

October 7, 2020

Ms. Katherine Holt
City of Verona
111 Lincoln Street
Verona, WI 53593

Re: 300 East Verona Avenue – Plan Commission GDP/PIP Review Submittal

Ms. Holt,

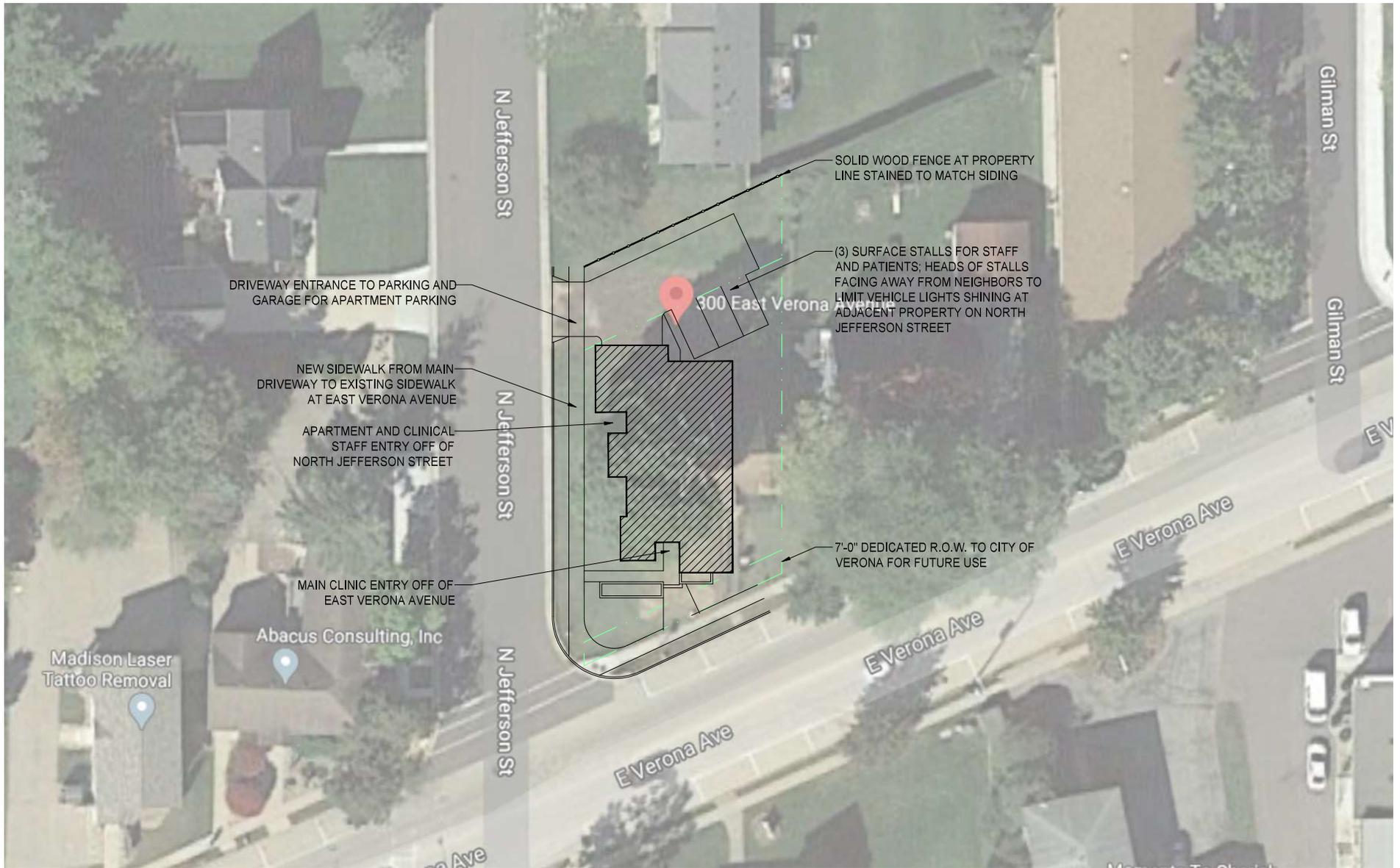
We are excited to formally introduce the development concept for 300 East Verona Avenue to the Plan Commission for initial review on October 5, 2020. As you know the property is currently zoned Central Commercial (CC) and we are proposing a structure, and uses, that is permitted within this zoning classification. The two-story building is comprised of the grade floor that will hold Amanda Preimesberger's Direct Primary Care Family Medicine Clinic and the second floor is utilized for (2) One-Bedroom Apartments. Attached to this submittal is a letter from Amanda better describing the clinic's concept, goals, and operation. The apartment units will utilize the two-car garage within the building's grade level to meet the parking requirements associated with the units themselves. Though parking is not required for the clinic operation in the CC zoning, we are providing three additional surface stalls that will be dedicated for clinic use during the hours of operation as described by Amanda in her letter. The building layout conforms to all setback requirement, height constraints, and landscaping/fencing requirements.

