



# City of Verona

Plan Commission Meeting Agenda  
Tuesday – September 8, 2020 – 6:30 P.M.  
[www.ci.verona.wi.us](http://www.ci.verona.wi.us)

Due to the COVID-19 pandemic, the Verona Plan Commission will hold its meeting as a virtual meeting. The Plan Commission will not meet at City Hall, 111 Lincoln Street. Members of the Plan Commission and Staff will join the meeting by using Zoom Webinar, as described immediately below.

Members of the public can join the meeting using Zoom Webinar via a computer, tablet, or smartphone, or by calling into the meeting using phones, as described immediately below. Those requiring toll-free options are asked to contact City Hall for details prior to the meeting at [adam.sayre@ci.verona.wi.us](mailto:adam.sayre@ci.verona.wi.us) or 608-848-9941.

**Join the meeting via computer, tablet, or smart phone:**

<https://zoom.us/j/94311644766>

Webinar ID: 943 1164 4766

**Join the meeting via phone by dialing:**

312-626-6799

Webinar ID: 943 1164 4766

Watch live on the City's YouTube Channel:

<https://www.youtube.com/user/VeronaWIMeetings>

The online meeting agenda and all support materials can be found at <https://www.ci.verona.wi.us/>. In addition to the public, all Plan Commission members and Staff will also be participating remotely. Anyone with questions prior to the meeting may contact the City at (608) 848-9941 or [adam.sayre@ci.verona.wi.us](mailto:adam.sayre@ci.verona.wi.us).

## **PUBLIC SPEAKING INSTRUCTIONS**

- WRITTEN COMMENTS: You can send comments to the Plan Commission on any matter, either on or not on the agenda, by emailing [Katherine.Holt@ci.verona.wi.us](mailto:Katherine.Holt@ci.verona.wi.us) or in writing to Plan Commission, 111 Lincoln Street., Verona, WI, 53593.
- For public comments, including comments during the public hearing, register and speak: Those wishing to speak during the virtual meeting MUST register by 6:30 PM in advance of the meeting start time by emailing [adam.sayre@ci.verona.wi.us](mailto:adam.sayre@ci.verona.wi.us) or calling 608-848-9941. You will be given information on how your speaking opportunity will be coordinated.

1. Call to Order
2. Roll Call
3. Public Comment
4. **Public Hearing** – Planned Unit Development (PUD) General Development Plan (GDP) review for a one (1)-story, 1,600 square foot building addition located at 517 Half Mile Road.
  - a. Discussion & Possible Action – GDP for a PUD for a one (1)-story, 1,600 square foot building addition located at 517 Half Mile Road.
5. **Public Hearing** – Planned Unit Development (PUD) General Development Plan (GDP) for a four (4)-story, 80-unit apartment building with 9,319 square feet of commercial space located at 410 and 420 West Verona Avenue.
  - a. Discussion & Possible Action – GDP for a PUD for a four (4)-story, 80-unit apartment building with 9,319 square feet of commercial space located at 410 and 420 West Verona Avenue.
6. Discussion & Possible Action – Site Plan review for an approximately 5,000 square foot storage garage located at 4391 Maple Grove Drive and operated by Dane County.
7. Discussion & Possible Action – Planned Unit Development (PUD) concept plan review for a three (3)-story, 42-unit apartment building located at 1057 North Edge Trail.
8. Discussion & Possible Action – Planned Unit Development (PUD) concept plan review for an 80-unit apartment building located at 121/125 Berkley Road.
9. Discussion & Possible Action – Planned Unit Development (PUD) concept plan review for a 10,565 square foot multi-tenant commercial building located at 409/411/415 East Verona Avenue.
10. Adjournment

Luke Diaz

Posted: Verona City Hall,  
Verona Public Library,  
Miller's Market  
All agendas are posted on the City's website at: [www.ci.verona.wi.us](http://www.ci.verona.wi.us)

**Notice:** If need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

Notice is hereby given that a majority of the City Council may be present at the meeting of the Plan Commission to gather information about a subject over which they have decision-making responsibility.

This constitutes a meeting of the City Council pursuant to the State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.



# Planning Report

City of Verona

Plan Commission 9-8-2020

## 517 Half Mile Road

### Planned Unit Development – General Development Plan

**Summary:** The Applicant submitted a request for planned unit development (PUD) concept plan review for 517 Half Mile Road. The Applicant proposes to construct a one-story, 1,600 square foot addition to the existing building. The Applicant is requesting an exemption to the rear yard setback

**Property Location:** 517 Half Mile Road

**Property Owners:** Daniel Atkins – Atkins Bike Shoppe  
517 Half Mile Road  
Verona, WI 53593

**Applicant:** Same

**Existing Zoning:** Urban Commercial (UC), Downtown Design and Use Overlay District

**Existing Land Use:** Indoor Sales and Service (Bicycle Shop)

**Proposed Land Use:** Same

**Figure 1 – Location Map**



### **Site Description:**

Atkins Bike Shoppe (“Application”) has submitted a request to construct 1,280 square foot addition at 517 Half Mile Road (“Property” or “Subject Property”). The Property is zoned Urban Commercial (UC) and is located within the Downtown Design and Use Overlay District. This is being reviewed as a Planned Unit Development (PUD) as exemptions will be requested.

### **Background:**

In August of 2020, the Plan Commission and the Common Council discussed the concept plan for a one (1)-story, 1,280 square foot addition with an eighteen (18)-foot rear setback. Comments from the Plan Commission included support for the business and glad to see the business is expanding, recommend talking to the neighbors regarding the reduction of the rear setback, and will the Zoning Ordinance reduce the rear setback to what is being requested. Comments from the Common Council included glad the business is thriving and fully support the rear setback reduction as this abuts an industrial area instead of a residential area.

### **Development Process:**

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
  - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
  - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e. roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which occurred at the August 2020 Plan Commission meeting.
  - *Step 3 – General Development Plan (GDP):* The intent of the GDP is provide general, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the GDP is approved, this step provides the zoning entitlements to the project, which is this application.

- *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.

### **Planning Review:**

#### **Bulk Requirements:**

Staff reviewed the bulk requirements for the UC Zoning District. The Applicant proposes a ten (10) foot rear setback, while the minimum setback is twenty-five (25) feet, and is requesting an exemption to the rear setback requirement. The western side yard setback is twenty-five (25) feet and the eastern side yard setback is fifty-five (55) feet. The Applicant has met the minimum side yard setbacks of ten (10) feet. The front yard setback will remain the same as the addition will be for the rear of the building. The height of the addition will match the existing building height. Overall, Staff is comfortable with the rear setback exemption as the addition would abut an industrial area.

#### **Access/ Parking:**

The Applicant will utilize the existing access point from Half Mile Road. The parking area does not have striped parking spaces and is not proposed to have striping as part of this Application. Based on the rendering, the parking lot will extend to match the addition. The Zoning Ordinance requires one (1) parking space per 300 square feet. The addition would require five (5) parking spaces, which will be accommodated with the extension of the pavement. Staff recommends the Applicant stripe the parking lot for customers, which could accommodate approximately twenty (20) parking spaces.

The Applicant has plenty of bicycle parking and will add more if it is needed for their business. Sidewalks do not exist in front of the Property as the sidewalk ends at the eastern property line and do not exist beyond the Property.

#### **Design:**

Conceptual building renderings were included in the Application. The rendering shows the addition will match the existing building with a continuation of the existing roof line as well as the same style and color of the existing metal building as depicted in Figures 2 and 3. Staff looks forward to reviewing a dumpster enclosure in the Precise Implementation Plan (PIP). Staff is supportive of the design of the building as it is a continuation of the existing building.

Atkins Bike Shoppe  
Planned Unit Development – GDP



Figure 2 - Existing building



Figure 3 - Proposed addition on existing building

**Landscape:**

The Applicant has submitted a landscaping plan as provided in the Plan Commission packet. Currently, the Property contains a lawn area, but does not have any landscaping. The Applicant is proposing to use maple trees, dogwoods, American Hornbeam, arborvitae, juniper, and bush honeysuckle. These plantings will be located in the front lawn area near Half Mile Road. The Zoning Ordinance requires the Applicant to meet the minimum landscaping point requirement of 158 points, which they exceeded with a total of 169 points. Staff is supportive of the landscaping improvements to the Property as there were no trees on the site.

**Public Notification:**

As required in the Zoning Ordinance, properties located in a 200-foot radius were notified of a public hearing for this Property. A public hearing sign was posted on the Property on August 13, 2020. At the time of writing the staff report, Staff has not received any comments regarding the addition. The Applicant spoke to their neighbors regarding a reduction in the rear yard setback.

**Staff Comments:**

In general, Staff is supportive of a ten (10)-foot rear setback for a 1,600 square foot addition as the addition abuts industrially zoned properties.

**Recommendation:**

Staff recommends the Plan Commission recommend that the Common Council approved the General Development Plan (GDP) for 517 Half Mile Road with a rear yard setback exemption of ten (10)-feet.

**Prepared by:** Katherine Holt *KH*  
Community Development Specialist

**Submitted by:** Adam Sayre, AICP *AS*  
City Administrator

## Mark R. Sunday

---

**From:** atcycle@tds.net  
**Sent:** Monday, August 10, 2020 11:04 AM  
**To:** Mark R. Sunday  
**Subject:** Brief discussion to address building needs

To our wonderful Verona folks and clients:

We have needed more space for quite some time but now now it is really hard to manage with our existing space It's a great problem to have, we've become even busier.

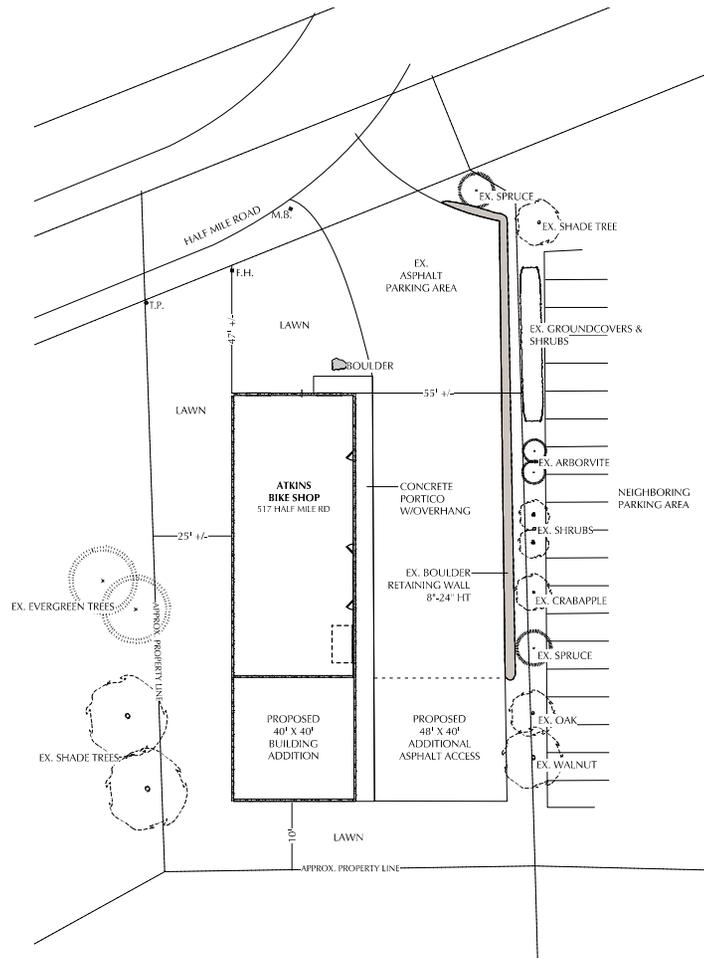
I've spoken with our neighbors Joe and Jason. They are both supportive and on board with our plans. Including the shorter setback.

With the current plans it will be barely noticeable that anything has even changed. They also make the most sense for our parking availability.

We're happy to follow any landscape guidelines.

Thanks, Dan Atkins





**FIELD NOTES:**

**GRADING & PAVING**

1. ALL FINAL GRADES TO BE SET ACCORDING TO CLEARLY BUILDING DRAWING SET.
2. GRADES TO DRAIN POSITIVELY AWAY FROM BUILDING AND PARKING AREAS, FOR INFILTRATION ALONG EXISTING PROPERTY LINE DRAINAGE SYSTEM
3. NEW ASPHALT PARKING EXTENSION TO BE SET ACCORDING TO CLEARLY DRAWING SET.

**PLANTING AREAS:** REFER TO PLANTING PLAN, SHEET L-3.0

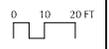
**maralee olson**  
DESIGN STUDIO  
1548 HANCOCK BLVD  
MADISON, WI 53719  
761.606.4046/700  
FX 608.845.2000  
MARALEE@MRODESIGNSTUDIO.COM

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DANIEL ATKINS - ATKINS VERONA BICYCLE SHOPPE  
517 HALF MILE ROAD  
VERONA, WI 53593  
Site Plan



DRAWING SCALE:  
1" = 20'-0"



DRAWN BY: MLO  
DATE: 07/28/2020  
REVS:  
08/06/2020

**Design Development Phase:**  
This drawing indicates the  
scale and relationship of  
the project components.  
This drawing is not for  
construction.

SHEET NUMBER

**DRAWING KEY:**  
BASE INFORMATION TAKEN FROM THOM R. GRENLEIGH CERTIFIED SURVEY  
DATED 08/02/1990, CLEARLY BUILDING CORP. ELEVATIONS & FLOOR PLAN  
DATED 07/13/2020, CLEARLY BUILDING CORP. DRAWING TITLED "PLOT PLAN"  
WITH NO DATE, DC/IS AERIAL PHOTOGRAPHY: 2017 AND MODS FIELD  
OBSERVATIONS 07/31/2020

**DRAWING SCALE:**  
34"X22" - 1" = 20'-0"  
17"X11" - 1" = 40'-0"

L-2.0

**VERONA LANDSCAPE POINTS CALCULATOR**  
FOR PROPOSED 40' X 132' BUILDING

**POINTS REQUIRED PER 100 lf BUILDING FOUNDATION**  
344 lf foundation/100 = 3.44 units x 20pts = 68.8 pts

**POINTS PROPOSED**  
(2) MED EVERGREEN TREES = 40 pts  
(1) MED DECIDUOUS TREE = 15 pts  
(2) MED EVERGREEN SHRUBS = 10 pts  
(4) LOW DECIDUOUS SHRUBS = 4 pts  
69 pts

**POINTS REQUIRED PER 1,000 sf GROSS FLOOR AREA**  
5,280 sf GFA/1,000 = 5.28 units x 5pts = 26.4 pts

**POINTS PROPOSED**  
(1) TALL DECIDUOUS TREE = 30 pts

**POINTS REQUIRED PER 100 lf STREET FRONTAGE**  
113.5 lf street frontage/100 = 1.135 units x 20 pts = 22.7 pts

**POINTS PROPOSED**  
(1) TALL DECIDUOUS TREE = 30 pts

**POINTS REQUIRED PER 10,000 sf PAVED AREA or  
20 OFF-STREET PARKING STALLS**  
9317 proposed sf paved area/10,000 = 0.93 units x 40 pts = 37.2 pts  
room for 20 stalls proposed = 1 unit x 40 pts = 40 pts

**POINTS PROPOSED**  
(1) TALL DECIDUOUS TREE = 30 pts  
(2) TALL DECIDUOUS SHRUBS = 10 pts  
40 pts

**TOTAL POINTS 157.90 REQUIRED, 169 PROPOSED**

**PLANTING SCHEDULE**

**PROPOSED EVERGREEN TREES (MEDIUM, 30 PTS)**

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	4'	B&B	THUJA OCCIDENTALIS	AMERICAN ARBORVITAE

**PROPOSED DECIDUOUS TREES (TALL, 30 PTS; MEDIUM 15 PTS)**

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	1.5"	CAL	B&B ACER FREEMANII	FREEMAN MAPLE
1	1.5"	CAL	B&B ACER RUBRUM	RED MAPLE
1	6'	B&B	CARPINUS CAROLINIANA	AMERICAN HORNBEAM

**PROPOSED EVERGREEN SHRUBS (MEDIUM 5 PTS)**

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	18"	CONT.	JUNIPERUS CHINENSIS 'PFITZER'	'PFITZER' JUNIPER

**PROPOSED DECIDUOUS SHRUBS (TALL, 5 PTS; LOW, 1PT)**

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	36"	B&B	CORNUS ALTERNIFOLIA	MULTI-STEM, PAGODA DOGWOOD
4	18"	CONT.	DIERVILLA x KODIAK 'G2X88544'	HONEYSUCKLE

**FIELD NOTES**

**PLANTING AREAS**

1. ALL FUTURE PLANTING AREAS TO BE STRIPPED CLEAN OF PLANT MATERIALS
2. ALL FUTURE PLANTING AREAS TO RECEIVE MIN 6-8" CLEAN SCRETTED TOPSOIL, HAND MIXED & INCORPORATED
3. ALL PLANTS TO MEET AMERICAN NURSERY & LANDSCAPE ASSOCIATION (ANLA) STANDARDS FOR STOCK AND PLANTING
4. ALL PLANT MATERIALS TO RECEIVE ONE-YEAR GUARANTEE FOR REPLACEMENT

**MULCHES & LAWN**

1. BARK MULCH TO BE TWICE SHREDDED HARDWOOD MULCH; NO RECYCLED OR DYED MULCH
2. INDIVIDUAL TREES AND LARGE SHRUBS TO RECEIVE MIN 3" DIAMETER BARK MULCH RING, 4" DEPTH
3. SHRUB AREA NEAR FRONT ENTRY TO RECEIVE CONTINUOUS BARK MULCH BED, 4" DEPTH
4. BARK MULCH ADJACENT TO LAWN TO RECEIVE NATURAL, DEEP MULCH EDGE
5. ALL DISTURBED LAWN AREAS, TO RECEIVE MIN 6" CLEAN, SCRETTED TOPSOIL WITH STARTER FERTILIZER, BE SEEDED WITH MADISON PARKS OR EQUIVALENT, AND CLEAN STRAW MULCH OR JUTE NETTING WITH LOOSE KNOTS FOR EROSION CONTROL AND ANIMAL SAFETY. NO NYLON NETTING TO BE USED.

**DRAWING KEY:**  
BASE INFORMATION TAKEN FROM THOM R. GRENLEIE CERTIFIED SURVEY  
DATED 08/02/1990, CLEARLY BUILDING CORP. ELEVATIONS & FLOOR PLAN  
DATED 07/13/2020, CLEARLY BUILDING CORP. DRAWING TITLED "PLOT PLAN"  
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**DRAWING SCALE:**  
34"X22" - 1" = 20'-0"  
17"X11" - 1" = 40'-0"

DANIEL ATKINS - ATKINS VERONA BICYCLE SHOPPE

517 HALF MILE ROAD  
VERONA, WI 53593

Landscape Plan



DRAWING SCALE:  
1" = 20'-0"



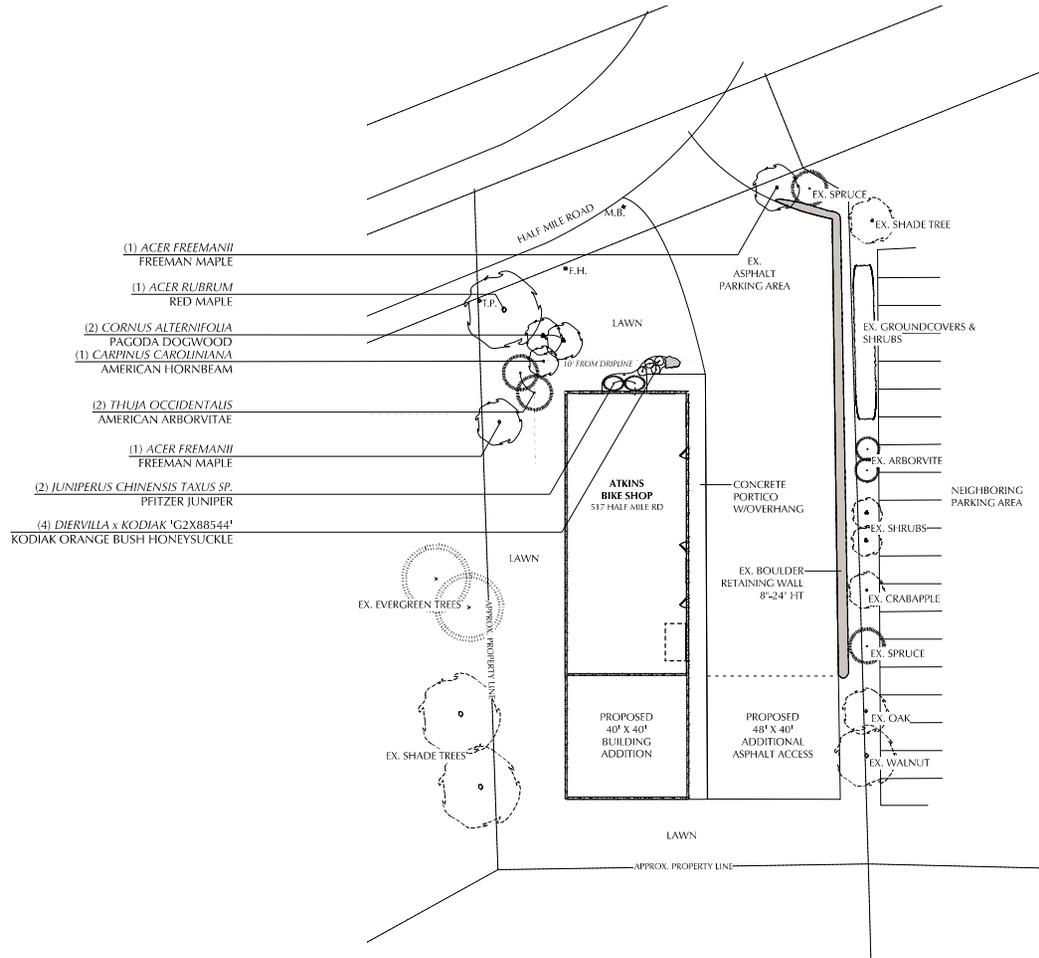
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DATE: 07/28/2020  
REVS:  
08/06/2020

**Design Development Phase:**

This drawing indicates the scale and relationship of the project components. This drawing is not for construction.

SHEET NUMBER

L-3.0



- (1) ACER FREEMANII  
FREEMAN MAPLE
- (1) ACER RUBRUM  
RED MAPLE
- (2) CORNUS ALTERNIFOLIA  
PAGODA DOGWOOD
- (1) CARPINUS CAROLINIANA  
AMERICAN HORNBEAM
- (2) THUJA OCCIDENTALIS  
AMERICAN ARBORVITAE
- (1) ACER FREEMANII  
FREEMAN MAPLE
- (2) JUNIPERUS CHINENSIS TAXUS SP.  
'PFITZER' JUNIPER
- (4) DIERVILLA x KODIAK 'G2X88544'  
KODIAK ORANGE BUSH HONEYSUCKLE



P.O Box 930220  
Verona, WI 53593-0220  
Phone: (608) 845-9700  
Fax: (608) 845-7070

3/22/2016  
CAPITAL LAWN SPRINKLER, DON DAHLK  
Doc ID: 7769820160322081713

## Elevations & Floor Plan

### Customer Information

**Building Specification For:**

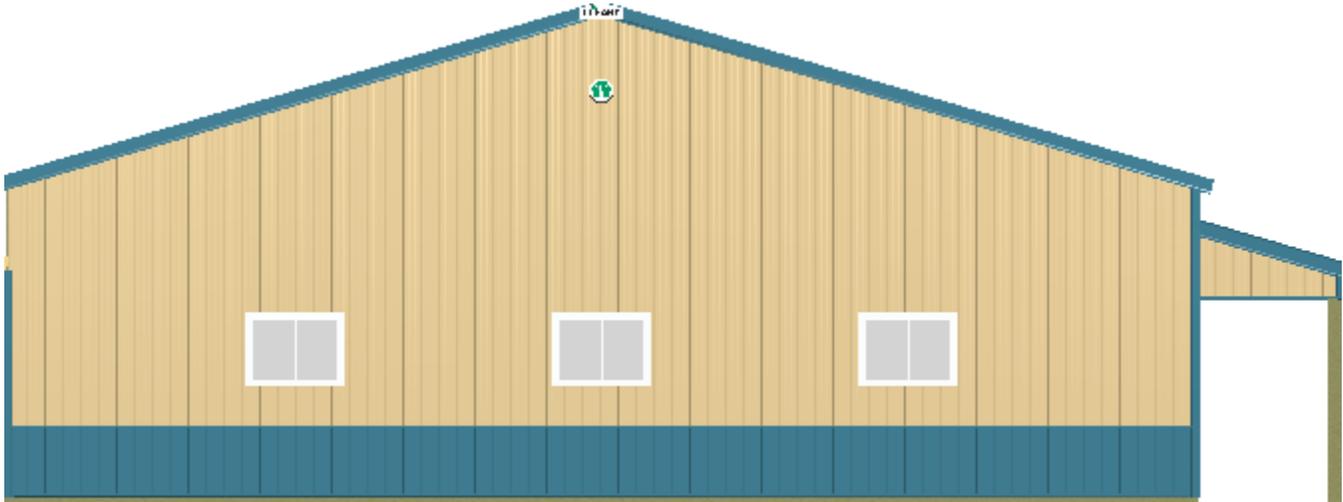
CAPITAL LAWN SPRINKLER, DON DAHLK  
636 S NINE MOUND RD  
VERONA, WISCONSIN 53593  
Cell Phone: (608) 445-1331  
Email: [dondahlk@capitalsprinkler.com](mailto:dondahlk@capitalsprinkler.com)

**Building Site Location:**

Location: N/A  
Tenant: N/A  
636 S NINE MOUND RD  
VERONA, WISCONSIN 53593  
County: DANE

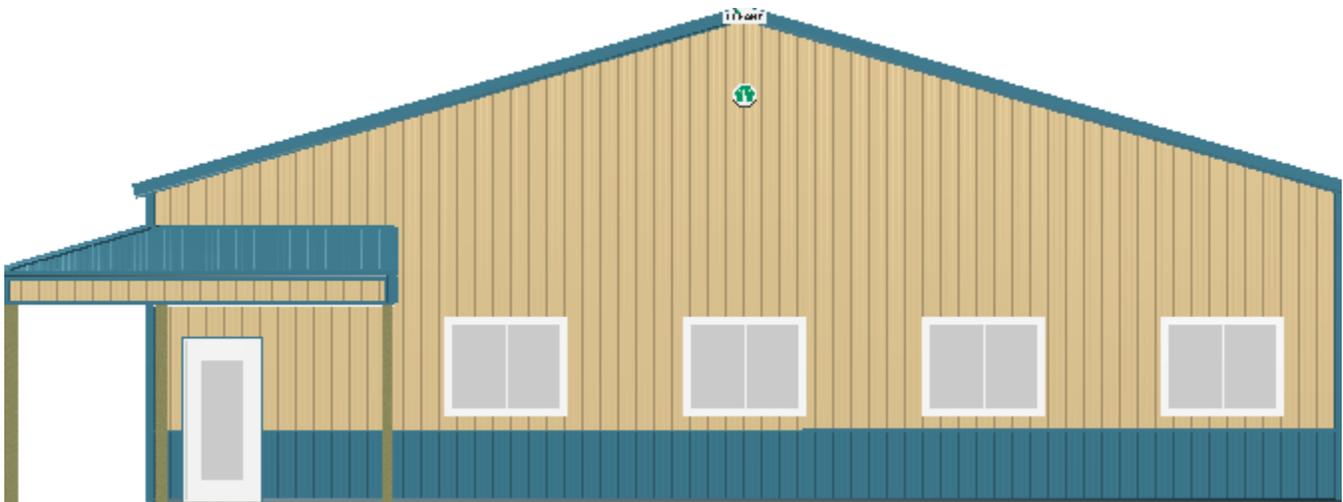
## Elevations & Floor Plan

### Elevations for Building 1



**North End Wall 1 on Building 1**

Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.



**South End Wall 2 on Building 1**

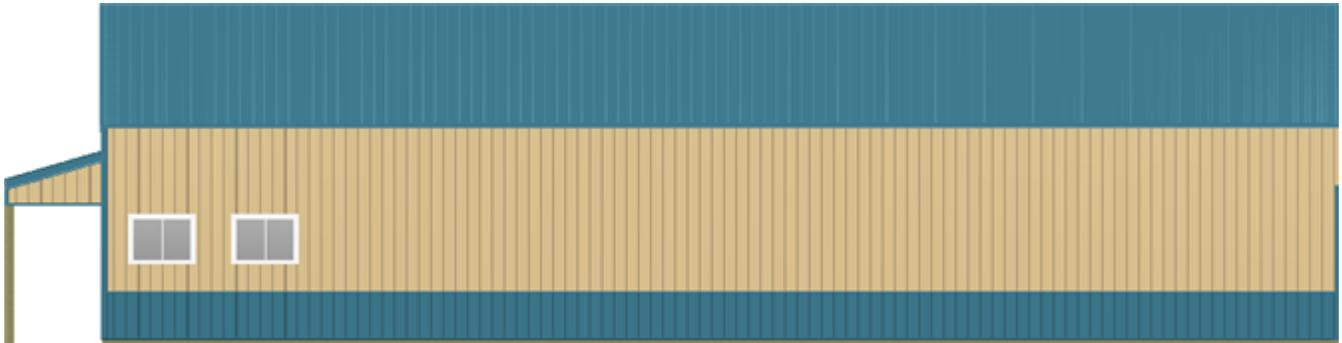
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## Elevations & Floor Plan



**East Side Wall 1 on Building 1**

Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.

