

# Memorandum / Letter of Intent

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To: Adam Sayre, City Planner, City of Verona Staff  
From: Justin Frahm, JSD Professional Services, Inc.  
Re: Forward Development Group - W. Verona Ave. Redevelopment Concept Plan  
JSD Project #: 16-7365  
Date: November 10, 2016  
cc: Dave Jenkins, JSD, Ron Henshue, FDG, D'anne Long, FDG, Marty Rifken, Rifken Group, LTD, Doug Hursh, Potter Lawson, Inc., Brian Reed, Potter Lawson, Inc.

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City of Verona Staff:

On behalf of Forward Development Group (FDG), JSD Professional Services and Potter Lawson, Inc. is hereby submitting supplemental information for preliminary project review by City staff and Common Council for the proposed redevelopment plan at the confluence of W. Verona Ave. and Legion St. in the City of Verona.

## **Project Boundary:**

FDG's proposed redevelopment plan boundary includes approximately 10 acres to include the following properties:

- 501 W. Verona Ave.
- 503 W. Verona Ave.
- 507 W. Verona Ave.
- 509 W. Verona Ave.
- 513 W. Verona Ave. (portion of parking area)
- 100 Legion St.
- 501 Topp Ave.
- 508 Topp Ave.
- 514 Topp Ave.
- 518-520 Topp Ave.
- Topp Ave. Right-of-Way (proposed vacation)

## **Site Plan & Land Use:**

FDG is proposing a mixed-use redevelopment plan that will feature six buildings to include hospitality, commercial, residential and professional office land uses.

The current schematic site plan features 3-story urban massing along key right-of-ways including critical mass and an architectural focus at the corner of W. Verona Ave. and Legion St. Schematic plan layout is developed to provide screening of interior surface parking to serve proposed buildings and land uses. Underground parking is proposed for all building footprints excluding the hotel site. Surface parking is designed to serve proposed land uses with shared parking use agreements during anticipated business hours.

FDG has developed a schematic site plan that features target uses, square footages and residential unit allocations and associated parking to include the following components:

### **Building A: Hotel**

- 90 Room
- 8,000 SF Convention Center
- 107 Surface Parking Stalls (1 per Bedroom + 1 Employee)

Building B: 55,500 SF 3-Story Mixed-Use

- First Floor – Up to 18,500 SF Retail
- Second Floor – 18,500 SF Residential / 22 Units
- Thirds Floor – 18,500 SF Residential / 22 Units
- Total: 55,500 SF / 44 Units
- See Parking Plan for Stall Count Details

Building C: Up to 3-Story Professional Office

- First Floor - 23,000 SF
- Second Floor – 20,000 SF
- Third Floor- 20,000 SF
- Total: 63,000 SF
- See Parking Plan for Stall Count Details

Building D: 3-Story Residential

- First-Third Floors – 14,000 SF / 14 units
- Total: 37,800 SF / 42 Units
- See Parking Plan for Stall Count Details

Building E: 4-Story Residential

- First-Fourth – 10,500 SF /
- Total: 42,000 SF / 204 Units
- See Parking Plan for Stall Count Details

Building F: Residential Clubhouse / Leasing Building

- Total: 1,800 SF Residential Amenity

**Architectural Design:**

Architectural design will create a development that is complimentary to the downtown character of Verona. While the development proposes increased density, proposed architectural massing will establish a strong urban street edge along the south side of W. Verona Ave and the west side of Legion St. A mixed use building fronting W. Verona Ave. will be designed to transition and respond to a pedestrian scale including activation of the streetscape with retail and commercial uses along West Verona Road. The buildings will utilize warm and inviting materials which will be fitting with the downtown character.

The overall scale of the three to four story buildings will be broken down into smaller elements by changing materials and by stepping the architectural forms of the buildings consistent with the intent and scale of the downtown overlay district. Prominent building corners and facades will have clearly identifiable elements to help promote a sense of place. Canopies, awnings or similar elements will be used to help visitors identify entries. Parking will be located behind or below buildings to create a more urban and pedestrian friendly development. The development will utilize shared parking between the uses to reduce the number of stalls required and increase the efficiency of the provided stalls during both day and night. Landscaping and outdoor spaces will be provided throughout the development to provide welcoming places to sit or walk between the buildings. A courtyard is proposed at the ground floor between residential buildings D & F providing open space to serve residents.

JSD intends to formally submit for the City of Verona's Planned Development process on behalf of Forward Development Group in late 2016.