From an architectural standpoint the structure is looking to work within the transitional character provided at this site where the commercial frontage along East Verona Avenue transitions back to the residential character to North Jefferson Street. The building utilizes a combination of brick masonry as well as cement board siding, in a lap as well as board and batten installation, to breakdown the scale of the building and provide unique architectural elements at the corners of the structure. The masonry masses of the building along East Verona Avenue are tied together with a standing seam metal roof to highlight the entry to the clinic at grade level. The large planter at the corner of East Verona Avenue and North Jefferson Street help to provide an inviting landscaped corner condition that will also contain building signage. The eroded corner at the second floor breaks down the scale of the building and provides an outdoor terrace element for both the clinic and potentially the apartments to utilize during non-clinic hours. As the building moves along North Jefferson the scale is broken down with the metal roof line extending to highlight the apartment entry along the street and the elevation terminates with the masonry massing of the garage; windows within the garage wall help to provide a sense of transparency to pedestrians moving past on the street. The exposed structural members of the framed roof lines at these conditions also help to highlight the entries and provide a textural element to the elevations. Exterior lighting for the site will be on the building and of a residential scaled wall sconce at the three entry points in to the building as well as at the garage doors. Landscape lighting along Jefferson Street may also be incorporated, but will be provided to be night-sky compliant with appropriate cut-offs.

We feel this new business is a major asset to the ever-growing population in Verona and the scale and character of the building continues to improve upon the character of the main east-west corridor through the city. We look forward to discussing and receiving your approvals on November 4th.

Sincerely,

Marc Schellpfeffer, AIA
Partner



Site Plan Diagram

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting
 Scale: 1" = 30'-0"

