City of Verona

Plan Commission Meeting Agenda
Monday – October 5, 2020 – 6:30 P.M.
www.ci.verona.wi.us

Due to the COVID-19 pandemic, the Verona Plan Commission will hold its meeting as a virtual meeting. The Plan Commission will not meet at City Hall, 111 Lincoln Street. Members of the Plan Commission and Staff will join the meeting by using Zoom Webinar, as described immediately below.

Members of the public can join the meeting using Zoom Webinar via a computer, tablet, or smartphone, or by calling into the meeting using phones, as described immediately below. Those requiring toll-free options are asked to contact City Hall for details prior to the meeting at adam.sayre@ci.verona.wi.us or 608-848-9941.

Join the meeting via computer, tablet, or smart phone:
https://zoom.us/j/93833726609
Webinar ID: 938 3372 6609

Join the meeting via phone by dialing:
312-626-6799
Webinar ID: 938 3372 6609

Watch live on the City's YouTube Channel:
https://www.youtube.com/user/VeronaWIMeetings

The online meeting agenda and all support materials can be found at https://www.ci.verona.wi.us/. In addition to the public, all Plan Commission members and Staff will also be participating remotely. Anyone with questions prior to the meeting may contact the City at (608) 848-9941 or adam.sayre@ci.verona.wi.us.

PUBLIC SPEAKING INSTRUCTIONS

- WRITTEN COMMENTS: You can send comments to the Plan Commission on any matter, either on or not on the agenda, by emailing Katherine.Holt@ci.verona.wi.us or in writing to Plan Commission, 111 Lincoln Street, Verona, WI, 53593.
- For public comments, including comments during the public hearing, register and speak: Those wishing to speak during the virtual meeting MUST register by 6:30 PM in advance of the meeting start time by emailing adam.sayre@ci.verona.wi.us or calling 608-848-9941. You will be given information on how your speaking opportunity will be coordinated.

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of minutes from August 3, 2020 and September 8, 2020 Plan Commission meeting.
5. **Public Hearing** – Planned Unit Development (PUD) Precise Implementation Plan (PIP) review for a one (1)-story, 1,600 square foot building addition located at 517 Half Mile Road.
   a. Discussion & Possible Action – PIP for a PUD for a one (1)-story, 1,600 square foot building addition located at 517 Half Mile Road.
6. **Public Hearing** – Planned Unit Development (PUD) General Development Plan (GDP) and zoning map amendment located at 420 Church Avenue and 100 South Marietta Street. The proposed GDP would allow for the construction of 140 market rate apartments, 110 workforce housing apartments, and 10,000 square feet of commercial space on approximately 12.7-acres. The zoning map amendment would rezone 10.37-acres to Urban Residential and approximately 2.25-acres to Central Commercial.
   a. Discussion & Possible Action – GDP for a PUD for a 140 market rate apartments, 110 workforce apartments, and 10,000 square feet of commercial space located at 420 Church Avenue and 100 South Marietta Street.
   b. Discussion & Possible Action – Zoning map amendment to rezone 10.37-acres to Urban Residential from Neighborhood Residential and approximately 2.25-acres to Central Commercial from Neighborhood Residential and Neighborhood Office located at 420 Church Avenue and 100 South Marietta Street.
7. Discussion & Possible Action – Planned Unit Development (PUD) General Development Plan (GDP) for a four (4)-story, 75-unit apartment building with 6,895 square feet of commercial space located at 410 and 420 West Verona Avenue.
8. Discussion & Possible Action – Planned Unit Development (PUD) concept plan review for a two (2)-story, 2,740 square foot building for a clinic with two (2) apartment units located at 300 East Verona Avenue.
9. Discussion & Possible Action – Initial review for a one (1)-story, 18,000 square foot flex industrial building located south of CTH M, east of Thousand Oaks Trail, and north of John P. Livesey Boulevard.
10. Discussion & Possible Action – Zoning Ordinance rewrite: Review of draft Article 6 – General Development Standards and Article 7 – Sign Standards.
11. Adjournment

Luke Diaz

Posted: Verona City Hall,
Verona Public Library,
Miller's Market
All agendas are posted on the City's website at: www.ci.verona.wi.us

Notice: If need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

Notice is hereby given that a majority of the City Council may be present at the meeting of the Plan Commission to gather information about a subject over which they have decision-making responsibility.

This constitutes a meeting of the City Council pursuant to the State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

City of Verona
Minutes
Plan Commission
August 3, 2020

Due to the COVID-19 pandemic, the Verona Plan Commission held its meeting as a virtual meeting. The Plan Commission did not meet at City Hall, 111 Lincoln Street. Members of the Plan Commission and Staff joined the meeting by using Zoom Webinar. Members of the public were able to join the meeting using Zoom Webinar via a computer, tablet, or smartphone, or by calling into the meeting via phone.

1. **Call to Order:** Luke Diaz called the meeting to order at 6:32 p.m.
2. **Roll Call:** Luke Diaz, Mike Hankard, Katie Kohl, Pat Lytle, Tyler Powers, and Beth Tucker Long were present. Also present: City Administrator Adam Sayre, Community Development Specialist Katherine Holt, City Engineer Carla Fischer, and AECOM Traffic Engineer Jess Billmeyer. Steve Heinzen was absent and excused.
3. **Public Comment:**
    - Michael Samuels, representing the Andev Group, LLC, spoke on behalf of the Andev Group petition for annexation and zoning of the property at Whalen Road and Liberty Drive for a senior living facility.
    - Grant Emmel, representing St. Ambrose Academy, spoke on behalf of the proposed St. Ambrose Academy project located at 301 North Main Street.
    - Fr. Scott Emerson, representing St. Christopher Parish, spoke in support of the proposed St. Ambrose Academy project located at 301 North Main Street.
    - John Bierberitz, representing Traffic Analysis and Design, Inc., spoke regarding the traffic analysis done for the proposed St. Ambrose Academy project located at 301 North Main Street.
    - Wade Wyse, representing Wyser Engineering, spoke regarding the Certified Survey Map, as well as sanitary sewer, water, and storm sewer connections for the site of the proposed St. Ambrose Academy project located at 301 North Main Street.
    - Terrie Smith, 106 Panther Trail, Monona, WI, spoke in opposition to the St. Ambrose Academy project located at 301 North Main Street.
    - Michael Ehly, 6370 DeMarco Trail, Verona, WI, asked about plans for food service and utilization of school district athletic fields and gymnasiums for St. Ambrose Academy, and stated the St. Christopher parishioners are not all in favor of the proposed St. Ambrose Academy project.
    - Ronald Trachtenberg, attorney with Fuhrman and Dodge, and representing St. Ambrose Academy, spoke to offer answers to any legal questions that may arise regarding the proposed St. Ambrose Academy project located at 301 North Main Street.
    - Kirk Keller, representing Plunkett Raysich Architects, LLP, and representing St. Ambrose Academy, spoke to offer answers to any questions regarding the interior layout and use of the proposed St. Ambrose Academy building.

4. **Approval of minutes from July 6, 2020 Plan Commission meeting.**
   Motion by Kohl, seconded by Tucker-Long, to approve the minutes from the July 6, 2020 Plan Commission meeting. Motion carried 6-0.

5. **<u>Public Hearing</u> – Conditional Use Permit for a health and wellness facility located at 1155 Clarity Street.**

   Motion by Diaz, seconded by Lytle, to open the public hearing at 6:54 p.m. Motion carried 6-0.

