC-ACTION-PLAN.pdf>
 - Regional Housing Strategy with 17 strategies on how to address housing crisis in Dane County
- **A Road Map to Solving Dane County's Housing Crisis: Strategic Action Plan 2024-2028** - <https://rhs.danecounty.gov/documents/pdf/FactSheets/RHS-FactSheet-v3FINAL.pdf>
 - RHS Quick Fact sheet expanding on housing crisis
- **RHS BEST PRACTICES RESIDENTIAL ZONING CODE** - <https://rhs.danecounty.gov/documents/pdf/Best-Practices-Residential-Zoning---11.5.25.pdf>
 - The Best Practices Residential Zoning Guide is a resource for Dane County communities to evaluate and identify regulatory barriers that limit housing supply and diversity, as well as regulations that increase the cost of housing.

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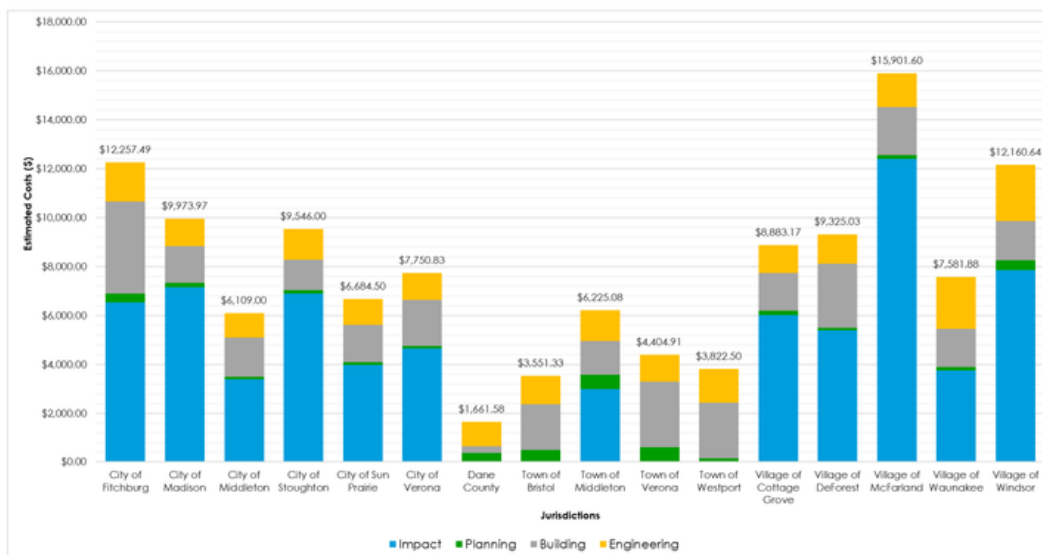