October 7, 2020

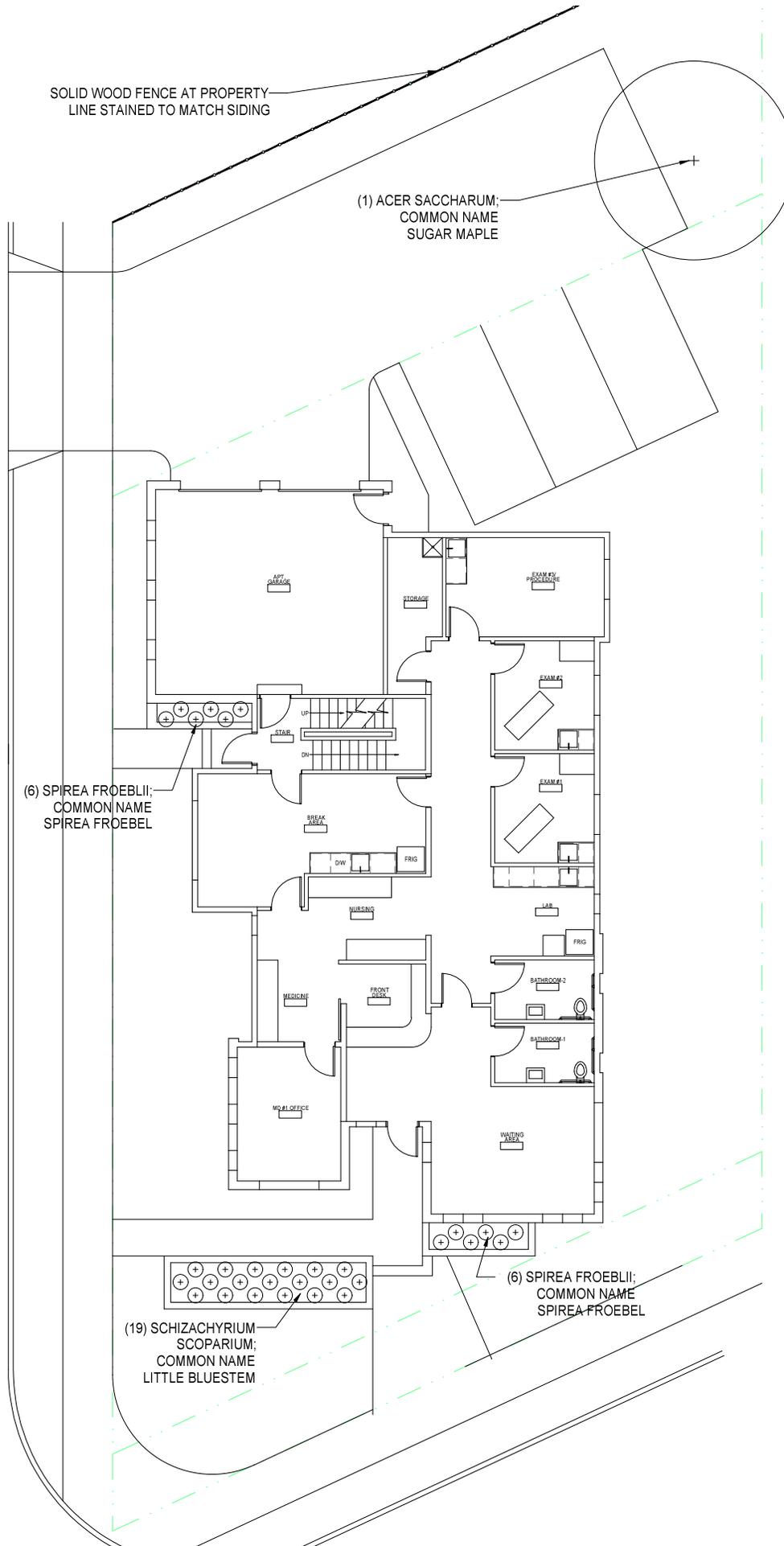
SOLID WOOD FENCE AT PROPERTY
LINE STAINED TO MATCH SIDING

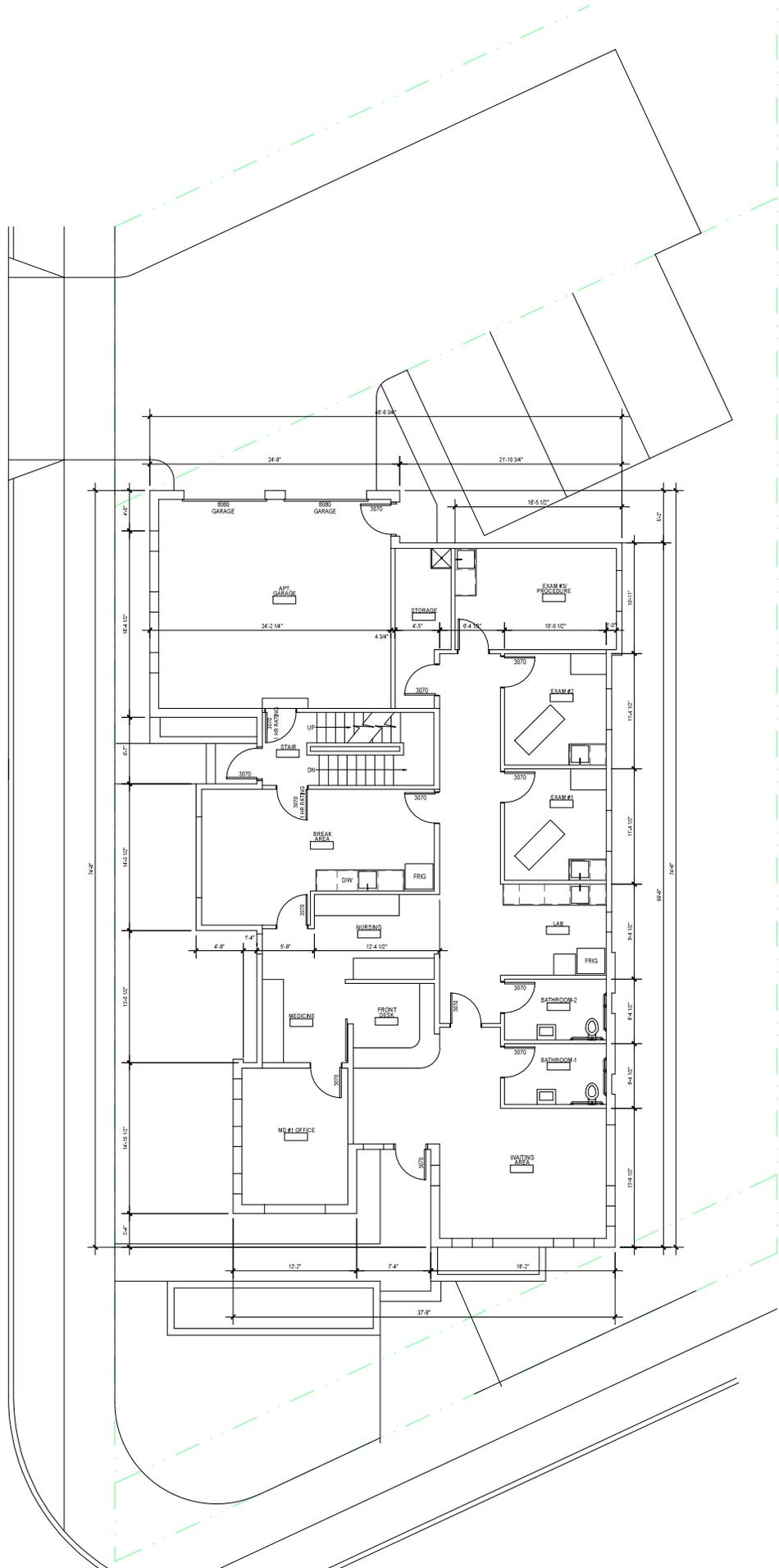
(1) ACER SACCHARUM;
COMMON NAME
SUGAR MAPLE

(6) SPIREA FROEBLII;
COMMON NAME
SPIREA FROEBEL

(19) SCHIZACHYRIUM
SCOPARIUM;
COMMON NAME
LITTLE BLUESTEM

(6) SPIREA FROEBLII;
COMMON NAME
SPIREA FROEBEL





20005.00

Building Plan - Grade Level; 2,781 gsf

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting
 Scale: 1" = 10'-0"