   There were no comments from the public.

   Motion by Kohl, seconded by Powers, to close the public hearing at 6:55 p.m. Motion carried 6-0.

   a. **<u>Discussion and Possible Action</u> – Conditional Use Permit for a health and wellness facility located at 1155 Clarity Street.**
      Sayre explained the Applicant is planning a training area, as well as a small juice bar, in this space. The site has sufficient parking, and the use fits the zoning requirements for this area.

      Tucker Long asked why a conditional use permit is required for this use.

      Sayre replied any restaurant or fitness use is considered Indoor Commercial Entertainment Land Use, and requires a Conditional Use Permit.

      Motion by Tucker Long, seconded by Diaz, to approve a Conditional Use Permit to allow an Indoor Commercial Entertainment Land Use at 1155 Clarity Street.

      Lytle asked if this is the last vacant suite in this building, and if there are any concerns by Staff regarding adequate parking space in the future.

      Sayre replied there is one 2,500 square foot suite still available. Staff has no concerns as there is adequate parking space on this site.

      Motion carried 6-0.

6. **<u>Discussion and Possible Action</u> – Site plan review for Big Sky Engineering to allow for exterior improvements to the building and grounds for 515 Commerce Parkway.**

   Holt explained Big Sky Enterprises has purchased the building located at 515 Commerce Parkway, and is requesting a site plan review to renovate the exterior of the building. The building footprint and access points to the property will not change. Renovations include updating the brown exterior with metal panels, honed brick base, and accent metal awnings. Additional wall pack lighting may be added, as well. No landscaping plan was submitted, but the applicant is planning to remove some of the overgrowth in front of the building. It is not known how many plants will be removed, or how many will be replaced. Staff is generally supportive of the proposed exterior renovations, and recommends the site plan be approved with the following condition:

   1. Prior to planting landscaping, the Applicant and Staff will coordinate the species of the plantings and locations.

   Hankard stated he would like to see the other sides of the building remain brown, as the color blends in with the surroundings, making the building less conspicuous.

   Lytle asked if Staff will check back with the Applicant to ensure that the City's landscaping requirements are upheld.

   Kaine McNett, KSW Construction, replied the initial plan is to keep the landscaping as is, but open up the north side by trimming back some of the overgrowth. Future landscaping will be

done through The Bruce Company with the purpose of creating more curb appeal for the property.

Motion by Lytle, seconded by Powers, to approve the site plan for Big Sky Engineering for exterior improvements to the building and grounds for 515 Commerce Parkway, subject to the following condition:

1. Prior to planting landscaping, the Applicant and Staff will coordinate the species of the plantings and locations.

Motion carried 6-0.

7. <u>Discussion and Possible Action</u> – Initial review for two (2) commercial buildings with drive-thrus that would contain a total of approximately 8,180 square feet of commercial space located north of 233 Wildcat Way.

Holt explained the property, located south of West Verona Avenue, is currently owned by Kwik Trip, and is zoned Urban Commercial. A Certified Survey Map will create separate lots for each of the two buildings, and will require a shared parking agreement, shared access agreement and a stormwater management easement agreement. Access to the site will be shared with Kwik Trip from West End Circle and Wildcat Way. A sidewalk is proposed to extend from the existing sidewalk along West End Circle and through the property, connecting the two buildings. Sixty-one (61) parking stalls are proposed, which is below the minimum parking requirements for Urban Commercial zoning. The Applicant will be requesting an exemption to the parking requirement. The proposed buildings will include a 2,200 square foot building with a drive-thru wrapping the building, and a 5,980 square foot building for a bank. The property is located in the Downtown Design and Use Overlay Zone. A retaining wall along the northern portion of the property is proposed, with a height approximately three (3) to four (4) feet above the grade to screen the drive-thru lane. Staff recommends installation of a wrought-iron fence on top of the retaining wall that mimics other fences in the City.

Powers asked if the additional height of the retaining wall will hide the facades of the buildings.

Holt replied the height of the buildings was not included in the site plan, so we do not know how tall they will be, but only the portions of the buildings taller than the retaining wall would be seen from the street.

Tucker Long asked if the drive-thrus could be positioned to prevent the queue of cars in the drive-thru for the building nearest West End Circle from blocking cars leaving the other building's drive-thru.

Sayre replied it may depend on where the message board for the building nearest West End Circle is located. Adjusting the placement of the buildings may be an option, as well.

Tucker Long stated she would like to see the parking on the east side of the bank building moved to the west side, so people don't have to walk through the drive-thru to get to the building.

Kohl asked if there is an area dedicated to bicycle parking.

Holt replied bicycle parking was not included in the preliminary plan, but will be added in subsequent plans.

Diaz stated he would like the area to be bicycle and pedestrian friendly, and is interested in what will be provided in terms of landscaping.

The Commission took no action on this item.

8. **<u>Discussion and Possible Action</u> – Planned Unit Development (PUD) concept plan review for a one (1)-story, 1,280 square foot addition to the existing commercial building located at 517 Half Mile Road.**

   Holt explained Atkins Bike Shoppe is requesting to expand the existing building to the south. A rear setback exemption from the required 25 feet to 18 feet is being requested. Access will continue to be from Half Mile Road. The parking area may be expanded toward the south. Staff recommends the Applicant discuss the proposed addition with the neighbors.

   The Commission took no action on this item.

9. **<u>Discussion and Possible Action</u> – Planned Unit Development (PUD) concept plan review for a 118-unit senior housing comprised of sixty (60) units assisted living and fifty-eight (58) units of assisted/memory care located adjacent to 1100 Whalen Road.**

   Sayre explained this project is currently located in the Town of Verona, and is not located within the City's Urban Service Area. There is a long process for this proposal to go through before anything could actually be built. The first step is for the Plan Commission and Common Council to determine if there is interest in developing this property and the proposed use of the property. The property is north of the ACS building and the City's Well 6 on Whalen Road, and is within the Southeast Neighborhood Plan. The Plan includes non-residential uses such as business park, light manufacturing, and warehousing. There is a transition area to the east of the property which allows for a transition of properties from residential to commercial uses. The Plan is very explicit about what should be in the Liberty Business Park and Verona Technology Park areas. North of Whalen Road, the Plan is not as explicit. It might make some sense to not place a high concentration of warehousing or businesses that would create a lot of truck traffic in this area. It is difficult to get to US HWY 151 and the ramps from this area. Staff is open to a residential/institution type use here, as it creates a nice transition for this area of the City. Liberty Drive will have to be extended, and sidewalks will have to be added on Liberty Drive and Whalen Road. An east/west road through the lot to the east will have to be constructed, as well. Staff has requested the Applicant to include underground parking in the project. Parkland dedication will be discussed as part of the annexation agreement process.

   Hankard stated facilities such as this are relatively benign, and on the surface, it seems to fit in well with the long-term plan for this area.

   Tucker Long stated she would like to see some park land dedicated around the facility. She also asked if locating a residential facility in this area would negate the Neighborhood Plan.

   Sayre replied it would likely negate the Neighborhood Plan. The question is whether or not office and manufacturing-type uses are appropriate for the corridor between Whalen Road and Grandview Road.

   Powers stated he is not sure this is the right location for a residential facility.