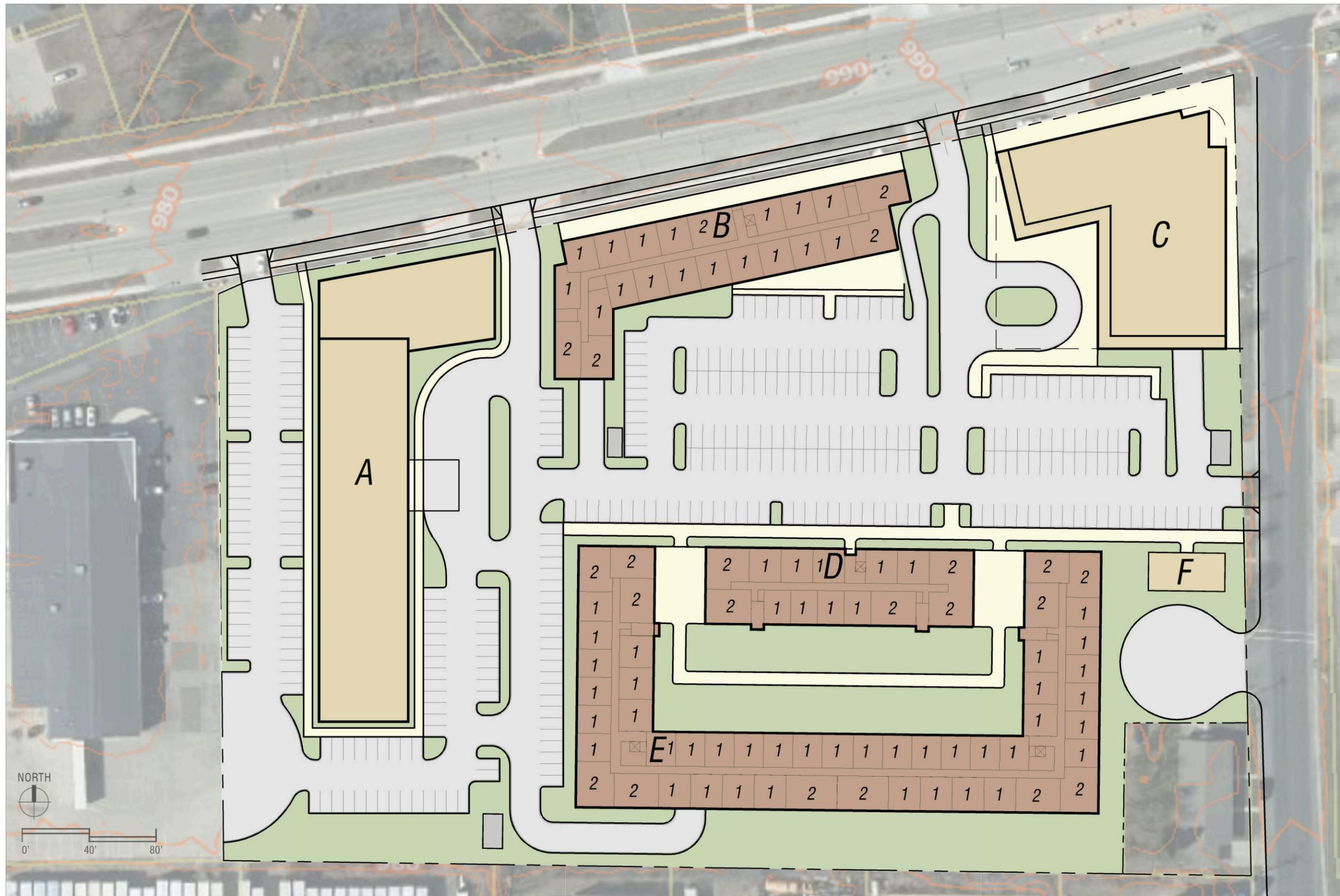
Additional requests for information and/or questions can be directed to JSD Professional Services, Inc.

Regards,



Justin Lee Frahm  
Project Consultant  
JSD Professional Services, Inc.





**Building A**  
 Hotel 90 rooms  
 Convention Hall 8,000sf

**Building B**  
 3 Stories  
 First Floor 18,500sf Retail  
 Second Floor 18,500sf Residential  
 Third Floor 18,500sf Residential  
 Total 55,500sf

Residential Units  
 34 One Bedroom Units  
 10 Two Bedroom Units  
 44 Total Units

**Building C**  
 3 Stories  
 First Floor 23,000sf Commercial  
 Second Floor 20,000sf Commercial  
 Third Floor 20,000sf Commercial  
 Total 63,000sf