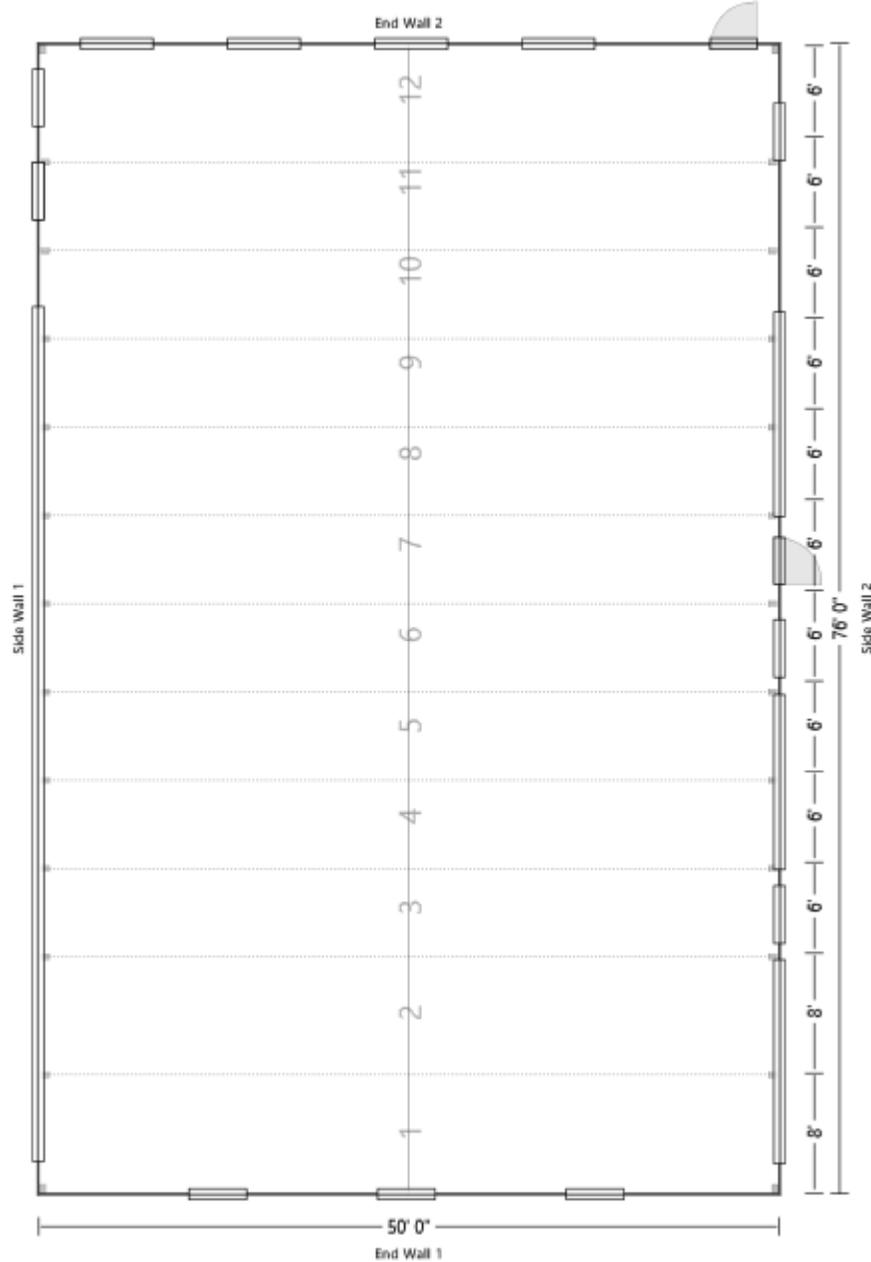


**West Side Wall 2 on Building 1**

Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.

## Elevations & Floor Plan

### Floor Plan



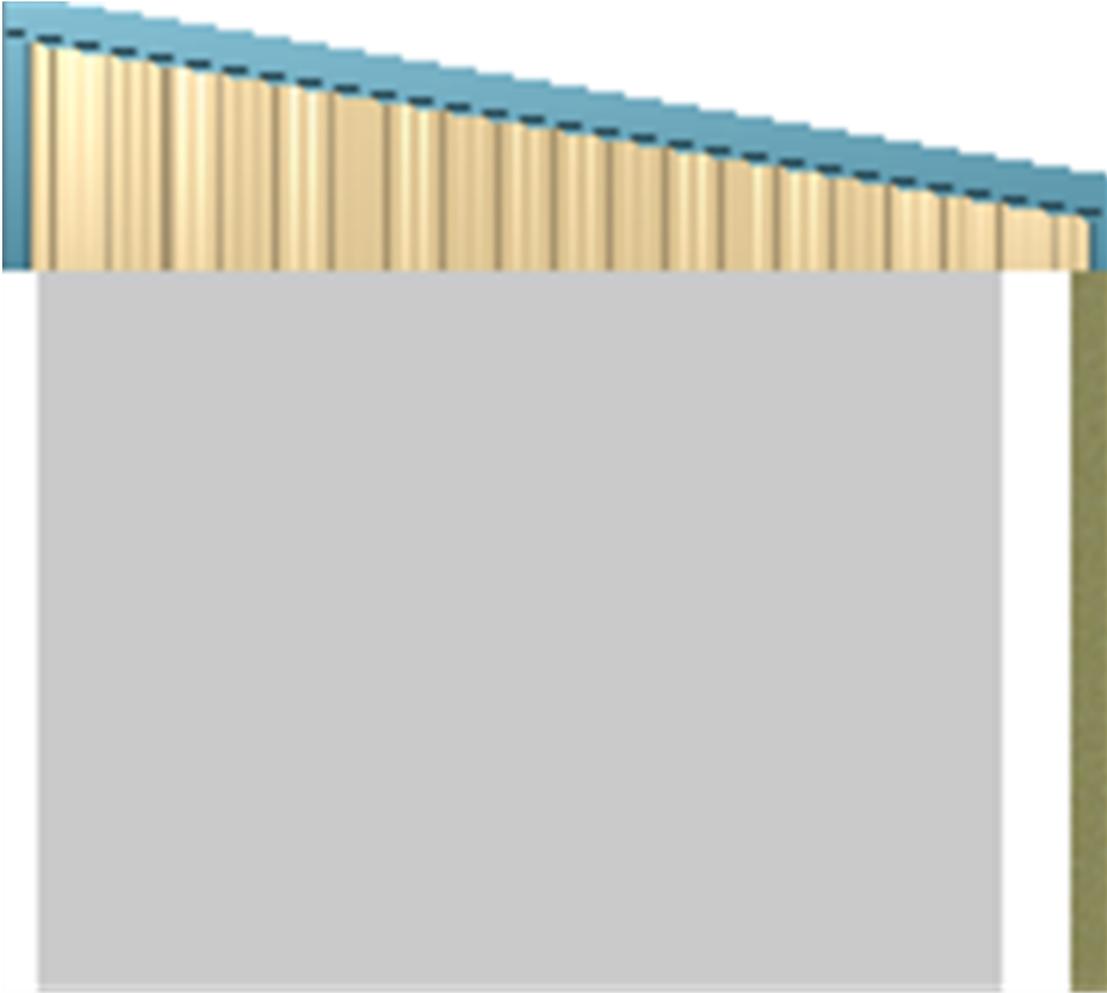


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3/22/2016  
CAPITAL LAWN SPRINKLER, DON DAHLK  
Doc ID: 7769820160322081713

## Elevations & Floor Plan

### Elevations for Building 2 (Lean)



**South End Wall 1 on Building 2 (Lean)**

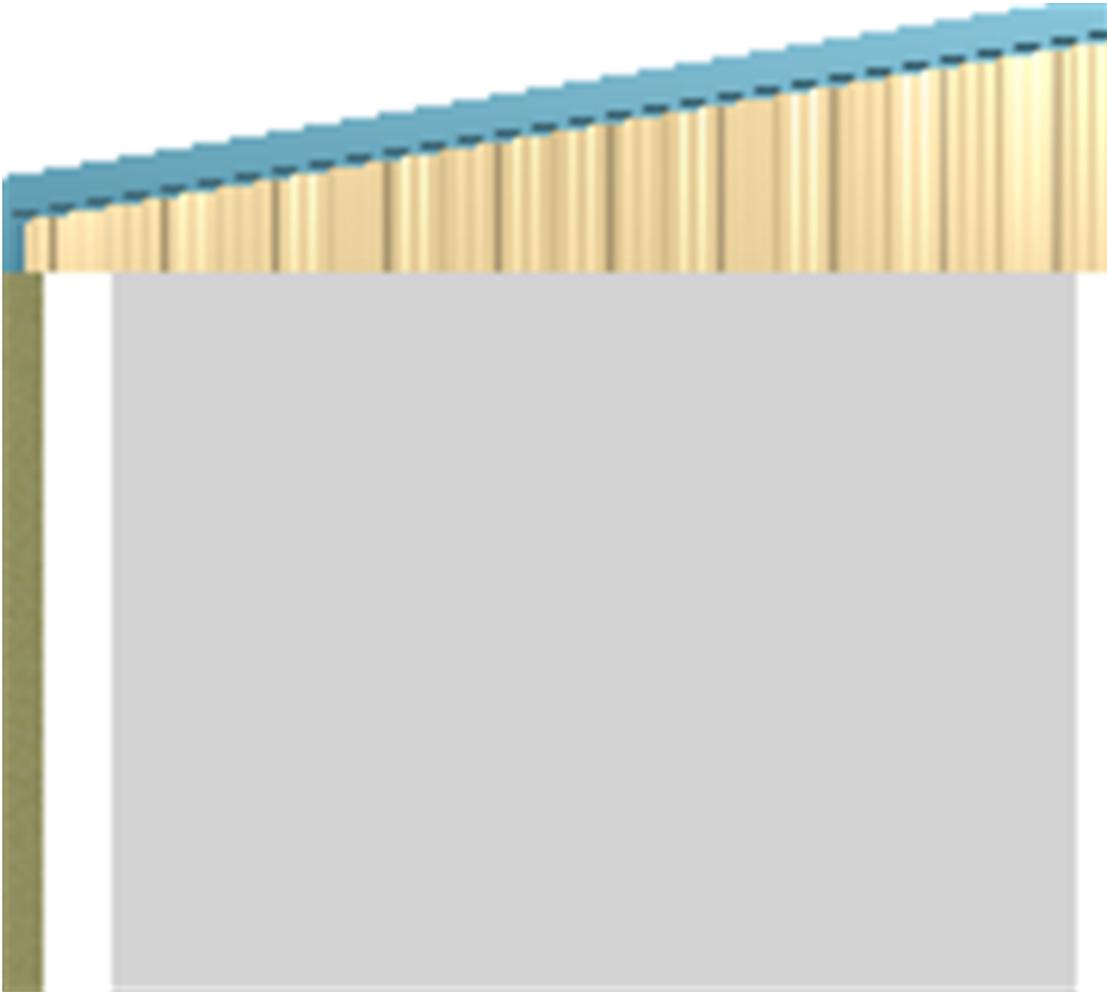
Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.



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Verona, WI 53593-0220  
Phone: (608) 845-9700  
Fax: (608) 845-7070

3/22/2016  
CAPITAL LAWN SPRINKLER, DON DAHLK  
Doc ID: 7769820160322081713

## Elevations & Floor Plan



**North End Wall 2 on Building 2 (Lean)**

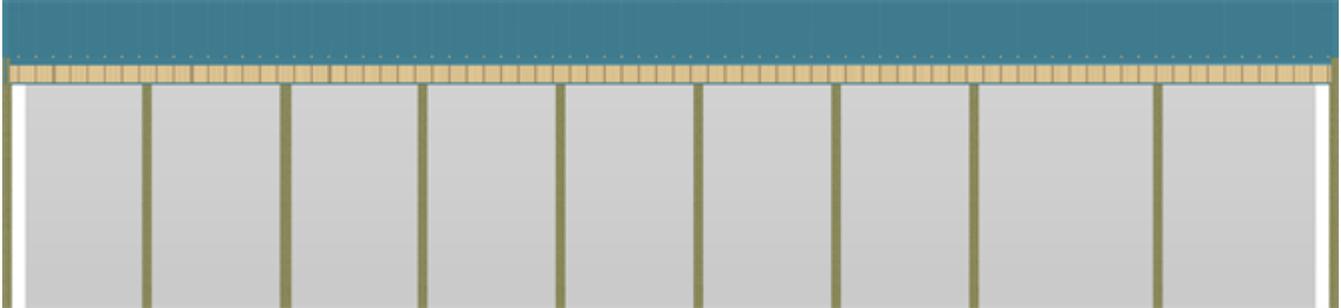
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3/22/2016  
CAPITAL LAWN SPRINKLER, DON DAHLK  
Doc ID: 7769820160322081713

## Elevations & Floor Plan

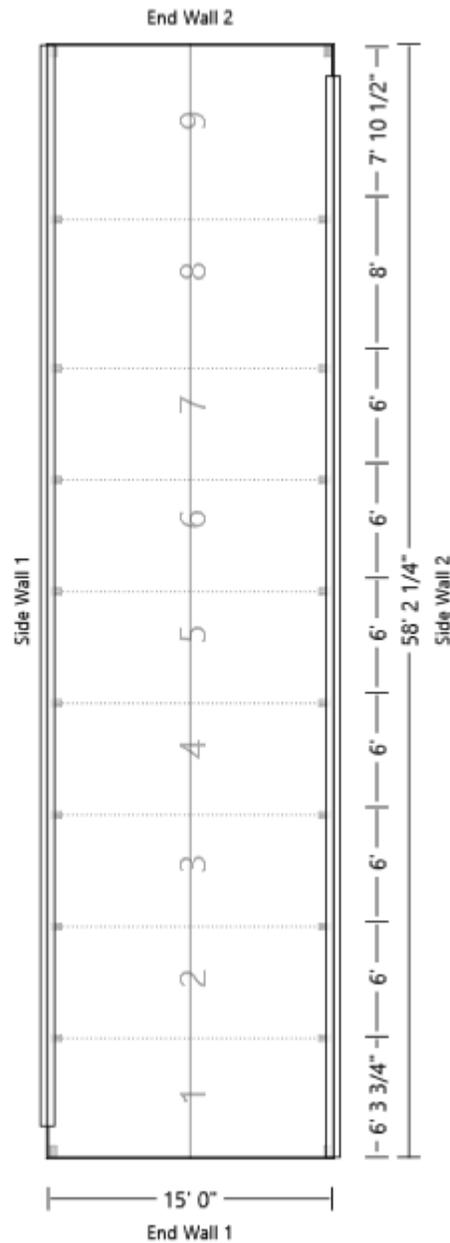


**East Side Wall 2 on Building 2 (Lean)**

Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.

## Elevations & Floor Plan

### Floor Plan



Main Menu

File Project Site Building Colors Accessories Pricing Price Book Documents View: All



Project Warnings

The following items need to be reviewed before this project can be sold.

- ⚠ You have a commercial in-ground building. Please consult the footing chart.
- ⚠ Consult Engineering to review your building design.
- ⚠ You have a stamped/unstamped plans but don't have a commercial building.
- ⚠ Review Tax & Freight section of the Pricebook. This project may require more than 1 load of freight.
- ⚠ Please check the wind chart. There is a wall that is more than 60% open.
- ⚠ Lead is for another customer

← Side Wall 1 (East) →

Building Colors Accessories Pricing Price Book Documents View: All



ewed before this project can be sold.  
in-ground building. Please  
rt.  
review your building design.  
stamped plans but don't  
ding.  
ction of the Pricebook. This  
re than 1 load of freight.  
hart. There is a wall that is  
omer

Custom View



# Planning Report

City of Verona

Plan Commission 9-8-2020

## **410 & 420 W. Verona Ave.**

### **Planned Unit Development – General Development Plan**

**Summary:** The Applicant submitted a request for a planned unit development (PUD) General Development Plan review for 410 and 420 West Verona Avenue to construct a four (4) story, 80-unit apartment building with 9,319 square feet of commercial.

**Property Location:** 410 and 420 West Verona Avenue

**Property Owners:** SMS Main Street LLC  
410 W. Verona Ave.  
Verona, WI 53593

Old National Bank  
420 W. Verona Ave.  
Verona, WI 53593

**Applicant:** Northpointe Development Corp  
230 Ohio Street  
Oshkosh, WI 54902

**Existing Zoning:** Urban Commercial (UC), Downtown Design and Use  
Overlay District

**Existing Land Use:** In-Vehicle Sales or Service (Bank) and Indoor Entertainment  
(Restaurant)

**Proposed Land Use:** Commercial and Apartments

**Figure 1 – Location Map**



### **Site Description:**

Northpointe Development (“Application”) has submitted a request to construct 9,319 square feet of commercial space and 80 workforce and market rate apartment units at 410 and 420 West Verona Avenue (“Property” or “Subject Property”). The Property is zoned Urban Commercial (UC) and is located within the Downtown Design and Use Overlay District. The Application is being reviewed as a Planned Unit Development (PUD) as exemptions for parking and building height are requested.

Currently, the Property contains the Klassik Tavern and Old National Bank with drive-through bank tellers.

### **Background:**

In July of 2020, the Plan Commission and the Common Council discussed the Concept Plan for a four (4) story, 79-unit apartment building with 9,319 square feet of commercial and two (2) drive-thrus to be used by the bank. The Concept Plan contained workforce and market rate units with one (1), two (2), and three (3) bedrooms. Comments from the Plan Commission included support for the workforce units, support for three (3) bedroom units, questions regarding the design and location for the commercial units along Rita Avenue instead of West Verona Avenue, concerns for parking the site with residents and commercial users, concerns that there may be too much commercial in the City, and support for pedestrian and bicycle accessibility. Comments from the Common Council included concerns with overflow parking spilling over into the residential neighborhoods surrounding the property, will there be a potential for the commercial portion of the building to be vacant for a long period of time similar to Velocity, is there a possibility of an extra parking space for tenants in the two (2) and three (3)-bedroom units without increasing rent, why place commercial fronting Rita Avenue and not West Verona Avenue, concern for creating a corridor-like feel when driving down West Verona Avenue as the building is proposed to be four (4)-stories tall, is there a potential for a restaurant (preferably a local one) in this location, and the design should be bike-able and walkable.

### **Development Process:**

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
  - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
  - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e.

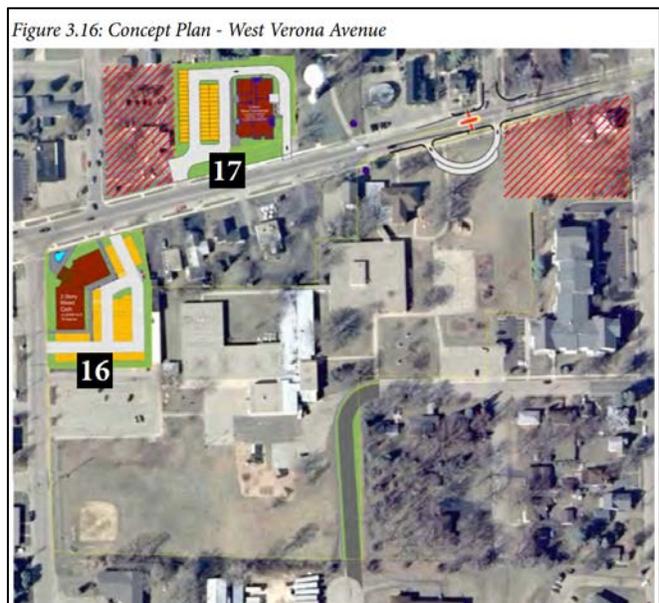
roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which occurred in July of 2020.

- *Step 3 – General Development Plan (GDP):* The intent of the GDP is to provide general information, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the GDP is approved, this step provides the zoning entitlements to the project, which is the current application.
- *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.
- **Land Division** – An applicant will need to submit a certified survey map and/or plat to combine property lines. This would go before the Plan Commission and the Common Council for their approvals with the PIP.

### **Downtown Mobility and Development Plan:**

The Property is located in the Downtown Mobility and Development Plan (“Plan”), which was adopted in 2014. The Property is discussed on page 17 of the Plan and states:

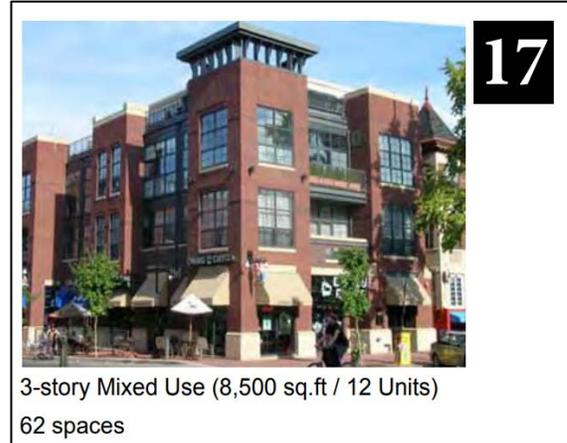
“The majority of the commercial properties will remain for the foreseeable future, excluding two sites (415 W. Verona Avenue and 420 W. Verona Avenue). These properties were recommended as redevelopment sites due to their size, location, and ownership. ...The other site (#17) includes a bar, parking and undeveloped land. If the Anchor Bank property (420 W. Verona Avenue) were included in this redevelopment, a significantly larger development is possible. In this case, a new building



## 410 & 420 West Verona Avenue Planned Unit Development – GDP

should anchor the Rita and Verona intersection. Figure 3.16 illustrates how both of these sites could redevelop with the parking located to the site and rear of the sites.”

Although the Plan shows a redevelopment design for the Klassik Tavern property in Figure 3.16, the Applicant was able to include the Old National Bank property, which is the location of the former Anchor Bank property discussed in the Plan. The Applicant is proposing to have commercial at the corner with Rita Avenue and West Verona Avenue that will include Old National Bank as a tenant along with other new tenants. The Plan discusses how this site in 2014 has some viability for reinvestment or redevelopment due to low improvement values (p. 62).



### **Tax Incremental District 9:**

The Common Council approved the creation of a 14-acre Tax Incremental District 9 (TID) in September of 2017 as depicted in Figure 2. The proposed Application, shown in bold yellow, is located in this TID as well as the approved Sugar Creek Commons development south of West Verona Avenue. The purpose of the TID is to pay for the cost of public improvements such as public infrastructure and to provide incentives necessary to allow redevelopment to occur. The Applicant has stated in the narrative that “the development plans to apply for TIF funds from the City to accommodate for the affordability as well as the significant amount of retail space. The intent for the TIF funds will be to bridge the funding gap in the project and allow for the retail spaces to be rented to smaller local businesses” (p. 2 of the application narrative).

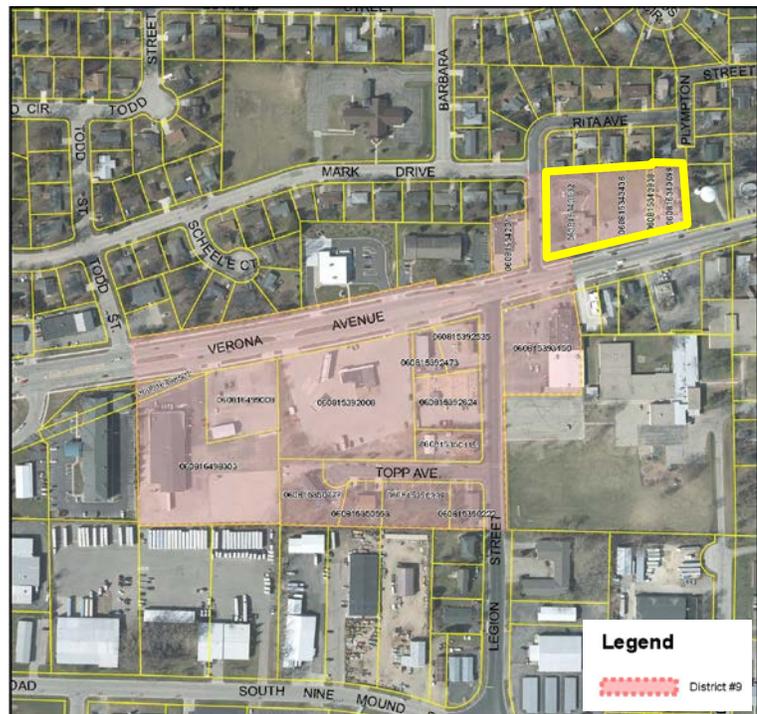


Figure 2 - Tax Increment District

### **Public Comments:**

The Applicant hosted a Zoom public meeting on July 30, 2020 at 6 p.m. to gain input from the community. There were eight (8) to ten (10) community members in attendance in addition to the Mayor and Alders. Comments included height as it relates

to solar panels for a neighbor, not enough parking for the proposal, types of commercial tenants, privacy fence to shield headlights into the existing neighbor’s backyards, would this development increase traffic through the neighborhood, and where is the best location for access on West Verona Avenue. Some of the comments from that meeting were addressed in this Application and other comments could be addressed in the PIP application.

A public hearing is required as part of the GDP process. Notifications were mailed out to properties within a 200-foot radius from the Property. A public hearing notification sign was placed on the Property on August 13, 2020. Comments that Staff has received include how to access the Plan Commission meeting to testify and what is being proposed on the Property.

**Affordability/Timeline:**

The Applicant is proposing that most of the multi-family units will be rent restricted for a minimum of thirty (30) years and available to households earning 30-60% of the County median income as depicted in Table 1. The Applicant plans to apply to WHEDA for federal tax credits in December of 2020. The Applicant plans to apply for TIF funds from the City to bridge the funding gap in the project and allow for the retail spaces to be rented to smaller local businesses. Pending the GDP approval, the Applicant will seek PIP approval in the Spring of 2021. The Applicant hopes to begin construction in the fall of 2021 pending financing and approvals are completed with occupancy of the building in fall of 2022.

**Table 1: County Median Income**

County Median Income	# of People in the Household				# Units per Bedroom		
					Estimated Rate per unit		
	1	2	3	4	1	2	3
30%	\$21,030	\$24,030	\$27,030	\$30,030	16		
					\$479		
50%	\$35,050	\$40,050	\$45,050	\$50,050	9	10	13
					\$835	\$1,000	\$1,150
60%	\$42,060	\$48,060	\$54,060	\$60,060	12	4	
					\$1,000	\$1,200	
Market Rate					5	9	2
					\$1,100	\$1,400	\$1,675
<b>Total</b>					<b>42</b>	<b>23</b>	<b>15</b>

**Zoning:**

The Property is zoned Urban Commercial (UC) located in the Downtown Design and Use Overlay Zone. The Applicant is requesting exemptions to the parking and building height requirements, which means this is reviewed as a PUD. An in-vehicle sales or service (bank) land use is permitted by right in this zone. A drive-thru requires a conditional use permit. The Applicant is not applying for conditional uses at this time but the drive-thru approval will be handled during the PIP review.

**Planning Review:**

**Bulk Requirements:**

Staff reviewed the bulk requirements using the non-residential bulk requirements for the UC Zoning District as the first floor is predominately commercial. The Applicant is proposing a sixteen (16) foot front setback, which will meet the minimum setback of fifteen (15) feet and a maximum setback of twenty-five (25) feet in the Downtown Design and Use Overlay District. The building will front onto West Verona Avenue and will be more than seventy (70)-feet between the building and the rear property line. The Applicant is requesting an exception for the maximum height requirement of forty-five (45) feet to allow for fifty (50) feet to the upper parapet. Staff is supportive of five (5) additional feet in height to help hide the roof top mechanicals from view.

**Access/ Parking:**

The Applicant proposes two (2) new access points and the removal of two (2) existing access points as depicted in Figure 3. The Applicant proposes to close the large access point in front of Klassik Tavern on West Verona Avenue and maintain the existing access point for Old National Bank on West Verona Avenue. The access point closest to the intersection of West Verona Avenue and Rita Avenue will be removed and the remaining existing access point on Rita Avenue will move to the north.

410 & 420 West Verona Avenue  
Planned Unit Development – GDP

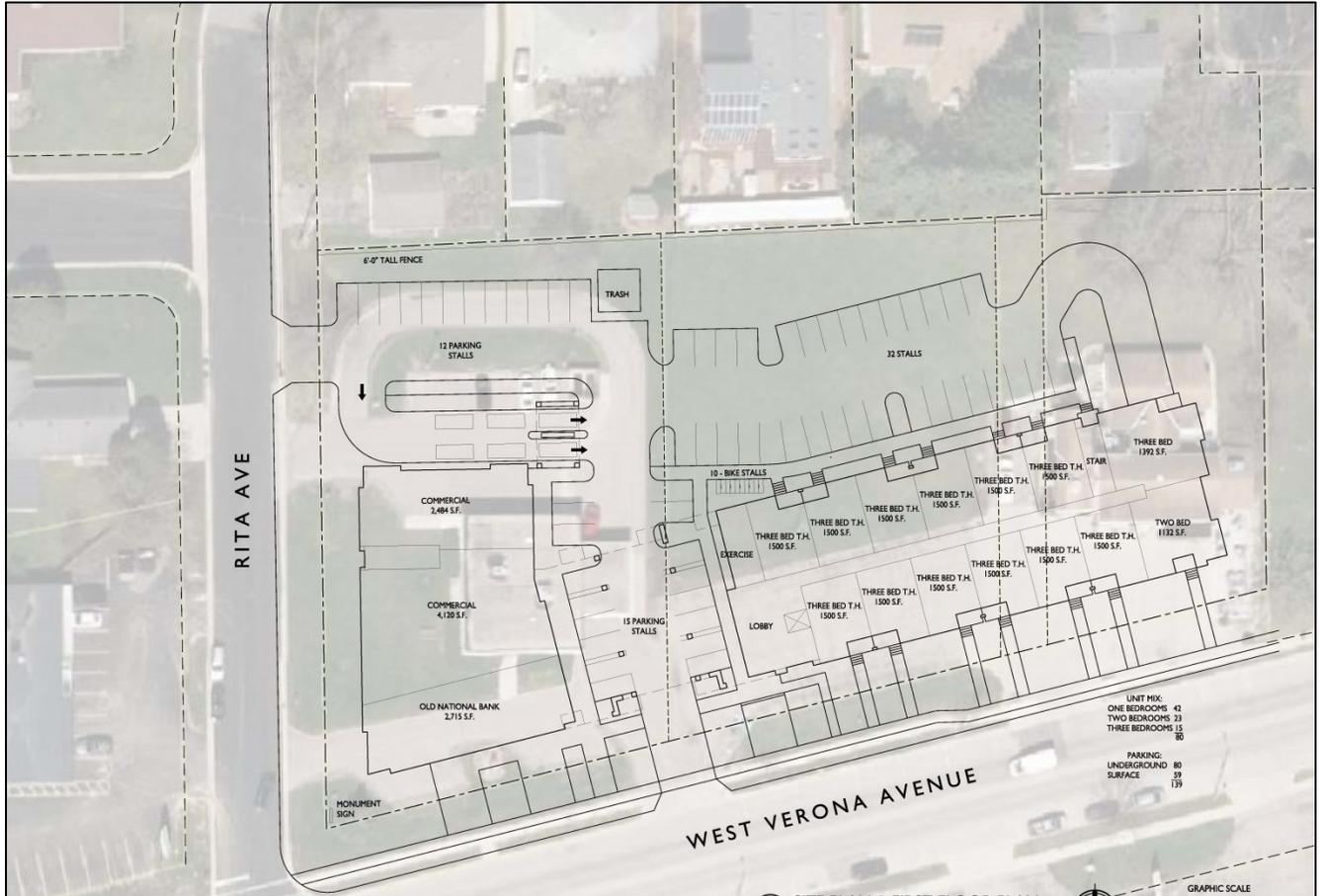


Figure 3 -Site Plan

Staff continues to recommend the Applicant move the West Verona Avenue access point further to the east to avoid potential intersection and turning conflicts with Rita Avenue and Legion Street. At this time, Staff is discussing how to improve the intersection of Rita Avenue, Legion Street, and West Verona Avenue with the knowledge of future increases in traffic due to Sugar Creek Commons approved development, this Application, and New Century School property being redeveloped. One option is to modify Rita Avenue as a right-in/right-out as depicted in Figure 4. This would allow a left turn lane from West Verona Avenue onto Legion Street. Access to this Property could be hindered by the left turn lane and would only allow a right-in/right-out into the Property from West Verona Avenue as is shown in this Application. A second option may be to vacate a portion of Rita Avenue south of the existing single-family driveway. These options needs to be discussed to determine how the alignment of these three (3) roads works best for the City's long term needs.