   Tucker Long stated Verona has a limited amount of non-residential area. If this site is converted to residential, she would like to see a swap of non-residential land for residential land.

   Sayre replied that would be difficult. The City does not want to move non-residential uses too far off the highway, as it would create more truck traffic on the City streets.

   Diaz stated he is in favor of underground parking and the parkland dedication on this project.

   Lytle agrees that this project does not fit the neighborhood plan as developed. There was not a lot of thought put into access and the capacity of roads to serve the area when the Neighborhood Plan was developed, particularly north of Whalen Road. It may be time to take a

more realistic look at what can be served in terms of transportation, and possibly revisit the Neighborhood Plan.

Tom Ostrom, representing Matthews Senior Living, stated basically none of the residents of their facilities drive, therefore they believe that underground parking is not needed. In addition, use of underground parking would be discouraged, as every person going into the building should go through the front door, and must now because of COVID-19.

Tucker Long asked if parking for staff could be placed underground.

Ostrom replied at this time, everyone must be screened when entering the building, so underground parking is not feasible.

Tucker Long asked if the company has looked at any other properties in the City, and if there is a reason this location was chosen.

Ostrom replied they prefer an area with some visibility, which puts the facility in mind for people that may need care for themselves or a loved one.

The Commission took no action on this item.

10. <u>Discussion and Possible Action</u> – Planned Unit Development (PUD) concept plan review for a two (2)-story, 34,000 square foot multi-phased private school located at 301 North Main Street.

Sayre explained this property is located across from the former high school, and north of St. Christopher Parish on North Main Street. St. Ambrose Academy is requesting to build a private school for grades 6-12, with a capacity of approximately 150 students. A land division and rezoning will likely be necessary. A public informational meeting was held by St. Ambrose via Microsoft Teams on July 20th, which was attended by 75 people. In 2014, the extension of Silent Street to Main Street was removed from the City's Downtown Redevelopment Plan. The proposed plan includes an access point to the property from Silent Street, but does not connect Silent Street through the property to Main Street. City Staff prefers a shared access point with the church to the south, and shared parking space with St. Christopher Parish. Staff also recommends that if a second access point off Silent Street is recommended, Staff will require that the private drive will be removed from the right-of-way, as having it there may impact any future plans that the City may have for this area. Parking plans will be reviewed in an attempt to prevent spill-over parking into the surrounding neighborhoods. A bike path connection to the property is planned. Proposed completion of this project follows the beginning of the 2021 school year. The project will be completed in three phases.

Diaz asked Sayre to address questions raised during Public Comment regarding the floor plan of the building and a potential contract with Verona Area School District (VASD) for use of their sports fields.

Grant Emmel, representing St. Ambrose Academy, explained there is a breakout area that is used by multiple large groups, and is also used as a cafeteria area. The school utilizes a classical curriculum, which calls for small classrooms and a small footprint. Available green space will be utilized to the maximum degree possible. Regarding reserving space with VASD for sports and other extracurricular activities, St. Ambrose and VASD would have to come to an agreement regarding that use, just as would any other entity. St. Ambrose promised VASD Supervisor Dean Gorrell that they would wait until next year to have that conversation.

Diaz asked about reasons for the inability to have a shared access point and shared parking.

Emmel replied the church and school are separate entities. The school obtains no financing from the church. The parish is concerned that if an agreement is made requiring the church to share an access point and parking with the school building, and the school should happen to fail at some point, the church may be in a position of having to share access and parking with a business not involved in any way with the church.

Diaz stated he has regularly seen unrelated businesses share access points and parking areas, and asked how this is any different.

Emmel replied the school is willing to work with the parish and is willing to talk about shared parking. The fewer parking spaces needed, the more green space will be available.

Hankard asked for a comparison of how many students are currently enrolled versus how many are anticipated for the new school, as well as how many parking spaces are available at the current location versus how many it is anticipated will be needed at the new location.

Emmel replied students generally come from large families, and from across the entire county, which makes carpooling a popular and natural option. This reduces the number of vehicles on site on a school day. The student population growth rate is now at approximately 5-10%. That would put the student numbers at approximately 120 the first year, and up to approximately 150-160 by the time phase three of the project is constructed.

Kohl asked if the school provides bussing, and if the school's hours are the same as the public school's across the street.

Emmel replied they do not provide bussing at this time. School hours are 8:15 a.m. – 3:30 p.m. The traffic study took school hours into account, and some flexibility in hours is possible.

Billmeyer stated a Traffic Impact Analysis (TIA) was prepared including the trip generation expected by St. Ambrose Academy. There are crossing guards on either side of this site, creating traffic gaps and long traffic queues on Main Street. A study was done of the traffic gaps, with the conclusion that there were a sufficient number of gaps to allow for vehicles leaving the St. Ambrose property to make their way onto Main Street without significant wait time.

Tucker asked when the gap study was done.

Billmeyer replied it was done in late 2019, which was pre-COVID-19.

Kohl asked if another gap study should be done, considering the new student demographic for the VASD school across the street and the effect of COVID-19 on traffic patterns.

Billmeyer replied the original traffic study was done in November 2019. The changing demographics were taken into account in the study.

Tucker Long asked if the gap study was done during the CTH M construction.

Billmeyer replied the CTH M construction was wrapping up at the time of the traffic study.

Tucker Long agrees with Kohl that a new traffic study should be done, as she believes there will be different kinds of traffic going through this area in the future.

Emmel stated VASD will be doing another traffic study when school is in session, and will be sharing those results with St. Ambrose.

Lytle stated focusing on traffic, access and stormwater drainage are important at this time. He would be reluctant to not find a way to gain some right-of-way from Harriet Street north to establish turning lanes, and to address traffic flow and safety. He believes the entrance to the St. Ambrose property should be lined up with the entrance to the old high school.

Diaz stated he opposes opening the Silent Street extension, and would like to see the church and school share parking lots. He asked Fischer if the site can be amended to reduce the impact of possible flooding in the neighborhood.

Fischer replied this area is very flat, and east side of the property is lower than the rest. The church parking lot sheet flows to the east. Most of the stormwater problems seem to be coming from the church property, so she is not sure if that can be amended with this project, as the issue is not located on the project property.

Powers stated the access point to the parking lot should be moved to Main Street. He is not sure what St. Ambrose would do for outdoor space if there are no agreements with VASD to use their facilities.

Tucker Long is worried that there will not be enough parking if the student population continues to grow.

Hankard asked if there is another school in the greater Madison area similar to this one that could be used as a comparison regarding parking needs.

Billmeyer replied the traffic study showed that 15 staff cars and approximately 60 other cars were parked in the parking lot per day, based on a student population of 112.

Hankard asked if we might be making up a problem that does not exist. He believes sharing the parking lot with the church is the smart way to go.

Fr. Scott, representing St. Christopher Parish, stated when the conversations regarding this project began, one of the concerns was separate parking. The church runs separately from the school. From time to time, there are events at the church for which the entire parking lot would be used. In addition, St. Christopher's former elementary school building has been used over the last few years as a 4k facility, and is being considered for housing an elementary school program once again. If this comes to fruition, the church's parking lot would be used during the day. He would hesitate to have sharing of the parking lot with St. Ambrose Academy be part of the conversation going forward. In terms of the concept of secrecy regarding this project, he believes it relates to difficulty disseminating information during COVID-19. The parish is supportive of St. Ambrose in general.

