



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

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

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
<u>Surface</u>	<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

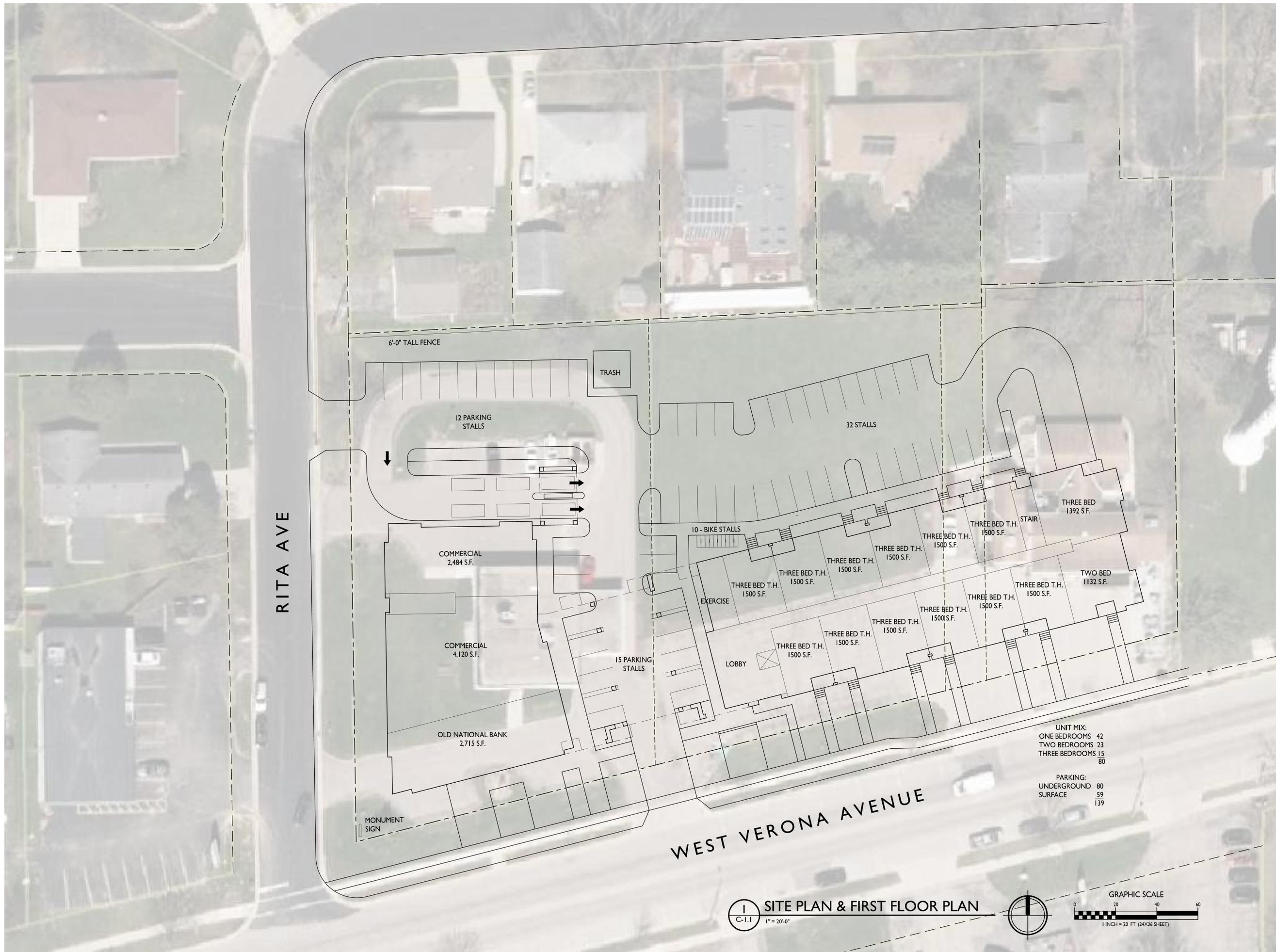
PROJECT TITLE
**Northpointe
Development**

West Verona Avenue
Verona, Wisconsin
SHEET TITLE
Site Plan

SHEET NUMBER

C-1.1

PROJECT NO. **2013**
© Knothe & Bruce Architects, LLC



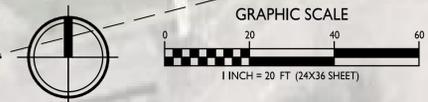
UNIT MIX:

