

The Borough of Verona
And
The Verona Chamber of Commerce
Welcomes Your Business

Dear New Verona Business/Property Owner,

The Borough of Verona would like to welcome and thank you for your investment in Verona's Downtown Business District. Verona is in the midst of revitalization with emphasis being centered on the main business district in Verona. Your investment is another step towards that progress. As a way to show our appreciation and welcome you to our town, we would like to offer you this "Welcome Packet". As a new business/property owner in Verona, you may find the information contained within this packet informative and useful. Content that you might find useful include...

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Sincerely,

The Verona Borough Council - www.veronaborough.com/government/officials

The Verona Chamber of Commerce - www.verona-pa.com/

Allegheny Together - www.towncenter.info/downtown/verona/verona_home.aspx

The Verona Business District Advisory Committee

The Verona Economic Development Committee

If you are a new property owner or business owner (or both) in the Borough of Verona, congratulations! The above signed agencies of this Welcome Packet would like to make your transition to Verona as smooth as possible. The areas of consideration numbered below will help you to get started in the right direction.

STRATEGIES TO EASE THE TRANSITION OF DOING BUSINESS IN VERONA

- **ZONING** – One of the first considerations is to establish whether the intended use of your new or proposed business/property meets the requirements of local/county zoning ordinances. A separate zoning ordinance booklet is available upon request. Contact the Zoning Ordinance Officer, Mark Stanton, at 412-828-8080 (ext. 2) or emailing him at verona.inspection@gmail.com, for information. A Zoning Hearing may be required to render a decision pertaining to the property owner's requests. Decisions rendered by the Zoning Board may be appealed. An appeal application can be downloaded at www.veronaborough.com/permitsforms/14.

- **SITE PLAN REVIEW** - If plans include major alterations to your site, you may be required to submit a *planned site review* (complete with architectural drawings of the site). Before embarking on such alterations, contact the Zoning Ordinance Officer, Mark Stanton, at 412-828-8080, (ext. 2) or emailing him at verona.inspection@gmail.com, for clarification and further instructions. Building construction permits can be downloaded at www.veronaborough.com/permitsforms/5.

- **BUILDING PERMITS** - Before starting any renovations, confirm whether the project requires a *building permit* prior to embarking on the project. Most renovations to businesses require building permits. Additionally, make certain that such renovations will be accepted if or when an *occupancy permit* is issued.

- **OCCUPANCY INSPECTIONS** - Before any premise may be occupied, it must pass an occupancy inspection to ensure that all applicable codes are met. If these codes are met the building owner will be issued an *occupancy permit*. A new occupancy permit is required whenever the building is resold or re-rented. Currently, the fee for commercial property inspections is \$75.00 and the fee for residential inspections is \$50.00. Contact the Verona Code Enforcer, Mark Stanton, at 412-828-8080, Ext. 2, for information and instructions as well as any price changes. Occupancy permits may be downloaded at www.veronaborough.com/permitsforms/9.

- **PROPERTY MAINTENANCE CODE** - It is each business/property owner's responsibility to maintain the sidewalks bounding their business property according to the International Property Maintenance Code, Chapter 3, Section 302.3. Essentially, it is the property owner's or their designated agent's responsibility to make certain that "all sidewalks, walkways, stairs, driveways, parking spaces and similar areas shall be kept in a proper state of repair, and maintained free from hazardous conditions." For questions and further clarification contact the Verona Code Enforcer, Mark Stanton, at 412-828-8080, Ext. 2.
- **PARKING PERMITS** - There are three designated parking lots located within the main business district of Verona. Business owners may purchase a *monthly parking permit* (at \$10) per month from the Verona Police Department. For your convenience, the permit may be purchased for extended periods. For purchase details, contact the Verona Police Department Secretary, Annette Bracken, at 412-828-6034.
- **SIGNAGE** – ******THE SIGNAGE ORDINANCE HAS NOT BEEN ADOPTED YET. FUTURE WORDING WILL INCLUDE...***The Borough of Verona has a signage ordinance that regulates the types of signs that may be displayed within the borough. It is advisable to become familiar with this ordinance prior to the purchase and installation of new signage, to prevent any potential problems. To obtain information about the signage requirements contact the Zoning Ordinance Officer, Mark Stanton, at 412-828-8080, (Ext 2) or emailing him at verona.inspection@gmail.com.
- **TRASH REMOVAL** - The Borough of Verona does not provide trash and waste disposal service for Verona's private businesses. It is each business's responsibility to contact and make arrangements with a private company. To find out more about Verona's solid waste policies and Verona's currently contracted waste disposal company, contact the Borough Manager at 412-828-8080, Ext. 1.
- **VERONA POLICE** - The Borough of Verona is protected by the Verona Police Department. The Verona Police Department responds to all calls placed to 911. Non-emergency calls can be placed to 412-828-6034. Please go to www.veronaborough.com/publicservices/police for more information the VPD.