Kohl stated she has received several emails regarding this project, most of which have been positive. She would like to take some time before making a final decision on this project, as there are several factors to consider.

Lytle stated the City should expect the same coordination and cooperation between St. Christopher Parish and St. Ambrose School as would be expected from the participants in any other development project in the City. Shared access and parking should continue to be encouraged and expected. Other concerns may be addressed as more information becomes available.

No action was taken by the Commission on this item.

11. <u>Adjournment</u>

Motion by Tucker Long, seconded by Kohl, to adjourn. Motion carried 5-0. The meeting was adjourned at 8:51 p.m.

City of Verona
Minutes
Plan Commission
September 8, 2020

Due to the COVID-19 pandemic, the Verona Plan Commission held its meeting as a virtual meeting. The Plan Commission did not meet at City Hall, 111 Lincoln Street. Members of the Plan Commission and Staff joined the meeting by using Zoom Webinar. Members of the public were able to join the meeting using Zoom Webinar via a computer, tablet, or smartphone, or by calling into the meeting via phone.

1. **Call to Order:** Luke Diaz called the meeting to order at 6:32 p.m.
2. **Roll Call:** Luke Diaz, Mike Hankard, Steve Hingle, Katie Kohl, Pat Lytle, Tyler Powers, and Beth Tucker Long were present. Also present: City Administrator Adam Sayre, Community Development Specialist Katherine Holt, and City Engineer Carla Fischer.
3. **Public Comment:** None
4. **Public Hearing – Planned Unit Development (PUD) General Development Plan (GDP) review for a one (1)-story, 1,600 square foot building addition located at 517 Half Mile Road.**

   Motion by Diaz, seconded by Tucker Long, to open the public hearing at 6:34 p.m. Motion carried 7-0.

   There were no comments from the public.

   Motion by Hingle, seconded by Kohl, to close the public hearing at 6:35 p.m. Motion carried 7-0.

   a. **Discussion and Possible Action – GDP for a PUD for a one (1)-story, 1,600 square foot building addition located at 517 Half Mile Road.**
      Sayre explained this is a Planned Unit Development for Atkins Bike Shoppe. The size of the project has expanded from the original 1,280 square feet to 1,600 square feet. The addition is on the south side of the building. A rear yard setback exemption reducing the setback from 25 feet to 10 feet has been requested. Staff has no issues with the exemption. Access to the site will be unchanged, and a small asphalt pad will be added to the parking lot. The landscaping plan exceeds ordinance requirements. Staff is supportive of the General Development Plan.

      Motion by Hankard, seconded by Kohl, to approve a GDP for a PUD for a one (1)-story, 1,600 square foot building addition located at 517 Half Mile Road, with a rear yard setback exemption of 10 feet.

      Tucker Long asked if the retaining wall will be extended with the addition to the parking lot.

      Sayre replied that is something that Staff will look at as planning for the project progresses.

      Motion carried 7-0.

5. **Public Hearing – Planned Unit Development (PUD) General Development Plan (GDP) for a four (4)-story, 80-unit apartment building with 9,319 square feet of commercial space located at 410 and 420 West Verona Avenue.**

   Motion by Diaz, seconded by Lytle, to open the public hearing at 6:42 p.m. Motion carried 7-0.

- Scott Manley, 433 Westridge Parkway, Verona, spoke in opposition of using TIF subsidies to support residential development that would itself require taxpayer subsidy to subsidize rental income. He also spoke in general opposition to subsidized housing in the City of Verona, citing public safety concerns.
- James and Sharon Berkner, 404 Rita Avenue, Verona, spoke in opposition to this project as proposed, citing the project height, increased traffic, density, and public safety concerns.
- David Kaltenberg, 409 Rita Avenue, Verona, spoke in opposition to this project as proposed, citing the project height, access points, traffic safety, density, and location of the project.
- Philip Nawrocki, 501 Mark Drive, Verona, spoke in opposition to this project as proposed, citing increased traffic, the project height, on-street parking, safety, light and noise pollution, and the effect of the project on the water table.
- Carole Jamieson, representing Lucille Jamieson, 406 Rita Avenue, Verona, spoke in opposition to this project as proposed, citing the project height, increased traffic, on-street parking, and decreased property values
- Sean O'Brien, representing Northpointe Development, stated this project is intended to supply affordable housing for working families in Verona. Since the neighborhood meeting held in July, several updates have been made to the plan to address the concerns that were voiced at the meeting.

Motion by Kohl, seconded by Powers, to close the public hearing at 7:20 p.m. Motion carried 7-0.

a. <u>Discussion and Possible Action</u> – GDP for a PUD for a four (4)-story, 80-unit apartment building with 9,319 square feet of commercial space located at 410 and 420 West Verona Avenue.

Sayre explained this site includes the Klassik Tavern property and the Old National Bank property between Rita Avenue and the City water tower on West Verona Avenue. The property is located within the Downtown Mobility and Development Plan, and was identified for redevelopment as part of the Plan. The property is also included in TID #9, which if the TID for the Sugar Creek Commons redevelopment project. The developer will be applying for Wisconsin Housing and Economic Development Association (WHEDA) tax credits to help subsidize and reduce the rental unit rates. The project will include one, two and three-bedroom units, with rents ranging from 30% of Dane County median income to 60% of Dane County median income. Multi-family residential will front Verona Avenue, with mixed-use commercial with residential above fronting Rita Avenue. Old National Bank will be the anchor tenant for this project. Underground parking will be available, as well. The project setbacks meet the minimum setback requirements for the Downtown Design and Use Overlay District. The Applicant is requesting an exemption to allow a building height of 50 feet. Access points would be from Rita Avenue and West Verona Avenue. The offset intersection of Rita Avenue and Legion Street has been a challenge. Staff is recommending that the Applicant move the access point on West Verona Avenue to the east as far as possible, to avoid additional congestion at that intersection. A traffic impact analysis (TIA) is planned for this area in the near future, to include the impact of the New Century School project, the Sugar Creek Commons project, as well as this project.

Diaz asked about the potential impacts of underground parking on stormwater in this neighborhood.

Fischer replied that site naturally drains from east to west. There is a storm sewer inlet along Rita Avenue where this project could tie in. Some of the concerns voiced this evening pertain to groundwater, versus stormwater. She does not anticipate this project making the groundwater issues worse. If anything, they may draw the groundwater table down as a result of constructing underground parking. In addition, the City does not allow developments on wetlands.

Kohl stated making a decision on this project based on the kinds of people that would be renting these apartments would be highly discriminatory. Being in a lower income bracket does not equate to criminality.

Hingle agrees with Kohl. He is concerned, however, about the proximity of the building to West Verona Avenue, as he anticipates the need to widen West Verona Avenue to four lanes in the future to accommodate traffic generated by the new high school.

Lytle asked if the City has ever approved a four-story project abutting a residential area.

Sayre replied the Sugar Creek Commons project is a four-story project, however it does not abut a residential area.

Lytle wonders if this project would be feasible at three stories rather than four, what options the City has regarding the cross streets. Given the rights that are granted as part of a GDP, he would be concerned about approving the GDP without more information. He believes this is a good opportunity for Verona to increase housing diversity within the City.

Diaz asked what rights a GDP gives to developers.