ONE BEDROOMS	42
TWO BEDROOMS	23
THREE BEDROOMS	15
TOTAL	80

PARKING:

UNDERGROUND	80
SURFACE	59
TOTAL	139

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



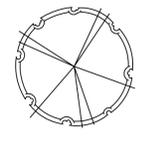
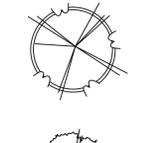
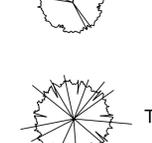
RITA AVENUE

BIO RETENTION BASIN

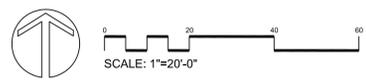
WEST VERONA AVENUE

CONCEPTUAL LANDSCAPE PLAN

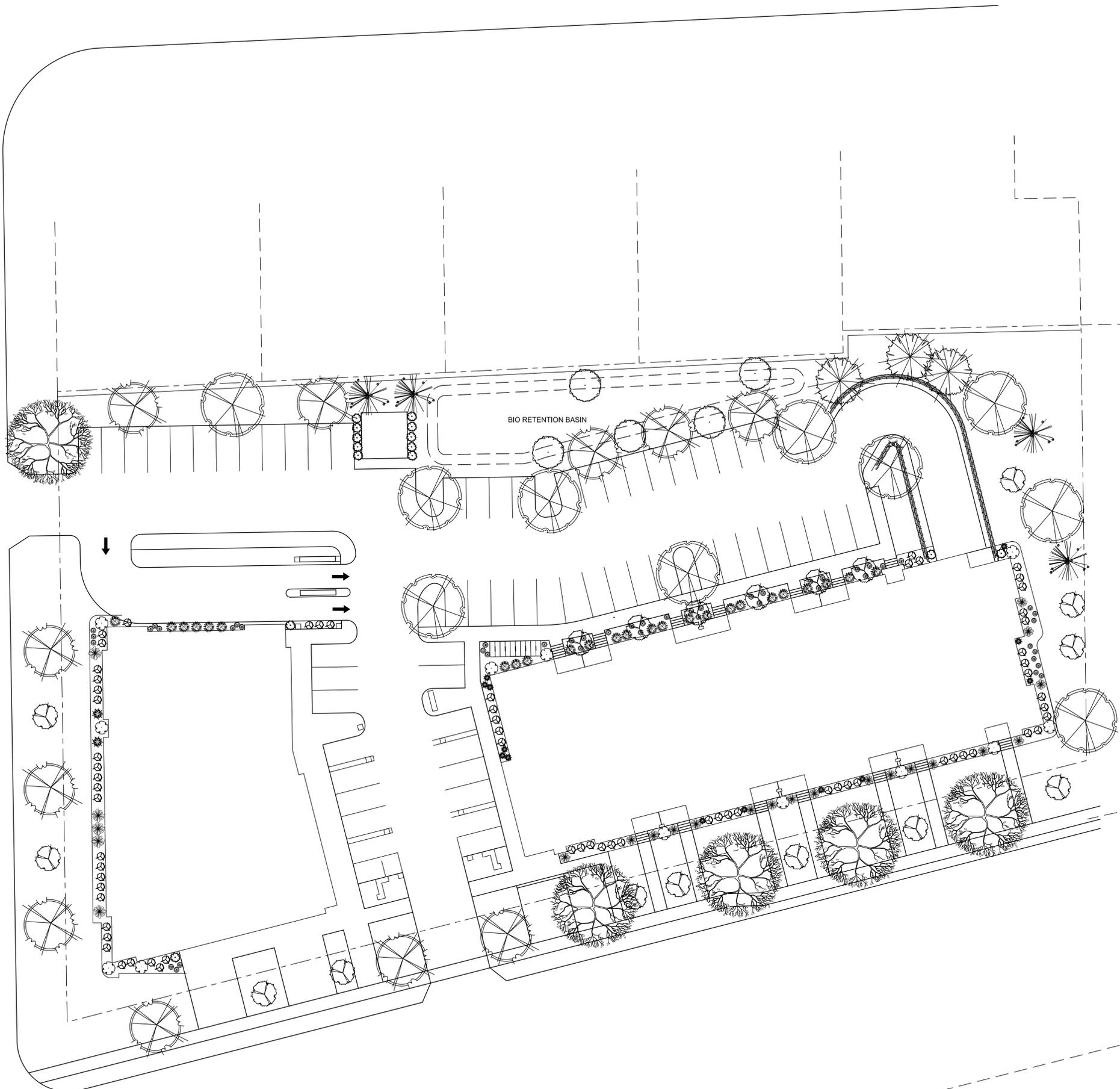
PLANT KEY

- | | | | |
|---|-----------------------|---|------------------------|
|  | 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