410 & 420 West Verona Avenue  
Planned Unit Development – GDP

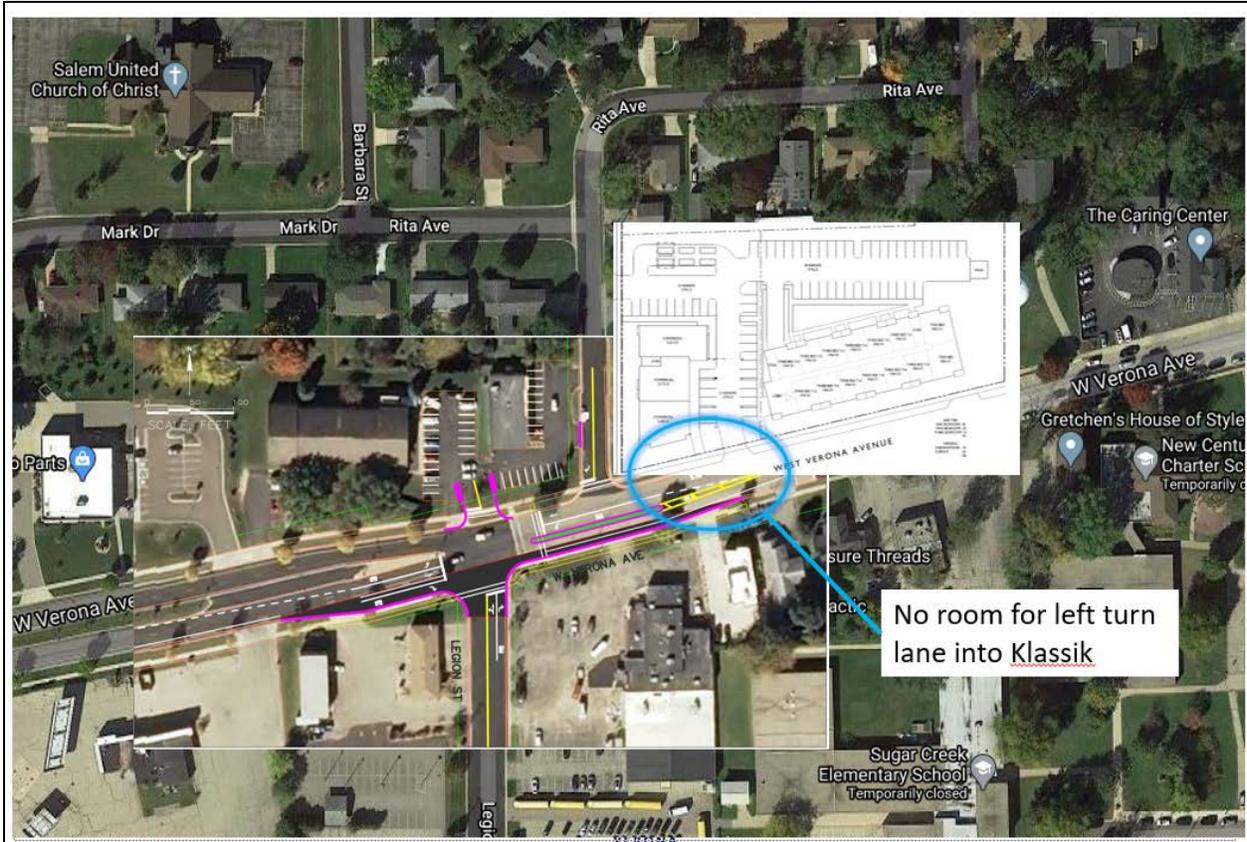


Figure 4 - Lane configuration for West Verona Avenue. Note that the drawing for the Application is from the initial review of the Concept Plan.

The Applicant is proposing 139 parking stalls, which includes eighty (80) underground and fifty-nine (59) surface stalls. The Applicant was able to add six (6) additional surface parking stalls to the Application since the Concept Plan. The conditional use permit for an apartment as an accessory land use to the commercial base requires one (1) parking space per bedroom. Staff has not typically required this to occur as the majority of the mixed-use buildings go through the PUD process such as Sugar Creek Commons. The City has allowed one (1) underground parking space for each apartment unit through the PUD process. The standard parking calculation for an in-vehicle sales or services (bank) per the Zoning Ordinance is one (1) parking space for every 50 square feet of gross floor area (Sec. 13-1-89 (c)(4)), which is 54 stalls. The standard parking calculation for an indoor commercial entertainment land use (gym or restaurant) per the Zoning Ordinance is one (1) space per every three (3) patron seats or lockers of one space per three (3) persons at the maximum capacity of the establishment (whichever is greater). The Applicant mentioned working with the neighbors to gain input on how to prioritize leasing the commercial space as the tenants are unknown. Limited street parking is available in the area but should not be relied upon to fulfill the parking requirements for this development.

Staff is comfortable with the parking on the site remain as proposed as Old National Bank is the only known commercial user and guests visiting the apartments will need parking. Staff recommends the Applicant discourage a fitness user and/or larger restaurant in the same location as parking may be at a premium in the after work hours.

Staff suggests the Applicant include a clause in rental agreements with tenants that parking will be shared and underground parking spaces may be used by apartment tenants and shared with commercial employees during the work week. These shared parking spaces can be marked with different color striping in the underground garage if needed.

The drive-thru as previously discussed requires a conditional use permit. The parking regulations state “Each drive-up lane shall have a minimum stacking length of 100 feet behind the pass through window and 40 feet beyond the pass through window” (Sec. 13-1-89(g)(4)). The Applicant is not applying for a conditional use permit as part of this Application, which is solely showing the intent of having a drive-thru. The Applicant plans to apply for a conditional use permit as part of the PIP application in 2021. The Applicant plans to wait for the new Zoning Ordinance to be approved in hopes of meeting the drive-thru requirements for a bank, which the Applicant is aware.

The Application includes sidewalks connecting Old National Bank as well as residences to West Verona Avenue sidewalks. Patio space with wider sidewalks may be wanted along Rita Avenue for future tenants, but is not required. The Applicant has added ten (10) bicycle stalls to park bicycles near the residential building. Staff recommends that bicycle facilities are added along Rita Avenue if a patio is added as customers want to watch their bicycle while socializing outside. Staff is support of the wider sidewalks by the commercial areas and pedestrian access to West Verona Avenue.

**Drainage/Stormwater:**

Stormwater management details will be reviewed before the PIP application is submitted. The Applicant has shown a bioretention basin located along the northern property line. Staff recommends the Applicant complete infiltration testing to determine whether the bioretention basin location is suitable as well as demonstrate compliance with the Ordinance via modeling.

**Design:**

Conceptual architectural renderings and building floor plans were included in the Application. The rendering shows brick depicted in Figure 5 for the residential portion of the building with potentially a light plank or siding for commercial portion of the building. The building fronts onto West Verona Avenue and has allowed space between the single-family homes to the north and the building. The building will appear shorter due to stepping down the height of the building towards the ends of the building and creating undulations with the porches and brick. For comparison purposes, the residential portion of the building is similar to the recently constructed Lincoln Street Apartments. The Lincoln Street Apartments are 90-units, adjacent to a trail and existing single-family homes, were granted a front setback exemption between seventeen (17) and twenty (20) feet, and had a height exemption from three (3) stories (35-feet) to forty-two (42)-feet tall. The third level for the Lincoln Street Apartments are not as pronounced against the brick coloring, which is the dominate feature. This Application has similar features and should have the same effect where the brick is the dominate feature with the gray becoming muted from sight. Staff recommends the Applicant include a dumpster detail

410 & 420 West Verona Avenue  
Planned Unit Development – GDP

with the PIP application. Overall, Staff has no concerns with the building rendering as depicted in Figure 4.



Figure 5 – Building Rendering

**Residential Phasing Policy:**

Effective October 1, 2012, the City began a Residential Development Policy limiting approvals of multi-family developments to a target range between 25 and 50 new multi-family units each year. The policy has three (3) types of exemptions, which are age-restricted housing, downtown development, and mixed-use development. Table 1 list several residential projects that were recently approved or are in the planning process.

**Table 1: Residential Development**

Name of Project	Location	Proposal	Status	Type
121-125 Berkley Street	121-125 Berkley Street	80-unit apartments (Removal of 20 existing units on site)	Concept Plan is under review	Market Rate
The Edge	1057 North Edge Trail	42-unit apartments (Removal of existing commercial)	Concept Plan is under review	Market Rate
Kettle Creek North	North of Country View Elem. School	174 single-family	Approved & under construction in phases	Single-Family
Klassik/Old National Bank	410 & 420 W. Verona Ave.	9,319 s.f. commercial & 80-unit market rate & affordable apartments	GDP is under review	Mixed-Use Workforce
841 N. Main St.	841 N. Main St.	100-unit age restricted senior housing units with assisted care	Approved & grading site	Age-Restricted

410 & 420 West Verona Avenue  
Planned Unit Development – GDP

Name of Project	Location	Proposal	Status	Type
<b>Sugar Creek Commons</b>	W. Verona Ave. & Legion St.	26,000 s.f. commercial/143-apartment units	Approved & waiting on developer to begin construction	Mixed-Use Market Rate
<b>Velocity</b>	142 Paoli St.	Convert commercial to 3 live-work units	Approved	Market Rate
<b>Whispering Coves</b>	West of CTH M near CTH PD	214 lots with 209 single-family	Waiting on final conditions of approval; It would be built in phases	Single-Family & Apartments
<b>The Woods</b>	Range Trail & CTH M	100-unit multi-family, 18 twin homes, 38 alley single-family, & 101 street accessed single-family	Approved & grading site (PIP will be needed for multi-family). Will be built in phases	Single-Family & Apartments

As an estimate, the City has approximately 528 multi-family housing units either proposed or approved. Staff anticipates additional request for apartments in the North Neighborhood in the near future and for the New Century School property. As an estimate, the City has approximately 500 single-family lots approved. The single-family development is done in phases including Kettle Creek North, and the Woods at Cathedral Point. The multi-family units are generally dispersed throughout the City and are located along larger roadways. This Application is considered mixed-use with the commercial on the first floor. The proposed development has the potential to be exempted from the phasing policy at the discretion of the Common Council. The phasing policy does not distinguish between market rate and affordable residential units. As discussed at the beginning of the Staff report, the City has approved the Plan and TID 9 to support redevelopment of the Property and properties in the vicinity of this Property.

The purpose of highlighting these projects is to make the Plan Commission and Council aware of the upcoming development projects in the City. Most of the projects listed above have been exempted from the Policy; however the City will be seeing a large influx in the near future of apartments in the City.

**Landscape:**

The Applicant has provided a conceptual landscaping plan as part of the GDP Application. The final landscaping plan will be provided as part of the PIP application as

well as a lighting plan. Currently, the Property has minimal amounts of trees and landscaping. The Applicant is proposing various sizes of trees and shrubs. After receiving comments from the northern neighbors, the Applicant has added a six (6) foot tall fence along the northern property line. The Downtown Design and Use Overlay zone states,

“Significant amounts of landscaping shall be required between the building and the front property line; between any paved surfaces and sidewalks; and between any paved areas and the rear property line. Patios, gardens, seating areas, and similar features are encouraged in front yards. Privacy fences at least 6 feet in height and a 10-foot landscaped area shall be required for properties abutting residentially zoned properties.”

Staff recommends the Applicant verify the quality of the two large trees behind the Klassik Tavern to determine if they can be preserved. Staff looks forward to reviewing the species of the plantings for the landscaping plan and a fencing detail.

**Staff Comments:**

In general, Staff is comfortable with the proposed use and redevelopment on the Property. The Applicant has been responsive to comments from Staff as well as the neighbors by modifying their design based on this input. The Applicant is purposing a high-quality development and retaining an existing commercial tenant. The proposed development helps to create a commercial corridor along West Verona Avenue to the new high school, while providing a housing type that is not prevalent in the City.

**Recommendation:**

Staff recommends the Plan Commission recommend that the Common Council approve the General Development Plan for 410 and 420 West Verona Avenue with the following conditions:

1. Exemptions shall be granted for the following:
  - a. The height of the building will be fifty (50)-feet tall to the parapet; and
  - b. Parking will be reduced to one (1) underground parking space per unit.
2. The approval shall become effective upon Northpointe Development Corporation acquiring the property.

**Prepared by:** Katherine Holt *KH*  
Community Development Specialist

**Submitted by:** Adam Sayre, AICP *AS*  
City Administrator



August 6, 2020

City of Verona  
Plan Commission  
111 Lincoln Street  
Verona WI 53593

Re: Narrative - Planned Unit Development (PUD)  
General Plan Approval  
Klassik and Old National Bank Site  
410 & 420 W Verona Ave Verona, WI

Plan Commission Recommendation Date: September 8, 2020

The following is submitted together with the site plan and application for Plan Commission consideration.

**Organizational Structure:**

Developer: Northpointe Development Corp  
230 Ohio Street  
Oshkosh, WI 54902  
Phone: **608-334-5665**  
Contact: Sean O'Brien  
[sean@northpointedev.com](mailto:sean@northpointedev.com)

Architect: Knothe & Bruce Architects, LLC  
760 I University Avenue, Ste. 20 I  
Middleton, WI 53562  
Phone: 608-836-3690  
Contact: Kevin Burow  
[kburow@knothebruce.com](mailto:kburow@knothebruce.com)

**Project Description:**

The property legal descriptions are: JAMIESON ADON PRT LOT 13 BEG SW COR SD LOT TH N75DEGE 150 FT TH N 216.2 FT TH S87DEGW 146.02 FT TH S 246.04 FT TO POB, JAMIESON ADON LOT 13 EXC ELY 20 FT THF, R839/66 I & R88 I /656, JAMIESON ADON ELY 20 FT LOT 13 and ZAVADA-STEINHOFF ADON OUTLOT 109; Parcel numbers: 060815343632, 060815343436, 060815343838 and 060815340699.

The properties are currently zoned Urban Commercial and is consistent with the current City Land Use Map.

City owned land abuts the site on the east side. Existing single-family housing is located to the north and west. Commercial properties are located to the south, across West Verona Ave.

The proposed project is a mixed-use residential development consisting of a single building and will be completed in a single phase. The building is a four story, 80-unit apartment building with an underground parking garage and a mixture of residential units and commercial space on first floor. A portion of the commercial space is slated as the new home to the Old National Bank, so will have a connected, 2-lane drive-through.

## **Standards**

The project is being proposed as a PUD to allow for this Mixed-use development.

This project will not substantially impair or diminish the use, value, and enjoyment of other properties within this neighborhood. Quite the opposite. This project will enhance the character of the neighborhood and bring additional opportunities for housing.

The site has been designed to facilitate safe pedestrian and vehicular traffic flow. Accessible routes will be provided to residential and commercial spaces.

The project will comply with the City Erosion Control and Stormwater Management requirements. Infiltration areas will be provided as required.

Each unit has a private patio or deck. Other amenities include a community room, roof terrace and an exercise room.

The anticipated development schedule is to start construction in the Fall of 2021 with occupancy of the buildings in the Fall of 2022. Most of the units will be rent restricted for a minimum of 30 years and available to households earning 30-60% of the county median income. The project will target households of varying sizes as well as veterans. The developer plans to apply for TIF funds from the City to accommodate for the affordability as well as the significant amount retail of space. The intent for the TIF funds will be to bridge the funding gap in the project and allow for the retail spaces to be rented to smaller local businesses. Old National Bank has made a commitment to Verona and plans to be the anchor tenant in the project. The developer will apply to WHEDA for Federal 9% tax credits in December 2020. The developer will seek Precise Implementation Plan approval in the Spring of 2021 if able to line up all the required financing.

Several Changes have been made to the plan since Concept Review in response to feedback from various parties.

-Parking was noted as a concern and we were able to increase the total parking by six stalls. We also converted one market rate three-bedroom into two market rate one-bedrooms with the intent of reducing the total parking need. Old National and other business with daytime business activity will be able to share the underground parking with the housing tenants as spaces will be available as housing tenants go to work. We will continue to work with the neighbors for business type preferences for the remaining retail.

-We have added bike parking and a fence to the site plan on the north of the site separating the lot from the single-family homes.

-We will work with our architect and electrician to minimize lighting impact from the building and parking lot with our neighbors to the north.

**Written Justification Sec 13-1-371(g)(7):**

Northpointe Development is proposing to redevelop 410-420 W Verona Ave into a mixed-use workforce development project. This proposal is in harmony with many goals and objectives of both the City of Verona's Comprehensive plan and the Downtown Mobility and Development Plan. The workforce and housing with services aspects of the development follow the goals of encouraging a variety of new housing including providing housing for a range of household incomes and providing housing options for special needs populations. Northpointe has signed a Memorandum of Understanding with Lutheran Social Services who will provide a service coordinator to the property. Their role will be to connect tenants with resources and services within the community. The project also proposes to create new retail and additional retail in the City. A plan of action noted in the comp plan calls for the City to "seek to continue to encourage and support Retail Commercial developments along the city's two primary commercial corridors: Verona Ave and Main Street. To promote retail type of commercial development along Verona and Main Street, the City will be supportive of reuse and redevelopment projects that replace residential land uses with non-residential land uses and redevelop older commercial and uses with newer commercial land uses."

The redevelopment of 410 & 420 W Verona Ave ties directly into the City's objective in the comp plan to provide housing that supports mass transit. Also, this site has specifically been identified as a redevelopment target as it is included in TID 9 as well identified in the City's Downtown Mobility and Development Plan. "The majority of the commercial properties will remain for the foreseeable future, excluding two sites (415 W Verona Avenue and 420 W Verona Avenue). These properties were recommended as redevelopment sites due to the size, location and ownership... The other site (#17) includes a bar, parking and undeveloped land. If the Anchor Bank property (420 W Verona Avenue) were included in the redevelopment, a significantly larger development is possible. In this case, a new building should anchor the Rita and Verona intersection." The plan also discusses how this site in 2014 has some viability for reinvestment due to low improvement values.

Also, Effective October 1, 2012, the City began a Residential Development Policy limiting approvals of multi-family developments to a target range between 25 and 50 new multi-family units each year. One (1) of the exceptions to this policy is for mixed-use development. The policy states: "At the discretion for the Common Council, exceptions to the target limit for newly approved residential units may be made for commercial development that include residential uses, also known as "mixed-use development proposals". The City is particularly supportive of mixed-use development in the Downtown area that can accomplish the City's goals of Downtown redevelopment and revitalization and therefore may exempt such projects from the phasing limits".

**Requested Exceptions:**

- Setbacks - The front setback (West Verona Ave) is required to be 35' and we are currently at 16'.
- Building Height - Max allowable is 35', this is a 4-story building with a height of +/- 50' to the upper parapet.
- Parking - 139 stalls shown (surface and underground) however 217 are required (187 for the apartments and 31 for the commercial space).
- ATM drive approach requires 100' queue before the ATM and 40' after. We have 93' before and 30' after so we are in near compliance. The proposal will meet the requirements of the proposed Specific Use Standards. As we do not intend to seek PIP approval until 2021, our proposal will meet zoning requirements at that time.

**Site Development Data:**

**Densities:**

Lot Area	82,877 S.F. 1.90 acres
Dwelling Units	80DU
Lot Area / D.U.	1,035 S.F./D.U.
Density	42.1 units/acre
Usable Open Space	25,400 S.F. = 321 S.F. per dwelling unit
Floor Area Ratio	28%

**Commercial Area:** 9,319 S.F.

**Residential Area:**  
First Floor = 13,944 S.F.  
Second floor= 28,687 S.F.  
Third Floor = 28,687 S.F.  
**Fourth Floor = 23,843 S.F.**  
Total= 95,161 S.F.

**Buildin Height** 4 stories= +/-50'-0"

**Dwelling Unit Mix:**

One Bedroom	42
Two Bedroom	23
Three Bedroom	<u>15</u>
Total	80 units

**Vehicle Parking:**

Underground	80
<b><u>Surface</u></b>	<u>59</u>
Total	139 vehicle stalls

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA

ISSUED  
Issued for Review - July 20, 2020  
City Submittal - August 6, 2020

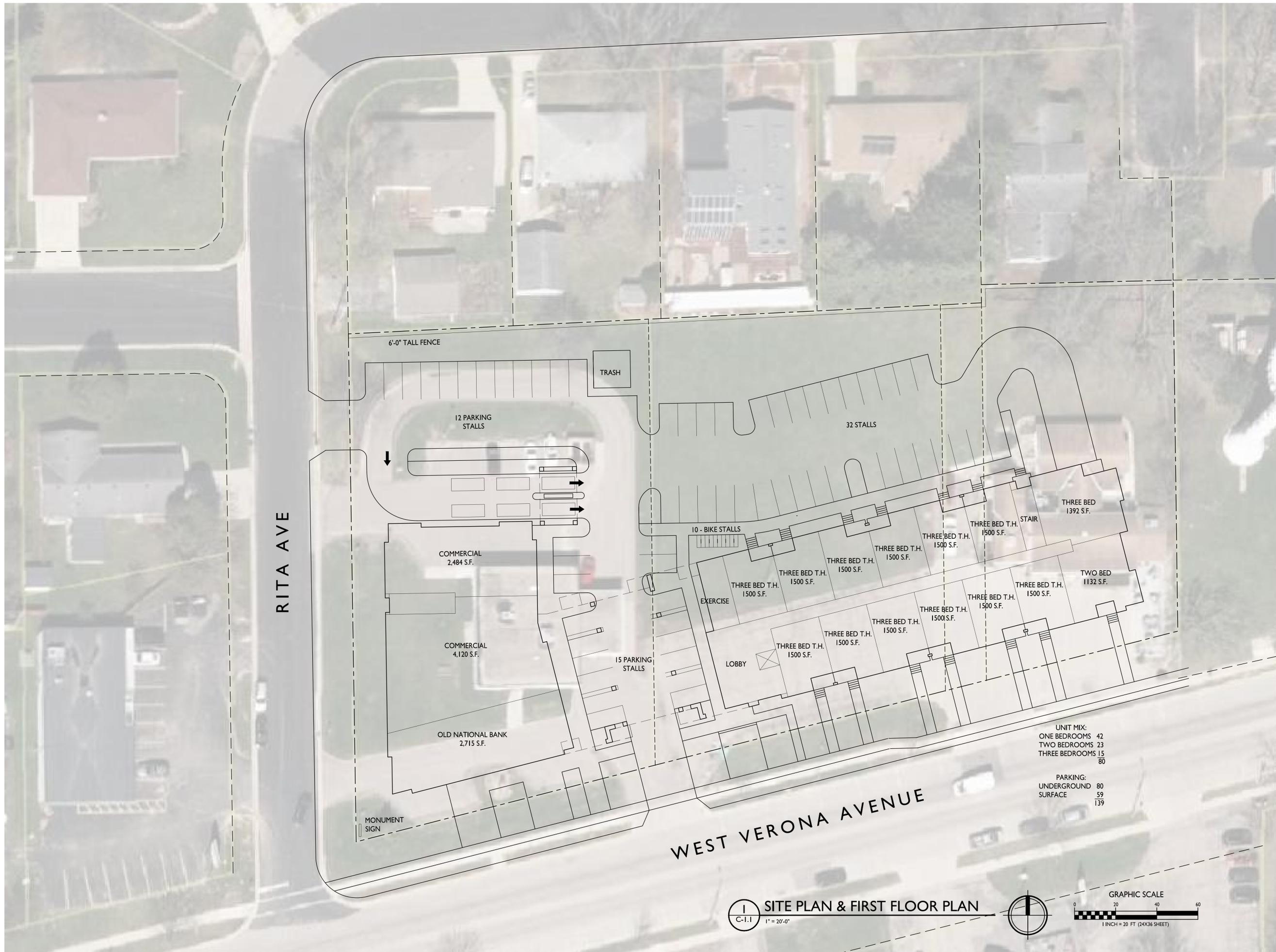
PROJECT TITLE  
**Northpointe  
Development**

West Verona Avenue  
Verona, Wisconsin  
SHEET TITLE  
**Site Plan**

SHEET NUMBER

**C-1.1**

PROJECT NO. **2013**  
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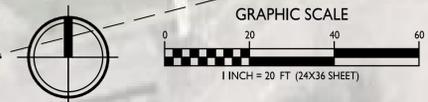
UNIT MIX:

ONE BEDROOMS	42
TWO BEDROOMS	23
THREE BEDROOMS	15
<b>TOTAL</b>	<b>80</b>

PARKING:

UNDERGROUND	80
SURFACE	59
<b>TOTAL</b>	<b>139</b>

**SITE PLAN & FIRST FLOOR PLAN**  
C-1.1 1" = 20'-0"



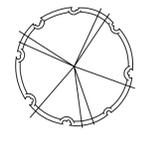
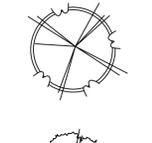
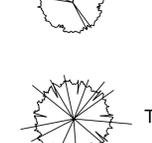
RITA AVENUE

