

## Verona Road/Allied Drive Economic Redevelopment Priorities

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*Approving the Verona Road/Allied Drive commercial and neighborhood area food retail and economic redevelopment priorities, and directing an interdisciplinary staff team to explore funding strategies, private partners, and other complementary uses to facilitate the location of a full-service affordable grocery store in the immediate commercial area and to prepare a comprehensive economic plan for the entire area.*

### Why Verona Road/Allied Drive?

*This is not just about the departure of one retailer.*

- There has not been a comprehensive economic plan for this area
- We recognize the positive attributes of this area and believe them to be important to the overall economic health of the City.
- The Comprehensive Plan identified it a place for a Transportation Oriented Development (TOD)
- The Verona Road/Beltline reconstruction will change access to this area.
- The City & other stake holders have tried other interventions to improve food access that have not found on going success

### Why an Interdisciplinary Staff Team?

- This is a complicated project with multi-departmental interests
- There has been proven success of multi-faceted planning with a Team of Staff, Neighborhoods and private partners (i.e. Cap East District, Wingra Build Plan)

### What are the goals?

<b>Permanent Food Retail</b>	<b>Neighborhood Center</b> (possibly with a food focused social enterprise)	<b>Large Scale Development</b> (possibly with a transportation hub or center)
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#### **Permanent Food Retail**

- This area has been studied and surveyed many times over the years and food access has continued to be a major issue identified by policy makers, neighborhood leaders and residents.
- Secure affordable permanent food retailer to help with food insecurity

#### **Neighborhood Center (possibly with a food focused social enterprise)**

- This area has been identified by the Mayor & CDD as an area in need of additional community space
- Because of food insecurities there has been discussion by a variety of groups (Neighborhood Associations, Neighborhood Resource Team etc...that a social enterprise, cooperative or creative food retail outlet would help create learning opportunities and employment skill building for residents

#### **Large Scale Development**

- This area is one of Wisconsin's most traveled interchanges and the changes to the road offer opportunity for redevelopment
- It has been identified as a good place for Transportation Orientated Development
- There has not been a comprehensive economic plan for this area