Table 2: Estimated Single-Family Development Fees

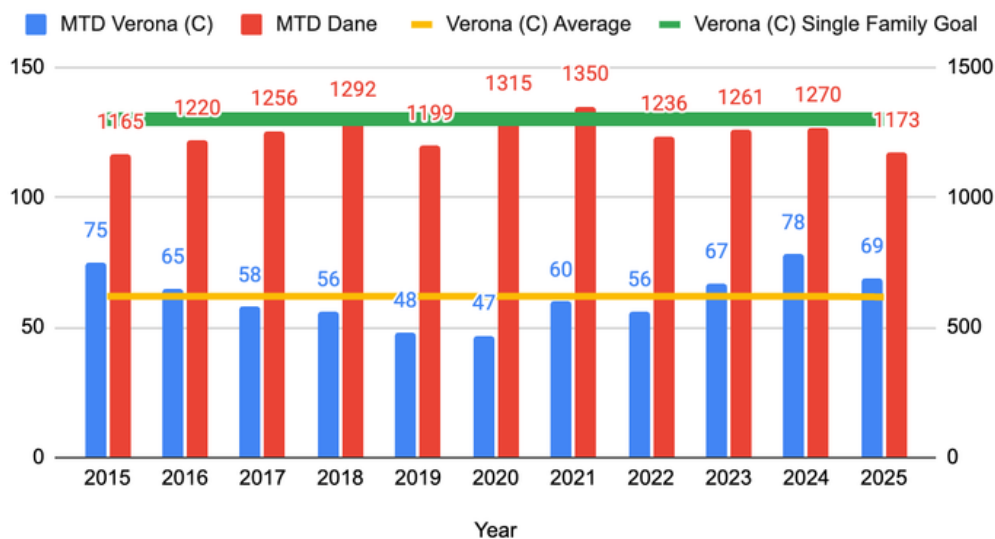


Table 3: Single-Family Permit Trends Compared to Dane County and Regional Housing Goals

Dane County Average
Home Price
\$556,556

MTD Marketing Services of Wisconsin

Verona Mill Rate
0.016555371

Dane County Treasury Department

Estimated annual
property taxes
\$9,213.99

Verona New Average
Home Price
\$528,785

MTD Marketing Services of Wisconsin

Verona Mill Rate
0.016555371

Dane County Treasury Department

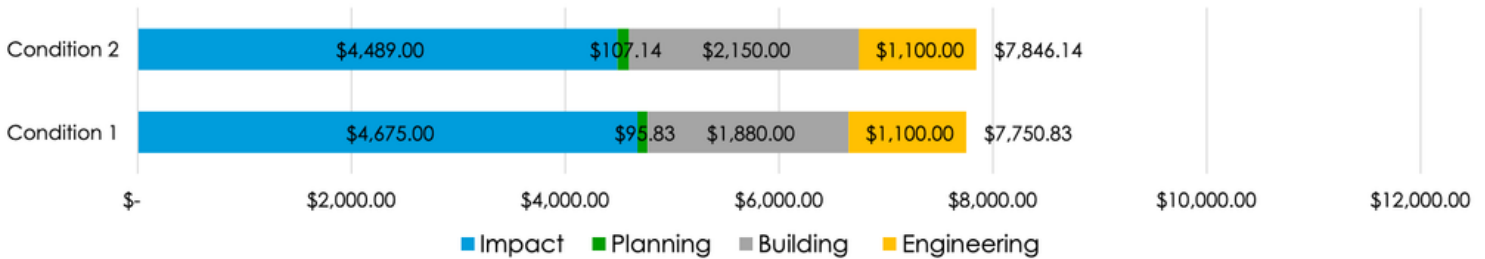
Estimated annual
property taxes
\$8,754.23



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2.6 City of Verona

City of Verona Per-Home Fee Amounts



City of Verona Housing Affordability Analysis	Below Average Median Income (AMI)		Average Median Income (AMI)	Above Average Median Income (AMI)		
	Workforce Housing Range					
	Owner-Occupied Housing Units					
Owner-Occupied Affordability	60% AMI	80%AMI	100%AMI	120% AMI	150%AMI	180% AMI
City of Verona Median Income*	\$71,489	\$95,318	\$119,148	\$142,978	\$178,722	\$214,466
Median Single-Family Home Value**	\$561,924	\$561,924	\$561,924	\$561,924	\$561,924	\$561,924
Affordable Mortgage (2.5 x income)	\$178,722	\$238,296	\$297,870	\$357,444	\$446,805	\$536,166
Affordability Gap - Owner Occupied	-\$383,202	-\$323,628	-\$264,054	-\$204,480	-\$115,119	-\$25,758
	Renter-Occupied Housing Units					
Renter-Occupied Affordability	60% AMI	80%AMI	100%AMI	120% AMI	150%AMI	180% AMI
City of Verona Median Income*	\$71,489	\$95,318	\$119,148	\$142,978	\$178,722	\$214,466
Median Annual Rent*** (\$1,462 x 12)	\$17,544	\$17,544	\$17,544	\$17,544	\$17,544	\$17,544
Affordable Rent (30% of income)	\$21,447	\$28,596	\$35,744	\$42,893	\$53,617	\$64,340
Affordability Gap - Renter Occupied	\$3,903	\$11,052	\$18,200	\$25,349	\$36,073	\$46,796

Sources: American Community Survey 2023 5-yr estimates, and Vierbicher.

