



October 1, 2020

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

RE: General Development Plan Submittal
121/125 Berkley Road
Verona, WI 53593

General Development Plan Description

This is a general development plan review of 121/125 Berkley Rd project controlled by East Ave. Properties. It currently has 20 residential units that would be redistributed onto this site along with units from another property on East Verona Ave.

The main goal of the general development review is to discuss the updated site plans, the preliminary elevation, and the stormwater management concepts with 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 general development plan 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.

Proposed Project Phasing with the East Verona Avenue Property

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	- 35 dwelling units (600+ sqft)
Two Bedroom	- 20 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: 101,177 sf (Floor Area)/74923 (Lot Area) = ~ 1.35 (FAR) includes parking garage

Building Coverage – 37%

Landscape Surface Ratio: 31%

Impervious Surface Ratio: 69%

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 1.5 stalls per unit.
- 119 parking spaces total. 66 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 setbacks are noted on plan
 - o North front yard Setback required 25' – **10' requested to allow for more underground parking and create raised public spaces for the tenants**
 - o East side yard setback required 15ft – **13' requested allowing the porches to extend 2' outside the primary wall for more visual interest in the longer façades**
 - o West side yard setback required 15ft – **15' provided**
 - o South rear yard setback required 25ft – **23' requested allowing the porches to extend 2' outside the primary wall for more visual interest in the longer façades**
- Maximum building height – 35' – **40' requested along the primary street edge, due to the building proportions and the sloping grades of the existing site.**
- Minimum lot width
- Minimum building separation
- Minimum lot width
- Landscaping – to be reviewed at next level
- Lighting – to be reviewed at next level

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

Owner: East Ave. Properties
Verona, Wi 53593
Contact: Jason Hughes
Phone: 608.358.0984
Email: Jason@hughesflooring.com

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



ARCHITECTS
700 W. VIRGINIA STREET, SUITE 404
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A NEW PROJECT FOR:
BERKLEY APARTMENTS
121/125 BERKLEY ROAD
VERONA, WI 53593

CLIENT:
EAST AVE. PROPERTIES
VERONA, WI

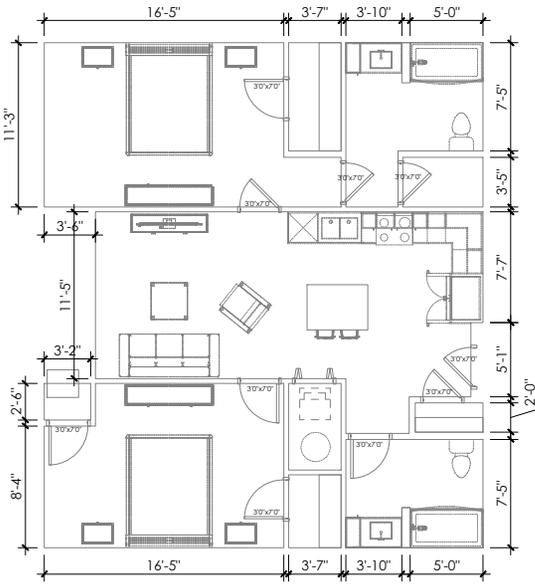
Drawings and Specifications are instruments of service on the part of Madsen Maher Architects, whether prepared by or for the client or the architect, and shall not be used for any other project or purpose without the express written consent of Madsen Maher Architects.

DATE: ISSUED SET
REVISION: GENERAL DEVELOPMENT PLAN

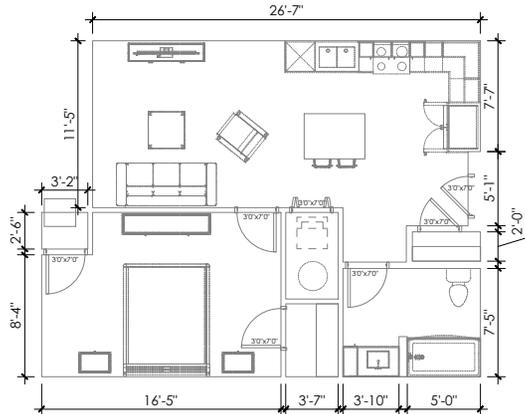
Project Number: 20-012
Start Date: 6/19/20
Drawn By: RRT
Checked By: RRT
Scale: AS NOTED