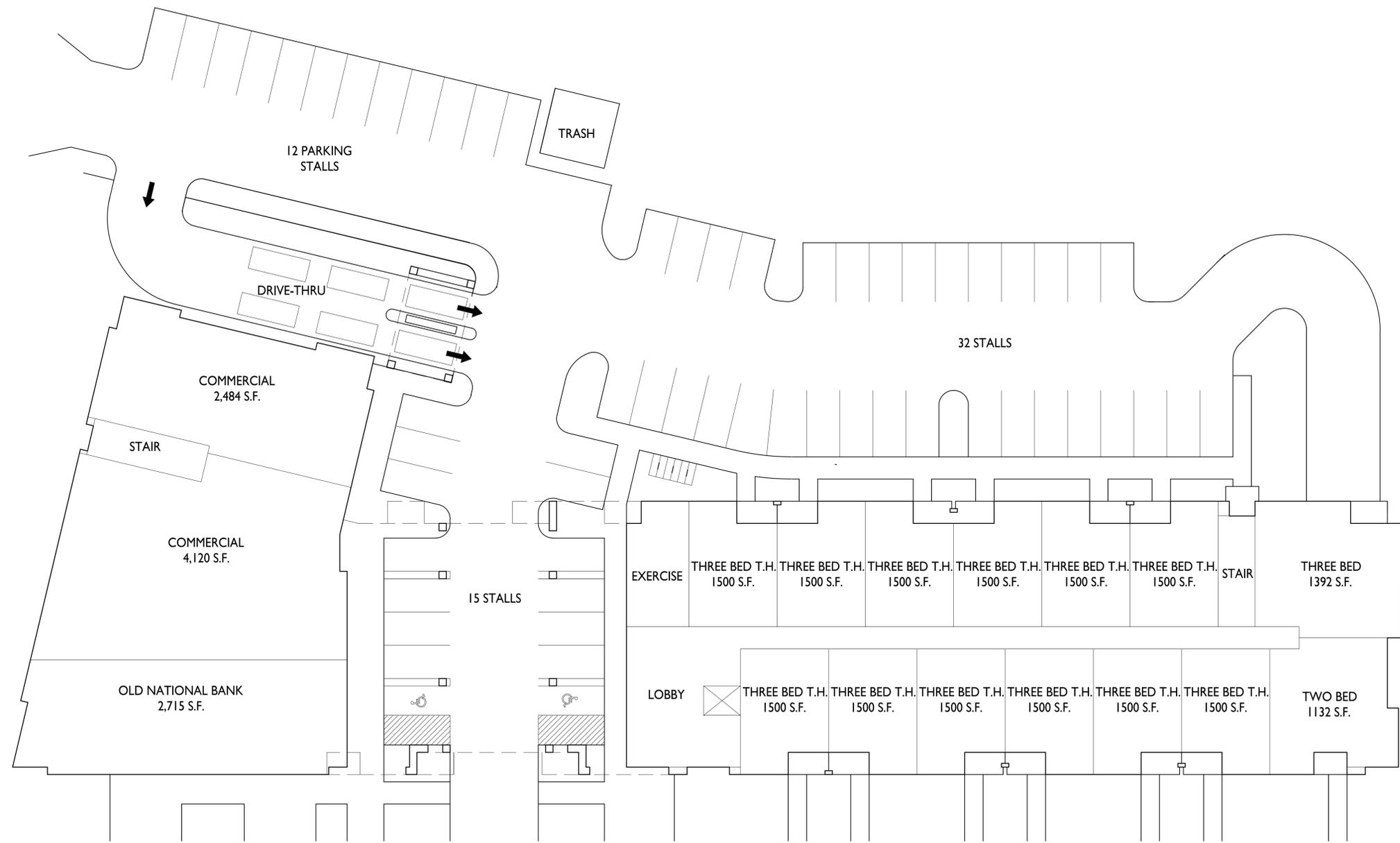
SCALE: 1" = 20'-0"





