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SUGAR CREEK ELEMENTARY SITE

Vision for Verona's Next Dynamic Community Hub

REZONING/PLANNED UNIT DEVELOPMENT SUBMITTAL
SEPTEMBER 2, 2020

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INTENT OF DOCUMENT

This document provides the first implementation steps for the Sugar Creek Elementary School Redevelopment through the establishment of Planned Unit Development: General Development Plan zoning for the parcels. This request is the first piece of a multi-step zoning process and seeks to establish general zoning standards for each portion of the project. Future Precise Implementation Plan submittals that address site plans, architecture, and landscape details will be developed on a project by project basis.

PROJECT OWNERS

Verona Graded School/Verona High School/Verona Joint School District #1
Verona Union Free High School District & School District #2
700 North Main Street
Verona, Wisconsin 53593

100 South Marietta LLC.
120 West Gorham Street
Madison, WI 53703

CONTACTS

APPLICANT

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PLANNING

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EXISTING CONDITIONS

Existing Zoning: Neighborhood Residential
Neighborhood Office
Planned Unit Development

Existing Parcels:
100 South Marietta Drive 0608-153-7481-3
420 Church Street 0608-153-6726-9
0608-153-6738-5
0608-153-6780-3
0608-153-7495-7
0608-153-7684-8
0608-153-9310-5
0608-153-9430-0

Adopted Plans from City of Verona

Comprehensive Plan: Land Use

Project Area: Institutional or Governmental
Adjoining Parcels: Single Family
Industrial
Transportation
Multi-Family
Commercial Sales or Service

Downtown Mobility & Development Plan: Future Land Use and Proposed Zoning

Project Area: Downtown Mixed Use
Mixed Residential

See Exhibit A: Downtown Mobility & Development Plan
Lot Area: 12.6 acres

SITE INFORMATION

The Sugar Creek Elementary School site, located along West Verona Avenue, is uniquely positioned to grow downtown while offering new housing opportunities and public gathering/community spaces. The 12.6 acre parcel is occupied by the vacant Sugar Creek Elementary School, New Century School House, and an existing building at the corner of Marietta and West Verona Avenue. The large super-block contains frontage on West Verona Avenue, Marietta Street, Church Street and Legion Street. Future street extensions include the potential to extend Industrial Drive and Church Street through the site.

See Exhibit B: Location Map

See Exhibit C: Existing Conditions

ZONING REQUEST

Rezone the property from Neighborhood Residential and Neighborhood Office to Urban Residential and Central Commercial with a Planned Unit Development Overlay.

Proposed:

Urban Residential

Central Commercial

Planned Unit Development – General Development Plan (PDD-GDP)

See Exhibit D: Proposed Zoning

ZONING REQUEST JUSTIFICATION

The Planned Unit Development zoning will allow for the flexibility to create the urban mixed-use redevelopment proposed for the site, consistent with the City's goals in the awarded Request for Proposals. This PUD approach creates a framework to guide redevelopment of the site through a multi-step process with significant public review towards the creation of a diverse, sustainable, and high-quality redevelopment of this key site. This document delivers the guidelines and underlying standards for building and site design; guaranteeing that the original team RFP response is codified and confirmed as the overall project character. Detailed Precise Implementation Plans will follow this document on a building by building basis, allowing careful review and inspection of all aspects of the proposed buildings architecture, site plans, and landscaping

VARIANCES FROM STANDARD ZONING

- Allowance for greater residential densities
- Modifications to lot and bulk standards

DEVELOPMENT CONCEPT

The vision for this development is an inspiring, multi-generational, pedestrian-friendly community hub knit into the heart of Hometown, USA. This lively destination has a “city scene” vibe that draws people in with its cohesive mix of park and cultural facilities, intriguing experiential activities, and a vibrant mix of street-facing shops – all flanked by a blend of multi-family housing.

