



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.

### East Verona Avenue Mixed-Use Zoning Summary

#### Tenant Mix:

Tenant 1 – 2400+ sqft  
Tenant 2 - 1305+ sqft  
Tenant 3 - 1305+ sqft  
Tenant 4 - 1305+ sqft  
Tenant 5 - 4250+ sqft  
Total - 10,565 sqft

Lot Area: - Approx. 59,677 SF./1.37 Acres

Floor Area Ratio: 10,565 sf (Floor Area)/59,677 (Lot Area) = ~ .177 (FAR)

Building Coverage – 18%

Landscape Surface Ratio: 34%

Impervious Surface Ratio: 66%

#### Zoning

##### Parking and Loading Exceptions:

- We are proposing 43 parking spaces total.

**The Tenant with the drive-thru is busiest in the morning and is closed by 8pm every night.**

**We will have to address final parking ratio as the tenants are proposed to determine best fit.**

**There is overflow street parking and possible parking lot across the street at the municipal parking lot on weekends or special events.**

- The dumpster location on the southwest corner is proposed to allow for good truck access and locating the potential smells further away from the public spaces.

##### 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



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**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](mailto:ryan@madisenmaher.com)

**Owner:** East Ave. Properties  
Verona, WI 53593  
Contact: Jason Hughes  
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Thank you for your time and consideration in reviewing our concept proposal.