BIO RETENTION BASIN

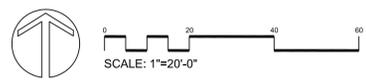
WEST VERONA AVENUE

CONCEPTUAL LANDSCAPE PLAN

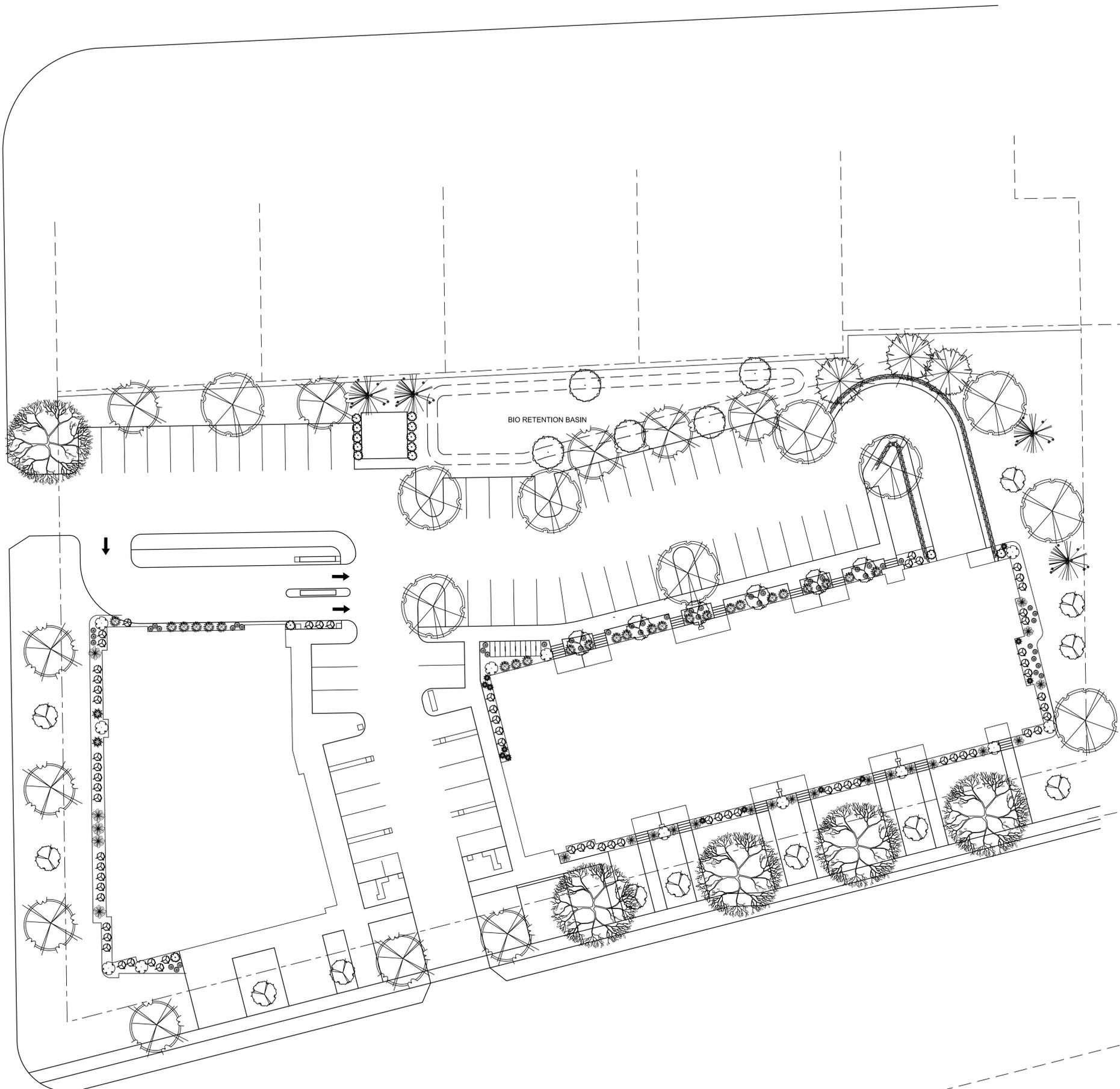
**PLANT KEY**

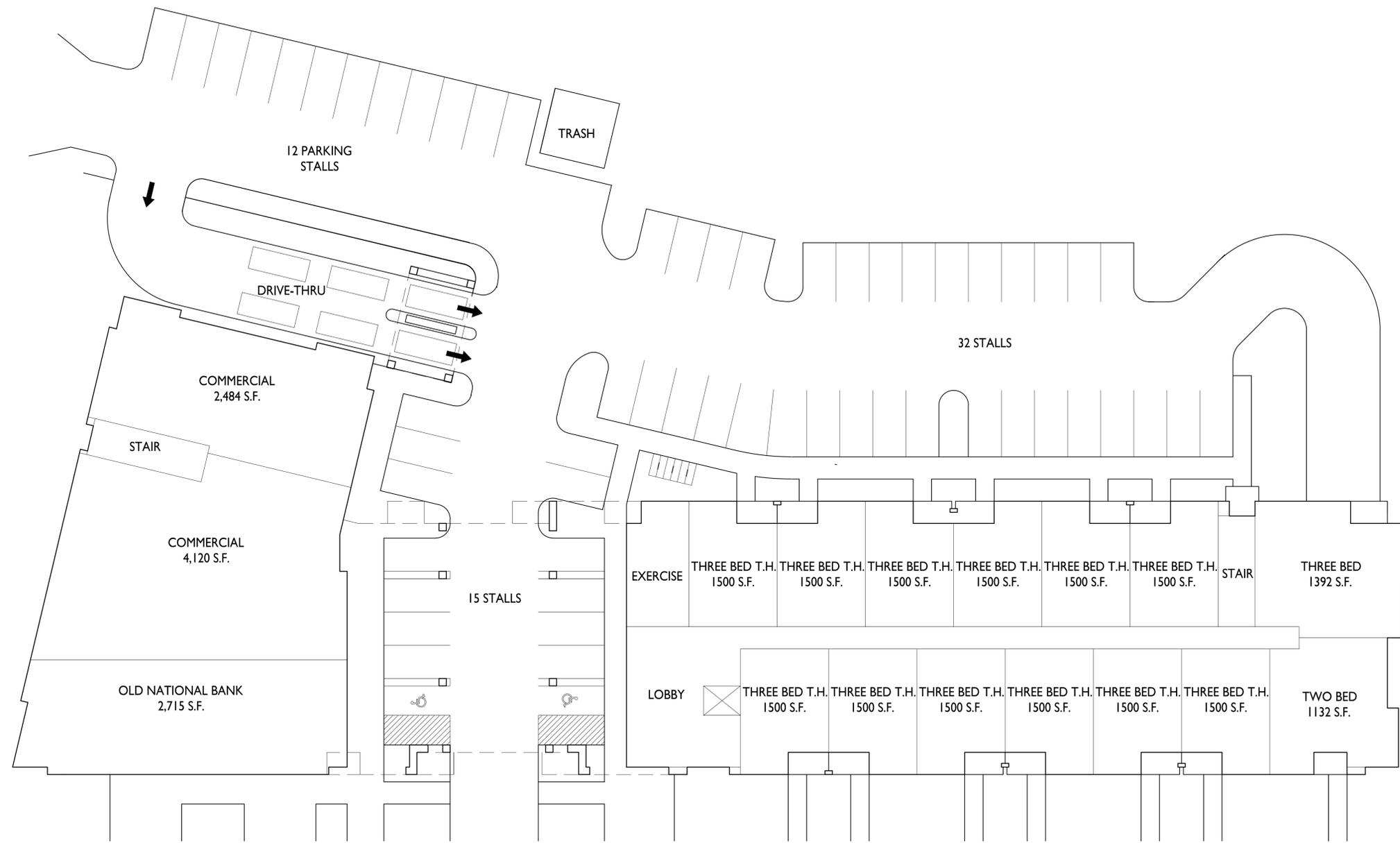
- |   |                       |   |                        |
|---|-----------------------|---|------------------------|
|  | CLIMAX TREE           |  | MEDIUM EVERGREEN TREE  |
|  | TALL DECIDUOUS TREE   |  | LOW EVERGREEN TREE     |
|  | MEDIUM DECIDUOUS TREE |  | MEDIUM EVERGREEN SHRUB |
|  | LOW DECIDUOUS TREE    |  | LOW EVERGREEN SHRUB    |
|  | TALL EVERGREEN TREE   |  | TALL DECIDUOUS SHRUB   |
|   |                       |  | MEDIUM DECIDUOUS SHRUB |
|   |                       |  | LOW DECIDUOUS SHRUB    |
|   |                       |  | ORNAMENTAL GRASS       |
|   |                       |  | PERENNIAL              |
|   |                       |  | STEPPING STONE         |
|   |                       |  | RETAINING WALL         |
|   |                       |  | DECORATIVE BOULDER     |

PRELIMINARY PLANTING PLAN FOR BUDGET ONLY  
\*\*\*NOT FOR CONSTRUCTION\*\*\*



SCALE: 1" = 20'-0"





UNIT MIX:

ONE BEDROOMS	42
TWO BEDROOMS	23
THREE BEDROOMS	15
	80

ISSUED  
Issued for Review - June 3, 2020  
City Submittal - August 6, 2020

PROJECT TITLE  
**Northpointe  
Development**

West Verona Avenue  
Verona, Wisconsin  
SHEET TITLE  
**First Floor Plan**

**1** FIRST FLOOR PLAN  
A-1.1 1/16" = 1'-0"



SHEET NUMBER

**A-1.1**

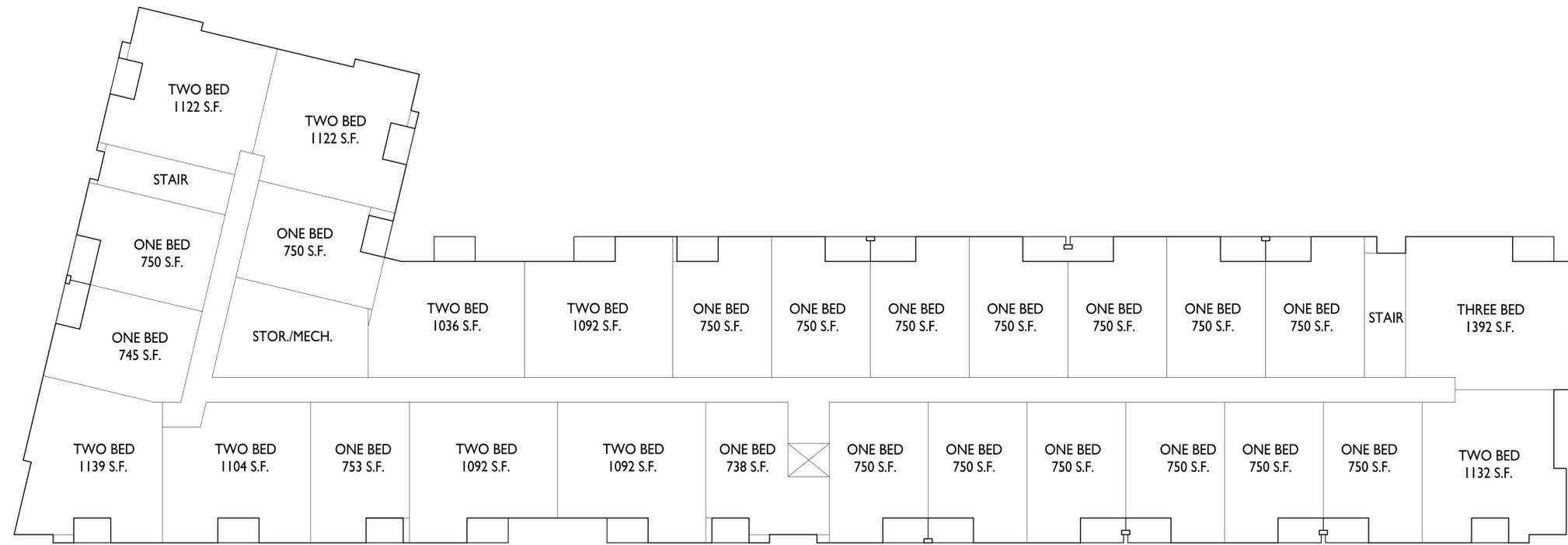
PROJECT NO. **2013**

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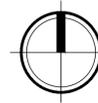


**knothe • bruce**  
ARCHITECTS

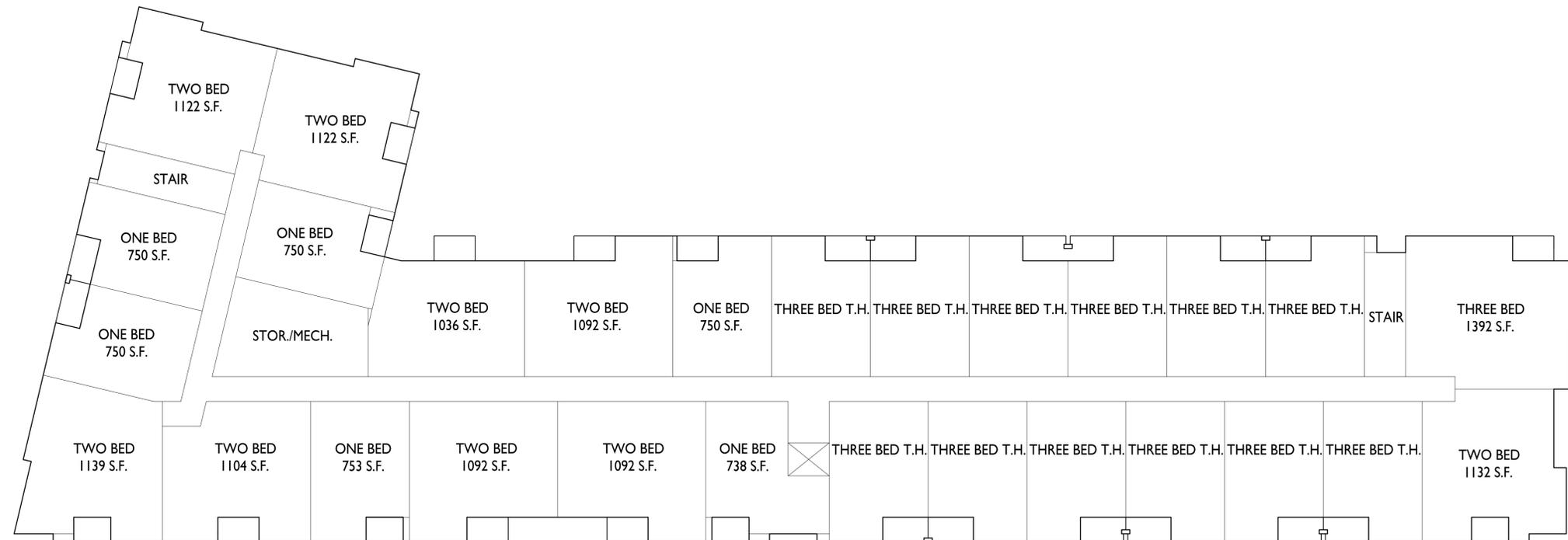
Phone: 7601 University Ave., Ste 201  
608.836.3690 Middleton, WI 53562



**2** THIRD FLOOR PLAN  
A-1.2 1/16" = 1'-0"



ISSUED  
Issued for Review - June 3, 2020  
City Submittal - August 6, 2020



**1** SECOND FLOOR PLAN  
A-1.2 1/16" = 1'-0"



PROJECT TITLE  
**Northpointe  
Development**

West Verona Avenue  
Verona, Wisconsin  
SHEET TITLE  
**Second & Third  
Floor Plans**

SHEET NUMBER

**A-1.2**

PROJECT NO. **2013**  
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knothe bruce  
ARCHITECTS

Phone: 7601 University Ave., Ste 201  
608.836.3690 Middleton, WI 53562

ISSUED  
Issued for Review - June 3, 2020  
City Submittal - August 6, 2020

PROJECT TITLE  
Northpointe  
Development

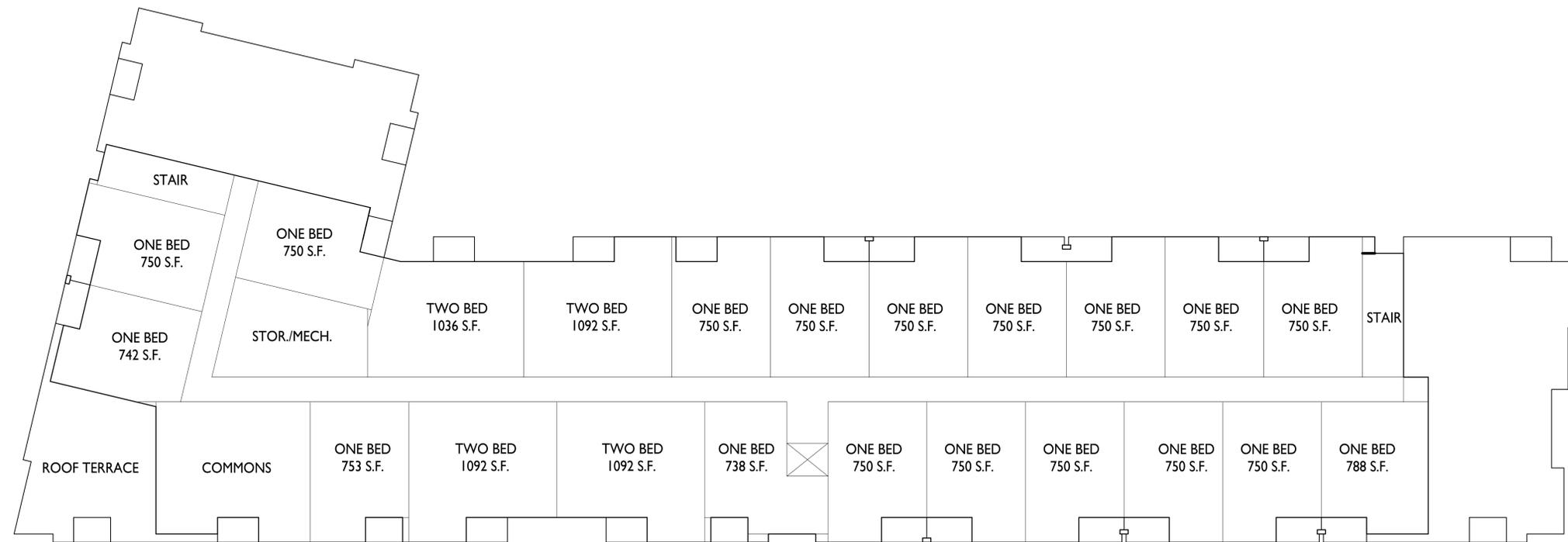
West Verona Avenue  
Verona, Wisconsin  
SHEET TITLE  
Fourth Floor Plan

SHEET NUMBER

A-1.3

PROJECT NO. 2013

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1 FOURTH FLOOR PLAN  
A-1.3 1/16" = 1'-0"





ISSUED  
August 6, 2020

PROJECT TITLE  
Northpointe  
Development

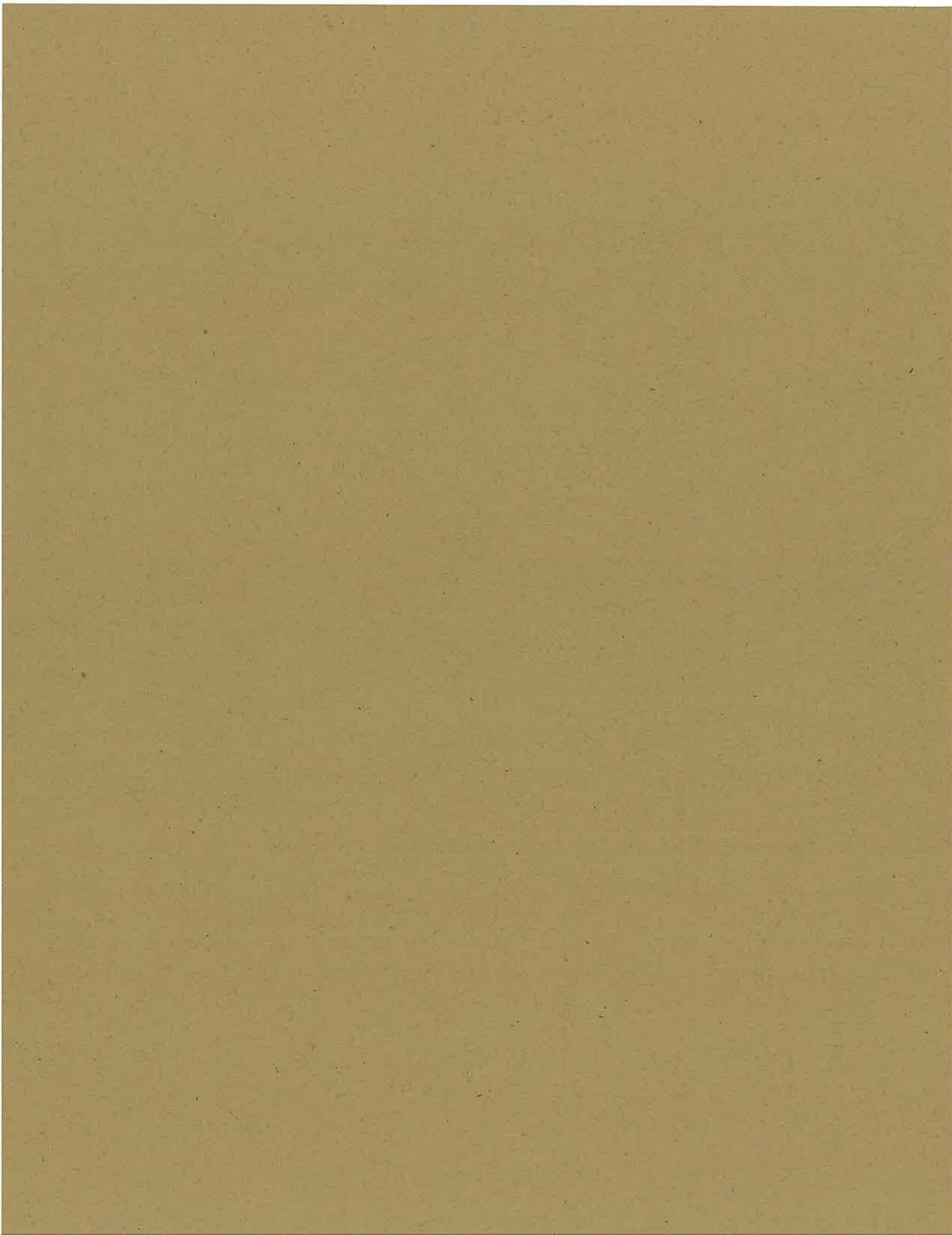
1 FRONT ELEVATION  
A-2.1 1/16" = 1'-0"

West Verona Avenue  
Verona, Wisconsin  
SHEET TITLE  
Exterior  
Elevations

SHEET NUMBER

**A-2.1**

PROJECT NO. 2013  
© Knothe & Bruce Architects, LLC



# Planning Report

City of Verona

Plan Commission 9-8-2020

## Dane County Shed

### Site Plan

**Summary:** The Applicant is requesting a site plan review to construct a 5,000 square foot storage building for Dane County located at 4391 Maple Grove Drive.

**Property Location:** 4391 Maple Grove Drive

**Property Owner:** Dane County Public Works  
1919 Alliant Energy Center Way  
Madison, WI 53713

**Applicant:** Same

**Existing Zoning:** Right-of-way  
**Existing Land Use:** Salt shed  
**Proposed Land Use:** Storage shed and existing salt shed

**Figure 1 – Location Map**



# Dane County Storage Shed Site Plan

---

## **Site Description:**

The Applicant is requesting a site plan review (“Application”) to construct an approximately 5,000 square foot storage building located at 4391 Maple Grove Drive (“Property”). The proposed building will be located within the right-of-way for U.S. Highway 18-151. The Property currently contains a salt storage building that is designed to look like a barn. The Property is located in right-of-way and not located in the City’s review jurisdiction. The review by the Plan Commission is a curtesy review similar to the review the City provided when the salt storage building was constructed.

## **Design:**

The Applicant is proposing a one (1)-story, maximum twenty-four (24)-foot tall building with four (4) bays as depicted in Figure 2. The building is red metal ribbed building similar to the existing salt storage building. Windows are proposed on three (3) of the four (4) sides of the building as the fourth side contains the garage bays. The roof will slope towards Maple Grove Drive creating a sixteen (16)-foot tall building. Access to the building will continue from the existing access point on Maple Grove Drive. The pavement will not be expanded to accommodate this building as the building will be placed adjacent to the existing pavement as depicted in Figure 3.



**Figure 2 - Building rendering**

# Dane County Storage Shed Site Plan

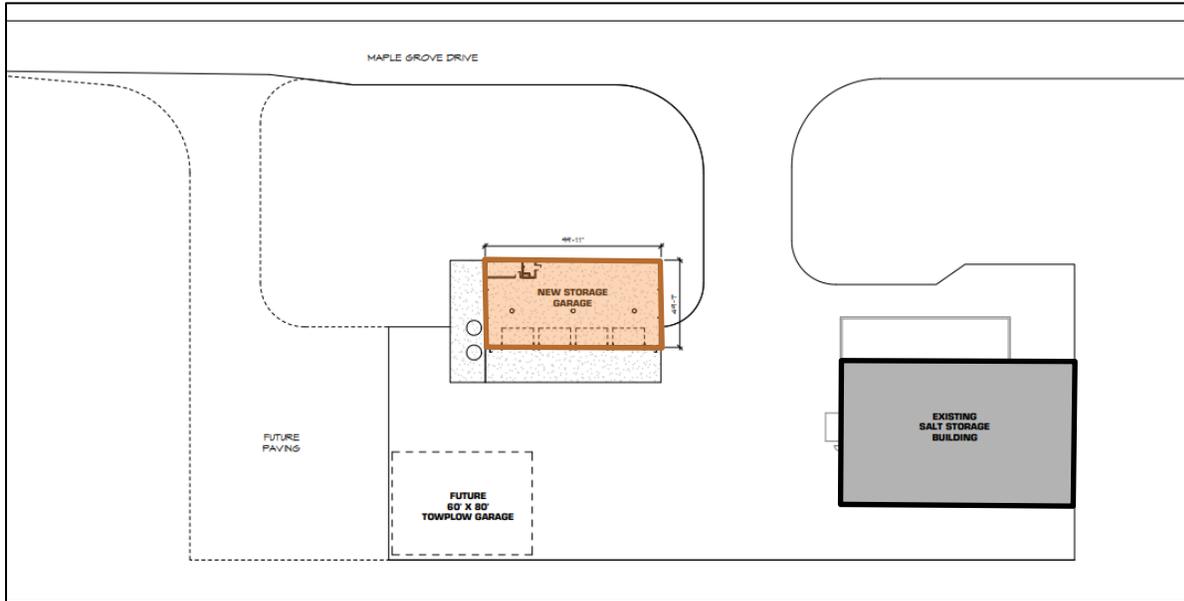


Figure 3 - Existing building is in grey with the proposed building in orange

Although a landscaping plan was not submitted as part of the Application, Staff recommends Dane County add landscaping to the project between Maple Grove Drive and the building. Landscaping could include shrubs around the base of the building and trees. Staff recommends Dane County update their Storm Water Pollution Prevention Plan (SWPPP) to include the new building.

### Staff Comments:

This building is located in the right-of-way for U.S. Highway 18/151. The building will mimic the design of the barn maintaining the rural appearance for the growing area and creating a visual difference between the City and Town of Verona. In general, Staff is supportive of the proposed building to help with Dane County response times.

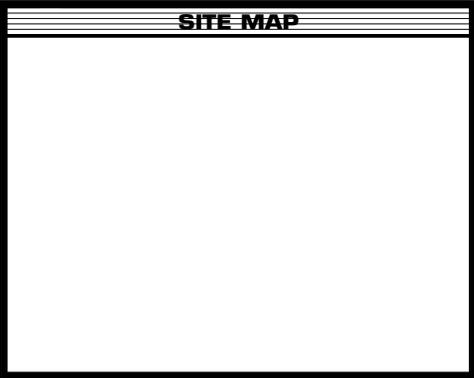
### Recommendation:

Staff recommends the Plan Commission provide feedback on the storage building located at 4391 Maple Grove Drive. The proposed building is not located in the City's jurisdiction and no action is required by the Plan Commission.

Prepared by: Katherine Holt *KH*  
Community Development Specialist

Submitted by: Adam Sayre, AICP *AS*  
City Administrator

**SITE MAP**



**GENERAL NOTES**

1. All concrete to test 4000 psi in 28 days.
2. Verify all dimensions, access, utilities and working conditions in the field.
3. Conform to all applicable codes, ordinances and safety standards.
4. Obtain and pay for all required permits and fees.
5. Notify Architect immediately if work cannot proceed as shown on Drawings or as described in the Specifications.
6. No concrete to be poured without Architect's prior review.
7. All Contractor's to co-operate with all trades, Owner's and Architect's representatives.
8. Leave site clean, neat and free of debris at all times.
9. Each Prime and Sub-contractor is responsible for having read each page of the Specifications, Drawings, Addenda and Change Orders.
10. Guard against interfering with Owner's operations.
11. These Drawings contain no provisions or procedures for on-site safety. Each Contractor and their employees are responsible to follow all laws and ordinances and provide their own engineering to provide a safe work place.
12. The locations of existing underground utilities, shown on these Drawings, are shown in an approximate way only and have not been independently verified by the Owner or its representatives. The Contractor shall determine the exact location of all existing utilities before commencing work, and agree to be fully responsible for any and all damages which might be occasioned by the Contractor's failure to exactly locate and preserve any and all underground utilities.
13. Services perform for this project have been conducted in a manner consistent with the level of care and skill ordinarily exercised by members of the profession currently practicing in this area under similar budget and time constraints. No warranty, expressed or implied, is made.