- **VERONA V.F.D.** – According to the adopted 2009 International Property Maintenance Code, property owners are responsible for certain fire safety requirements. The Borough of Verona is served by the Verona Volunteer Fire Department. The Department responds to all fire related calls placed to 911. The fire department may be reached for non-emergency business at 412-828-6034. Please go to www.veronaborough.com/publicservices/fire for more information about the VFD.
- **AMBULANCE SERVICE** - Verona is served by Guardian Angels Ambulance Service. They respond to emergency calls placed to 911. Please go to www.veronaborough.com/publicservices/ems for more information about Verona’s EMS service.

○ **TAXES**

Central Tax Bureau – For paying local borough and Riverview School District taxes.
 Located at **2001 Municipal Court, Suite 1000, P.O. Box 447, Harrison City, PA 15636.**
 Telephone number **724-744-0104.**

Local Mercantile Tax - The Borough of Verona DOES NOT levy a mercantile tax on any Business located within the boundaries of its jurisdiction.

○ **LOCAL VERONA CODE OF ORDINANCES –**

By the middle of 2012 the Verona Ordinances will also be online at www.veronaborough.com/government/code. Until such time, contact the Borough Code Inspector, Mark Stanton, at 412-828-8080, Ext. 2.

□ **STRATEGIES TO EASE THE TRANSITION OF DOING BUSINESS IN ALLEGHENY COUNTY**

You may find the information contained within the following Allegheny County websites of interest.

- **ALLEGHENY COUNTY WEBSITE (INDEX)**
www.county.allegheny.pa.us/index.aspx
- **REAL ESTATE AND COUNTY TAX INFORMATION**
www.county.allegheny.pa.us/treasure/tax.aspx#

- **ECONOMIC DEVELOPMENT FOR BUSINESSES IN ALLEGHENY COUNTY**
www.county.allegheny.pa.us/businesses.aspx
- **ALLEGHENY COUNTY HEALTH DEPARTMENT (PROPERTY/BUSINESS OWNERS)**
www.achd.net/mainstart.html
- **ALLEGHENY COUNTY PERMITS AND LICENSES**
www.alleghenycounty.us/licenses.aspx and at
www.alleghenycounty.us/forms/index.aspx
- **PA OPEN FOR BUSINESS GUIDE:**
www.paopen4business.state.pa.us/
- **THE PENNSYLVANIA ENTREPRENEURS GUIDE:**
www.newpa.com/build-your-business/start/before-you-begin/index.aspx
- **THE PA STATE WEBSITE:**
www.newpa.com/

□ UTILITIES AND SERVICES

The following utility companies' information is provided for your convenience.

- **OAKMONT WATER AUTHORITY**
Office • 412-828-7220 Water emergency • 412-828-3388
www.oakmontwater.com/
- **EQUITABLE GAS COMPANY**
Customer Service • 1-800-654-6335 (7 a.m. - 7 p.m. Monday - Friday)
24-Hr. Emergency Service • 1-800-253-3928
www.equitablegas.com/contact/default.aspx?f=res
- **DUQUESNE LIGHT**
Customer Service • 412-393-7100
To report an emergency power outage • 1-888-393-7000
www.duquesnelight.com/