October 7, 2020

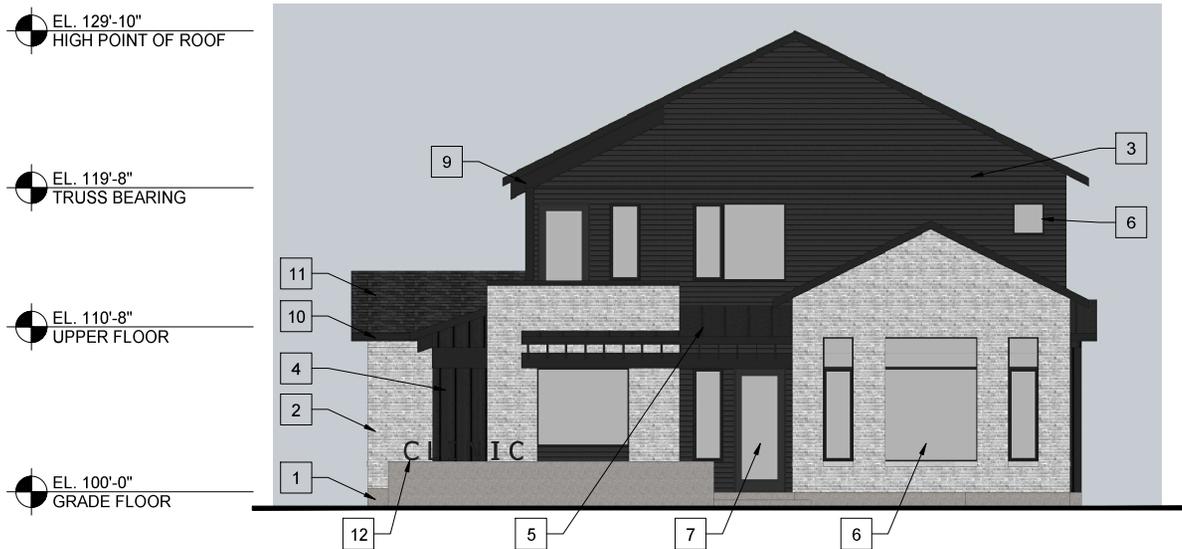


©2020

Cas₄
 architecture, llc

BUILDING ELEVATION MATERIAL KEYNOTES:

- | | |
|--|---|
| 1 SANDBLASTED CAST CONCRETE | 9 PAINTED 2X EXPOSED RAFTER FRAMING |
| 2 MODULAR SIZE BRICK VENEER IN RUNNING BOND COURSING | 10 ALUMINUM FASCIA AND DOWNSPOUTS |
| 3 COMPOSITE LAP SIDING | 11 ASPHALT ARCHITECTURAL SHINGLES |
| 4 COMPOSITE BOARD AND BATTEN SIDING | 12 12" HIGH ALUMINUM LETTER GROUND MOUNTED SIGNAGE WITHIN PLANTER |
| 5 STANDING SEAM METAL ROOF | |
| 6 INSULATED FIBERGLASS WINDOWS | |
| 7 INSULATED ALUMINUM STOREFRONT | |
| 8 INSULATED ALUMINUM GARAGE DOORS | |



Building Elevations - South Elevation

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting
 Scale: 1/8" = 1'-0"

October 7, 2020

BUILDING ELEVATION MATERIAL KEYNOTES:

- | | |
|--|---|
| 1 SANDBLASTED CAST CONCRETE | 9 PAINTED 2X EXPOSED RAFTER FRAMING |
| 2 MODULAR SIZE BRICK VENEER IN RUNNING BOND COURSING | 10 ALUMINUM FASCIA AND DOWNSPOUTS |
| 3 COMPOSITE LAP SIDING | 11 ASPHALT ARCHITECTURAL SHINGLES |
| 4 COMPOSITE BOARD AND BATTEN SIDING | 12 12" HIGH ALUMINUM LETTER GROUND MOUNTED SIGNAGE WITHIN PLANTER |
| 5 STANDING SEAM METAL ROOF | |
| 6 INSULATED FIBERGLASS WINDOWS | |
| 7 INSULATED ALUMINUM STOREFRONT | |
| 8 INSULATED ALUMINUM GARAGE DOORS | |



Building Elevations - West Elevation

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting
 Scale: 1/8" = 1'-0"

October 7, 2020

BUILDING ELEVATION MATERIAL KEYNOTES:

- | | |
|--|---|
| 1 SANDBLASTED CAST CONCRETE | 9 PAINTED 2X EXPOSED RAFTER FRAMING |
| 2 MODULAR SIZE BRICK VENEER IN RUNNING BOND COURSING | 10 ALUMINUM FASCIA AND DOWNSPOUTS |
| 3 COMPOSITE LAP SIDING | 11 ASPHALT ARCHITECTURAL SHINGLES |
| 4 COMPOSITE BOARD AND BATTEN SIDING | 12 12" HIGH ALUMINUM LETTER GROUND MOUNTED SIGNAGE WITHIN PLANTER |
| 5 STANDING SEAM METAL ROOF | |
| 6 INSULATED FIBERGLASS WINDOWS | |
| 7 INSULATED ALUMINUM STOREFRONT | |
| 8 INSULATED ALUMINUM GARAGE DOORS | |