OVERALL FLOOR PLANS

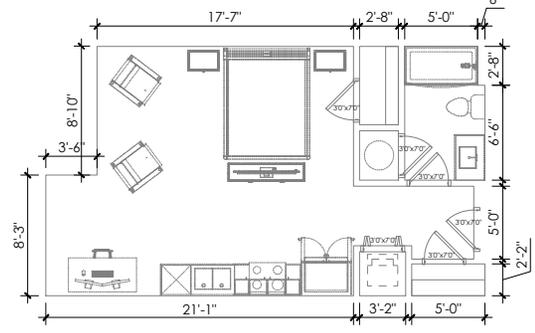
A1.02



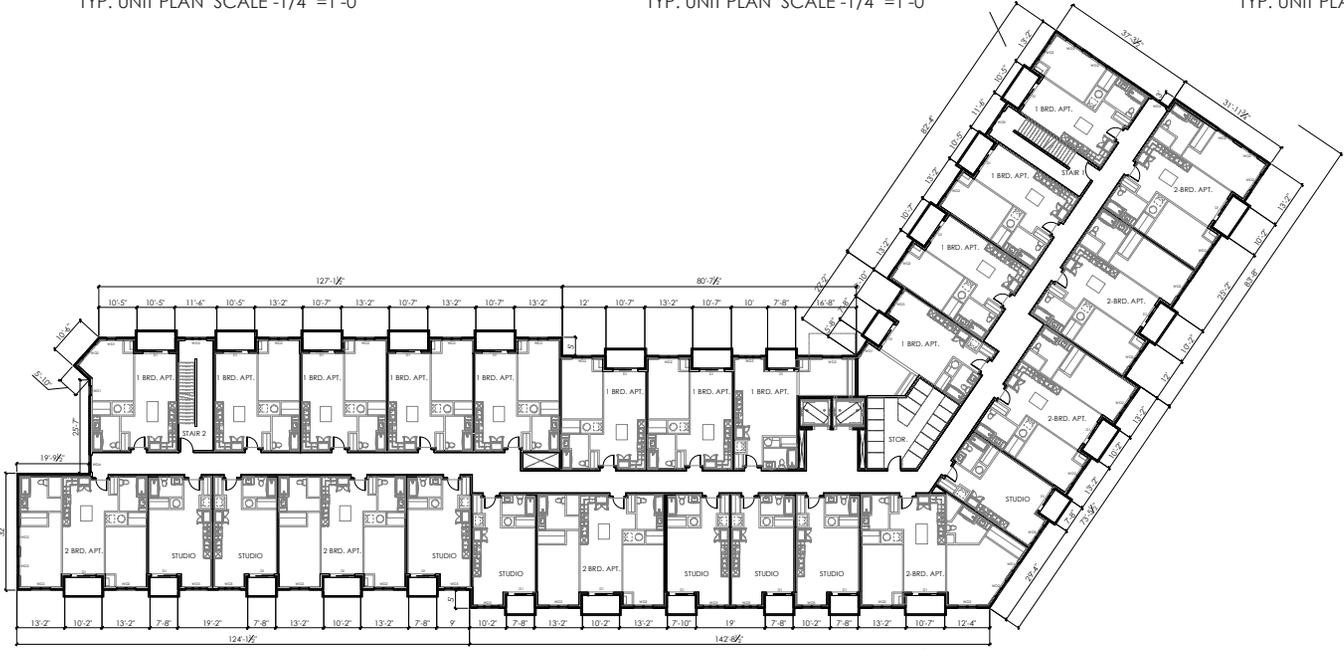
TYP. 2-BEDROOM - 993 SQFT
TYP. UNIT PLAN SCALE -1/4" = 1'-0"