○ **TELEPHONE/ CABLE TV/ INTERNET SERVICES**

VERIZON

For FIOS Business Internet and TV Service • 888-244-4440

For Business High Speed Internet Service • 888-649-9500

For Business Phone and Line Service • 800-479-1919

www22.verizon.com/content/ContactUs/

COMCAST

For Business Class Service Call • (866) 682-7927

For Customer Support Call • (800)391-3000

www.business.comcast.com/SMB/services?INTCMP=ILC-DOTCOM-20090303-FEDSRCH-002

○ **ALCOSAN (Sanitary Sewers)**

Customer Service • (412) 766-1232

□ **GOOD NEIGHBORS ARE WORTH KNOWING**

You will certainly find good neighbors doing business in downtown Verona. In order to ensure that relations remain strong, we ask that you practice neighborly cooperation regarding the following issues which sometimes fray relations between adjacent property owners. Set the example. You'll be surprised at how quickly others will notice and begin to follow suit.

STRATEGIES FOR BEING A GOOD (BUSINESS) NEIGHBOR

○ **SNOW REMOVAL**

Please arrange to keep sidewalks adjacent to your property clean of snow and ice thus ensuring safe passage for pedestrians. Clean sidewalks will ensure greater traffic to your business (and others) during inclement weather conditions.

○ **SIDEWALK MAINTENANCE**

○ **TRASH REMOVAL**

Declare zero tolerance for trash. Remove trash that has been dropped or wind-blown onto your property on a frequent basis. Also, keep adjacent sidewalks and walkways free of barriers, clean and weeded. Maintain the physical appearance of your building, awnings, signage, etc. If everyone follows your example, Verona's business district will quickly earn the reputation of being a clean and trash free center of commerce.

Also, the public trash receptacles are for the use of the pedestrians who visit and shop the main business district of Verona. They are NOT for the private use by business/property owners nor for the property owners renters (if there is rental property involved). Landlords, in this case, must provide separate trash receptacles for their tenants and locate these receptilces in designated areas according to borough code.

○ EMPLOYEE PARKING

Please encourage tenant and employee parking in any of the three designated (permitted) parking lots, or in any offstreet location that are not prime parking areas.

○ BUSINESS NEIGHBOR’S CONTACT LIST

The contact information list, below is provided to assist you in establishing a professional yet friendly relationship with adjacent businesses more quickly. Please honor the privacy of the individuals on this list by not using this information in any way that would jeprodize their right to privacy or harm them in any way. Please use this information to foster and strengthen good relationships between you and your business neighbors.

NAME	BUSINESS	ADDRESS	PHONE

□ VERONA BUSINESS AND GOVERNMENT ENTITIES

○ VERONA COUNCIL

The 7-member, elected governing body of the Borough of Verona. The VERONA COUNCIL meets publically twice each month; a General Meeting held on the second Tuesday of each month and a Workshop Session held on the last Thursday of each month. Meetings begin at 7:00 pm and are held in the Verona Municipal Building located at 736 E. Railroad Ave., Verona, PA 15147.

More information can be obtained about the VERONA COUNCIL OF GOVERNMENT at: www.veronaborough.com/government/officials .

○ VERONA CHAMBER OF COMMERCE

The VERONA CHAMBER OF COMMERCE meets the third Tuesday of every month at 7:00 pm in the Verona Municipal Building. Membership is advisable for anyone owning retail property and/or operating a business in Verona. Membership is free the first year and \$50 per year thereafter.

The VERONA CHAMBER OF COMMERCE'S WEBSITE: www.verona-pa.com/

○ VERONA ECONOMIC DEVELOPMENT COMMITTEE (VEDC)

The ad hoc VEDC, created by the Chamber works to actively promote and attract businesses in Verona. The committee members meet on the 2nd Wednesday of each month in the Verona Municipal Building at 4:00 pm.

○ ALLEGHENY TOGETHER (A REVITALIZATION PARTNERSHIP)

The Allegheny Together program was launched in 2007 by the County Executive Dan Onorato in four pilot communities to assist traditional pedestrian-based business districts throughout the county.