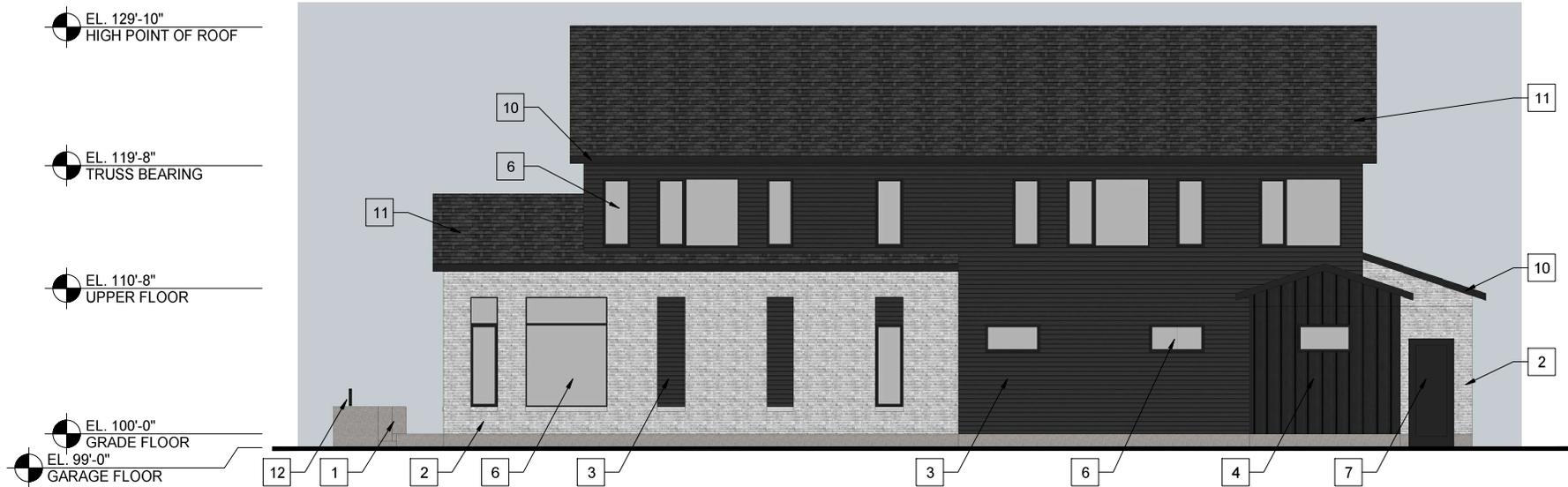
Building Elevations - North Elevation

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting
 Scale: 1/8" = 1'-0"

October 7, 2020

BUILDING ELEVATION MATERIAL KEYNOTES:

- | | |
|--|---|
| 1 SANDBLASTED CAST CONCRETE | 9 PAINTED 2X EXPOSED RAFTER FRAMING |
| 2 MODULAR SIZE BRICK VENEER IN RUNNING BOND COURSING | 10 ALUMINUM FASCIA AND DOWNSPOUTS |
| 3 COMPOSITE LAP SIDING | 11 ASPHALT ARCHITECTURAL SHINGLES |
| 4 COMPOSITE BOARD AND BATTEN SIDING | 12 12" HIGH ALUMINUM LETTER GROUND MOUNTED SIGNAGE WITHIN PLANTER |
| 5 STANDING SEAM METAL ROOF | |
| 6 INSULATED FIBERGLASS WINDOWS | |
| 7 INSULATED ALUMINUM STOREFRONT | |
| 8 INSULATED ALUMINUM GARAGE DOORS | |



Building Elevations - East Elevation

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting
 Scale: 1/8" = 1'-0"

October 7, 2020



Building Exterior Images - View from corner of East Verona Ave. and N. Jefferson St.

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting

October 7, 2020



Building Exterior Images - View from East Verona Ave.

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting

October 7, 2020



Building Exterior Images - View from North Jefferson St.

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting

October 7, 2020



20005.00 Building Exterior Images - View from Northeast corner of site

300 East Verona Avenue; City of Verona GDP/PIP Submittal for November 4, 2020 Plan Commission Meeting

October 7, 2020