* Median Income per 2023 ACS 5-yr estimates - [\\$1903 Median Income in Past 12 Months \(in 2023 Inflation-Adjusted Dollars\)](#)

** 2024 Median SF Sale Price Sold, per MLS as proxy for Median Single-Family Home Value. Sample Size: 170 single-family homes sold and 168 listed. Data collected by Vierbicher staff April 7, 2025.

*** Median Annual Rent from 2023 ACS 5-yr estimates - [DP04 Selected Housing Characteristics](#)

Median Sale Price vs. Total Estimated Fee Costs Per Home

	City of						Dane County*	Town of				Village of				
	Fitchburg	Madison	Middleton	Stoughton	Sun Prairie	Verona		Bristol	Middleton	Verona	Westport	Cottage Grove	DeForest	McFarland	Waunakee	Windsor
2024 Median Sale Price Sold	\$474,900.00	\$449,900.00	\$569,250.00	\$402,000.00	\$445,000.00	\$561,924.00	\$475,000.00	\$585,000.00	\$825,000.00	\$649,000.00	\$685,000.00	\$485,000.00	\$469,900.00	\$491,000.00	\$610,000.00	\$550,000.00
Total Fee Costs per 2,500 sq. ft. home (Condition 1 - 60 lots)	\$12,257.49	\$10,367.30	\$6,109.00	\$9,546.00	\$6,684.50	\$7,750.83	\$1,661.58	\$3,551.33	\$6,225.08	\$4,404.91	\$3,822.50	\$8,883.17	\$9,325.03	\$15,901.60	\$7,581.88	\$12,160.64
Fee Costs as percentage of 2024 Median Sale Price	2.58%	2.30%	1.07%	2.37%	1.50%	1.38%	0.35%	0.61%	0.75%	0.68%	0.56%	1.83%	1.98%	3.24%	1.24%	2.21%

Lowest value

Highest value

*Dane County contains numerous Towns and Townships' whose fees may vary and therefore have not been included. This lowers the reported Fee Costs for Dane County.