Key Components:

- Community anchor with a civic plaza and open space to accommodate a variety of community events and programming
- Rehabilitation and historic registration of the New Century Schoolhouse, returning it to the community it was built to serve through a public-private partnership
- Mixed use walkable retail/office
- Blend of market rate and affordable workforce apartments



PROPOSED LAND USE SUMMARY

Projected Construction:	2021-2025
Proposed Use:	up to 10,000 square feet of retail
	130-140 market rate apartments
	100-110 workforce housing apartments
	Community Open Space
	Restoration/Reactivation of Historic New Century School

DISTRICT DESCRIPTIONS/ ZONING TEXT

DISTRICT I: CIVIC PLAZA & ACTIVITY SPACE

Urban Residential

General Development Plan

See Exhibit E: Master Plan

See Exhibit F: District Plan



Description

At the heart of every community is a gathering space. This component forms the central hub of the development district—connecting neighborhoods, multiple generational activities, pedestrian and bike traffic, village-style commercial, and the rest of downtown. Ideally located, the area has a visible presence on W. Verona Ave. and serves as a welcoming front door while activating & supporting the adjoining neighborhood, New Century School, Mixed-Use, and Downtown.

The final design and programming will be developed through a public-private partnership with the City and subject to a future approval process.



Potential components:

- Central great lawn feature
- Performance space
- Special events and daily uses including outdoor movies, music, yoga, ice skating, frisbee
- Year-round activities including farmers markets, art cart, reading hours, art installations, holiday lights and tree lighting, night markets, vintage pop-up markets

DISTRICT II: HISTORIC SCHOOL REUSE

Central Commercial

General Development Plan

See Exhibit E: Master Plan

See Exhibit F: District Plan



Description

The historic reuse of the iconic New Century School offers an opportunity to return the building to the community it was built to serve in 1907.

The development team will engage the community through a public-private partnership with the City to determine desired uses and programming for this civic space.

Proposed Use/Zoning To be determined based upon Community Input



Potential components:

- Community Center
- Children's Museum
- Non-profit headquarters
- Maker Space
- Office
- Residential
- Other uses as determined by the public input process

DISTRICT III: MIXED USE CENTER

Central Commercial

General Development Plan

See Exhibit E: Master Plan

See Exhibit F: District Plan



Description

The mixed-use center creates a link between the walkable downtown commercial, public open space, and Historic New Century School. Designed to create opportunities for upper floor residential lofts and first floor retail/office uses served by underground and surface parking, this project extends Downtown along the West Verona Avenue frontage while expanding the activation of the public open space.

- Potential retail, office, and dining with integrated eating areas on ground floor
- Underground tenant parking
- Surface parking for tenants or businesses located behind building
- Potential rooftop amenities
- First floor retail uses consistent with downtown area

Proposed Dwelling Units 20-25 units

Proposed Retail Up to 10,000 square feet

Uses per Central Commercial District



District III Zoning Text (CC/PUD)

Lot Area	Per approved PIP
Lot Depth	Per approved PIP
Front Yard Setback	5 feet minimum 25 feet maximum
Corner Yard Setback	0 feet minimum
Side Yard Setback	0 feet minimum
Minimum Rear Yard Setback	10 feet minimum
Maximum Building Height	50 feet
Maximum Lot Coverage	100%

DISTRICT IV: MARKET RATE HOUSING

Urban Residential

General Development Plan

See Exhibit E: Master Plan

See Exhibit F: District Plan



Description

The market rate housing offers three-story and four-story interior hallway apartment buildings with on-site management, underground parking, and tenant amenities. Featuring a blend of one/two/and three bedroom apartments, this district will offer additional housing choices for the community.

Proposed Dwelling Units: 110-115 units



District IV Zoning Text (CC/PUD)

Lot Area	Per approved PIP
Lot Depth	Per approved PIP
Front Yard Setback	10 feet minimum
Corner Yard Setback	10 feet minimum
Side Yard Setback	5 feet minimum
Rear Yard Setback	15 foot minimum
Maximum Building Height	45 feet
Maximum Lot Coverage	90%

DISTRICT V: AFFORDABLE WORKFORCE HOUSING

Urban Residential

General Development Plan

See Exhibit E: Master Plan

See Exhibit F: District Plan



Description

The affordable workforce housing district offers much needed housing diversity for the community through the creation of new housing affordable to residents making between 50 and 70% of the area median income. These two-story buildings feature tuck under parking, private entries, on-site management, and thoughtfully elevated features and finishes. Additional tenant amenities may include a centralized club house, fitness center, bike storage and service center, co-working space, game lounge, outdoor living room and a community grilling area.