**MATERIAL INDICATIONS**

Earth Backfill		Sand Fill	
Rigid Insulation		Concrete	
Concrete Block		Finished Wood	
Aluminum		Stone Fill	
Lumber (Rough)		Plywood	
Steel		Batt Insulation	

**DRAWING LEGEND**

- New or Required Point Elevation
- Existing Point Elevation
- Existing Contours
- New or Required Contours
- Grid Lines
- Door Number
- Wall Tag
- Revision Tag
- Detail Number
- Page Number
- Building Section
- Wall Section
- Detail Section
- Interior Elevation
- Exterior Elevation

**CONSULTANTS**

CIVIL	<b>Snyder &amp; Associates</b> (608) 838-0444 Project Manager - Brett Biever	5010 Voges Road Madison, Wisconsin 53718
ARCHITECT	<b>Kueny Architects</b> (262) 857-8101 Architect of Record - Jon P. Wallenkamp	10505 Corporate Drive Suite 100 Pleasant Prairie, Wisconsin 53158
PLUMBING	<b>Southport Engineered Systems</b> (262) 814-4400 Project Manager - Robert F. Novak	1343 South 27th Street Caledonia, Wisconsin 53108
H.V.A.C.	<b>Southport Engineered Systems</b> (262) 814-4400 Project Manager - Tim Pann	205 N. Dewey Street Caledonia, Wisconsin 53108
ELECTRICAL	<b>Hanson and Associates</b> (262) 854-2012 Project Manager - David L. Hanson	6402 32nd Avenue Kenosha, Wisconsin 53142

**SHEET INDEX**

1.0	Title Sheet	PLUMBING	P-100	Plumbing Plans and Schedules
<b>ARCHITECTURAL</b>				
A100	Existing Site Plan	<b>MECHANICAL</b>		
A101	Site Plan	M-100	Mechanical Plan and Schedules	
A201	Floor Plan and Roof Plan	<b>ELECTRICAL</b>		
A202	Exterior Elevations	E-201	Satellite Building Electrical Plans	
A301	Building Sections	E-501	Schedules, Details	
A401	Wall Sections			
A402	Wall Sections			
A601	Room and Door Schedules			
S901	Foundation Plan and Details			
S902	Framing Plan and Details			



**Verona Storage Garage  
Dane County**

**Verona, WI**



**KUENY ARCHITECTS, LLC**

10505 CORPORATE DRIVE - SUITE 100 PLEASANT PRAIRIE, WI 53158

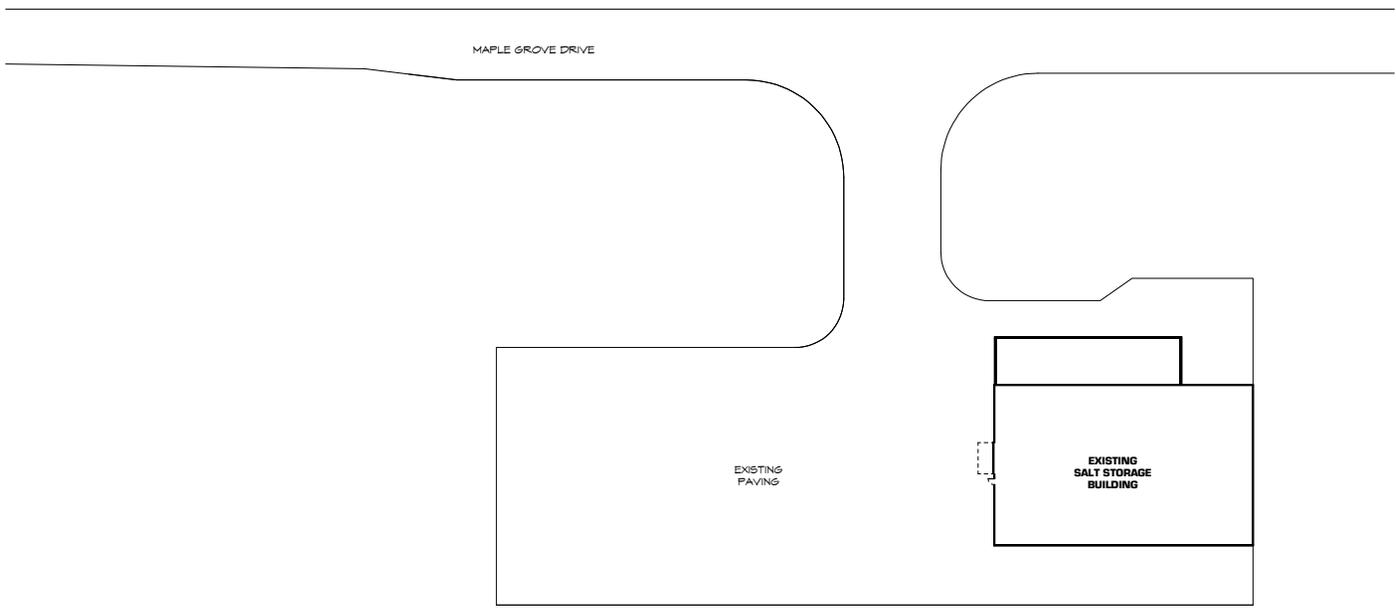
PHONE (262) 857-8101 FAX (262) 857 8103

**Dane County  
Verona Storage Garage**

August 5, 2020

**1.0**



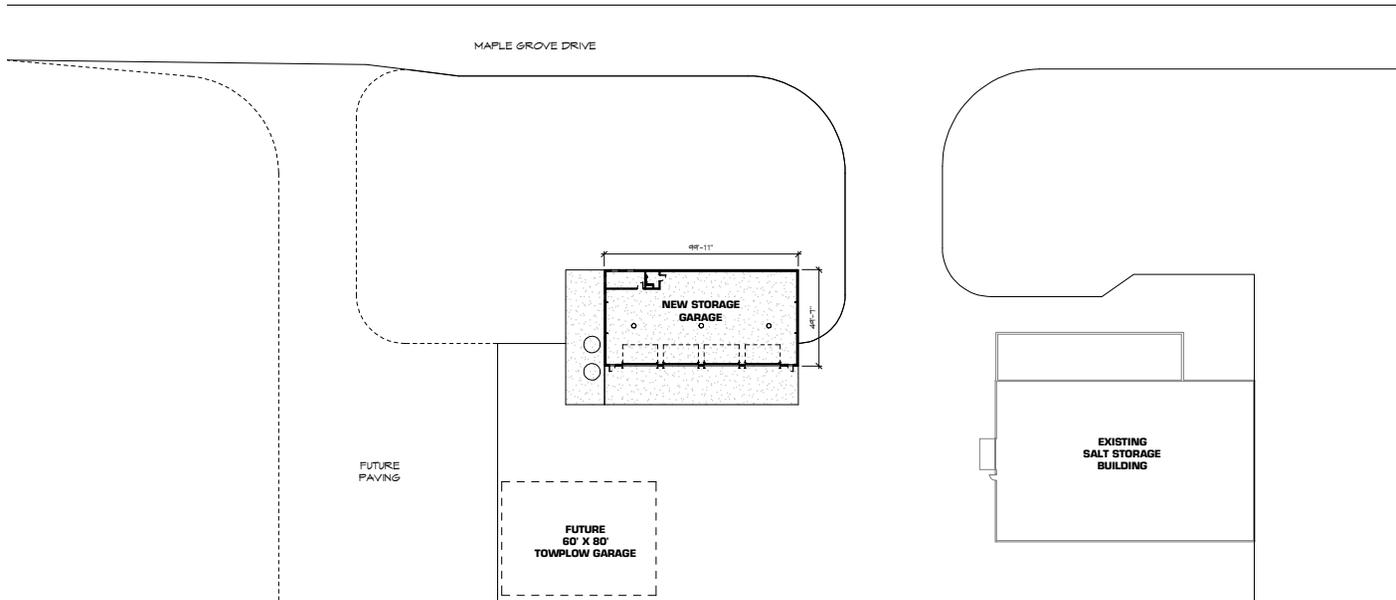


**1** Site Plan - Existing  
1" = 30'-0"



**Existing Site Plan**  
kuenyarch.com ©2020 Kueny Architects L.L.C. - All Rights Reserved  
Dane County - Verona Storage Garage  
Verona, WI  
August 5, 2020

PLAN NORTH  
SCALE: 1" = 30'-0"  
**A100**

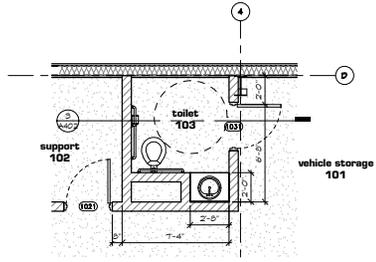


**1** Site Plan  
1" = 30'-0"

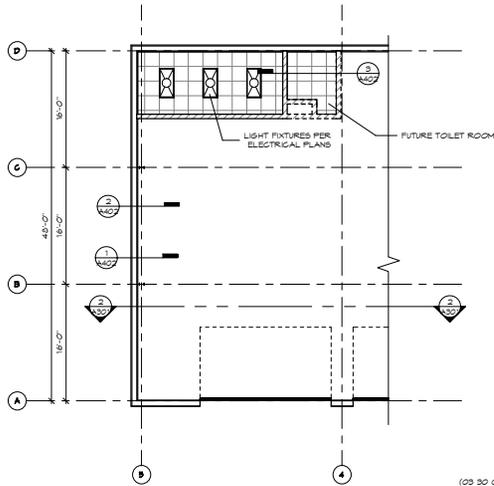


**Site Plan**  
 kuenyarch.com ©2020 Kueny Architects L.L.C. - All Rights Reserved  
 Dane County - Verona Storage Garage  
 Verona, WI  
 August 5, 2020

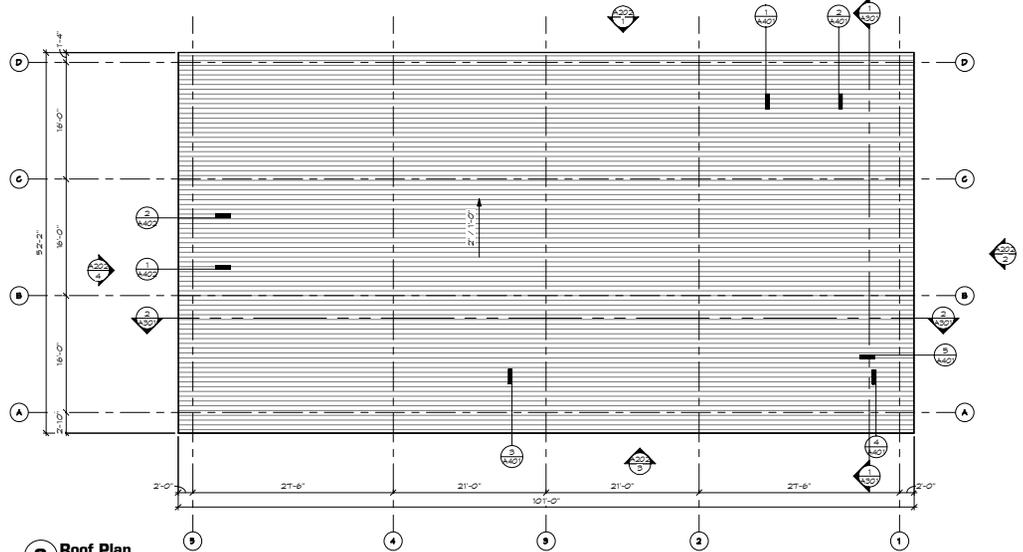
**A101**



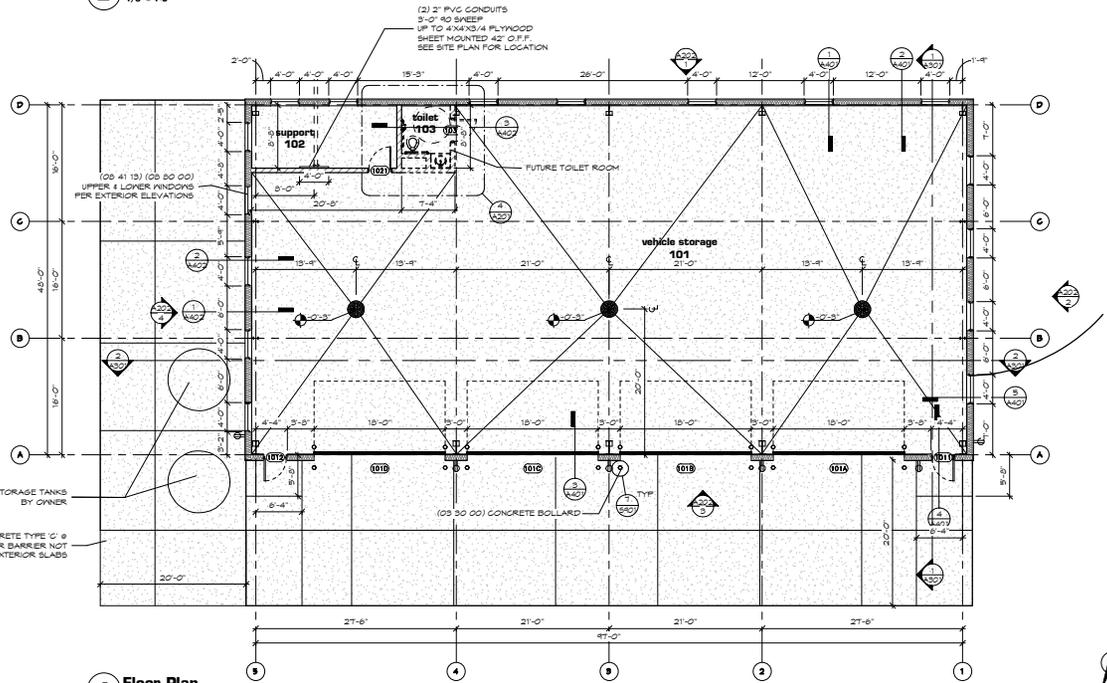
**4 Future Enlarged Toilet Rooms**  
1/4" = 1'-0"



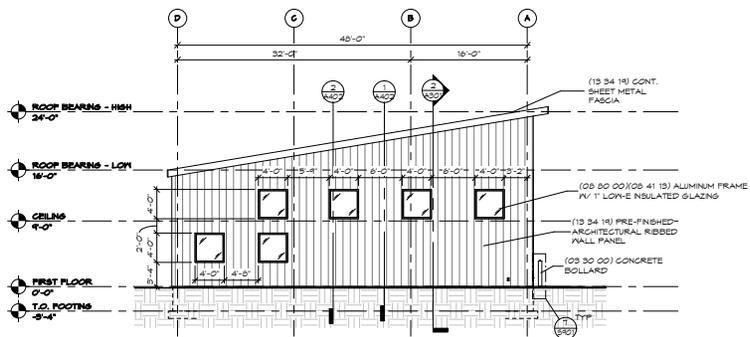
**3 Reflected Ceiling Plan**  
1/8" = 1'-0"



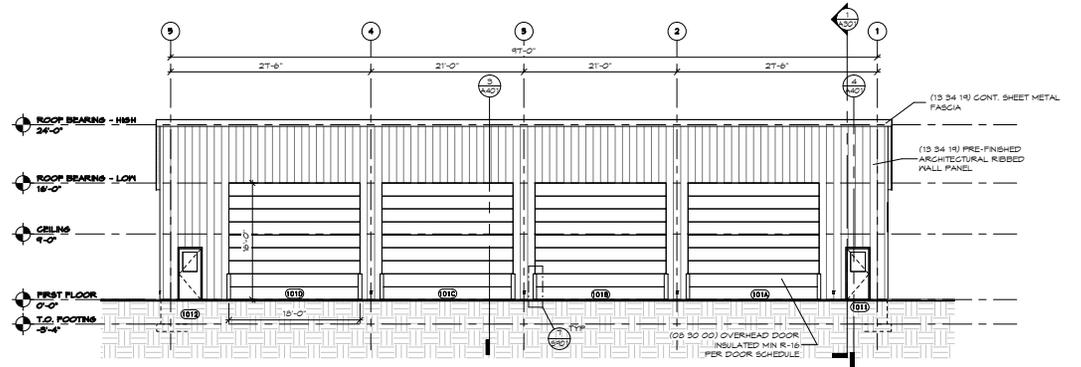
**2 Roof Plan**  
1/8" = 1'-0"



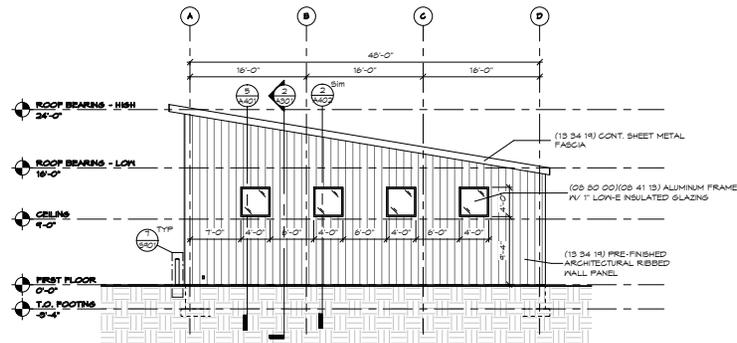
**1 Floor Plan**  
1/8" = 1'-0"



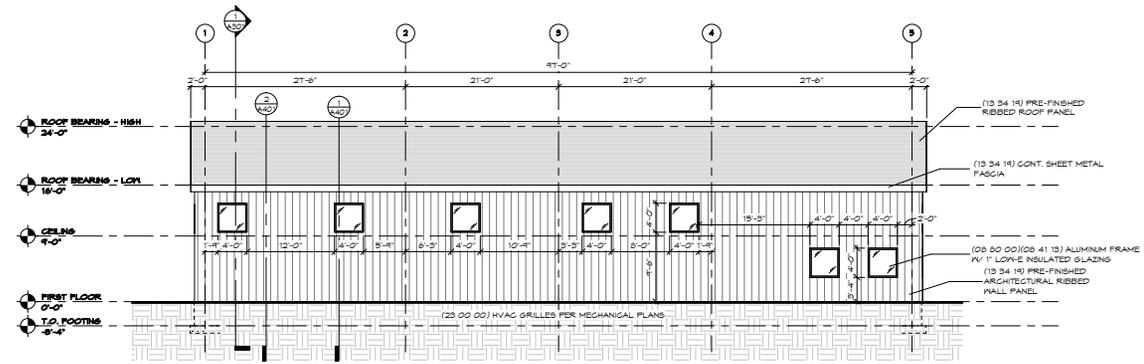
**4 West Elevation**  
1/8" = 1'-0"



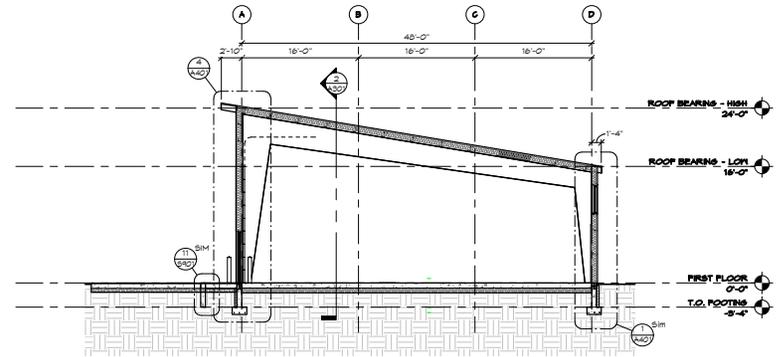
**3 South Elevation**  
1/8" = 1'-0"



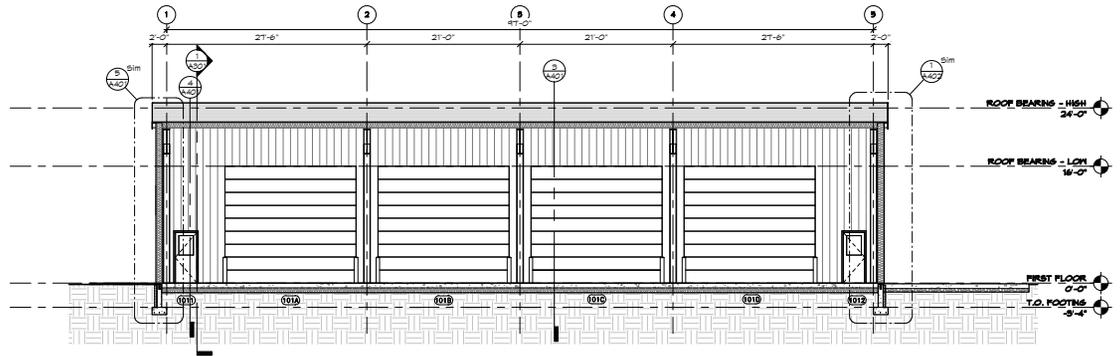
**2 East Elevation**  
1/8" = 1'-0"



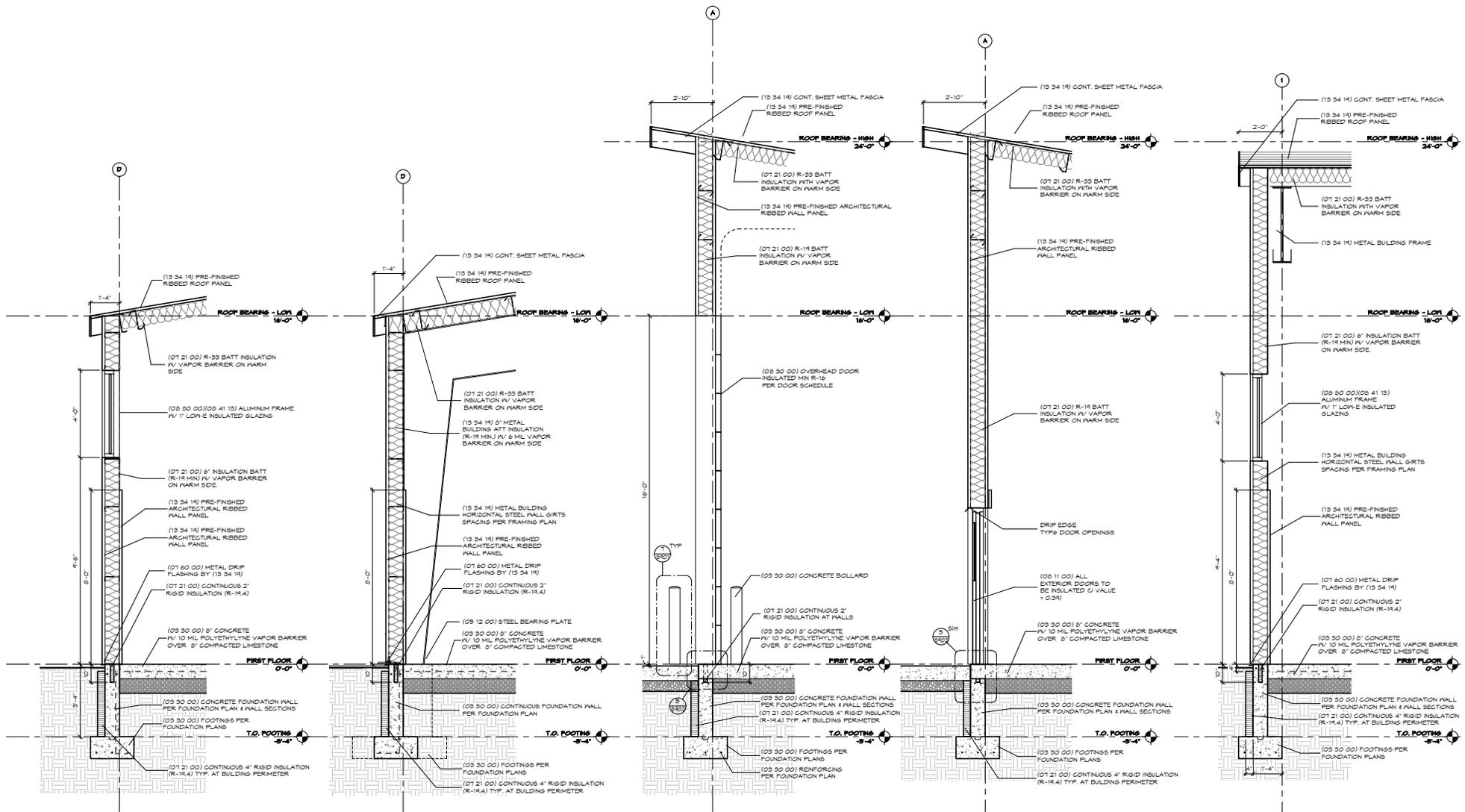
**1 North Elevation**  
1/8" = 1'-0"



1 EW Building Section  
1/8" = 1'-0"



2 North-South Building Section  
1/8" = 1'-0"



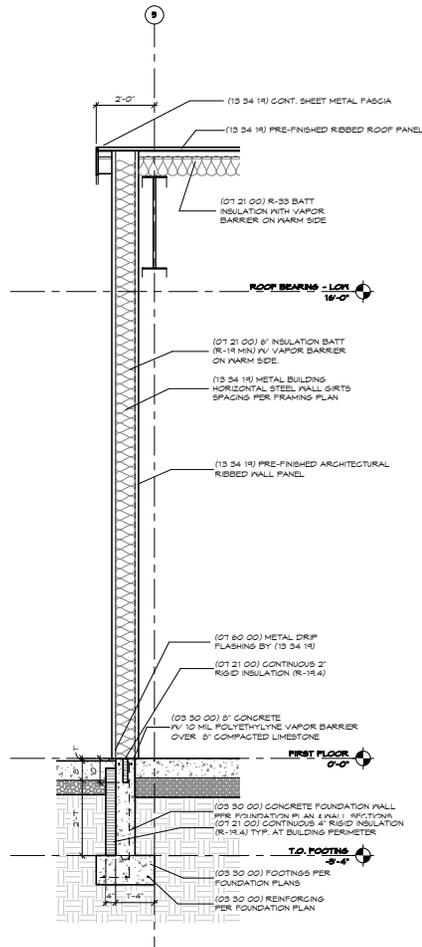
**1** Wall Section  
1/2" = 1'-0"

**2** Wall Section  
1/2" = 1'-0"

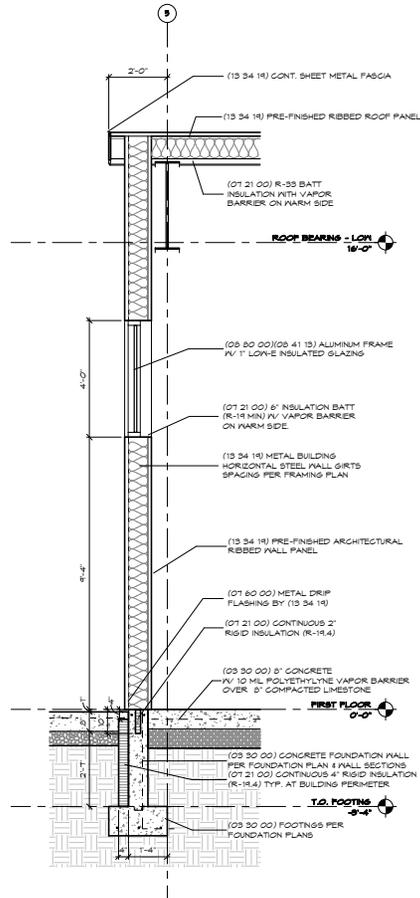
**3** Wall Section  
1/2" = 1'-0"

**4** Wall Section  
1/2" = 1'-0"

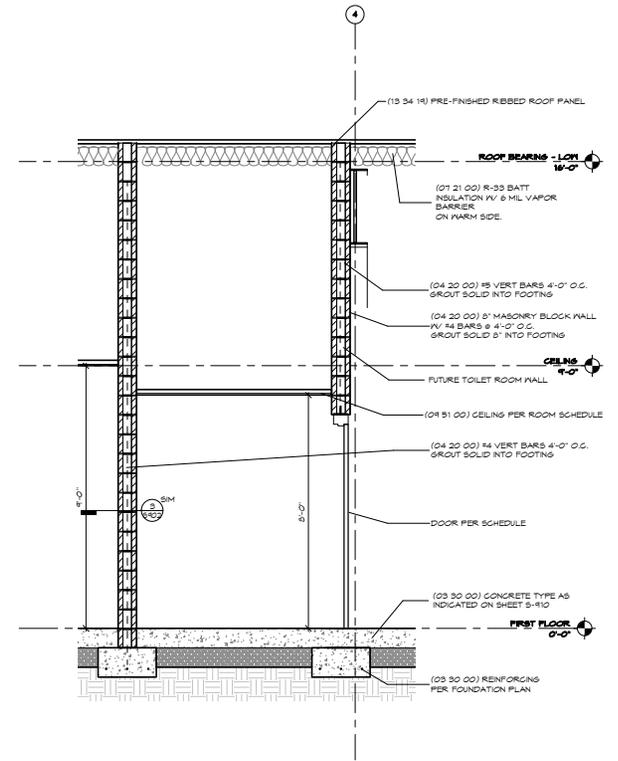
**5** Wall Section  
1/2" = 1'-0"



**1** Wall Section  
1/2" = 1'-0"



**2** Wall Section  
1/2" = 1'-0"



**3** Wall Section  
1/2" = 1'-0"

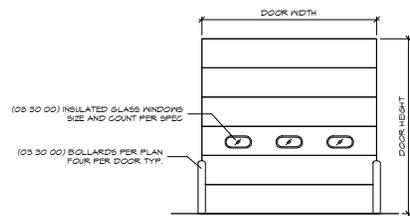
ROOM SCHEDULE										
NUMBER	NAME	FLOOR TYPE	BASE	WALL FINISH				CEILING		REMARKS
				NORTH	SOUTH	EAST	WEST	TYPE	HEIGHT	
101	vehicle storage	CONC	VB	MTL / GL-2	MTL	MTL / GL-2	MTL / GL-2	BRICK WALL	VARNISH	
102	support	CONC	VB	MTL / GL-2	CMU	CMU	MTL / GL-2	ACT-1	8'-0"	Future
103	toilet	CONC	VB	MTL	CMU	CMU	CMU	ACT-2	8'-0"	Future

PAINT SCHEDULE										
NUM	NAME	FLOOR	WALLS				CEILING	METAL	WOOD	REMARKS
			NORTH	SOUTH	EAST	WEST				
101	vehicle storage	Ashford	Latex-S	Latex-S	Latex-S	Latex-S	On/Off	Enamel	Varnish	
102	support	Ashford	Latex-S	Latex-S	Latex-S	Latex-S	ACT-1	Enamel	Varnish	
103	toilet	Ashford	Latex-S	Latex-S	Latex-S	Latex-S	ACT-2	Enamel	Varnish	Future

DOOR SCHEDULE																			
MARK	FROM ROOM		TO ROOM		TYPE	MATERIAL	SWING	LABEL	WIDTH	HEIGHT	THICKNESS	LOUVER	GLASS	FRAME			REMARKS		
	NUM	NAME	NUM	NAME										MATERIAL	LABEL	GLASS			
1011	-	interior	101	vehicle storage	HG	METAL	RHRB	-	3'-0"	7'-0"	1.34"	-	GL-2	A	METAL	-	-	-	
1012	-	exterior	101	vehicle storage	HG	METAL	LHRB	-	3'-0"	7'-0"	1.34"	-	GL-2	A	METAL	-	-	-	
1021	101	vehicle storage	102	support	HG	METAL	RH	-	3'-0"	7'-0"	1.34"	-	GL-1	A	METAL	-	-	-	
1031	101	vehicle storage	103	toilet	F	METAL	RHRB	-	3'-0"	7'-0"	1.34"	-	-	B	METAL	-	-	-	FUTURE DOOR

HARDWARE SCHEDULE													
MARK	LOCKSET	PUSH-PULL	HOLD OPEN	CLOSER	HINGE	DOOR STOP	THRESHOLD	WEATHERSTR	IF	KICKPLATE	SOUNDSTOP	NAMEPLATE	NOTES
1011	Entrance	-	-	X	B.B.	-	X	X	X	X	X	-	OUTBUILDING
1012	Entrance	-	-	X	B.B.	-	X	X	X	X	X	-	OUTBUILDING
1021	Entrance	-	X	-	X	-	-	-	-	X	X	-	OUTBUILDING
1031	Privacy	-	-	X	B.B.	X	-	-	-	X	X	-	OUTBUILDING

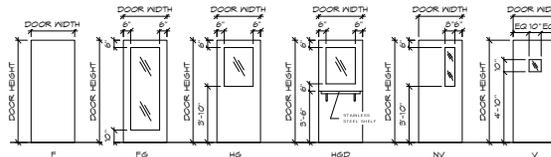
OH DOOR SCHEDULE												
MARK	FROM ROOM		TO ROOM		TYPE	R Value	LABEL	WIDTH	HEIGHT	THICKNESS	GLASS	REMARKS
	NUM	NAME	NUM	NAME								
101A	-	interior	101	vehicle storage	OH	R-17	-	16'-0"	16'-0"	3"	GL-2	Hardware by (08 30 00)
101B	-	exterior	101	vehicle storage	OH	R-17	-	16'-0"	16'-0"	3"	GL-2	Hardware by (08 30 00)
101C	-	exterior	101	vehicle storage	OH	R-17	-	16'-0"	16'-0"	3"	GL-2	Hardware by (08 30 00)
101D	-	exterior	101	vehicle storage	OH	R-17	-	16'-0"	16'-0"	3"	GL-2	Hardware by (08 30 00)
101E	-	exterior	101	vehicle storage	OH	-	-	16'-0"	30'-0"	1 1/2"	-	-
101H	-	-	-	-	F	-	-	3'-0"	7'-0"	1.34"	-	-



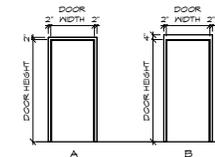
- Lockset Types**
- SINGLE CYLINDER CLASSROOM LOCK  
Deadbolt locked or unlocked by key from outside. Deadbolt unlocked by thumbturn only from inside.
  - LEVER CLASSROOM LOCK  
Outside lever locked and unlocked by key. Inside lever always unlocked.
  - LEVER STOREROOM LOCK  
Outside lever fixed, unlocked by key. Inside lever always unlocked.
  - LEVER PRIVACY LOCK  
Push-button locking. Can be opened from outside by emergency key, scotchover, or similar tool.
  - LEVER OFFICE LOCK  
Push-button locking. Pushing button locks outside lever until unlocked by key outside or by turning inside lever.
  - LEVER ENTRANCE LOCK  
Turn/Push-button locking. Pushing and turning button locks outside lever requiring use of key until button is manually unlocked.
  - COMBINATION LOCK  
Outside lever fixed. Entrance by use of multi-digit combination. Inside lever always unlocked.