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SOURCE	FEE TYPES investigated	City of Verona Fees	Condition 1 (60 SF homes; 2500 sq ft)		Condition 2 (35 SF homes; 3500 sq ft)	
	Impact Fees	Duration/Per Unit	Cost per home	Cost for development	Cost per home	Cost for development
https://www.veronawi.gov/DocumentCenter/View/3816/Permit-Fees-2025?bidId=	Street Tree Fee (New construction only) per street side res	\$ 325.00	\$ 325.00	\$ 19,500.00	\$ 325.00	\$ 11,375.00
	Park Development Fee (new construction Group 1 only)	\$300.00 per bedroom	\$ 900.00	\$ 54,000.00	\$ 1,200.00	\$ 42,000.00
	Library impact fee (new construction only) Single Family Per Unit	\$ 540.00	\$ 540.00	\$ 32,400.00	\$ 540.00	\$ 18,900.00
https://www.veronawi.gov/DocumentCenter/View/659/Administration-Fee-Schedule-PDF?bidId=	Police Impact Fee (new construction only) Single Family Per Unit	\$ 413.00	\$ 413.00	\$ 24,780.00	\$ 413.00	\$ 14,455.00
https://www.veronawi.gov/DocumentCenter/View/3816/Permit-Fees-2025?bidId=	Fire Impact Fee (new construction only) Single Family Per Unit	\$ 310.00	\$ 310.00	\$ 18,600.00	\$ 310.00	\$ 10,850.00
https://www.veronawi.gov/DocumentCenter/View/659/Administration-Fee-Schedule-PDF?bidId=	Water Impact Fee	\$324.00 for 5/8" or 3/4"; \$810.00 for 1.0"	\$ 810.00	\$ 48,600.00	\$ 324.00	\$ 11,340.00
	Sewer Connection Fees	\$551.00 for 5/8" or 3/4"; \$1377.00 for 1.0"	\$ 1,377.00	\$ 82,620.00	\$ 1,377.00	\$ 48,195.00
	Planning Fees					
https://www.veronawi.gov/DocumentCenter/View/659/Administration-Fee-Schedule-PDF?bidId=	Conditional Use Permit (CUP)	\$ 350.00	\$ -	\$ -	\$ -	\$ -
	Certified Survey Map (CSM)	\$150.00 + \$100.00/lot	\$ -	\$ -	\$ -	\$ -
	Preliminary Plat	\$300.00 + \$25.00/lot	\$ 30.00	\$ 1,800.00	\$ 33.57	\$ 1,175.00
	Final Plat	\$300.00 + \$25.00/lot	\$ 30.00	\$ 1,800.00	\$ 33.57	\$ 1,175.00
	Zoning Map and Regulation Amendments ("Rezoning")	\$ 350.00	\$ 5.83	\$ 350.00	\$ 10.00	\$ 350.00
https://www.veronawi.gov/DocumentCenter/View/3816/Permit-Fees-2025?bidId= or https://www.veronawi.gov/DocumentCenter/View/659/Administration-Fee-Schedule-PDF?bidId=	Variances (latter source reporting \$350.00 is correct).	\$ 350.00	\$ -	\$ -	\$ -	\$ -
	Recording Fees (Register of Deeds)	\$ 30.00	\$ 30.00	\$ 1,800.00	\$ 30.00	\$ 1,050.00
	Subdivider to pay all legal/consulting fees incurred?	yes	\$ -	\$ -	\$ -	\$ -
	Building Permit Fees					
https://www.veronawi.gov/DocumentCenter/View/3816/Permit-Fees-2025?bidId=	Early start permit (Group 1 - Residential)	\$ 300.00	\$ 300.00	\$ 18,000.00	\$ 300.00	\$ 10,500.00
	Wisconsin State Seal (Wisconsin UDC Building Permit Seal)	\$ 75.00	\$ 75.00	\$ 4,500.00	\$ 75.00	\$ 2,625.00
	Plan Review Residential - new	\$ 250.00	\$ 250.00	\$ 15,000.00	\$ 250.00	\$ 8,750.00
	Storm Sewer and Water - per 100.00'	\$ 100.00	\$ 100.00	\$ 6,000.00	\$ 100.00	\$ 3,500.00
	Building Permits - Base fee + (Group 1 - Residential) rate	\$75.00 + \$0.09/sq. ft for all areas (All areas*- Areas included for fee calculation purposes shall include all floor levels, basement, attached garages, decks, porches, and all spaces enclosed and under roof. All area shall be the area associated with the particular project.	\$ 300.00	\$ 18,000.00	\$ 390.00	\$ 13,650.00
https://www.veronawi.gov/DocumentCenter/View/3816/Permit-Fees-2025?bidId=	Electrical (Group 1 - Residential)	\$75.00 + \$0.06/sq. ft for all areas	\$ 225.00	\$ 13,500.00	\$ 285.00	\$ 9,975.00
	Plumbing (Group 1 - Residential)	\$75.00 + \$0.06/sq. ft for all areas	\$ 225.00	\$ 13,500.00	\$ 285.00	\$ 9,975.00
	HVAC (Group 1 - Residential)	\$75.00 + \$0.06/sq. ft for all areas	\$ 225.00	\$ 13,500.00	\$ 285.00	\$ 9,975.00
	Certificate of Occupancy	\$ 100.00	\$ 100.00	\$ 6,000.00	\$ 100.00	\$ 3,500.00
	Driveway Opening	\$ 75.00	\$ 75.00	\$ 4,500.00	\$ 75.00	\$ 2,625.00
	Driveway Permit Fee	\$ 5.00	\$ 5.00	\$ 300.00	\$ 5.00	\$ 175.00
	Engineering Fees					
	Staking	\$ 1,000.00	\$ 1,000.00	\$ 60,000.00	\$ 1,000.00	\$ 35,000.00
https://www.veronawi.gov/DocumentCenter/View/3816/Permit-Fees-2025?bidId=	Erosion Control Fees	\$100.00 per unit	\$ 100.00	\$ 6,000.00	\$ 100.00	\$ 3,500.00

Special Impact Fees:

- Street tree fee (\$325.00)
- Library Impact fee (\$540.00)

Title 14. - Subdivision Regulations

Sec. 14-1-80 - General Park and Public Land Dedication Requirements.

