



August 7, 2020

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

RE: Concept Plan Submittal

121/125 Berkley Road & 409/411/415 East Verona Avenue
Verona, WI 53593

Concept Review Description

This is a concept review of two properties controlled by East Ave. Properties. Both have residential units that would be redistributed onto one of the sites, while the other site would be redeveloped into a mixed-use commercial property.

The main goal of the concept review is to determine if the density and the proposed uses are supported by 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 concept 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.

East Verona Avenue Multi-Tenant

This concept submittal is for the proposed redevelopment of property located at 409/411/415 East Verona Avenue. The property is currently zoned Suburban Commercial (SC) and we are proposing razing two apartments, (15 units) and a commercial tenant building and creating one new multi-tenant building with a drive-thru.

Proposed Project Phasing

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	- 34 dwelling units (600+ sqft)
Two Bedroom	- 21 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: 100,248 sf (Floor Area)/74923 (Lot Area) = ~ 1.34 (FAR) includes parking garage

Building Coverage – 33%

Landscape Surface Ratio: 35%

Impervious Surface Ratio: 65%

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 1.4 stalls per unit.
- 112 parking spaces total. 59 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 minimum setbacks are noted
- 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
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Milwaukee, WI 53204
Contact: Ryan Thomas
Phone: 414.277.8000
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Owner: East Ave. Properties
Verona, WI 53593
Contact: Jason Hughes
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Email: Jason@hughesflooring.com

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