Sayre replied they are requesting exemptions, including the building height of 50 feet and a parking exemption reducing underground parking to one underground space per unit. Those exemptions would be granted as part of the GDP approval. If the GDP is approved with the exemptions, and the plan continues to be generally consistent with the GDP, it would be difficult to deny it as part of the Precise Implementation Plan (PIP), which is the next step.

Lytle asked if the “but for” TIF test can be applied to just the non-residential portion of the property, versus to the entire development.

Sayre replied the City utilizes Ehlers to determine whether or not TIF will be provided for the project. That decision is based on a performa. Dividing the project would complicate things, certainly. It is not something Staff has considered.

Kohl stated she agrees that Verona has not had trouble attracting market-rate apartments without using TIF, but if some TIF is needed to help the City provide workforce housing, it would not be a misuse of TIF funds.

Hankard applauds the developer trying to bring workforce housing into town. He also agrees with the neighbors that four story building is too high. He asked Sayre to explain what the Applicant meant when he stated the developer only wants to gain permissible zoning at this time.

Sayre replied from a tax credit standpoint, WHEDA needs to know if the project is actually going to be approved by the City. Permissible zoning means the project either has to be zoned in a manner that would allow the project to move forward, or some type of entitlement has to be in place to prove the project can be built as described.

Hankard stated the project does not have his support as proposed, as he believes it is too tall and too dense.

Tucker Long asked what the normal parking requirements would be for a project such as this.

Sayre replied the City's ordinances over-park property. Parking is typically based upon the type of units that need parking. This project would have 80 underground spaces and 59 above ground spaces, putting them at approximately 1.73 spaces per unit. We typically see 1.5 – 2 spaces per unit. The complicating factor with this project is not knowing what businesses will be renting the commercial space. The Applicant is probably about 60 parking spaces short according to the City's ordinance, but the ordinance requires much more parking than is actually needed in most cases. Nearly every apartment project sees a request for an exemption for parking.

Hingle stated if the building is reduced from four stories to three stories, perhaps some of the surface parking can be eliminated, making room for more green space.

Tucker Long stated she is hesitant to decrease the number of parking stalls, as workforce families living in larger 3-bedroom apartments will likely have more than one car, and therefore need more than one parking stall. The property is very small for a project of this size, and lacks green space, which requires children to cross West Verona Avenue to get to a park or green space. In addition, she agrees that the building is too tall at four stories.

Diaz asked the Commissioners if they are comfortable voting on this item now, or they would like to delay a vote pending additional information on the project.

Lytle asked for input from Staff and the Applicant regarding the feasibility of reducing the height to three stories and reconfiguring the building to allow for more units, what impact delaying this decision would have on the Applicant's application with WHEDA.

O'Brien replied the WHEDA applications are due in December. There is some paperwork and studies that must be completed before that time. There are tax credit development rules associated with how much income can come from commercial and residential to make the project eligible for tax credits. With 9, 600 square feet of retail space proposed, he would be concerned about moving to a smaller residential portion of the project. Reducing the height of the project would only be financially feasible if the retail space was significantly reduced, as well. He believes this is an appropriate use for TIF funds. The tax credit process is extremely competitive. WHEDA gives priority to projects that show additional sources of financing outside of the tax credits. Many of the households in the neighborhood do not have concerns regarding the redevelopment. In addition, there are many mature trees in the area that are taller than the height of this building.

Hankard stated if one of the ways to reduce the bulk of this project is to reduce the commercial portion of the project. He is more concerned about being sensitive to the residents in the area.

Motion by Lytle, seconded by Powers, to delay taking action on this project to the next Plan Commission meeting pending more information regarding the project.

Tucker Long asked when the traffic study will be done.

Sayre replied that will depend on how the New Century School project progresses.

Motion carried 7-0.

6. **<u>Discussion and Possible Action</u> – Site Plan review for an approximately 5,000 square foot storage garage located at 4391 Maple Grove Drive and operated by Dane County.**
Holt explained this property is within the right-of-way for US HWY 18/151. The site currently contains a salt storage shed building. Staff recommends landscaping between the building and Maple Grove Drive. The building is one-story with four garage bays on one side, and windows on three sides. The exterior will mimic the color and material used on the salt storage shed. The roof is pitched to create a smaller looking building along Maple Grove Drive. No action is required by the Commission, as the building is not in the City's jurisdiction, however Staff recommends the Commission provide feedback.

   Diaz agrees that landscaping is needed between the building and Maple Grove Drive. He would like to see native Wisconsin trees used for the landscaping.

   Tucker Long appreciates the style of the buildings.

   Powers asked if there will be any landscaping between the buildings and US HWY 18/151.

   Holt replied no landscaping plan was submitted, but she believes the landscaping on that side of the property will remain as it is. Based on the plans that were submitted, it looks like they have another spot available on the site to locate another building in the future.

   The Commission took no action on this item.

7. **<u>Discussion and Possible Action</u> – Planned Unit Development (PUD) concept plan review for a three (3)-story, 42 unit apartment building located at 1057 North Edge Trail.**
Holt explained the property is located on the corner of North Edge Trail and Cross Country Road. Access to the property currently comes from Cross Country Road, North Edge Trail and Prairie Way Boulevard, with North Edge Trail and Prairie Way Boulevard being private roads. The property is part of the Prairie Oaks Neighborhood. The proposal includes razing a portion of the existing commercial building located closest to North Edge Trail, and construct an apartment building. The commercial building fronting Cross Country Road would remain. The Applicant is proposing to create two separate lots for this property. This allows two different zoning districts: Urban Residential for the property containing the proposed apartment building, and Suburban Commercial for the property containing the commercial property. The proposed apartment building would be 15 feet from the front setback, which is less than the required 25 foot setback; and the side setback in the north is 10 feet, which is less than the required 15 feet. However, other properties in the Prairie Oaks Neighborhood have allowed porches to encroach on the setback. Access to the buildings will remain the same. One underground parking space per dwelling unit is proposed, and bicycle parking will be incorporated into future design submittals. The existing parking lot will be extended to match the length of the apartment building. The apartment building will include nine studio units, 21 one-bedroom units, and 12 two-bedroom units. Because the commercial property will remain, and the rest of the property will contain multi-family units, this property could be considered mixed-use, making it possible for this property to be exempt from the City's residential phasing policy.

   Powers asked for clarification that there will be two separate buildings in this project, and why this would be considered mixed use.

   Sayre replied mixed-use in its true form consists of commercial retail on the first floor with apartments above, but the term is also used when there is one property with two different uses.

   Tucker Long asked if the developer will be razing the entire building, or just building on top of what is already there.

Holt replied the current tenants along North Edge Trail will be given the option to relocate to the portion of the building facing Cross Country Road. When all the tenants have vacated the portion along North Edge Trail, that portion will be razed and the apartment building will be built.

Lytle stated he is skeptical from the outset. It looks like it will be an apartment building surrounded by concrete. He would like to know how the building will be made attractive, how it might connect with other buildings in the area, and how the scale of the building will fit into the surrounding area.

Hingle is also concerned about there not being enough green space in this project.

Tucker Long is concerned about these being luxury apartments, versus apartments for working families. She is also concerned about the current businesses incurring moving costs if they are forced to relocate.