1. Dedication Requirement. In order that adequate open spaces and sites for public uses may be properly located and reserved and in order that the cost of providing public areas, such as but not limited to, parks, recreation areas may be equitably apportioned on the basis of additional need created by the subdivision development, each subdivider shall be required to dedicate land or fees in lieu of land for park or other public uses.
2. General Design. In the design of a subdivision, land division, planned unit development or development project, provision shall be made for suitable sites of adequate area for parks, playgrounds, open spaces, drainage-ways and other public purposes. Such sites are to be shown on the Preliminary Plat and Final Plat, and shall comply with the City Master Plan or component of said Plan. Consideration shall be given to the preservation of scenic and historic sites, stands of trees, marshes, lakes, ponds, streams, watercourses, watersheds, ravines and woodlands, prairie and wetlands, and plant and animal communities.
3. Site Reservations Required.
 - a. Where the area proposed to be divided contains a park, playground or other public area which is shown upon the master plan of the City of Verona, such area shall either be dedicated to the proper public agency, or it shall be reserved for acquisition thereby within a three (3) year period by purchase or other means. If the land is not acquired during this period, it shall be released to the subdivider.
 - b. Whenever any river, stream or important surface-drainage course is located in the area being divided, the subdivider of land shall provide an easement along each side of the river, stream or drainage course for the purpose of widening, deepening, relocating, improving or protecting the river, stream or drainage course for drainage or recreational use.
 - c. Whenever a tract of land to be subdivided embraces all or any part of an arterial street or other public way which has been designated in the comprehensive plan component or on the official map of the City, such public way shall be made a part of the plat and dedicated or reserved by the subdivider in the locations and dimensions indicated on such plan.

Title 14. - Subdivision Regulations

Sec. 14-1-81 - Land Dedication.

1. Dedication of Sites. Where feasible and compatible with the comprehensive or master plan of the City, the developer shall provide and dedicate to the public adequate land to provide for park, recreation and open space needs of the land development within the City of Verona. The location of such land to be dedicated shall be determined by the Park Commission at the time of Preliminary Plat review. Where the dedication is not compatible with the comprehensive or master plan, or for other reasons is not feasible as determined by the Park Commission, and as approved by the Common Council, the developer shall, in lieu thereof, pay to the City a fee as established by this Article, or a combination thereof.
2. Dedication of Parks, Playgrounds, Recreation and Open Spaces. The developer shall dedicate sufficient land area to provide adequate park, playground, recreation and open space to meet the needs to be created by and to be provided for the land division, subdivision or comprehensive development. The minimum dedication shall be:
 - a. One thousand eight hundred (1,800) square feet per residential unit for all single-family and duplex development;
 - b. Twelve hundred fifty (1,250) square feet per residential unit for all multifamily development;
 - c. Four percent (4%) of the total acreage intended for commercial or industrial purposes.
3. Combination of Residential Uses. Where a combination of residential and/or commercial uses is intended, the minimum dedication shall be the sum obtained by adding the dedication requirements for each intended use as described in Subsection 14-1-81(b). Where a definite commitment is made to the City by the developer with respect to those portions of the total acreage intended for single-family, duplex, multifamily and commercial development, the dedication shall be based upon the maximum dedications which the zoning classification of the parcel will permit.
4. (d) Minimum Size of Park and Playground Dedications.
5. (1) In general, land reserved for recreation purposes shall have an area of at least two (2) acres. Where the amount of land to be dedicated is less than two (2) acres, the Park Commission may require that the recreation area be located at a suitable place on the edge of the proposed land division, subdivision or comprehensive development so that additional land may be added at such time that the adjacent land is subdivided. In no case shall an area of less than one (1) acre be reserved for recreational purposes if it will be impractical or impossible to secure additional lands in order to increase its area.
6. (2) Land reserved for recreation purposes shall be of a character and location suitable for use as a playground, playfield or for other recreation purposes, and shall be relatively level and dry. A recreation site shall have a total frontage on one (1) or more streets of at least two hundred (200) feet, and no other dimension of the site shall be less than two hundred (200) feet.