knothe • bruce
ARCHITECTS

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



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

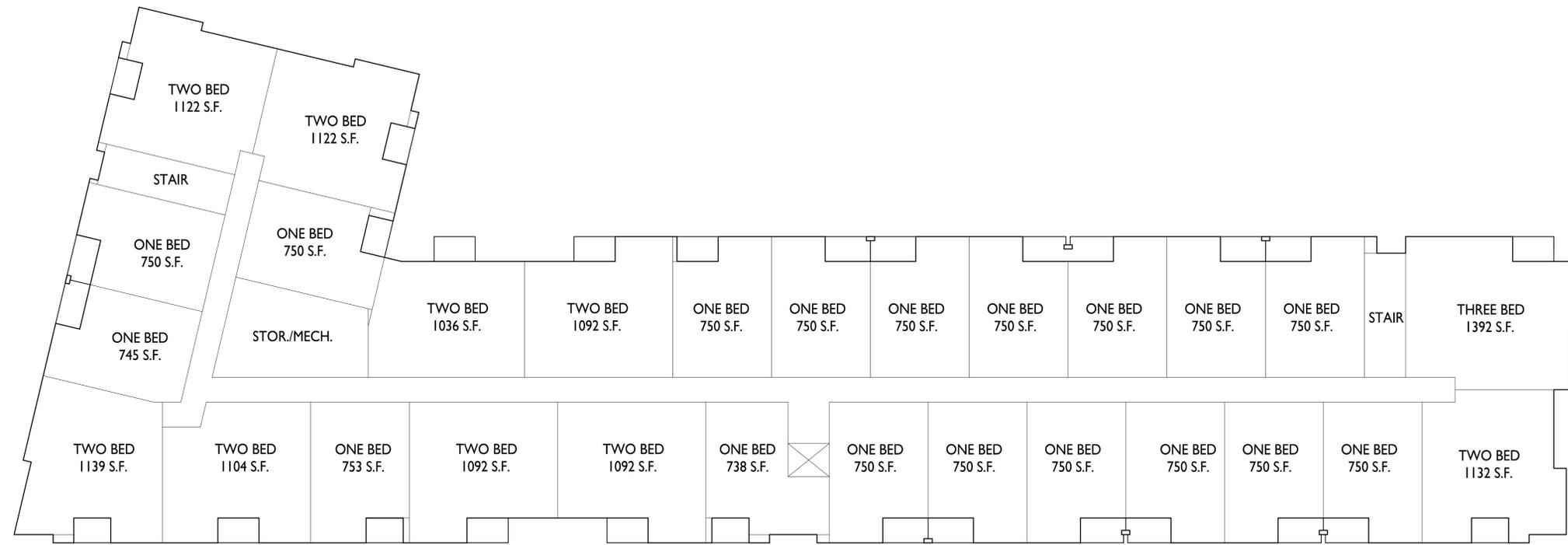
PROJECT NO. **2013**

© Knothe & Bruce Architects, LLC



knothe • bruce
ARCHITECTS

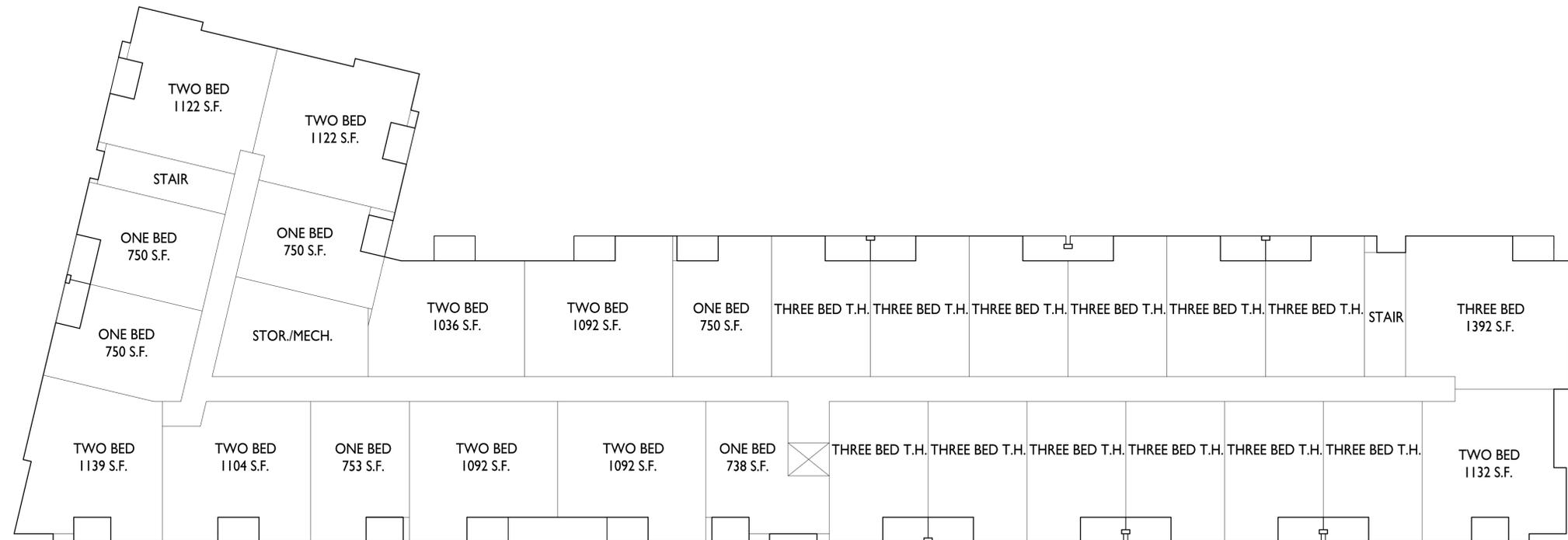
Phone: 7601 University Ave., Ste 201
608.836.3690 Middleton, WI 53562