Michael Johnson, representing Prairie Oaks Retail Center, stated they work hand-in-hand with the existing tenants. The concept of razing a portion of the Prairie Oaks Retail Center and constructing an apartment building evolved from the COVID-19 shutdown. He gave deferred rent to a number of businesses. Fewer than 5,000 square feet of the North Edge Trail portion of the building proposed to be razed is occupied by tenants. The portion of the building fronting Cross Country Road has 5,200 square feet available, so there is room to move all of the North Edge Trail tenants to the Cross Country Road building. Three of the five on North Edge Trail are in month-to-month leases. He would work with all existing tenants to help them relocate, if they desire. They are planning a large grill patio to make up for the lack of green space.

Hingle stated a patio with a grill is not the same as having a grassy area for children to play in.

Johnson replied a large number of children do not usually reside in smaller luxury apartments such as these.

Powers stated the owner is probably correct in suggesting that there will be a limited number of children residing in the apartment building. It is likely just a matter of the owner trying to make the best of a bad situation created by COVID-19.

Hankard stated it seems like the landlord has been doing a good job of working with his tenants. He also agrees with the owner about there not being a large concern about the lack of green space. This is a place that would accommodate density better than some others. He is in favor of this project.

Diaz stated he likes infill projects, and he thinks that putting some people in this area may also help the businesses located there. He believes on the whole it is a good project.

The Commission took no action on this item.

8. **<u>Discussion and Possible Action</u> – Planned Unit Development (PUD) concept plan review for an 80-unit apartment building located at 121/125 Berkley Road.**
Sayre explained there are currently two apartment buildings on this property, each containing ten units. Those units will be razed, and a three-story 80-unit apartment building will be built in their place. The property owner also owns the former motel property at 409 East Verona Avenue. The intent of the Applicant is to build the Berkley Street project, move the tenants from the former motel to 121/125 Berkley Road, and then redevelop the East Verona Avenue property. The building will front along the Military Ridge Trail. Access will be from Industrial Drive and Berkley Road. Staff has requested the developer to construct a sidewalk along Industrial Drive and Berkley Road, as well as a connection to the bike trail. The project will include 53 underground parking spaces and 59 above ground parking spaces, which equates to

1.4 spaces per unit. The Applicant is not concerned about the amount of parking, as many of the tenants do not own cars, and walk to their destinations. The goal of the Applicant is to keep the mix of tenants that he has currently, and wants to keep the cost of rent lower for his tenants.

Hingle asked what the rental price points will be for the new building.

Jason Hughes, representing East Avenue Properties, stated the current rental rates, which range from $650 to $850 will be honored in the new building.

Tucker Long likes the idea of connecting the property to the bike path, however she would like to keep more green space on the property.

Hankard and Diaz agree that this a good redevelopment project.

Holt asked the Commissioners to comment on the number of underground and above ground parking spaces.

Diaz stated he has no issues with the proposed parking plans. Since this is considered workforce housing, we do not want the cost of underground parking to be passed on to the tenants.

Lytle agrees that the parking plan is sufficient. Some flexibility is in order for this project.

The Commission took no action on this item.

9. **<u>Discussion and Possible Action</u> – Planned Unit Development (PUD) concept plan review for a 10,565 square foot multi-tenant commercial building located at 409/411/415 East Verona Avenue.**

Sayre explained this project involves the same property owner as the Berkley Street project. This project involves the former motel at 409, a house at 411, and the Floral Gardens building at 415 East Verona Avenue. This area is included in the Downtown Mobility and Redevelopment Plan. The Applicant is proposing 10,565 square feet of multi-tenant commercial space, with a larger space on the northeast corner of the building and a drive-thru area. The setback is 25 feet, which falls within the required 15-25 feet. Patio seating wraps the entire building. Access points will be removed from Verona Avenue and move to Lincoln Street. Staff has requested the applicant to contact the owners of the Lincoln Street Apartments to discuss the potential for a shared driveway, as well as provision of a pedestrian connection between the two properties. Dunkin Donuts and Baskin Robbins have shown interest in leasing space in the building. A parking exemption would be required, however there is potential for sharing parking space with the City Center. Staff is recommending a right-of-way dedication of 13 feet for future improvements.

Diaz stated sharing parking with the City Center is a good idea, but he would not like to see the Fire Station parking lot be used.

Kohl asked if this will encompass the space where the old motel apartments are currently located, and if this project will be retail only.

Sayre replied the tenants from the old motel apartments would be relocated to the 121/125 Berkley Road project.

Kohl asked if the rent for the old motel apartment tenants will remain the same.

Diaz replied the rent will remain the same for those tenants.

Lytle is glad that additional right-of-way dedication is being required on this corner. He asked for the timeline for this project, since there are people that will have to be moved.

Sayre replied construction is anticipated to begin 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. That would put the start of construction on the East Verona Avenue retail project in 2022.

Tucker Long is generally in favor of revitalizing these properties, though she is sad to lose the Floral Garden house. It would be nice to keep the gazebo that is there. She is concerned that both lots will be losing a great deal of green space.

Kohl stated she is in favor of this project, but is disappointed to see more fast food type businesses going into the retail space. She would like to see more local businesses there.

Hankard stated he supports using this project as a gateway to the City's downtown. The architecture provided for this project will be very important, and would like to see a little more bulk to the project. He would like to see more detail from an architectural standpoint.

Diaz is also interested in ensuring that the architecture for this project is interesting, and perhaps a bit unique. He would be in favor of a two-story building on that corner, as well. He is also in favor of a shared driveway with the Lincoln Street Apartments complex, as well as a pedestrian path. He would also like to see a clear pedestrian path from the south on Lincoln Street to the door of the business.

The Commission took no action on this item.

10. <u>Adjournment</u>

Motion by Tucker Long, seconded by Kohl, to adjourn. Motion carried 7-0. The meeting was adjourned at 9:00 p.m.

Planning Report

City of Verona

Plan Commission 10-5-2020

517 Half Mile Road

Planned Unit Development – Precise Implementation Plan

Summary: The Applicant submitted a request for planned unit development (PUD) concept plan review for 517 Half Mile Road. The Applicant proposes to construct a one-story, 1,600 square foot addition to the existing building. The Applicant is requesting an exemption to the rear yard setback

Property Location: 517 Half Mile Road

Property Owners: Daniel Atkins – Atkins Bike Shoppe
517 Half Mile Road
Verona, WI 53593

Applicant: Same

Existing Zoning: Urban Commercial (UC), Downtown Design and Use Overlay District
Existing Land Use: Indoor Sales and Service (Bicycle Shop)
Proposed Land Use: Same

Figure 1 – Location Map

Site Description:

Atkins Bike Shoppe ("Application") has submitted a request to construct 1,600 square foot addition at 517 Half Mile Road ("Property" or "Subject Property"). The Property is zoned Urban Commercial (UC) and is located within the Downtown Design and Use Overlay District. This Application is being reviewed as a Planned Unit Development (PUD) as a rear yard setback exemption is requested.

Background:

In August of 2020, the Plan Commission and the Common Council discussed the concept plan for a one (1)-story, 1,280 square foot addition with an eighteen (18)-foot rear setback. Comments from the Plan Commission included support for the business and glad to see the business is expanding, recommend talking to the neighbors regarding the reduction of the rear setback, and will the Zoning Ordinance reduce the rear setback to what is being requested. Comments from the Common Council included glad the business is thriving and fully support the rear setback reduction as this abuts an industrial area instead of a residential area.