Proposed Dwelling Units: 90-120 units



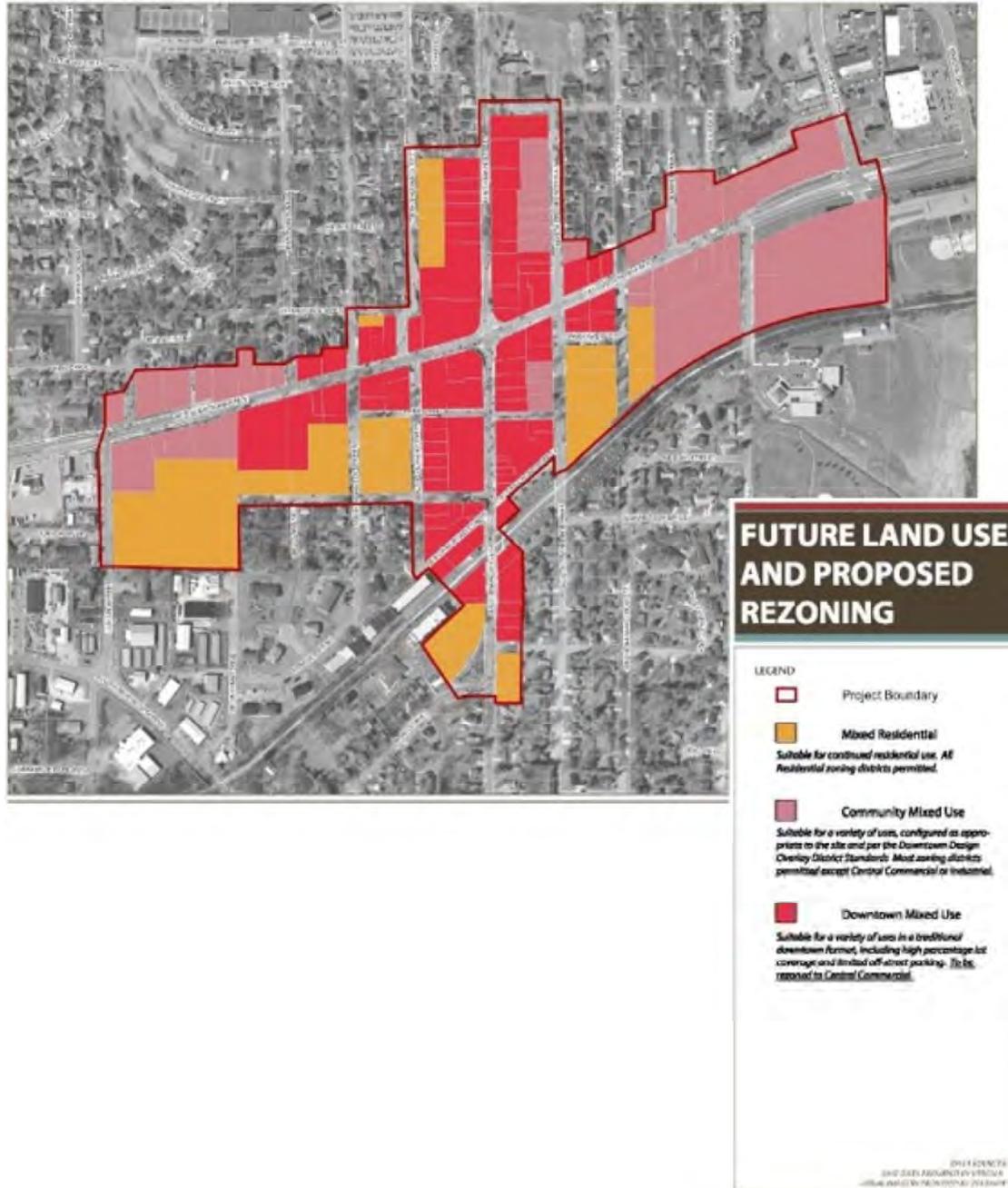
District IV Zoning Text (CC/PUD)

Lot Area	Per approved PIP
Lot Depth	Per approved PIP
Front Yard Setback	10 feet minimum
Corner Yard Setback	10 feet minimum
Side Yard Setback	5 feet minimum
Rear Yard Setback	15 foot minimum
Maximum Building Height	40 feet
Maximum Lot Coverage	90%