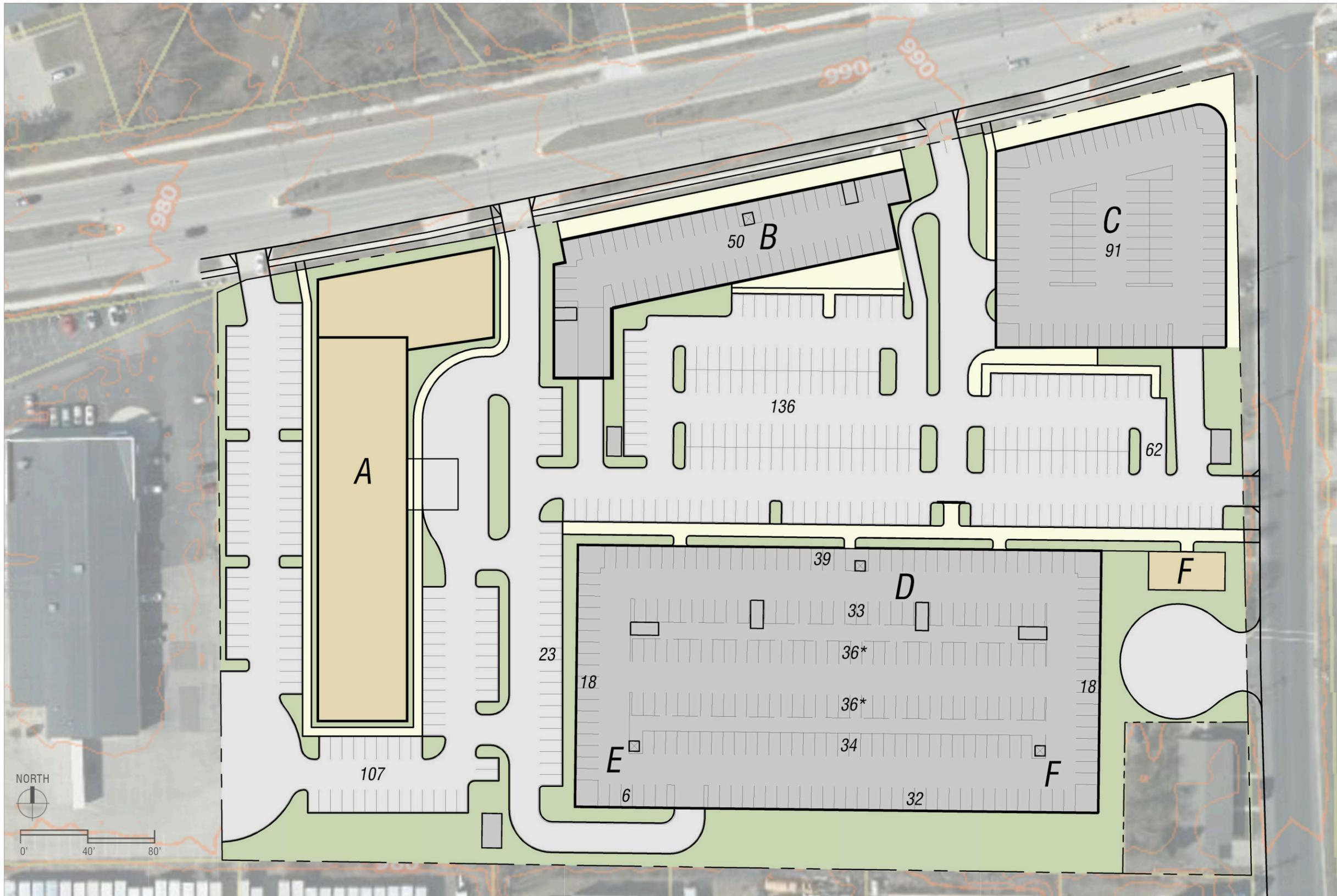
**Building D**  
 3 Stories  
 First - Third Floors 12,600sf Residential  
 Total 37,800sf

Residential Units  
 27 One Bedroom Units  
 15 Two Bedroom Units  
 42 Total Units

**Building E**  
 4 Stories  
 First - Fourth Floors 42,000sf Residential  
 Total 168,000sf

Residential Units  
 156 One Bedroom Units  
 48 Two Bedroom Units  
 204 Total Units

**Building F**  
 1 Story  
 First 1,800sf Commercial  
 Total 1,800sf



**Building A**

Required		
Hotel: 1 per Bedroom + 1 per Employee		
Provided		107 stalls

**Building B**

Required		
Retail: 18,500sf	1/300sf	62 stalls
Residential*		93 stalls
Provided		
Underground Parking		50 stalls

**Building C**

Required		
Professional Office: 30,000sf	1/200sf	150 stalls
Commerical: 33,000sf	1/300sf	110 stalls
Total Work Day (Buildings B&C)		322 stalls
Total Off Hours (Buildings B&C)		93 stalls
Provided		
Surface Parking		192 stalls
Underground Parking		91 stalls
Total		283 stalls

**Buildings D & E**

Required		
Residential*		524 stalls
Provided		
Surface Parking		23 stalls
Underground Parking		180 stalls
Optional Third Bay**		72 stalls
Total		203/275 stalls

**Building F**

Required		
Commerical: 1,800sf	1/300sf	6 stalls
Provided		6 stalls

**Site Totals**

Required		
Work Day (Commerical & Retail only)		328 stalls
Off Hours (Residential only)		617 stalls
Provided		
Surface Parking		221 stalls
Underground Parking		321/393 stalls
Total		542/614 stalls

**\*Residential Parking Requirements**

Efficiency Unit	1.5 stalls
One Bedroom Unit	2 stalls
Two Bedroom Unit	2.5 stalls
Three Bedroom Unit	3 stalls



Massing Views

West Verona Avenue Redevelopment - 2016.38.00  
November 9, 2016