Title 14. - Subdivision Regulations

Sec. 14-1-81 - Land Dedication.

7. Fees in Lieu of Land.

- g. Where, in the sole discretion of the Park Commission, there is no land suitable for parks within the proposed land division or the dedication of land would not be compatible with the City's comprehensive development or park plan, the minimum size under Subsection (d) cannot be met, or City officials determine that a cash contribution would better serve the public interest, the Park Commission shall require the subdivider to contribute a park and recreation development fee in lieu of land. The fees collected shall be held in a nonlapsing fund to be used for purchase, development, improvement and maintenance of parks, playgrounds, open spaces and other recreational sites and facilities. The total fee shall be computed on the basis of the maximum residential use of each parcel permitted in the particular zoning district under the Zoning Code. For each proposed residential development, the fee shall be Two Thousand Four Hundred Fifty Dollars (\$2,450.00) for each single-family or duplex parcel, and One Thousand Seven Hundred Dollars (\$1,700.00) per residential unit for each multifamily parcel. The fee shall be paid to the City at the time of final plat or certified survey approval. If the development of a subdivision is to be done in phases, payment for fees in lieu of land shall be paid in phases prior to the construction of improvements in each phase.
- g. The Park Commission may, in its sole discretion, permit the subdivider to satisfy the requirements of this Article by combining a land dedication with a fee payment. If a land dedication of twenty-five percent (25%) of the required dedication is made, the subdivider shall also contribute an amount equal to seventy-five percent (75%) of the required per unit fee in lieu of land. If a land dedication of fifty percent (50%) of the required dedication is made, the subdivider shall also contribute an amount equal to fifty percent (50%) of the required per unit fee in lieu of land. If a land dedication of seventy-five percent (75%) of the required dedication is made, the subdivider shall also contribute an amount equal to twenty-five percent (25%) of the required per unit fee in lieu of land.
- g. The fee in lieu of land for commercial/industrial development shall be One Thousand Dollars (\$1,000.00) per acre of land proposed for development.
- g. The City shall place any fee collected pursuant to the provisions of this Section in a separate account to be used at the discretion of the Park Commission for acquisition of land or development of any community park or trail.

8. **Park Development Fee.** In addition, at the time a building permit is issued for new construction of a single unit or multifamily residential units, a one-time fee of Three Hundred Dollars (\$300.00) per bedroom shall be assessed and paid as a special charge for park development. This fee shall not apply to commercial/industrial property.

9. **Limitations.** A subdivider shall not be required to dedicate more than one-third ($\frac{1}{3}$) of the total area of the plat to meet the objectives of this Section.

10. **Suitability of Lands.** The Park Commission shall have sole authority to determine the suitability and adequacy of park lands proposed for dedication. Drainageways, wetlands or areas reserved for streets shall not be considered as satisfying land dedication requirements.

- a. **Deeded to the City.** Land dedicated for public purposes shall be deeded to the City at the time the Final Plat is approved.
- b. **Access to Dedicated Land.** All dedicated land shall have frontage on a public street and shall have unrestricted public access of twenty (20) feet in minimum width with a five-foot walkway and one (1) eight-foot paved entrance.
- c. **Utility Extensions.** The subdivider shall install or provide for installation of water and sanitary sewer lines to the property line of all dedicated land, where such services are to be provided to the adjacent properties.