EXHIBITS

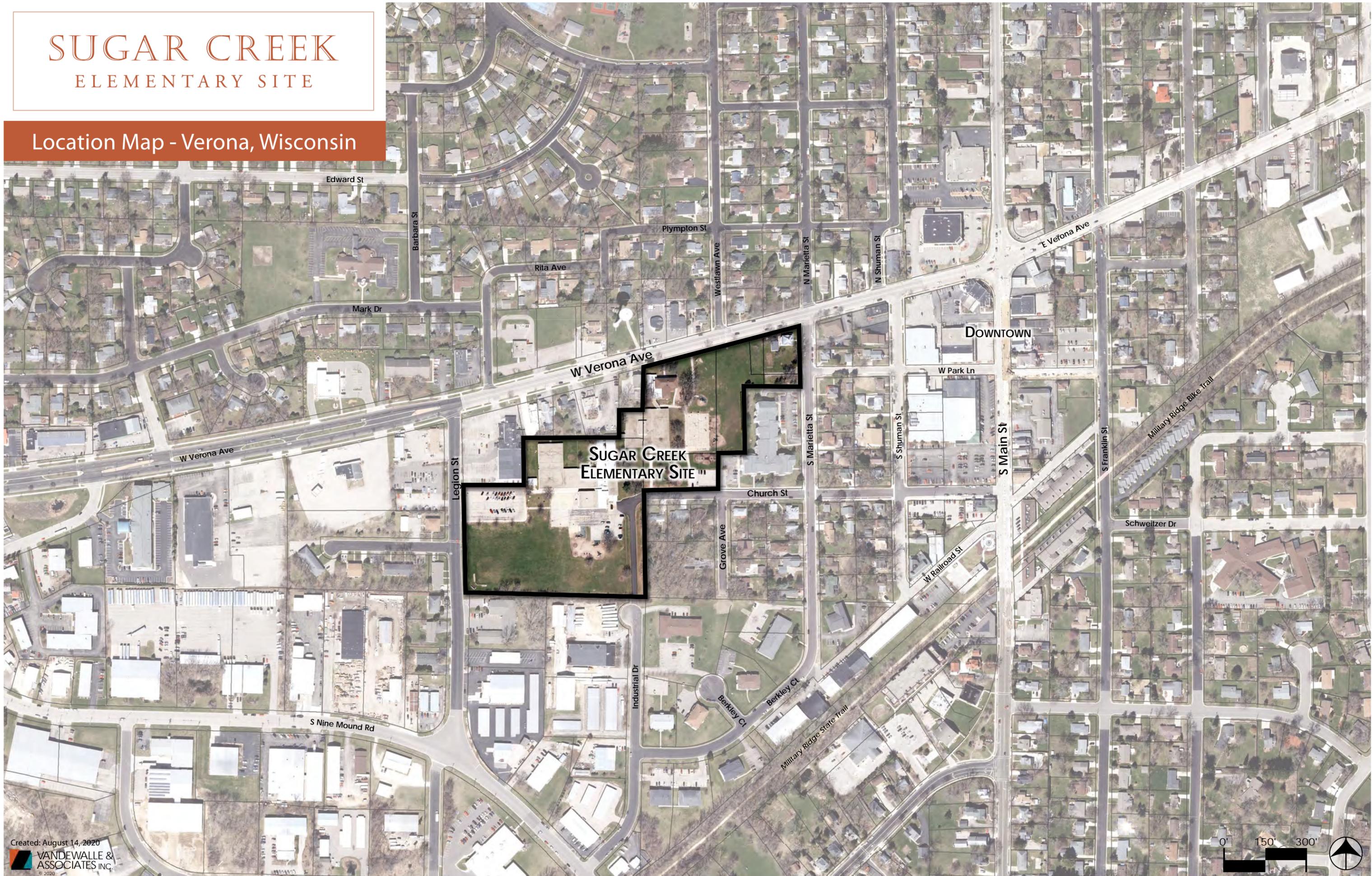
- Exhibit A** Downtown Mobility & Development Plan
- Exhibit B** Location Map
- Exhibit C** Existing Conditions
- Exhibit D** Zoning Plan
- Exhibit E** Master Plan
- Exhibit F** District Plan

