

December 15, 2017

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



Re: Concept Review Plan Submittal  
102 Lincoln Street  
Verona, WI 53593  
KBA Project # 1646

This Concept Review submittal is for the proposed rezoning and redevelopment of property located at 102/104 Lincoln Street. The property is currently zoned Suburban Industrial (SI) with a proposed rezoning to Planned Unit Development/General Development Plan (PD/GDP).

**Project Description:**

**Zoning/Site Design:**

The project site is located on the west side of Lincoln Street, north of the Military Ridge State Trail and is currently zoned Suburban Industrial (SI). This application is for the rezoning of the property from SI to PUD/GDP. The adjacent property to the north is zoned Suburban Commercial, the property to the east is zoned Mixed Residential, to the south is the Military Ridge State Trail, which is zoned Public Institutional – Parks, and the property to the west (on the east side of Lincoln Street) is zoned Public Institutional.

The eastern  $\frac{3}{4}$  of the existing site has a slight grade slope to the south/southwest with an approximate 5' grade drop occurring in the western  $\frac{1}{4}$  of the site. The Military Ridge Trail sits significantly higher than the southern edge of the property. There is minimal existing vegetation on the site and the existing buildings and pavement will be removed. There is an existing 15' storm water easement containing storm water structures, running north/south, bisecting the site. There are also easements in the far southwestern corner of the site for storm water structures and sanitary. Access to the site is from Lincoln Street.

The previously submitted GDP consisted of 3 buildings with a total of 114 units. We have lowered the unit count to 90 units, in a single three-story building with underground parking. The building is orientated to Lincoln Street and the Military Trail. The western end of the building is 160' from the property line of the neighbors to the west. The buildings eastern facade has been placed relatively close to Lincoln Street to make a strong urban connection between the building and the street. The connection is further enhanced with front porches and steps providing direct access to the street from the first floor units. The first-floor elevation is raised approximately 24" above the street and as Lincoln Street drops in elevation, from north to south, grade will drop slightly across the front of the building providing a sense of privacy from the street. Building amenities include a community room, exercise room, and management office.

**Architecture:**

Building setback, height, mass, horizontal and vertical rhythms, pitched roofs, and exterior materials have been established to invoke a residential connection. The exterior, Prairie style architecture is well articulated, using a combination of masonry and composite wood siding for an appealing and durable exterior. The buildings contain a range of studio, one bedroom, two bedroom, and two bedroom plus den apartments.

Project amenities include:

- Private patios/decks
- Community Room
- Exercise Room
- Leasing/property management office

**Unit Mix:**

Efficiency	_____	27 dwelling units (500 sf – 600 sf)
One Bedroom	_____	40 dwelling units (750 sf – 850 sf)
Two Bedroom	_____	23 dwelling units (1050 sf - 1200 sf)
Total		90 dwelling units

**Lot Area:** Approx. 156,000 S.F. / 3.5 Acres

**Density:** 25.7 DU/AC 1733 S.F./DU

**Floor Area Ratio:** 121,680 sf (Floor Area) / 156,000 sf (Lot Area) = ~.78 (FAR) *includes basements*

**PD Zoning Statement of Rationale**

A principal residential land use is neither a permitted or conditional use in a SI zoning district; therefore, to develop the site, we are requesting a rezoning from SI to PUD/GDP. The City of Verona Master Plan has designated this property, and the property directly to the north, for redevelopment, with multifamily represented for this site. A rezoning to PUD/GDP would be required to develop the site as described in the Master Plan. There are multiple properties associated in this potential redevelopment area with properties in various stages of deterioration. The developers consider this an appropriate infill use for the redevelopment to fill a demand for multifamily housing in the downtown area. The development will offer a variety of apartment types, both in size and rent ranges, to fill varied housing needs in this location. The introduction of 114 units to this area should provide additional demand for downtown businesses, improve the Lincoln Street streetscape, and be a betterment to the City as a whole.

**Zoning**

Zoning Standards Exemptions:

- Land Use:
  - Allow for a multifamily residential land use in the SI zoning district
- Density and Intensity:
  - Zoning Ordinance allows 12 units per acre in the UR zoning district. At 25.7 units/acre this development would be less dense than the West End Apartments (40.15 units/acre) and Sugar Creek Commons (36.61 units/acre) and more dense than Scenic Ridge

Apartments (11.93 units/acre), Sienna Ridge Apartments (18.36 units/acre), and similar in density to Murray Glen (26.32 units/acre).

- Building Setback:
  - allow for a minimum 17' front yard setback in lieu of the 25' setback requirement in SI, to develop a stronger street presence. Note that front setback varies from 17' to 20'.
- Parking and Loading Exemptions:
  - SI parking requirements not applicable due to change in land use. If UR standards are applied for comparison this proposal is below the parking requirements. We are proposing a parking ratio of approximately 1.66 stalls per unit. Based on past experience, the UR parking requirement appears to be excessive and with the walkability of this location to goods and services the proposed ratio seems appropriate.