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**
© Knothe & Bruce Architects, LLC



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**

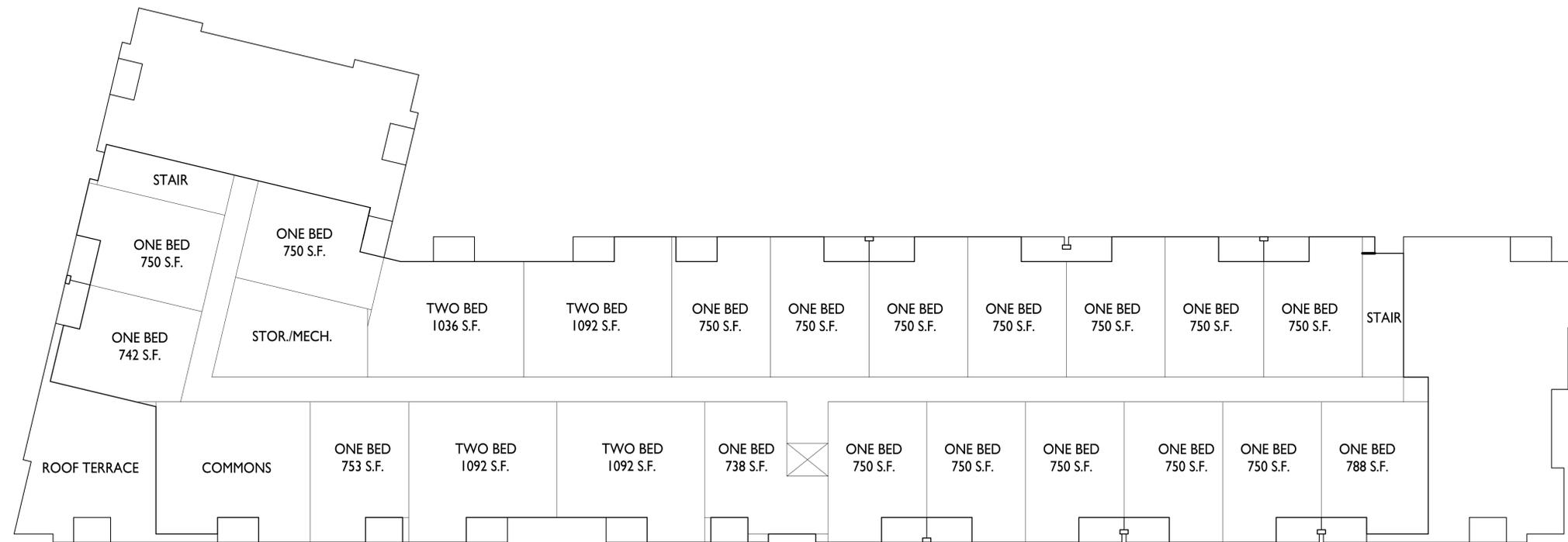
West Verona Avenue
Verona, Wisconsin
SHEET TITLE
Fourth Floor Plan

SHEET NUMBER

A-1.3

PROJECT NO. **2013**

© Knothe & Bruce Architects, LLC



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