Figure 4.1: Future Land Use Map with Proposed Rezoning to Central Commercial



SUGAR CREEK ELEMENTARY SITE

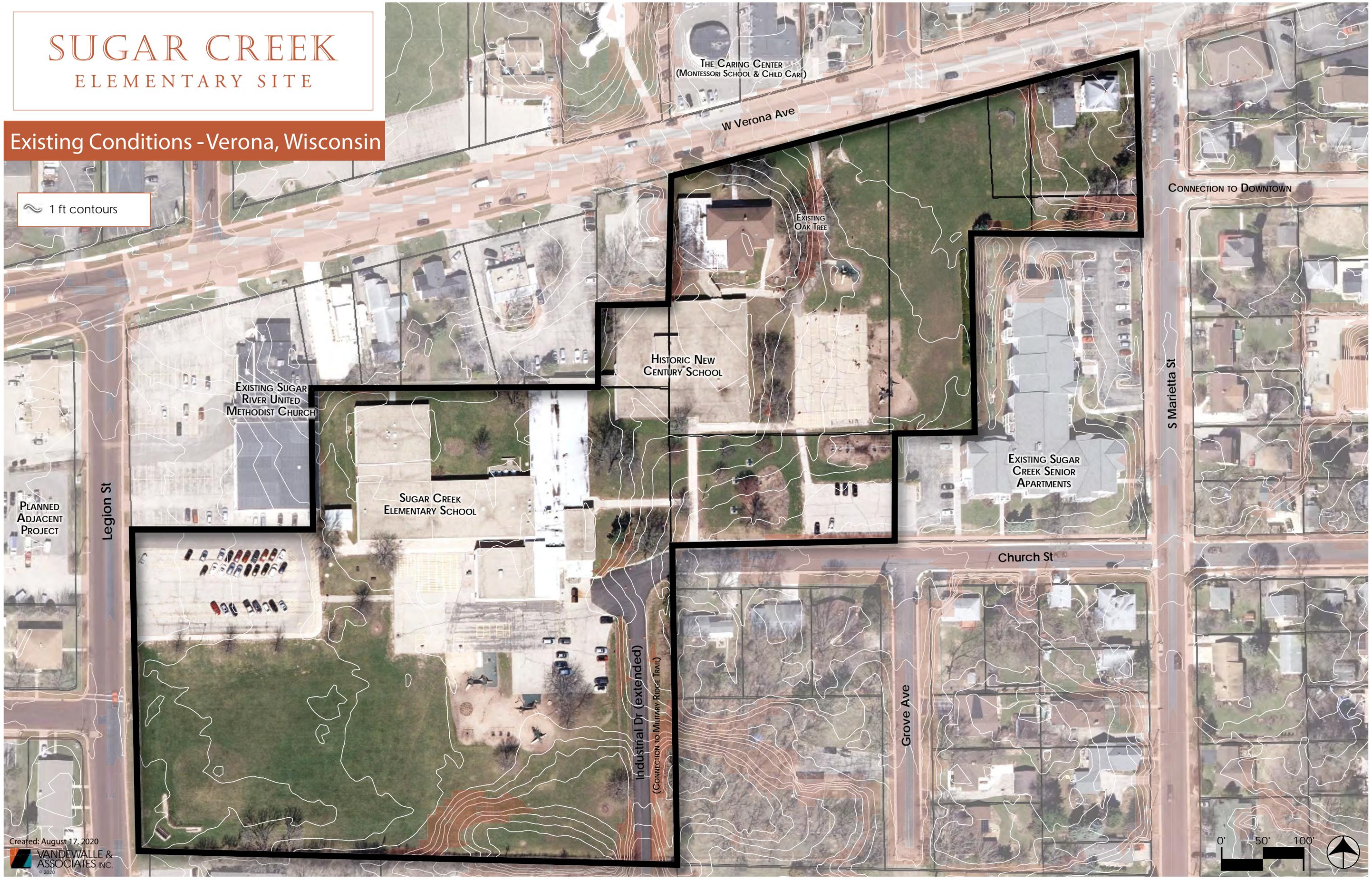
Location Map - Verona, Wisconsin



SUGAR CREEK ELEMENTARY SITE

Existing Conditions - Verona, Wisconsin

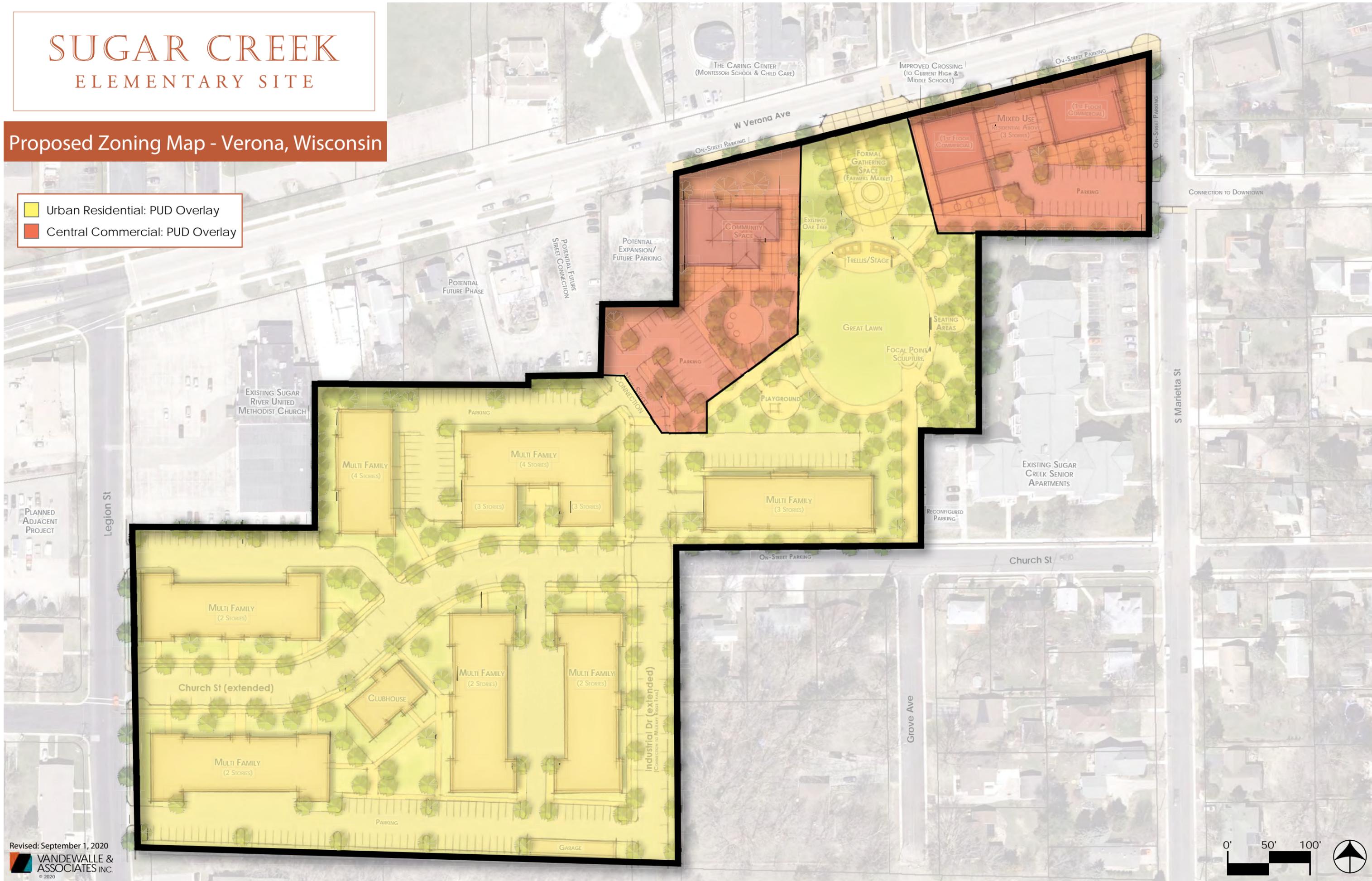
1 ft contours



SUGAR CREEK ELEMENTARY SITE

Proposed Zoning Map - Verona, Wisconsin

- Urban Residential: PUD Overlay
- Central Commercial: PUD Overlay



SUGAR CREEK ELEMENTARY SITE

Master Plan - Verona, Wisconsin



SUGAR CREEK ELEMENTARY SITE

District Plan - Verona, Wisconsin