In September of 2020, the Plan Commission and the Common Council discussed the concept plan for a one (1)-story, 1,600 square foot addition with a ten (10)-foot rear setback. Comments from the Plan Commission included support for the business and glad to see the business is expanding and whether the boulder retaining wall would continue with the expanded parking lot. Comments from the Common Council included glad the business is thriving and full support for the rear setback reduction.

Development Process:

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
    - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
    - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e. roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which occurred at the August 2020 Plan Commission meeting.

- *Step 3 – General Development Plan (GDP):* The intent of the GDP is provide general, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the GDP is approved, this step provides the zoning entitlements to the project, which occurred at the September 2020 Plan Commission meeting.

- *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council, which is this application. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.

Planning Review:

Bulk Requirements:

Staff reviewed the bulk requirements for the UC Zoning District. The Applicant proposes a ten (10) foot rear setback, the minimum setback is twenty-five (25) feet, and is requesting an exemption to the rear setback requirement. The western side yard setback is twenty-five (25) feet and the eastern side yard setback is fifty-five (55) feet. The Applicant has met the minimum side yard setbacks of ten (10) feet. The front yard setback will remain the same as the addition will be for the rear of the building. The height of the addition will match the existing building height. Overall, Staff is comfortable with the rear setback exemption as the addition will abut an industrial area.

Access/ Parking:

The Applicant will utilize the existing access point from Half Mile Road. The parking area does not have stripped parking spaces and is not proposed to have stripping as part of this Application. The parking lot will extend to match the addition. The Zoning Ordinance requires one (1) parking space per 300 square feet. The addition would require five (5) parking spaces, which will be accommodated with the extension of the pavement. Staff recommends the Applicant stripe the parking lot for customers, which could accommodate approximately twenty (20) parking spaces.

The Applicant has plenty of bicycle parking and will add more if it is needed for their business. Sidewalks do not exist in front of the Property as the sidewalk ends at the eastern property line and do not exist beyond the Property.

Design:

Conceptual building renderings were included in the Application. The rendering shows the addition will match the existing building with a continuation of the existing roof line

as well as the same style and color of the existing metal building as depicted in Figures 2 and 3. Staff is supportive of the design of the building as it is a continuation of the existing building.

Figure 2 - Existing building

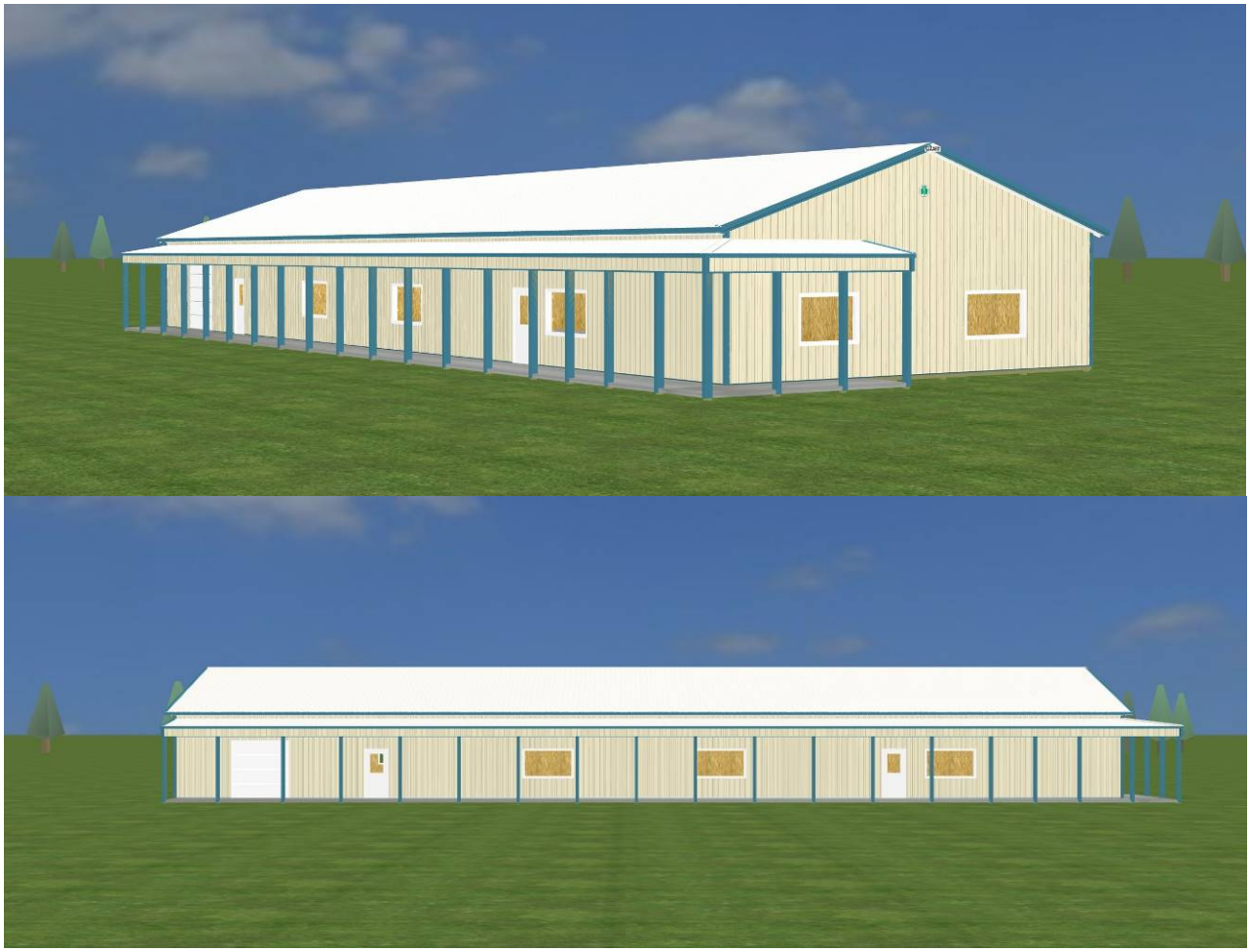


Figure 3 - Proposed addition on existing building

Landscape:

The Applicant has submitted a landscaping plan as provided in the Plan Commission packet. Currently, the Property contains a lawn area, but does not have any landscaping. The Applicant is proposing to use maple trees, dogwoods, American Hornbeam, arborvitae, juniper, and bush honeysuckle. The Applicant has noted in the narrative that the honeysuckle is the non-invasive species. These plantings will be located in the front lawn area near Half Mile Road. The Zoning Ordinance requires the Applicant to meet the minimum landscaping point requirement of 158 points, which they exceeded with a total of 169 points. Staff is supportive of the landscaping improvements to the Property as there were no trees on the site.

Public Notification:

As required in the Zoning Ordinance, properties located in a 200-foot radius were notified of a public hearing for this Property. A public hearing sign was posted on the Property. At the time of writing the staff report, Staff has not received any comments regarding the addition. The Applicant spoke to their neighbors regarding a reduction in the rear yard setback as part of the General Development Plan.

Recommendation:

Staff recommends the Plan Commission recommend that the Common Council approved the Precise Implementation Plan (PIP) for 517 Half Mile Road with a rear yard setback exemption of ten (10)-feet.