MATERIAL KEY		
CODE	ITEM	DESCRIPTION
CEILING TYPE		
ACT-1	Acoustical Ceiling Tile	2x2 Acoustical Ceiling Panels (or 2x4 panels with 2x2 appearance)
ACT-2	Acoustical Ceiling Tile	2x2 Vinyl Faced Gypsum Panels
FLOOR TYPE		
CONC	Concrete	Sealed Concrete
CPT-1	Carpet	Carpet Tile
ESB	Epoxy	8" Epoxy Cove Base
EPOXY	Epoxy	Epoxy Resin Flooring
VB	Vinyl Base	4" Vinyl Base
PAINT SCHEDULE KEY		
EPOXY	PAINT	Epoxy Paint
LATEX-E	PAINT	Latex Wall Paint - Enamel
LATEX-S	PAINT	Latex Wall Paint - Satin Finish
WALL TYPE		
CMU	Concrete Masonry	Painted Concrete Masonry Unit
GL-1	Glass	3/8" Glass
GL-2	Glass	1" Insulated Glass
GWBT	Gypsum Wallboard	5/8" G.W.B. Taped and Finished on Stud Framing per Wall Type
GWB2	Gypsum Wallboard	5/8" Moisture & Mold Resistant Gypsum Wallboard Taped & Finished on Stud Framing per Wall Type
MTL	Metal Panel	Pre-finished Architectural Ribbed Wall Panel
TL	Ceramic Tile	6x6 Ceramic Wall Tile

Typ OH Door

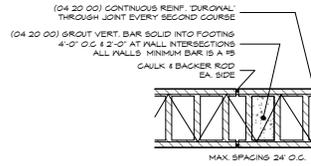


DOOR PANEL TYPES

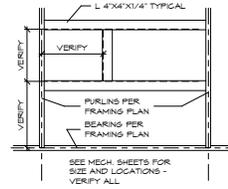


Door Frame Types





**3 Masonry Control Joint**  
1 1/2" = 1'-0"

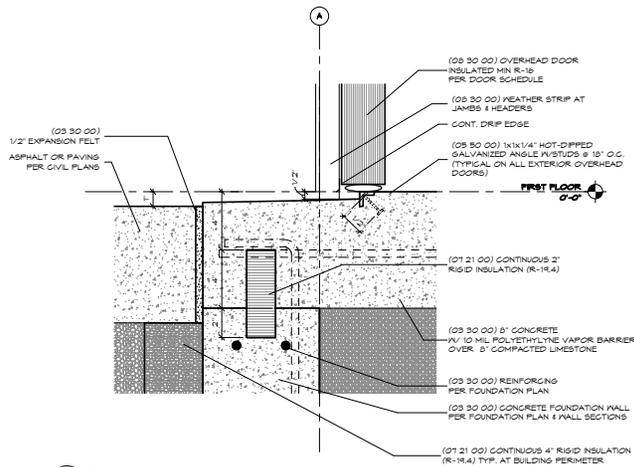


**2 Framing at Roof Openings**  
1/2" = 1'-0"

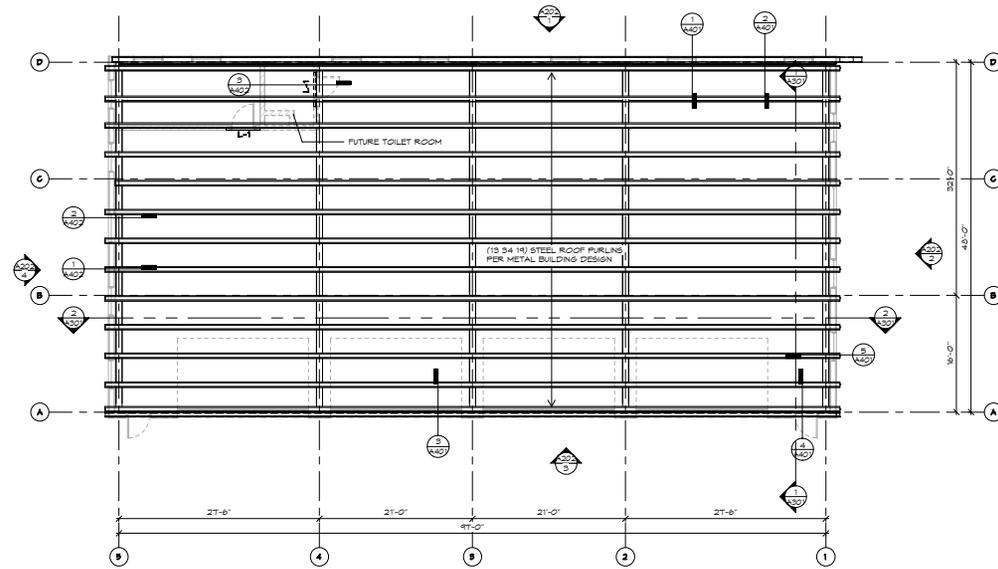
LOAD CHART	
LIVE LOAD	21 PSF
<b>DEAD LOAD</b>	
METAL ROOFING	= 2.0
INSULATION	= 2.0
PURLINS	= 3.0
MECHANICAL	= 2.0
MISCELLANEOUS	= 3.0
TOTAL	12.0
<b>DESIGN LOAD</b>	33 PSF

WIND LOAD	
BASIC WIND SPEED	= 90 MPH
IMPORTANCE FACTOR	= 1.0
OCCUPANCY CATEGORY	= II
EXPOSURE CATEGORY	= C
ENCLOSURE CLASSIFICATION	= Partially Enclosed

LINTEL SCHEDULE			
MARK	TYPE	PLATE SIZE	REINFORCING AND END BEARING
L-1	2L3-1/2X3-1/2X1/4	7" X 1/4"	8" GROUT SOLID THREE COURSES



**5 OH Door Threshold**  
3" = 1'-0"



**1 Roof Framing Plan**  
1/8" = 1'-0"



# Planning Report

City of Verona

Plan Commission 9-8-2020

## 1057 North Edge Trail

**Planned Unit Development – Concept Plan**

**Summary:** The Applicant submitted a request for a planned unit development (PUD) Concept Plan review for 1057 North Edge Trail to remove a portion of the existing retail building and construct a three (3) story, 42-unit apartment building.

**Property Location:** 1057 North Edge Trail

**Property Owners:** Prairie Oaks Retail Center, LLC  
Mike Johnson  
7502 Ganser Way  
Madison, WI 53719

**Applicant:** Same as above

**Existing Zoning:** Planned Unit Development with no underlying zone  
**Existing Land Use:** Commercial  
**Proposed Land Use:** Apartments

**Figure 1 – Location Map**



1057 North Edge Trail  
Planned Unit Development – Concept Plan

**Site Description:**

Prairie Oaks Retail Center, LLC (“Application”) has submitted a request to raze the northern portion of the existing commercial building located at 1057 North Edge Trail (“Property” or “Subject Property”) and to construct a three (3) story, 42-unit apartment building. The Property is zoned Planned Unit Development (PUD) with no underlying zone. This project is being reviewed as a Concept Plan as the Property is zoned PUD and exemptions may be requested.

Currently, the Property contains commercial land uses with several vacancies throughout the building. The Applicant is proposing to give the existing tenants in the northern portion of the commercial building the option to relocate to the Cross Country Road side of the building giving those tenants better visibility and filling in vacancies in that section of the building. Some of the larger commercial spaces would be divided to accommodate the needs to the current tenants if they chose to relocate there.

**Background:**

In December of 1997, the Prairie Oaks Neighborhood was zoned from Rural Agriculture (RA) to PUD. One person stated that the area should be split into several zoning districts rather than a single PUD, but that did not occur. The General Development Plan (GDP) was approved for this area as depicted in Figure 2 with the Subject Property outlined in yellow.

Over the years, Prairies Oaks Neighborhood has developed closely to the approved GDP. There is only one (1) undeveloped lot left from the GDP, which is immediately east of the Goddard School.

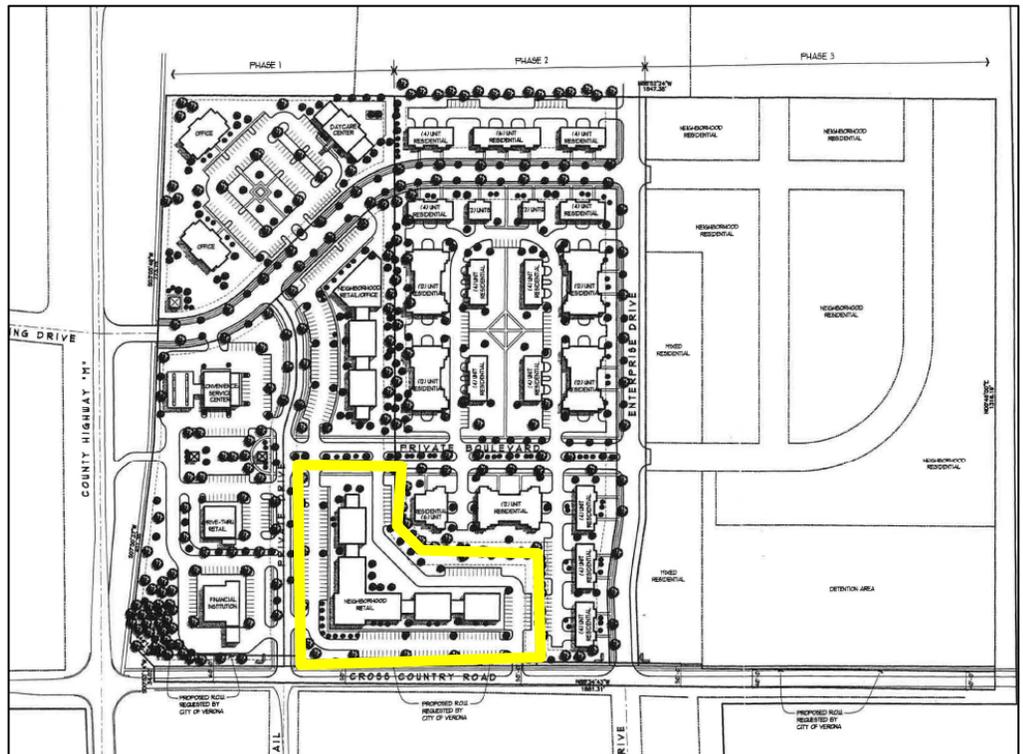


Figure 2 - Approved GDP from 1997

**Development Process:**

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
  - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
  - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e. roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which is the current Application.
  - *Step 3 – General Development Plan (GDP):* The intent of the GDP is provide general, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the GDP is approved, this step provides the zoning entitlements to the project.
  - *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.
- **Land Division** – An applicant will need to submit a certified survey map and/or plat to combine property lines. This would go before the Plan Commission and the Common Council for their approvals.
- **Zoning** – The Applicant will need to apply for a zoning map amendment to have an underlying zone as one does not exist. The underlying zone would be comparable to the type of land use that exist and is proposed.

### **Certified Survey Map (CSM) and Zoning:**

Currently, the Property is one (1) large lot of approximately 3.6-acres as depicted in Figure 3. As previously discussed, the Property is zoned PUD without an underlying zone. The Applicant is proposing to split the Property by an CSM into two (2) different lots with one (1) lot of approximately 2.36-acres containing the existing commercial

1057 North Edge Trail  
Planned Unit Development – Concept Plan

along Cross Country Road and the second lot depicted in the below red box of approximately 1.24-acres containing the proposed apartment building. Staff recommends a cross-access/parking agreement for the two (2) lots.

The lot in the below red box is recommended to be zoned Urban Residential (UR) as this zoning district allows apartments by right. The remaining commercial lot along Cross Country Road is recommended to be zoned Suburban Commercial (SC). The SC zoning district allows for personal or professional services, indoor sales or service, and office as a by right use. Restaurants and gyms require a conditional use permit in this zone. The land uses allowed in the SC zone will be modified as part of the Zoning Ordinance rewrite and may allow some land uses permitted by right instead of conditionally permitted land uses.

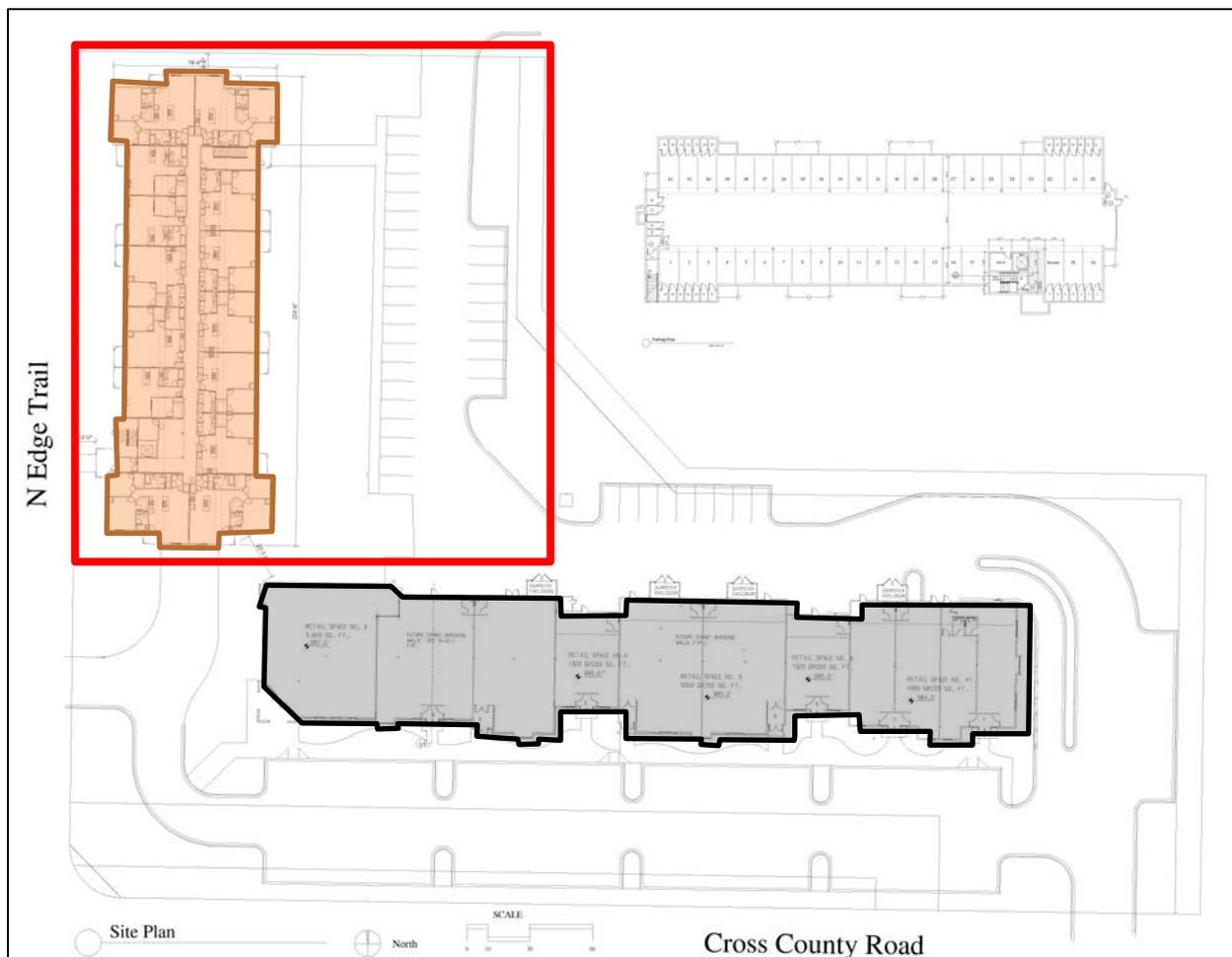


Figure 3 – Proposed site with red box around proposal area and new lot.

**Planning Review:**

**Bulk Requirements:**

The existing commercial building that will remain will meet the setback requirements for the SC zoning district with the caveat that this building was originally approved as a PUD zone. The building meets the setback requirements for the SC zone. Staff has found no documentation regarding exemption requests for this building for setbacks,

1057 North Edge Trail  
Planned Unit Development – Concept Plan

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height, density, or parking. This building would remain grandfathered as is designed and used if any of these items are not met.

The proposed apartment building is fifteen (15)-feet from the front setback, which is less than the required twenty-five (25)-feet as depicted in orange in Figure 4. The side setback to the north is ten (10)-feet, which is less than the required fifteen (15)-feet. Willow Pointe is north of this site and was part of the original GDP approval. The front setback for that building was approved for 22.5-feet. Staff recommends the front setback for this project be closer to 20-feet. Staff would support porches encroaching closer similar to the Murray Glen Apartment development to the east. The proposed apartment building will be separated from the commercial building by twenty-two (22)-feet. The Zoning Ordinance for the UR zone requires a minimum of thirty (30)-feet of separation between buildings, but the SC zone requires a minimum of twenty (20)-feet. Staff is supportive of the twenty-two (22)-foot separation between buildings. The Applicant is proposing three (3) floors, but has not listed the height of the building. The UR zone has a height restriction of forty-five (45)-feet.

**Access/ Parking:**

Access to the site will continue to be from North Edge Trail, Prairie Way Boulevard, and Cross Country Road as depicted in Figure 4. North Edge Trail is an existing private street. The underground parking access point will come from North Edge Trail. No new curb cuts are proposed as part of this development. As previously discussed, Staff recommends the Applicant have a cross- access/parking agreement for the two (2) lots. The Applicant is proposing one (1) underground parking space per dwelling unit. The Applicant stated in the narrative that bicycle parking will be incorporated into the building design. The existing surface parking lot may be extended along the length of the proposed building. Otherwise, the parking would remain as it is today for the commercial building area.

1057 North Edge Trail  
Planned Unit Development – Concept Plan

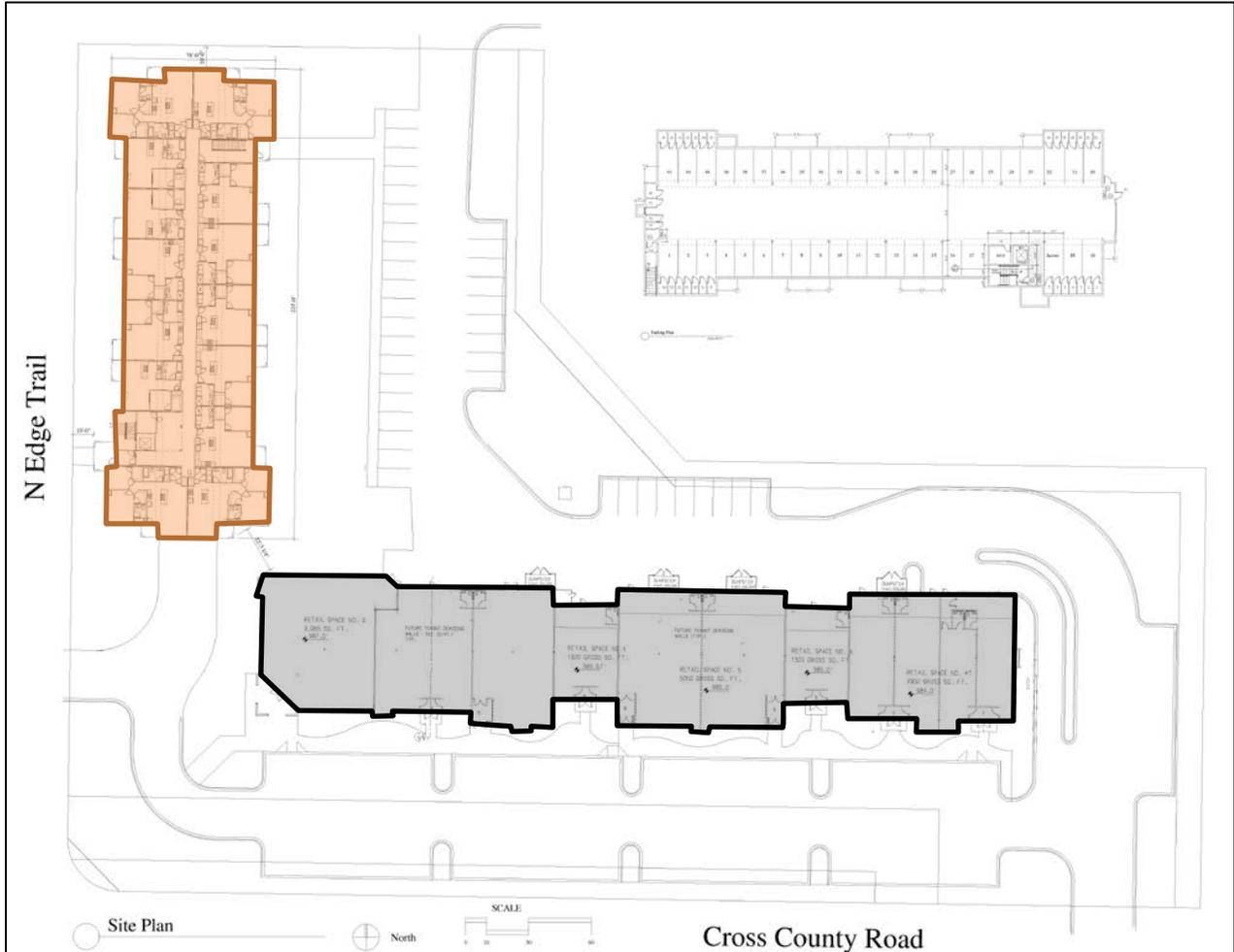


Figure 4 - Concept Plan with existing building in gray and proposed building in orange.

**Design:**

The Applicant is purposing nine (9) studios, twenty-one (21) one (1) bedrooms, and twelve (12) two (2) bedrooms with two (2) bathrooms units for a total of forty-two (42) units. These types of units may change throughout the planning process. The Applicant is proposing a luxury style apartment building. Conceptual building renderings were not included in the submittal. Staff encourages the Plan Commission to review the types of units and provide feedback to the Applicant.

**Residential Phasing Policy:**

Effective October 1, 2012, the City began a Residential Development Policy limiting approvals of multi-family developments to a target range between 25 and 50 new multi-family units each year. The policy has three (3) types of exemptions, which are age-restricted housing, downtown development, and mixed-use development. Table 1 list several residential projects that were recently approved or are in the planning process.

1057 North Edge Trail  
Planned Unit Development – Concept Plan

**Table 1: Residential Development**

Name of Project	Location	Proposal	Status	Type
121-125 Berkley Street	121-125 Berkley Street	80-unit apartments (Removal of 20 existing units on site)	Concept Plan is under review	Market Rate
The Edge	1057 North Edge Trail	42-unit apartments (Removal of existing commercial)	Concept Plan is under review	Market Rate
Kettle Creek North	North of Country View Elem. School	174 single-family	Approved & under construction in phases	Single-Family
Klassik/Old National Bank	410 & 420 W. Verona Ave.	9,319 s.f. commercial & 80-unit market rate & affordable apartments	GDP is under review	Mixed-Use Workforce
841 N. Main St.	841 N. Main St.	100-unit age restricted senior housing units with assisted care	Approved & grading site	Age-Restricted
Sugar Creek Commons	W. Verona Ave. & Legion St.	26,000 s.f. commercial/143-apartment units	Approved & waiting on developer to begin construction	Mixed-Use Market Rate
Velocity	142 Paoli St.	Convert commercial to 3 live-work units	Approved	Market Rate
Whispering Coves	West of CTH M near CTH PD	214 lots with 209 single-family	Waiting on final conditions of approval; It would be built in phases	Single-Family & Apartments
The Woods	Range Trail & CTH M	100-unit multi-family, 18 twin homes, 38 alley single-family, & 101 street accessed single-family	Approved & grading site (PIP will be needed for multi-family). Will be built in phases	Single-Family & Apartments

1057 North Edge Trail  
Planned Unit Development – Concept Plan

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As an estimate, the City has approximately 528 multi-family housing units either proposed or approved. Staff anticipates additional request for apartments in the North Neighborhood in the near future and for the New Century School property. As an estimate, the City has approximately 500 single-family lots approved. The single-family development is done in phases including Kettle Creek North, and the Woods at Cathedral Point. The multi-family units are generally dispersed throughout the City and are located along larger roadways. This Application could be considered mixed-use in the sense that the commercial building fronting onto Cross Country Road would remain the rest of the property is flipped to multi-family apartment units. This could become exempt from the phasing policy if the property in total would be considered as mixed-use not solely the individual buildings.

The purpose of highlighting these projects is to make the Plan Commission and Council aware of the upcoming development projects in the City. Most of the projects listed above have been exempted from the Policy; however the City will be seeing a large influx in the near future of apartments in the City.

**Staff Comments:**

In general, Staff is receptive to the Application. Additional design details are necessary to provide a full review and analysis of the project. Generally, Staff is comfortable with the proposed use and redevelopment on the Property. Staff is happy that the existing tenants will have an opportunity to move to the vacant areas in the existing building along Cross Country Road. Staff believes this is a good solution to the vacancies that the Applicant has mentioned that were occurring well before COVID. Staff recommends the Applicant host a neighborhood meeting after the Common Council initial review of the project.

**Recommendation:**

Staff recommends the Plan Commission review the submitted materials and provide feedback to the applicant.

**Prepared by:** Katherine Holt *KH*  
Community Development Specialist

**Submitted by:** Adam Sayre, AICP *AS*  
City Administrator

**Prairie Oaks Retail Center  
1011 - 1057 North Edge Trail  
Verona, WI 53593**

August 7, 2020

### **Redevelopment Concept Plan**

Prairie Oaks Retail Center, LLC, has owned the Prairie Oaks Retail and Office Center located at 1057 N. Edge Trail since 2005 (the "Center"). At the time of acquisition, the occupancy rate for the Center was about 90% full. The original developer of the Center, Horizon Development Group, occupied approximately 60% of the space. The Center remained under that occupancy level until the financial crisis of 2008 and the related crash of financial markets. During and arising from that crisis, the Center lost several tenants. Of those commercial tenants who vacated, such as TDS Telephone and Classic Cleaners, which except for the crisis, were anticipated to remain at the Center for a long time. This was the first signal that the retail and office rental market was changing. Companies were downsizing and consolidating. Horizon Development also began downsizing its requirement within the Center and then completely vacated in November 2009. Overall, the aggregate tenancy dropped by more than 50% by 2010. Since that time, it has been a constant struggle to attract new tenants for the existing neighborhood-type strip mall. The demand for medium size office or retail space at the Center does not exist.

The outlook for the Center operating solely as a retail space is not positive. Included in the concept plan information is a rental brochure for the property from July 2020. The rental spaces listed for lease in the brochure have been for lease for over a year. The 3,382 sq. ft. space at 1043 N. Edge Trail has been for lease for over 5 years. In addition, there is another 1,500 sq. ft available that is not listed in the brochure. The total sq. ft. for lease now is 10,665 sq. Ft. In summary, this reflects a 34% vacancy rate.

Many of the Center tenants are on month to month leases and have been for years. They have not agreed to longer lease terms as they do not want to make that type of commitment. With the ongoing Covid 19 situation, we sadly anticipate additional vacancies to arise going forward. The commercial rental market will continue to be soft for years to come. Due to these circumstances, Prairie Oaks Retail Center, LLC is excited to announce that it believes a proactive and improved use for the property is to redevelop a portion of the parcel.

The redevelopment plan proposes to raze the building that is along the North Edge Trail side of the parcel. The commercial tenants that are now located on that side would have the option to relocate to the Cross Country Road side of the property. The Cross Country Road side of the property has higher traffic counts (5,800 vehicle per day) resulting in much better visibility and more demand for leasing than the North Edge Trail side. It is better suited for the smaller retail or service related type of businesses that may be able to survive this Covid 19 situation. In our redevelopment plan we would split up some of the larger spaces on the Cross Country Rd. side to accommodate the relocation of current tenants or for the future demand for smaller spaces. We will get a higher occupancy level in the downsized building resulting in a better income to expense ratio.

On the vacated North Edge Trail side of the property, we would raze that part of the building and create a new parcel. We would like to build a new apartment building on that portion of the new parcel.

As shown on the concept site plan, there appears to be room to build a three story 42 unit apartment building with underground parking along North Edge Trail where part of the original building would be removed. There would be a minimum of one underground space per unit. Bike parking and an area for an outdoor patio with grill stations would be incorporated into the plan. The initial concept plan consists of a unit mix of (9) studios with sleeping rooms, (21) one bedrooms, and (12) two bedroom, two bath units. The actual number of units will be determined as the development process evolves.

If our plan is approved and we can redevelop the parcel, it would be a win, win situation. The existing remaining Prairie Oaks Retail Center on Cross Country Road would be improved with a facelift and infrastructure upgrades. We would have a higher occupancy rate due to the smaller spaces created and filled from either relocating current tenants or new tenants. A new luxury apartment project on the North Edge Trail side would bring additional residents to the area and help with all commercial businesses in the neighborhood. A new luxury apartment project would also add to the City of Verona tax base.

We look forward to the approval process and working with the City of Verona to deliver a high quality luxury apartment building that will become an asset to the neighborhood. Johnson Properties has been in the apartment building development and management business for over 40 years. We will be supervising the construction of building and continuing to directly manage the project upon completion. The last apartment project developed by Johnson Properties occurred in Fitchburg in 2017 (known as The Pointe) and comprises 82 unit luxury apartment project successfully and currently occupied at a rate of 98%. Johnson Properties will apply the same passion, commitment, and management expertise in pursuit of a similar quality building in Verona.

Please feel free to contact me with any questions or comments you may have.