#### Zoning Standards Requirements in Compliance:

- All minimum setbacks except the front yard as noted above.
- Minimum lot width
- Minimum building separation
- Building height
- Landscape surface ratio
- Floor area ratio
- Lot area
- Lot width
- Landscape
- Lighting
- Signage

#### **Planned Development Rationale**

- The proposed redevelopment and land use are consistent with City's Comprehensive Plan by providing diverse apartment housing in the downtown area.
- The proposed redevelopment and land use are consistent with the City's Comprehensive Plan, on this site, as this site has identified in the City's Master Plan for redevelopment as a multifamily use.
- This PD, in its proposed location and as depicted on the attached drawings, does not result in a substantial or undue adverse impact on nearby property and through redevelopment improves the character of the neighborhood. The PD would improve the environmental effects of storm water by controlling the storm water and management practices such as creating a storm water bio-retention basin. Multifamily developments have historically had minimal impact on traffic generation.
- The PD land use is consistent with the Comprehensive Plan and although the densities are inconsistent with the plan the additional density is required to create the management and amenity package for an upscale development. The higher density has been appropriately integrated into this site through thoughtful design.
- The PD use would be adequately served by, would not impose a burden on, and have minimal impact on public agencies serving the development
- The proposed PD accomplishes redevelopment with a high-quality multifamily residential land use and removes a large area of potential future industrial development in the downtown area.

**Project Schedule:**

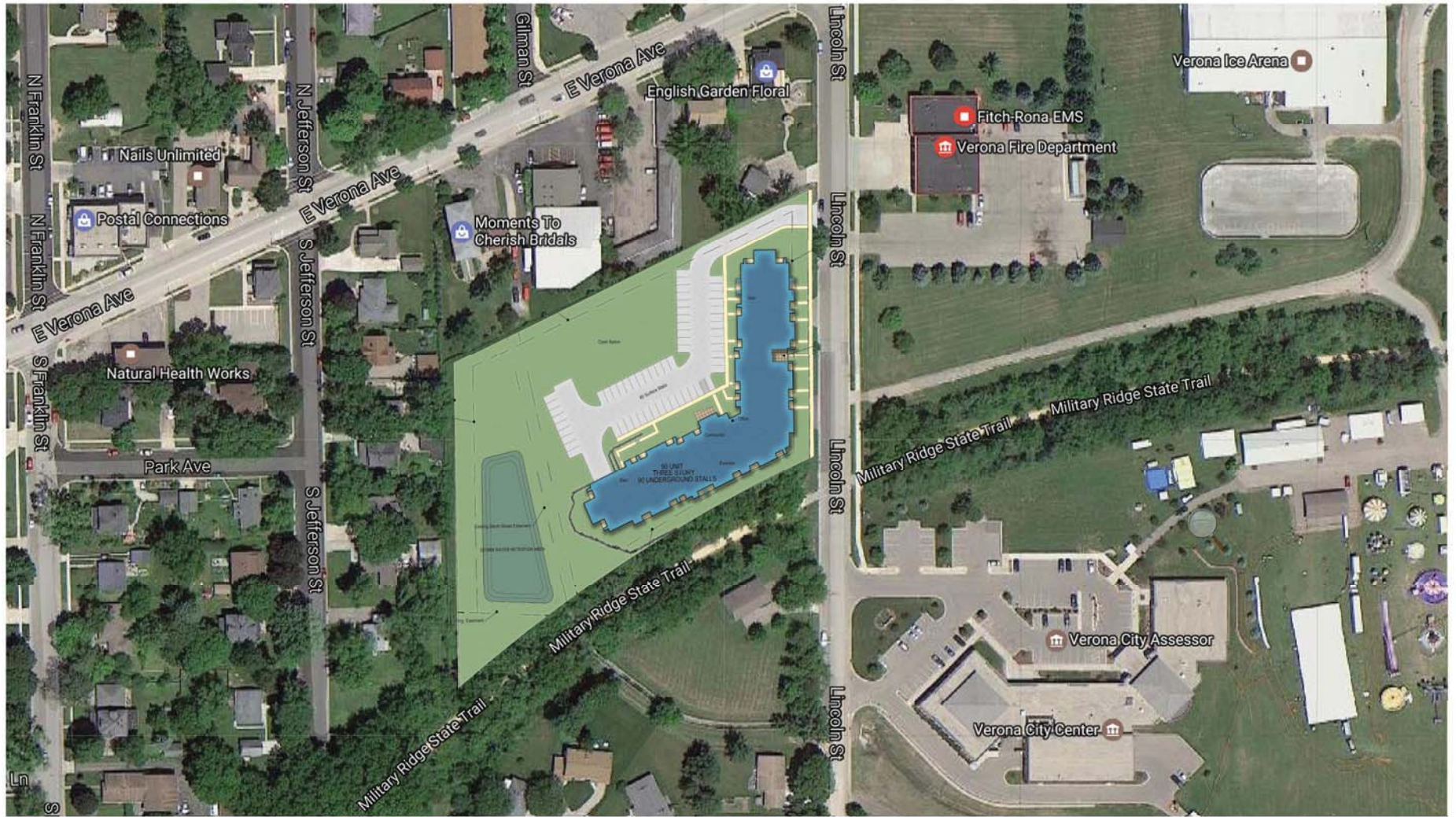
We anticipate phasing the project with construction starting on the first building in the February 2018 with the remaining buildings being phased in as the market dictates.

**Contacts:**

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Owner: Lincoln Street Verona, LLC  
102 N Franklin Street  
Madison, WI 53703  
Phone: (608)251-3700

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



Aerial Concept Site Plan  
Lincoln Street  
December 15, 2017





**Project Information**

Lot Area: Approx. 156,000 S.F./3.5 Acres

**Dwelling Unit Mix**

Efficiency	27
One Bedroom	40
Two Bedroom	23
<b>Total</b>	<b>90</b>

**Parking**

Surface	60
Underground	90
<b>Total</b>	<b>150</b>

Parking Stalls/Unit \_\_\_\_ 1.66



Concept Site Plan  
Lincoln Street  
December 15, 2017





CONCEPTUAL ELEVATION ALONG LINCOLN STREET



CONCEPTUAL WEST ELEVATION

Elevations  
Lincoln Street, Verona  
December 15, 2017