A principle objective of Allegheny Together is to help existing businesses in Allegheny County's traditional, downtown shopping districts. By helping existing enterprises succeed, Allegheny Together hopes to attract new entrepreneurs to the market thus increasing district vibrancy. Public support will encourage private investment in areas that are plagued by disinvestment. Similar programs at the

national and state level have succeeded in leveraging two dollars of private funding for every public dollar spent.

Verona was awarded the Allegheny Together grant in 2009. In partnership with Town Center Associates and the Pittsburgh History & Landmarks Association the Verona Business District Advisory Committee has been steadily working to accomplish the goals set forth in the Program's design.

ALLEGHENY TOGETHER'S WEBSITE: www.towncenter.info/downtown/verona/verona_home.aspx

○ VERONA BUSINESS DISTRICT ADVISORY COMMITTEE (VBDAC)

The VBDAC was created in response to Verona's acceptance into Allegheny County's Allegheny Together Program. The VBDAC acts as the bridge between Allegheny Together and Verona Council and Chamber of Commerce.

The VBDAC meets on the 3rd Wednesday of every month at 4:30 in the Verona Municipal Building.

□ CIVIC ORGANIZATIONS

○ VERONA IN PROGRESS

Verona In Progress, VIP, is an association of Verona residents dedicated to the betterment of Verona through their involvement in citizen projects and governmental oversight. They meet on the 1st Tuesday of each month at 7 pm in the Verona Municipal Building. The VIP is responsible for creating several other organizations, including the Verona Block Watch Program, the Verona Flower & Garden Club, Verona Cleanup Days and the Verona Historical Society. They also created the "Meet the Candidates" night. Keep posted by adding your email address to the VIP's email list. Contact Bob Brayer at www.bbrayer219@comcast.net.

○ VERONA HISTORICAL SOCIETY

The Verona Historical Society was formed in an attempt to preserve and cultivate the local history of Verona and the surrounding area. The VHS meets on the 3rd Thursday of each month at 7:00 pm in the Verona Municipal Building.

○ VERONA FLOWER AND GARDEN CLUB

The Verona Flower and Garden Club is committed to making Verona's main business district and surrounding streets and parks looking their best. Their beatification begins in the spring and ends after the winter holidays. The Verona Flower and Garden Club meet at various times. Check the VIP email postings for meeting dates**.

- **VERONA CLEANUP DAYS**

Members of the community organize periodically to walk the streets of Verona and clean up litter on the streets. The cleanup days and times vary. Check the VIP email postings for meeting dates**

- **USEFUL INTERNET LINKS**

- **VERONA BOROUGH'S OFFICIAL WEBSITE:**

Verona has a community website that serves as a compendium of the various social and governmental activities that occur in the Borough of Verona. One of the highlights of the website is the Events Calendar and the Late Breaking News & Events section.

The *VERONA BOROUGH WEBSITE* can be accessed at www.veronaborough.com .

The *VERONA BOROUGH DIRECTORY* of useful phone numbers can be accessed at www.veronaborough.com/directory

- **ADDITIONAL LINKS YOU MAY FIND HELPFUL:**

LOCAL:

- The Verona Council of Government - www.veronaborough.com/government/officials
- *The Verona Chamber of Commerce* - www.verona-pa.com/
- The Borough of Verona's website: www.veronaborough.com
- *The Verona Chamber of Commerce*: www.verona-pa.com/
- *The Verona Historical Society*: www.veronahistory.org/
- *Your Twinboros Blog Site*: www.yourtwinboros.com/front_page
- *Plum-Oakmont Patch*: www.plum-oakmont.patch.com/
- The Borough of Oakmont: www.oakmontborough.com/

COUNTY & STATE:

- *Allegheny Together* - www.towncenter.info/downtown/verona/verona_home.aspx
- *PA Open For Business guide*: www.paopen4business.state.pa.us/
- *The Pennsylvania Entrepreneurs Guide*: www.newpa.com/build-your-business/start/before-you-begin/index.aspx
- *The PA State website*: www.newpa.com/

MARKETING STRATEGIES SEARCH:

- *Small Business Essentials (links to About.com articles)*: <http://sbinformation.about.com/>