Thank you,

Mike Johnson  
Managing Partner  
Prairie Oaks Retail Center, LLC  
7502 Ganser Way  
Madison, WI 53719  
(608) 829-0000  
mikejmanagement@outlook.com

## THE EDGE

### Luxury Apartments

1051 North Edge Trail, Verona, WI 53562

Concept Plan - Apartment Unit Mix August 5, 2020

#### **42 Units - (9) Studios (21) One Bedrooms (12) Two Bedrooms**

##### **1st Floor – 14 Units – Walk up entry access**

Studio - w/sleeping room (3)

One Bedroom Ranch (7)

Two Bedroom / Two Bathroom Ranch (4)

##### **2nd Floor – 14 Units**

Studio - w/sleeping room (3)

One Bedroom Ranch (7)

Two Bedroom / Two Bathroom Ranch (4)

##### **3rd Floor – 14 Units**

Studio - w/sleeping room (3)

One Bedroom Ranch (7)

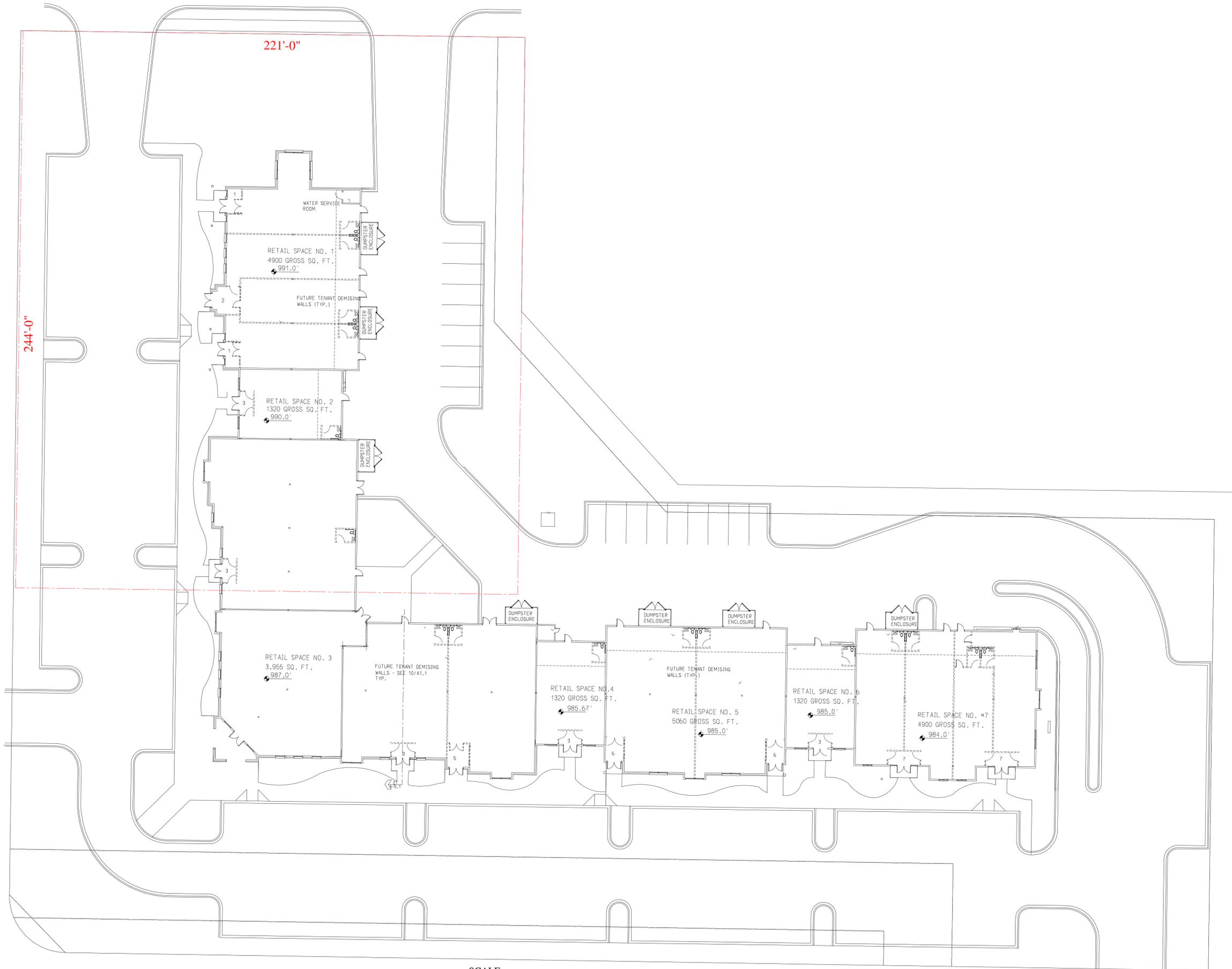
Two Bedroom / Two Bathroom Ranch (4)

\*All 3<sup>rd</sup> floor units will have vaulted ceilings with skylights.

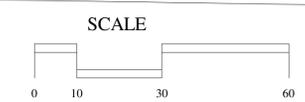
##### **Project Amenities**

- All units to have high end appliances
- Washers and dryers in every unit
- Granite counter tops
- High Efficiency HVAC Systems
- 42 Underground Parking stalls
- Patio Area with pergola, grill stations and fire pit
- Fitness room

# N Edge Trail



Site Plan



Cross County Road

Jeffery Groenier, Architect  
W125 Amidon Road  
Brooklyn, WI 53521  
608-698-3196

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Concepts  
in  
Architecture, LLC

Proposed for:  
**Johnson Properties**  
Mike Johnson

Address:

Project:  
**The Edge - Luxury Apartments**  
Verona WI

Sheet Title:  
**Existing Site Plan**

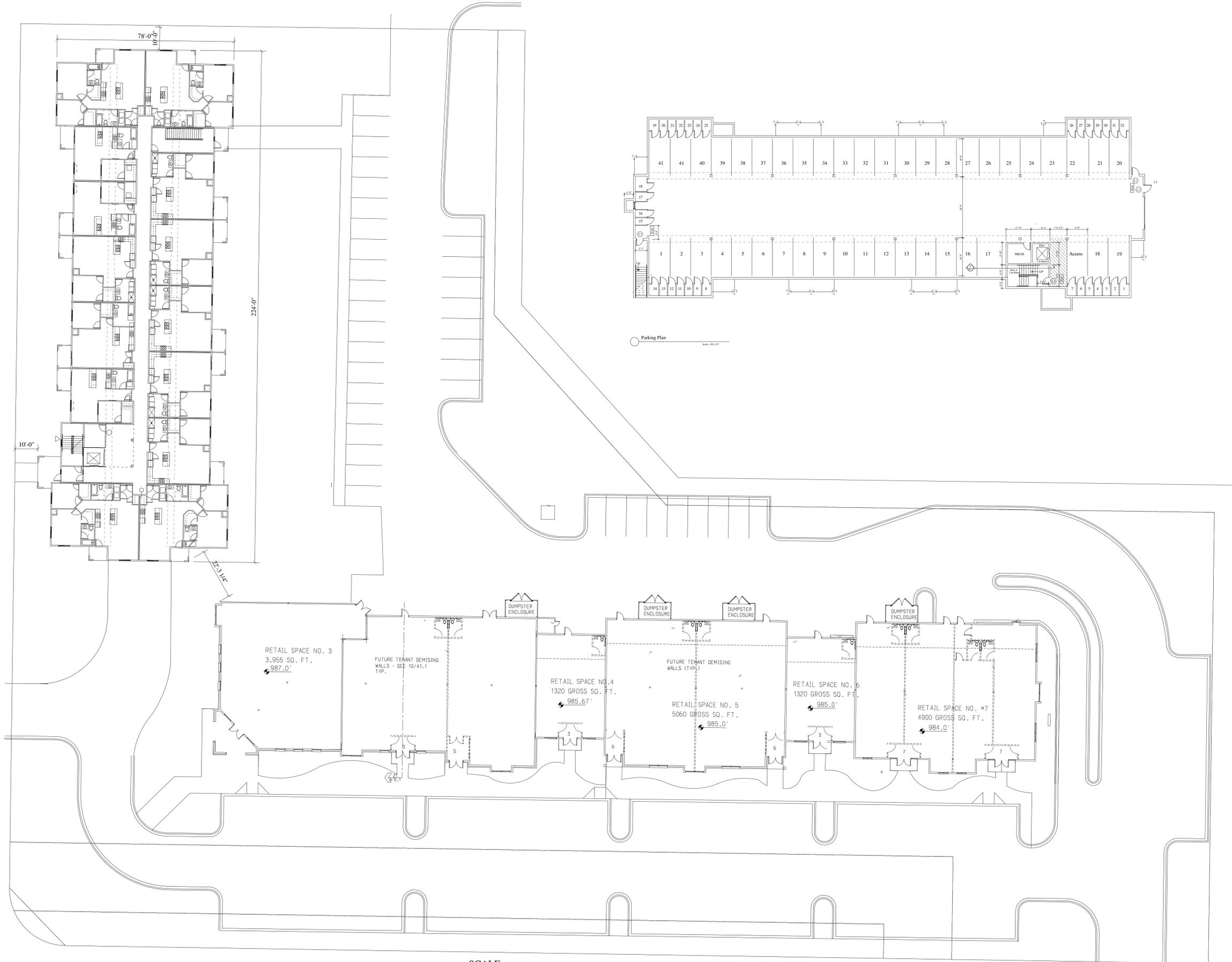
Date: 07-13-2020

Scale: As Noted

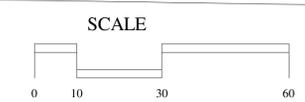
Job #: 05-01

SHEET  
**C1**

# N Edge Trail



Site Plan



Cross County Road

Jeffery Groenier, Architect  
W125 Amndon Road  
Brooklyn, WI 53521  
608-698-3196

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**Concepts in Architecture, LLC**

Proposed for: **Johnson Properties**  
**Mike Johnson**

Address:

Project: **The Edge - Luxury Apartments**  
Address: **Verona WI**

Sheet Title: **Site Plan**

Date: 08-05-2020  
Scale: As Noted  
Job #: 05-01

SHEET  
**C2**

# FOR LEASE

**PRAIRIE OAKS CENTER**  
1011 - 1057 North Edge Trail  
Verona, WI 53593



## Leasing Information

### Space Available:

Suite 1031: 3,605 Square Feet  
Suite 1043: 3,382 Square Feet  
Suite 1051: 1,380 Square Feet  
Suite 1057: 798 Square Feet

### Date Available:

Currently Available

### Net Base Rent:

\$11.95 per square foot leased

### Building Operating Expenses:

Tenants pay proportionate share of building real estate taxes, insurance, CAM costs. Est. expenses: \$4.50/Sq. Ft. leased.

### Other:

Tenant responsible for leased space utilities and cleaning.

## Property Profile

- Retail and office mixed-use development.
- Frontage and access on Cross Country Road.
- Traffic Counts:
  - Highway M (Main Street): 12,700 AADT
  - Cross Country Road: 5,800 AADT
- 147 Parking Stalls (4.67/1,000 Sq Ft ratio)
- Strong demographics and household income profile from surrounding residential neighborhood.
- Nearby locations include: Verona High School, Draft House, Monk's Bar & Grill, La Petite Academy

2020	Population	Households	Avg. Household Income
1 Mile	6,233	2,562	\$107,212
2 Mile	29,112	12,106	\$123,620
3 Mile	46,519	19,847	\$120,997

**For More Information  
Please Contact:**

**Ruedebusch Commercial Investments**  
4605 Dovetail Drive  
Madison, WI 53704  
[www.ruedebusch.com/brokerage](http://www.ruedebusch.com/brokerage)

**Thomas G. Phillips, CCIM, SIOR**  
Phone: 608.243.9070 x234  
Mobile: 608.770.4950  
E-mail: [tomp@ruedebusch.com](mailto:tomp@ruedebusch.com)

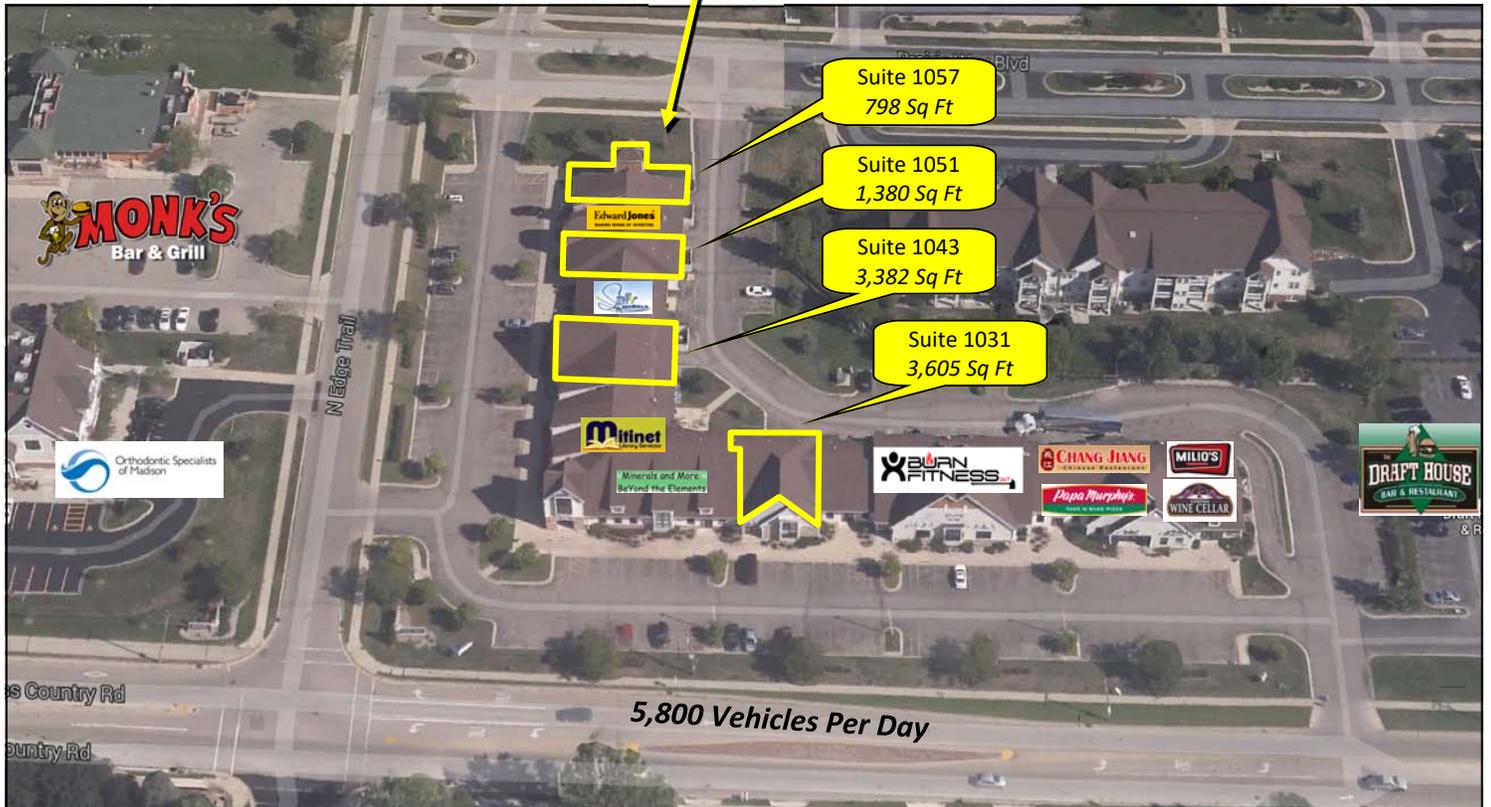
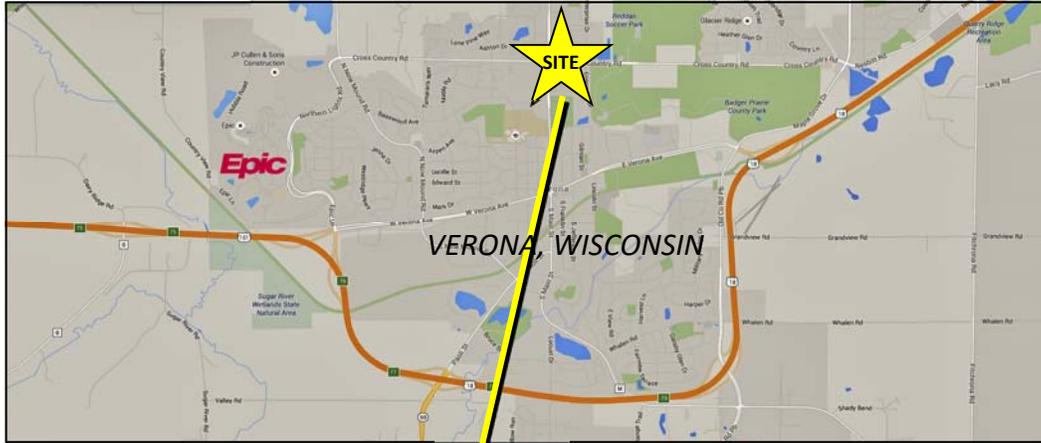
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# FOR LEASE

**PRAIRIE OAKS CENTER**  
1011 - 1057 North Edge Trail  
Verona, WI 53593



## Location



**For More Information  
Please Contact:**

**Ruedebusch Commercial Investments**  
4605 Dovetail Drive  
Madison, WI 53704  
[www.ruedebusch.com/brokerage](http://www.ruedebusch.com/brokerage)

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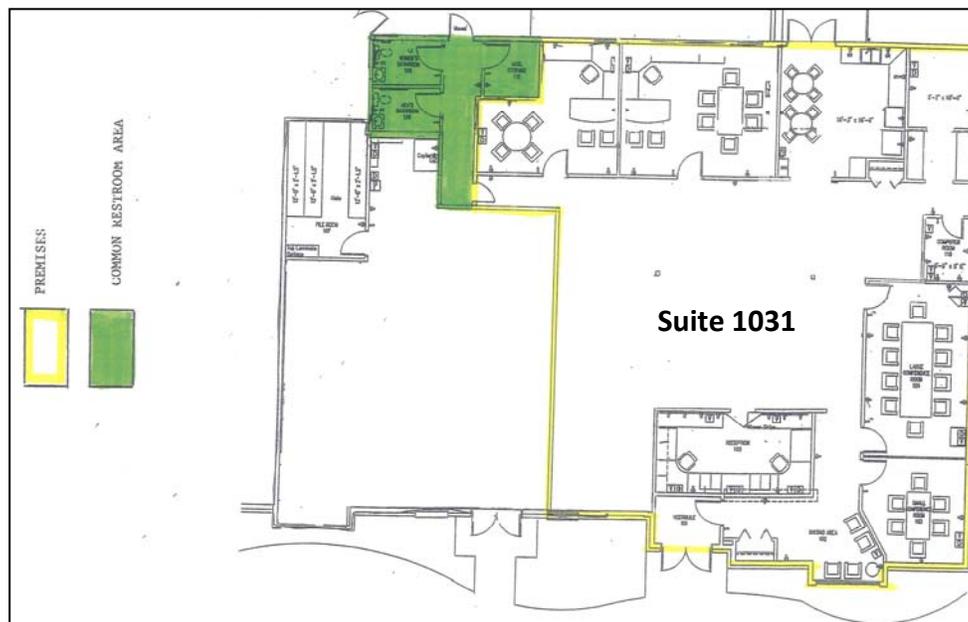
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# FOR LEASE

**PRAIRIE OAKS CENTER**  
1011 - 1057 North Edge Trail  
Verona, WI 53593



**Suite 1031 (3,605 Sq. Ft.)**



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Please Contact:**

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Madison, WI 53704  
[www.ruedebusch.com/brokerage](http://www.ruedebusch.com/brokerage)

**Thomas G. Phillips, CCIM, SIOR**  
Phone: 608.243.9070 x234  
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E-mail: [tomp@ruedebusch.com](mailto:tomp@ruedebusch.com)

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**PRAIRIE OAKS CENTER**  
1011 - 1057 North Edge Trail  
Verona, WI 53593



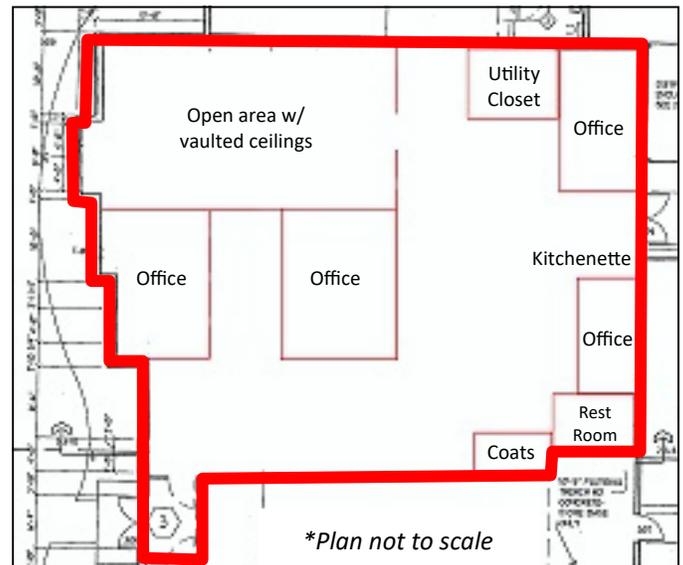
## Suite 1043 (3,382 Sq. Ft.)



*Kitchenette*



*Open area w/ vaulted ceilings*



**For More Information  
Please Contact:**

**Ruedebusch Commercial Investments**  
4605 Dovetail Drive  
Madison, WI 53704  
[www.ruedebusch.com/brokerage](http://www.ruedebusch.com/brokerage)

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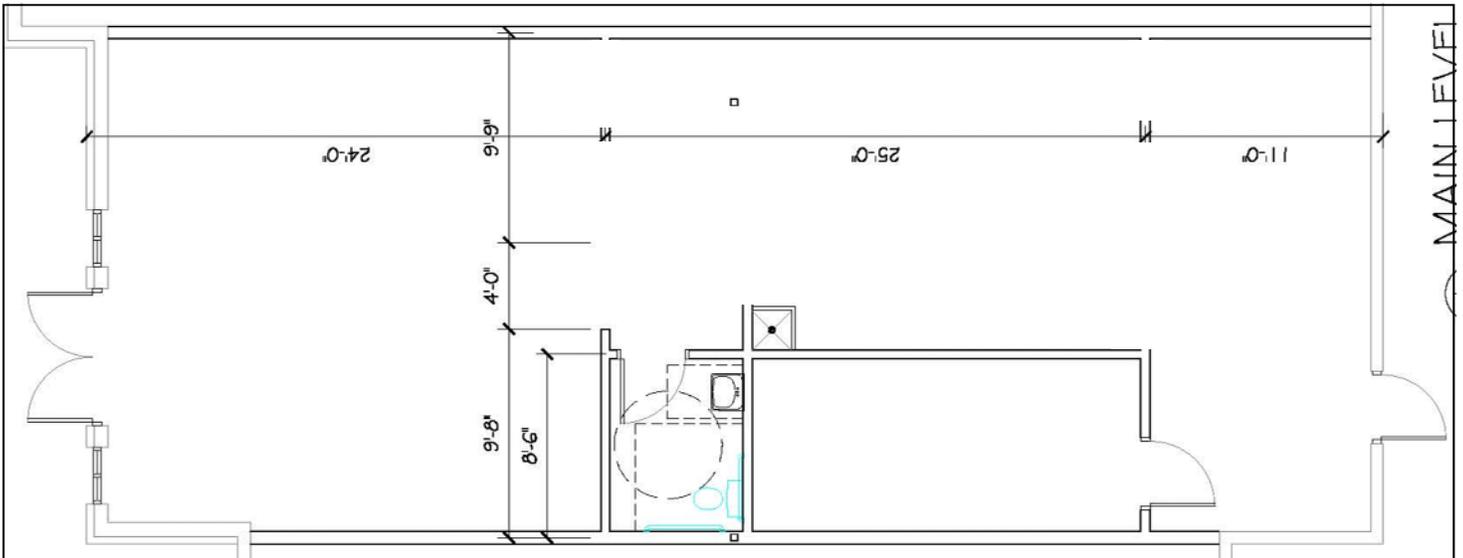
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# FOR LEASE

**PRAIRIE OAKS CENTER**  
1011 - 1057 North Edge Trail  
Verona, WI 53593



## Suite 1051 (1,380 Sq. Ft.)



**For More Information  
Please Contact:**

**Ruedebusch Commercial Investments**  
4605 Dovetail Drive  
Madison, WI 53704  
[www.ruedebusch.com/brokerage](http://www.ruedebusch.com/brokerage)

**Thomas G. Phillips, CCIM, SIOR**  
Phone: 608.243.9070 x234  
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# FOR LEASE

**PRAIRIE OAKS CENTER**  
1011 - 1057 North Edge Trail  
Verona, WI 53593



## Suite 1057 (798 Sq. Ft.)



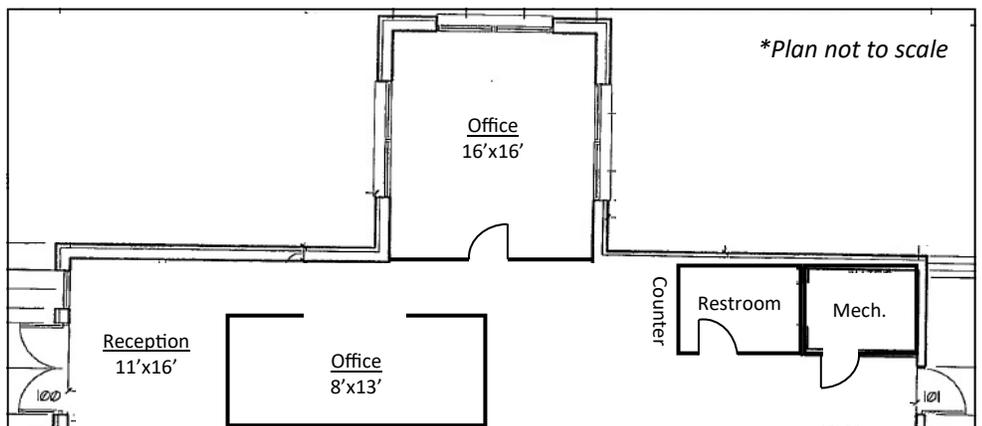
Primary Hallway



Endcap Unit



16'x16' Office



**For More Information  
Please Contact:**

**Ruedebusch Commercial Investments**  
4605 Dovetail Drive  
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3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent  
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A  
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is  
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the  
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13 information is prohibited by law (see lines 42-51).
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21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a  
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

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- 29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).
- 30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection  
31 report on the property or real estate that is the subject of the transaction.

32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may  
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a  
34 later time, you may also provide the Firm or its Agents with other Information you consider to be confidential.

35 **CONFIDENTIAL INFORMATION:** \_\_\_\_\_  
36 \_\_\_\_\_  
37 \_\_\_\_\_

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents): \_\_\_\_\_  
39 \_\_\_\_\_  
40 \_\_\_\_\_

41 \_\_\_\_\_ (Insert information you authorize to be disclosed, such as financial qualification information.)

42 **DEFINITION OF MATERIAL ADVERSE FACTS**

43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such  
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable  
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction  
46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee  
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural  
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information  
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a  
51 contract or agreement made concerning the transaction.

52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons  
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at  
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

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# Planning Report

City of Verona

Plan Commission 9-8-2020

## **121 & 125 Berkley Road**

### **Planned Unit Development – Concept Plan**

**Summary:** The Applicant has submitted a request for a planned unit development (PUD) Concept Plan review for 121 and 125 Berkley Road to construct an eighty (80)-unit apartment building.

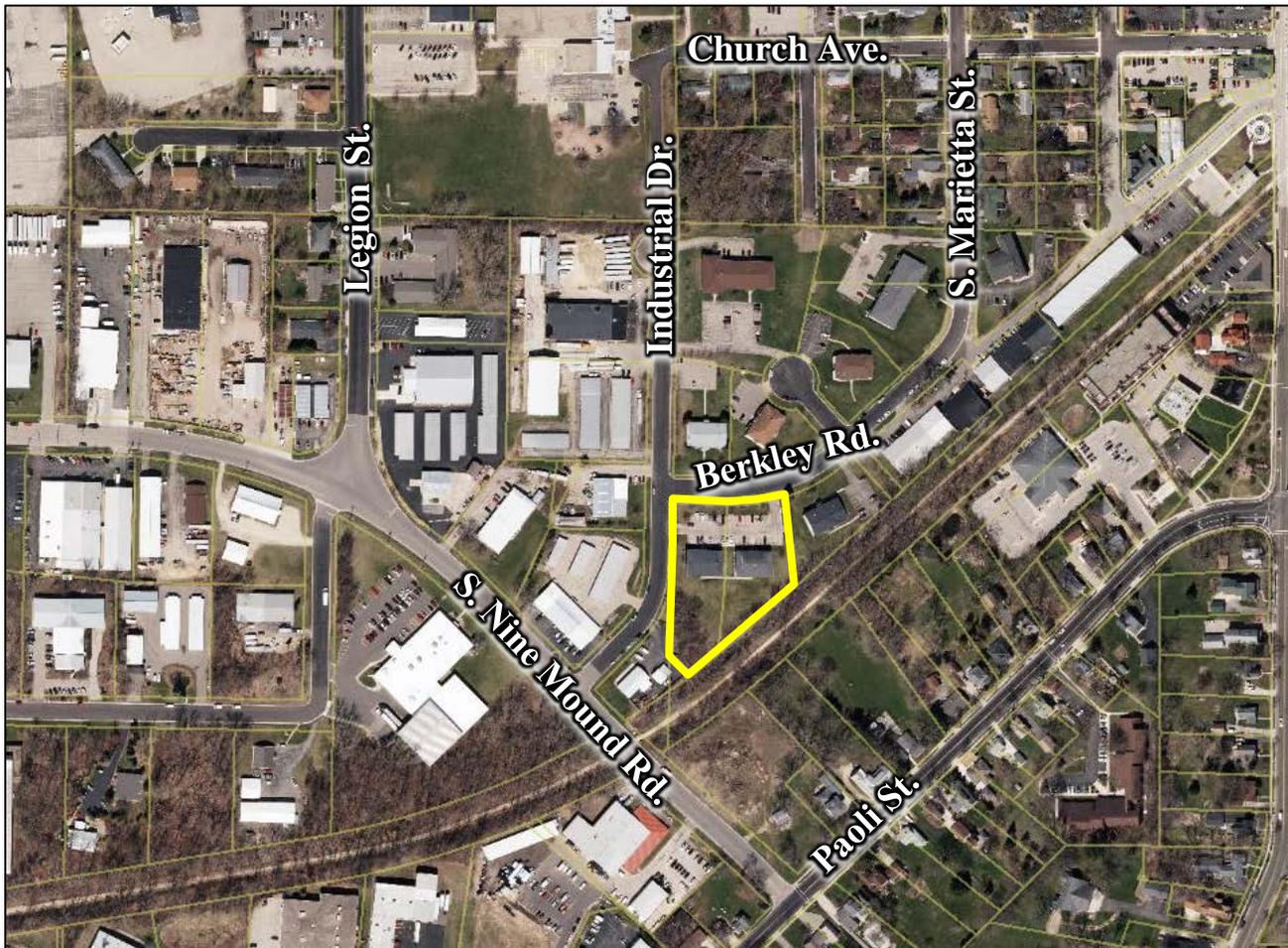
**Property Location:** 121 and 125 Berkley Road

**Property Owners:** East Avenue Properties  
407 East Verona Avenue  
Verona, WI 53593

**Applicant:** Same

**Existing Zoning:** Urban Residential (UR)  
**Existing Land Use:** Apartments (20-units)  
**Proposed Land Use:** Apartments (80-units)

**Figure 1 – Location Map**



### **Site Description:**

East Avenue Properties (“Application”) has submitted a request to remove the existing (2) apartment buildings located at 121 and 125 Berkley Road (“Property” or “Subject Property”) and to construct eighty (80)-unit apartment building The Property is zoned Urban Residential (UR). This is being reviewed as a Planned Unit Development (PUD) as exemptions will be requested.