TYP. 1-BEDROOM - 646 SQFT
TYP. UNIT PLAN SCALE -1/4" = 1'-0"



TYP. STUDIO - 646 SQFT
TYP. UNIT PLAN SCALE -1/4" = 1'-0"



OVERALL 2ND & 3RD LEVEL PLAN SCALE -1/16" = 1'-0"

A NEW PROJECT FOR:

BERKLEY APARTMENTS

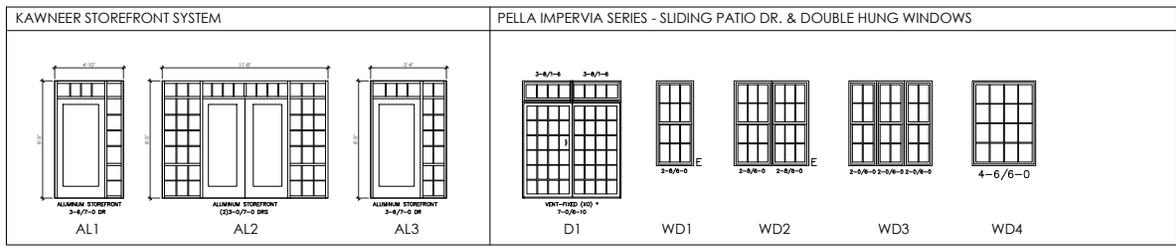
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CLIENT:
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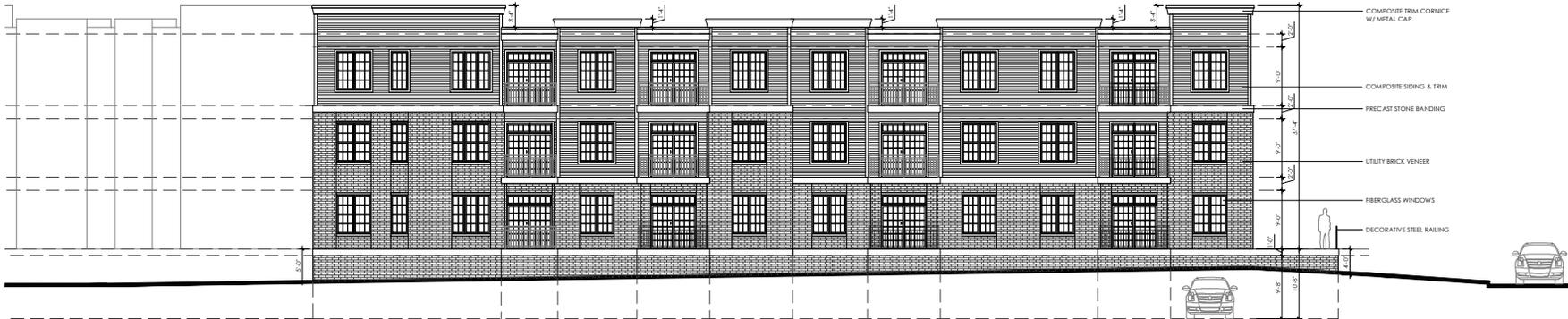
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NORTH-SOUTH SECTION/ELEVATION -1 SCALE 1/16" = 1'-0"



NORTH-SOUTH SECTION/ELEVATION -1 - SCALE 1/8" = 1'-0"

TYPICAL ELEVATION

A4.01



OVERALL SOUTH ELEVATION - SCALE 1/16" = 1'-0"



OVERALL WEST ELEVATION - SCALE 1/16" = 1'-0"



OVERALL EAST ELEVATION - SCALE 1/16" = 1'-0"



OVERALL NORTH ELEVATION - SCALE 1/16" = 1'-0"



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MADISENMAIER.COM

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COLORED
OVERALL
ELEVATIONS

A4.02



SOUTH ELEVATION - 1 - SCALE 1/8" = 1'-0"



SOUTH ELEVATION - 2 - SCALE 1/8" = 1'-0"



WEST ELEVATION - SCALE 1/8" = 1'-0"



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ELEVATIONS

A4.03