Currently, the Property contains two (2) apartment buildings that were built in 1970s. Each building contains ten (10) apartment units for a total of twenty (20)-units for the Property.

### **Background:**

The Applicant is proposing to redevelopment the Berkley Apartments at 121 and 125 Berkley Road that were built in 1970s. As part of that redevelopment, the Applicant is proposing to allow the current residents the option to relocate from the former motel building located at 409 East Verona Avenue to the constructed 80-unit apartment building located at 121 and 125 Berkley Road. While these projects are in separate locations, the Applicant owns both properties and hopes to have accommodations for the existing residents.

### **Development Process:**

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
  - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
  - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e. roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which is the current Application.
  - *Step 3 – General Development Plan (GDP):* The intent of the GDP is provide general, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the

121 & 125 Berkley Road  
Planned Unit Development – Concept Plan

GDP is approved, this step provides the zoning entitlements to the project.

- *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.
- **Land Division** – An applicant will need to submit a certified survey map and/or plat to combine property lines. This would go before the Plan Commission and the Common Council for their approvals.

**Layout:**

Conceptual floor plans were included in the Application, but exterior building designs were not included. The proposed building will be three (3)-stories with underground parking. Refuse is located in the parking garage and would be rolled out to a garbage truck for collection. A patio is located in the southern corner of the Property abutting the Trail. The neighboring property has a portion of the parking lot on this Property, which would become landscaped. Staff recommends the Applicant coordinate with the neighboring property owner.

The Applicant proposes to relocate the two (2) access points. The access point located on Industrial Drive will move south from the existing location to be farther away from the intersection with Berkley Road. The access point for Berkley Road will shift to the west, while still allowing enough space from the intersection. Staff is supportive of the relocated access points.

A sidewalk is proposed around both sides of the Property as depicted in Figure 2. These sidewalks will not connect to existing sidewalks as they do not exist; however, Staff is supportive of the sidewalks as the former Sugar Creek Elementary School and New Century Charter School property (420 Church Avenue) will be redeveloped with



Figure 2 - Concept Plan

121 & 125 Berkley Road  
Planned Unit Development – Concept Plan

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public amenities that neighbors may use. The 420 Church Avenue project may lead to redevelopment of existing properties in the vicinity of 420 Church Avenue. The Applicant is proposing bicycle parking in front of the building with a potential path connecting directly to the Military Ridge State Trail (“Trail”). The Applicant should coordinate with the Wisconsin Department of Natural Resources (DNR) regarding the connection as this is their property. Staff is supportive of this connection.

The Applicant is proposing 112 parking stalls, which includes fifty-three (53) surface and fifty-nine (59) underground parking stalls. The Zoning Ordinance requires 1.5 spaces for efficiency, two (2) spaces for a one (1)-bedroom and 2.5 spaces for a two (2)-bedroom. Staff’s calculation per the Zoning Ordinance would require 159 parking stalls, which is a difference of forty-seven (47) parking stalls. The Applicant is proposing a parking ratio of 1.4 parking stalls per unit. The City has allowed one (1) underground parking space for each apartment unit through the PUD process. The Applicant in their narrative states, “Many of the existing tenants renting at these two (2) properties use other forms of transportation other than a car” (p. 2).

Table 1 contains a comparison of Velocity located 142 Paoli Street, Lincoln Street Apartments and the Berkley Road proposal. All of the properties are built and occupied, abut the Trail with easy access to the Trail, and are located in the UR Zoning District.

**Table 1: Berkley Road, Velocity, and Lincoln Street Apartment comparison**

	Berkley Road		Velocity		Lincoln Street	
	Total	Sq. ft.	Total	Sq. ft.	Total	Sq. ft.
<b>Unit Type</b>						
Efficiency	25	450+			30	500 – 600
1-bedroom	34	600+	20	720 - 900	30	750 – 850
2-bedroom	21	900+	9	950 - 1160	30	1050 – 1200
<b>Total units</b>	<b>80</b>		<b>29</b>		<b>90</b>	
<b>Parking</b>						
Parking ratio	1.4		2.4		1.66	
Surface stalls	53		35		60	
Underground stalls	59		35		90	
<b>Total stalls</b>	<b>112</b>		<b>70</b>		<b>150</b>	

Staff is supportive of the reduction in overall parking. The apartment units are on the smaller range for the City per the above table and would cater towards their existing thirty-five (35) tenants, while drawing in new tenants. Staff agrees that the Trail would allow residents to reduce their demand for having or using a vehicle. Staff recommends the Plan Commission give feedback regarding amount of underground parking.

**Residential Phasing Policy:**

Effective October 1, 2012, the City began a Residential Development Policy limiting approvals of multi-family developments to a target range between 25 and 50 new multi-family units each year. The policy has three (3) types of exemptions, which are age-

121 & 125 Berkley Road  
Planned Unit Development – Concept Plan

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restricted housing, downtown development, and mixed-use development. Table 2 lists several residential projects that were recently approved or are in the planning process.

**Table 2: Residential Developments**

Name of Project	Location	Proposal	Status	Type
121-125 Berkley Street	121-125 Berkley Street	80-unit apartments (Removal of 20 existing units on site)	Concept Plan is under review	Market Rate
The Edge	1057 North Edge Trail	42-unit apartments (Removal of existing commercial)	Concept Plan is under review	Market Rate
Kettle Creek North	North of Country View Elem. School	174 single-family	Approved & under construction in phases	Single-Family
Klassik/Old National Bank	410 & 420 W. Verona Ave.	9,319 s.f. commercial & 80-unit market rate & affordable apartments	GDP is under review	Mixed-Use Workforce
841 N. Main St.	841 N. Main St.	100-unit age restricted senior housing units with assisted care	Approved & grading site	Age-Restricted
Sugar Creek Commons	W. Verona Ave. & Legion St.	26,000 s.f. commercial/143-apartment units	Approved & waiting on developer to begin construction	Mixed-Use Market Rate
Velocity	142 Paoli St.	Convert commercial to 3 live-work units	Approved	Market Rate
Whispering Coves	West of CTH M near CTH PD	214 lots with 209 single-family	Waiting on final conditions of approval; It would be built in phases	Single-Family & Apartments
The Woods	Range Trail & CTH M	100-unit multi-family, 18 twin homes, 38 alley single-family, & 101 street accessed single-family	Approved & grading site (PIP will be needed for multi-family). Will be built in phases	Single-Family & Apartments

121 & 125 Berkley Road  
Planned Unit Development – Concept Plan

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As an estimate, the City has approximately 528 multi-family housing units either proposed or approved. Staff anticipates additional request for apartments in the North Neighborhood in the near future and for the New Century School property. As an estimate, the City has approximately 500 single-family lots approved. The single-family development is done in phases including Kettle Creek North, and the Woods at Cathedral Point. The multi-family units are generally dispersed throughout the City and are located along larger roadways. This Application proposes to remove thirty-five (35) existing units and replace with eighty (80)-units for a net gain of forty-five (45)-units.

The purpose of highlighting these projects is to make the Plan Commission and Council aware of the upcoming development projects in the City. Most of the projects listed above have been exempted from the Policy; however the City will be seeing a large influx in the near future of apartments in the City.

**Certified Survey Map (CSM):**

The Property consists of two (2) existing lots, which are 121 and 125 Berkley Road. As part of this Application, the two (2) existing lots will be combined into one (1) new lot with one (1) building.

**Timeline:**

The Applicant is proposing an eighty (80)-unit apartment building on Berkley Road. The Applicant hopes to begin construction in spring of 2021 with ten (10) to twelve (12) months for construction. This will allow the Applicant to relocate existing tenants from the twenty (20)-units at Berkley Road as well as the fifteen (15)-unit apartment building (former motel) at 409 East Verona Avenue.

**Staff Comments:**

In general, Staff is receptive to the Application. Additional design details are necessary to provide a full review and analysis of the project. Generally, Staff is comfortable with the proposed use and redevelopment on the Property. Staff recommends the Applicant host a neighborhood meeting after the Common Council initial review of the project.

**Recommendation:**

Staff recommends the Plan Commission review the submitted materials and provide feedback to the applicant.

**Prepared by:** Katherine Holt *KH*  
Community Development Specialist

**Submitted by:** Adam Sayre, AICP *AS*  
City Administrator



August 7, 2020

City of Verona  
Planning & Development  
111 Lincoln Street  
Verona, WI 53593

**RE: Concept Plan Submittal**

121/125 Berkley Road & 409/411/415 East Verona Avenue  
Verona, WI 53593

**Concept Review Description**

This is a concept review of two properties controlled by East Ave. Properties. Both have residential units that would be redistributed onto one of the sites, while the other site would be redeveloped into a mixed-use commercial property.

***The main goal of the concept review is to determine if the density and the proposed uses are supported by the commission and the council. Moving forward and spending additional costs to prepare a full plan commission submittal will follow with commission and council support.***

If the concepts move forward, East Ave. Properties would likely sell the East Verona Avenue site to a developer with the intentions of not removing the existing buildings until the 80-unit apartment is completed. The 80-unit apartment would be held by East Ave Properties, which is owned and operated 100% by the Hughes Family.

**Berkley Apartments**

This concept submittal is for the proposed redevelopment of property located at 121/125 Berkley Road. The property is currently zoned Urban Residential (UR) and we are proposing razing two apartment buildings (20 units) and creating one new apartment building with 80 units proposed.

**East Verona Avenue Multi-Tenant**

This concept submittal is for the proposed redevelopment of property located at 409/411/415 East Verona Avenue. The property is currently zoned Suburban Commercial (SC) and we are proposing razing two apartments, (15 units) and a commercial tenant building and creating one new multi-tenant building with a drive-thru.

**Proposed Project Phasing**

We would be removing the existing 15 units on East Verona Ave and 20 existing units on Berkley. Once completed new 80 unit on Berkley would have a net add of 45 units to Verona. Our idea would be to displace the least amount of tenants during construction. The East Ave buildings and 125 Berkley would not be removed until completion of the 80 unit. 121 Berkley would have to be vacated and raised before construction could start. The new apartments are catering to the mid-wage earners/working class, similar to the tenants in the existing buildings. We would not be looking to work with any state or federal housing programs. We feel we have catered to same mid-wage/working class in the existing buildings and would continue to have the same level of tenants in the new 80 unit.

## Berkley Apartments Zoning Summary

### Unit Mix:

Efficiency/Studio	- 25 dwelling units (450+ sqft)
One Bedroom	- 34 dwelling units (600+ sqft)
Two Bedroom	- 21 dwelling units (900+ sqft)
Total	- 80 dwelling units

**Lot Area:** - Approx. 74,923 SF./1.72 Acres

**Density:** 46.5 DU/AC – 936 S.F./DU

**Floor Area Ratio:** 100,248 sf (Floor Area)/74923 (Lot Area) = ~ 1.34 (FAR) includes parking garage

**Building Coverage** – 33%

**Landscape Surface Ratio:** 35%

**Impervious Surface Ratio:** 65%

### Zoning

#### Density and Intensity:

- Zoning Ordinance allows 12 units per acre in the UR zoning district.
- The proposed project has 46.5 units/acre
  - **The density of the project reflects the developers goals to increase the standard of living for the existing tenants, to maximize the access of similar individuals to the location along the bike path and justify removing multiple income based properties from both properties.**
- Examples of units per acres locally.
- The West End Apartments (40.15 units/acre), Sugar Creek Commons (36.61 units/acre),

#### Parking and Loading Exceptions:

- We are proposing a parking ratio of 1.4 stalls per unit.
- 112 parking spaces total. 59 underground and 53 surface level.
  - **Many of the existing tenants renting at these two properties use other forms of transportation other than a car.**

### Zoning Standards Requirements in Compliance

- All minimum setbacks are noted
- Minimum lot width
- Minimum building separation
- Minimum lot width
- Landscaping – to be reviewed at next level
- Lighting – to be reviewed at next level



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**Project Schedule:**

We anticipate starting the construction in the spring of 2021, with a 10-12 month construction schedule for Phase 1 apartments. The retail project will follow after existing tenants are relocated.

**Contracts:**

**Architect:** Madisen Maher Architects  
700 W Virginia St,  
Milwaukee, WI 53204  
Contact: Ryan Thomas  
Phone: 414.277.8000  
Email: [ryan@madisenmaher.com](mailto:ryan@madisenmaher.com)

**Owner:** East Ave. Properties  
Verona, WI 53593  
Contact: Jason Hughes  
Phone: 608.358.0984  
Email: [Jason@hughesflooring.com](mailto:Jason@hughesflooring.com)

Thank you for your time and consideration in reviewing our concept proposal.









# Planning Report

City of Verona

Plan Commission 9-8-2020

## **409, 411 & 415 E. Verona Ave.**

### **Planned Unit Development – Concept Plan**

**Summary:** The Applicant has submitted a request for a planned unit development (PUD) Concept Plan review for 409/411/415 East Verona Avenue to construct a one (1)-story, 10,565 square foot multi-tenant commercial building.

**Property Location:** 409/411/415 East Verona Avenue

**Property Owners:** East Avenue Properties  
Verona, WI 53593

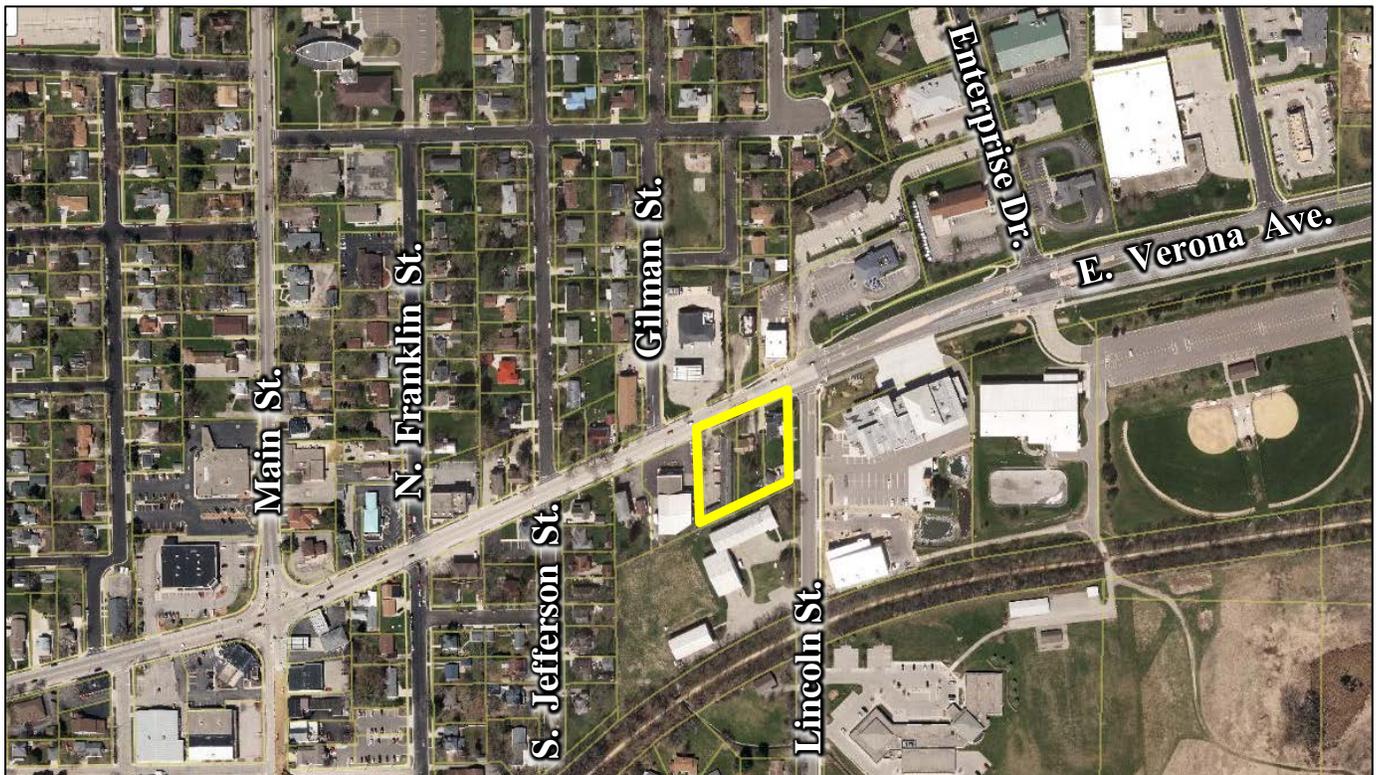
**Applicant:** Same

**Existing Zoning:** Suburban Commercial (SC), Downtown Design and Use Overlay District

**Existing Land Use:** Apartments (15-units) and commercial

**Proposed Land Use:** Commercial with drive-thru

**Figure 1 – Location Map**



### **Site Description:**

East Avenue Properties (“Application”) has submitted a request to construct 10,565 square feet of commercial space at 409/411/415 East Verona Avenue (“Property” or “Subject Property”). The Property is zoned Suburban Commercial (SC) and is located within the Downtown Design and Use Overlay District. This Application is being reviewed as a Planned Unit Development (PUD) as exemptions will be requested.

Currently, the Property contains a former motel that is a 15-unit apartment building, a single-family house, and the former English Garden Floral, which is vacant.

### **Background:**

The Applicant is proposing to redevelopment the Berkley Apartments at 121/125 Berkley Road. As part of that redevelopment, the Applicant is proposing to allow the current residents the option to relocate from the former motel building to a potentially newly constructed 80-unit apartment building located at 121/125 Berkley Road. While these projects are in separate locations, the Applicant owns both properties and hopes to have accommodations for the existing residents.

### **Development Process:**

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
  - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
  - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e. roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which is the current Application.
  - *Step 3 – General Development Plan (GDP):* The intent of the GDP is provide general, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the GDP is approved, this step provides the zoning entitlements to the project.

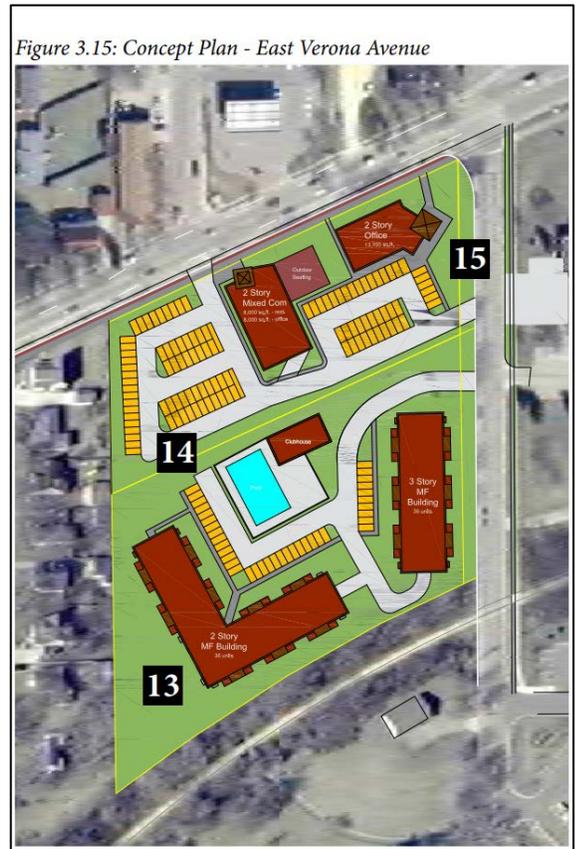
- *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.
- **Land Division** – An applicant will need to submit a certified survey map and/or plat to combine property lines. This would go before the Plan Commission and the Common Council for their approvals.

### **Downtown Mobility and Development Plan:**

The Property is located in the Downtown Mobility and Development Plan (“Plan”), which was adopted in 2014. The Property is discussed on page 72 of the Plan and states:

“The size of this block offer opportunities for a variety of alternatives for redevelopment. The proposed concept (See Figure 3.15) shows three developments – two commercial buildings along Verona Avenue and a multi-family complex sitting behind the commercial uses. If the entire site was redeveloped as commercial, parking would become a larger portion of the site (unless it was built above the ground floor or underground). In either case, a “signature” building should be built near the corner of Lincoln and Verona that is at least two stories tall.”

The Lincoln Street Apartments property is shown in Figure 3.15 as item 13 south of the Property, which was approved as a forty-two (42) tall building. The Lincoln Streets Apartments is a 90-unit apartment building is built and occupied. The Plan recommends that there be a two (2)-story signature building at the corner of Lincoln Street and East Verona Avenue as depicted in items 14 and 15. The Plan states, “the preferred redevelopment is a high-quality, 2-3 story building featuring commercial uses, at least on the ground



409/411/415 East Verona Avenue  
Planned Unit Development – Concept Plan

floor” (p. 80). At this time, the Applicant has not submitted an architectural rendering of the building for feedback. Staff recommends the Applicant create a two (2)-story building or give the illusion of a tall building as this is designated as a gateway to Downtown.

**Planning Review:**

**Bulk Requirements:**

Staff reviewed the bulk requirements using the non-residential bulk requirements for the SC Zoning District for the multi-tenant commercial building. The Applicant proposes a twenty-five (25) foot front setback along East Verona Avenue, which will meet the minimum setback of fifteen (15) feet and a maximum setback of twenty-five (25) feet in the Downtown Design and Use Overlay District. A fifteen (15) foot setback is proposed from Lincoln Street, which matches the Lincoln Street Apartments building setback.



Figure 2 - Concept Plan

**Access/ Parking:**

The Applicant proposes the removal of four (4) existing access points and will maintain one (1) access point from Lincoln Street. No direct access to the Property is proposed from East Verona Avenue. Staff recommends the Applicant contact the owner of the Lincoln Street Apartments, to determine if a shared access could occur between the two (2) properties. It would be ideal to have one access point on Lincoln Street. Staff is supportive of no access coming from East Verona Avenue. Staff also recommends the Applicant discuss a shared sidewalk connecting the properties. The sidewalk on Lincoln

Street will facility some of the pedestrian connections, but an additional connection between the properties may be necessary as there may be a high volume of cut-through traffic from the renters to the commercial spaces.

The Applicant is proposing forty-three (43) surface parking stalls. The required parking calculation for an indoor sales or service facility per the zoning ordinance is one (1) parking space for every 300 square feet of gross floor area (Sec. 13-1-89 (c)(4)), and the Project requires 36-spaces. The Applicant will ask for a parking exemption and has stated in the narrative revisiting the parking when tenants are known. The Applicant mentioned that street parking could be used for overflow parking and the municipal parking lots are available. Staff recommends the parking along East Verona Avenue be removed along the frontage of the combined property allowing the potential for improvements to be made to East Verona Avenue in the future. Staff recommends that employees park at City Center if parking becomes a concern as VACT at times can be over parked. Any parking at the Fire Station would need to be coordinated with the Fire Chief. Staff recommends the bicycle parking be relocated closer to the building whether that is along East Verona Avenue or the parking lot as cyclist want their bicycles within sight distance of them.

Staff is recommending thirteen (13)-feet of right-of-way dedication for future improvements for East Verona Avenue. Staff's discussions for potential improvements to East Verona Avenue have included a wider sidewalk than the existing four (4)-foot sidewalk, a path, two-way on-street bicycle facility, a bike lane, no on-street parking, an additional through lane, and maintaining the existing turn-lanes. Although Staff does not have a final design at this time, Staff will continue these discussions to determine the best transportation corridor design for this area in hopes of having a better understanding for the next submitted application.

**Timeline:**

The Applicant is proposing an eighty (80)-unit apartment building on Berkley Road that is a separate application. However, the Applicant has tied the timeline for that project with this project. The Applicant hopes to begin construction of the Berkley Road project in spring of 2021 with ten (10) to twelve (12) months for construction. This timeline will allow the Applicant to relocate existing tenants in the fifteen (15)-unit apartment building (former motel) to the newly constructed eighty (80)-unit building on Berkley Road. Based on the Applicant's narrative, the commercial multi-tenant building would begin after the tenants are relocated.

**Design:**

Conceptual building designs were not included in the concept submittal. The dumpster is located in the southwestern corner of the Property. This location allows trucks to easily maneuver to load trash. The location is far from customers, away from the neighboring apartment building, and close to the Hughes Flooring dumpster and loading area. The building has ample space for outdoor seating along East Verona Avenue and Lincoln Street. The patio allows unknown tenants to be cafés, restaurants, or places for people to work outside of their residence, while lending eyes to the streets. The separation between the sidewalk and the patio allows for pedestrians to continue on the

409/411/415 East Verona Avenue  
Planned Unit Development – Concept Plan

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sidewalk without interference of outdoor seating. The patio can be softened with outdoor plantings in pots. The Applicant is proposing a drive-thru in the northwestern corner of the Property. Staff recommends the Applicant use a fence and shrubs to screen the drive-thru from East Verona Avenue. Staff encourages the Plan Commission to review the conceptual site plan and provide feedback to the Applicant.

**Staff Comments:**

In general, Staff is receptive to the Application. Additional design details are necessary to provide a full review and analysis of the project. Generally, Staff is comfortable with the proposed use and redevelopment on the Property.

**Recommendation:**

Staff recommends the Plan Commission review the submitted materials and provide feedback to the applicant.

**Prepared by:** Katherine Holt *KH*  
Community Development Specialist

**Submitted by:** Adam Sayre, AICP *AS*  
City Administrator



August 7, 2020

City of Verona  
Planning & Development  
111 Lincoln Street  
Verona, WI 53593

**RE: Concept Plan Submittal**

121/125 Berkley Road & 409/411/415 East Verona Avenue  
Verona, WI 53593

**Concept Review Description**

This is a concept review of two properties controlled by East Ave. Properties. Both have residential units that would be redistributed onto one of the sites, while the other site would be redeveloped into a mixed-use commercial property.

***The main goal of the concept review is to determine if the density and the proposed uses are supported by the commission and the council. Moving forward and spending additional costs to prepare a full plan commission submittal will follow with commission and council support.***

If the concepts move forward, East Ave. Properties would likely sell the East Verona Avenue site to a developer with the intentions of not removing the existing buildings until the 80-unit apartment is completed. The 80-unit apartment would be held by East Ave Properties, which is owned and operated 100% by the Hughes Family.

**Berkley Apartments**

This concept submittal is for the proposed redevelopment of property located at 121/125 Berkley Road. The property is currently zoned Urban Residential (UR) and we are proposing razing two apartment buildings (20 units) and creating one new apartment building with 80 units proposed.

**East Verona Avenue Multi-Tenant**

This concept submittal is for the proposed redevelopment of property located at 409/411/415 East Verona Avenue. The property is currently zoned Suburban Commercial (SC) and we are proposing razing two apartments, (15 units) and a commercial tenant building and creating one new multi-tenant building with a drive-thru.

**Proposed Project Phasing**

We would be removing the existing 15 units on East Verona Ave and 20 existing units on Berkley. Once completed new 80 unit on Berkley would have a net add of 45 units to Verona. Our idea would be to displace the least amount of tenants during construction. The East Ave buildings and 125 Berkley would not be removed until completion of the 80 unit. 121 Berkley would have to be vacated and raised before construction could start. The new apartments are catering to the mid-wage earners/working class, similar to the tenants in the existing buildings. We would not be looking to work with any state or federal housing programs. We feel we have catered to same mid-wage/working class in the existing buildings and would continue to have the same level of tenants in the new 80 unit.

### East Verona Avenue Mixed-Use Zoning Summary

#### Tenant Mix:

Tenant 1 – 2400+ sqft  
Tenant 2 - 1305+ sqft  
Tenant 3 - 1305+ sqft  
Tenant 4 - 1305+ sqft  
Tenant 5 - 4250+ sqft  
Total - 10,565 sqft

Lot Area: - Approx. 59,677 SF./1.37 Acres

Floor Area Ratio: 10,565 sf (Floor Area)/59,677 (Lot Area) = ~ .177 (FAR)

Building Coverage – 18%

Landscape Surface Ratio: 34%

Impervious Surface Ratio: 66%

#### Zoning

##### Parking and Loading Exceptions:

- We are proposing 43 parking spaces total.

**The Tenant with the drive-thru is busiest in the morning and is closed by 8pm every night.**

**We will have to address final parking ratio as the tenants are proposed to determine best fit.**

**There is overflow street parking and possible parking lot across the street at the municipal parking lot on weekends or special events.**

- The dumpster location on the southwest corner is proposed to allow for good truck access and locating the potential smells further away from the public spaces.

##### Zoning Standards Requirements in Compliance

- All minimum setbacks are noted
- Minimum lot width
- Minimum building separation
- Minimum lot width
- Landscaping – to be reviewed at next level
- Lighting – to be reviewed at next level



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**Project Schedule:**

We anticipate starting the construction in the spring of 2021, with a 10-12 month construction schedule for Phase 1 apartments. The retail project will follow after existing tenants are relocated.

**Contracts:**

**Architect:** Madisen Maher Architects  
700 W Virginia St,  
Milwaukee, WI 53204  
Contact: Ryan Thomas  
Phone: 414.277.8000  
Email: [ryan@madisenmaher.com](mailto:ryan@madisenmaher.com)

**Owner:** East Ave. Properties  
Verona, WI 53593  
Contact: Jason Hughes  
Phone: 608.358.0984  
Email: [Jason@hughesflooring.com](mailto:Jason@hughesflooring.com)

Thank you for your time and consideration in reviewing our concept proposal.