Prepared by: Katherine Holt KH
Community Development Specialist

Submitted by: Adam Sayre, AICP AS
City Administrator

To our wonderful Verona Planning Commission and City Residence;

We have needed additional space for quite some time; it is becoming more difficult to manage in our existing space, for both my employees and my customers. The Bicycle Shoppe has become very busy this year as people want to be able to exercise.

I've spoken with our neighbors Joe and Jason, and they are both supportive and on board with our plans including the shorter set back.

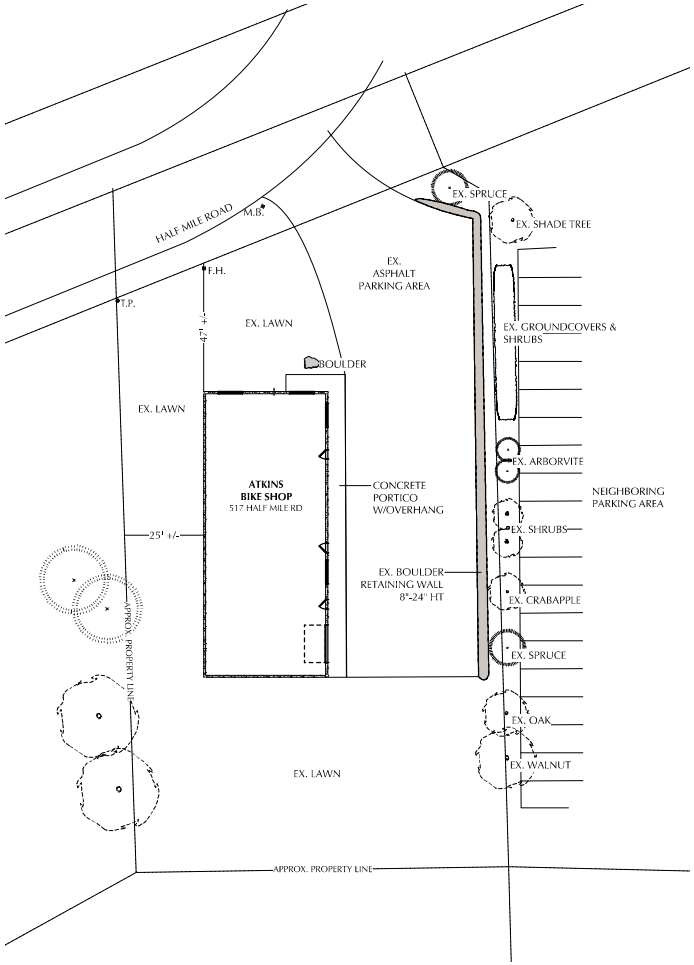
With the current plans it will be barely noticeable that anything has changed. The new addition will blend in perfectly with the existing building. This will also allow more parking which is a good thing for everyone.

We have submitted the landscape design and are willing to meet whatever is required.

There has been the question in regards to the Honey Suckle tree in the landscape design as to whether this may be an invasive species. NO, it is not. WIDNR restricts genus *Lonicera*, and genus *Diervilla* is specified on the plans. Further, *Diervilla* Honeysuckle specified the plans are on the current list of Verona's approved plants.

The other question was in regards to the extension of the boulder wall. At this time there is not a plan to extend that wall, unless there is an issue with water running from the hotel parking lot into my parking lot after construction.

Thank you,
Dan Atkins



DRAWING SCALE:
34"X22" - 1"= 20'-0"
17"X11" - 1"= 40'-0"

DRAWING KEY:
BASE INFORMATION TAKEN FROM THOM R. GRENLIE CERTIFIED SURVEY DATED 08/02/1990, CLEARY BUILDING CORP. ELEVATIONS & FLOOR PLAN DATED 07/13/2020, CLEARY BUILDING CORP. DRAWING TITLED "PLOT PLAN" WITH NO DATE, DCLIS AERIAL PHOTOGRAPHY 2017 AND MODS FIELD OBSERVATIONS 07/31/2020

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DANIEL ATKINS - ATKINS VERONA BICYCLE SHOPPE

517 HALF MILE ROAD
VERONA, WI 53593

Existing Conditions

N

DRAWING SCALE:
1' = 20'-0"

0 10 20 FT

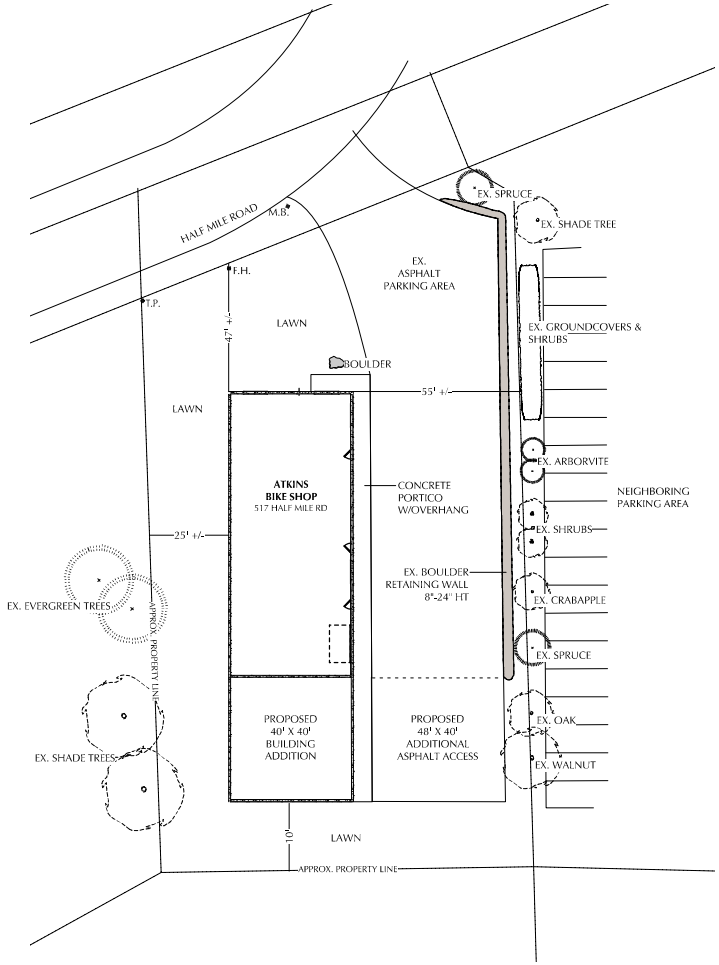
DRAWN BY: MLO
DATE: 07/28/2020
REVS:
08/06/2020

Design Development Phase:

This drawing indicates the scale and relationship of the project components. This drawing is not for construction.

SHEET NUMBER

L-1.0



FIELD NOTES:

GRADING & PAVING

1. ALL FINAL GRADES TO BE SET ACCORDING TO CLEARY BUILDING DRAWING SET.
2. GRADES TO DRAIN POSITIVELY AWAY FROM BUILDING AND PARKING AREAS, FOR INFILTRATION ALONG EXISTING PROPERTY LINE DRAINAGE SYSTEM
3. NEW ASPHALT PARKING EXTENSION TO BE SET ACCORDING TO CLEARY DRAWING SET.

PLANTING AREAS: REFER TO PLANTING PLAN, SHEET L-3.0

DRAWING SCALE:
34"X22" - 1"= 20'-0"
17"X11" - 1"= 40'-0"

DRAWING KEY:
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Site Plan

N

DRAWING SCALE:
1" = 20'-0"

0 10 20 FT

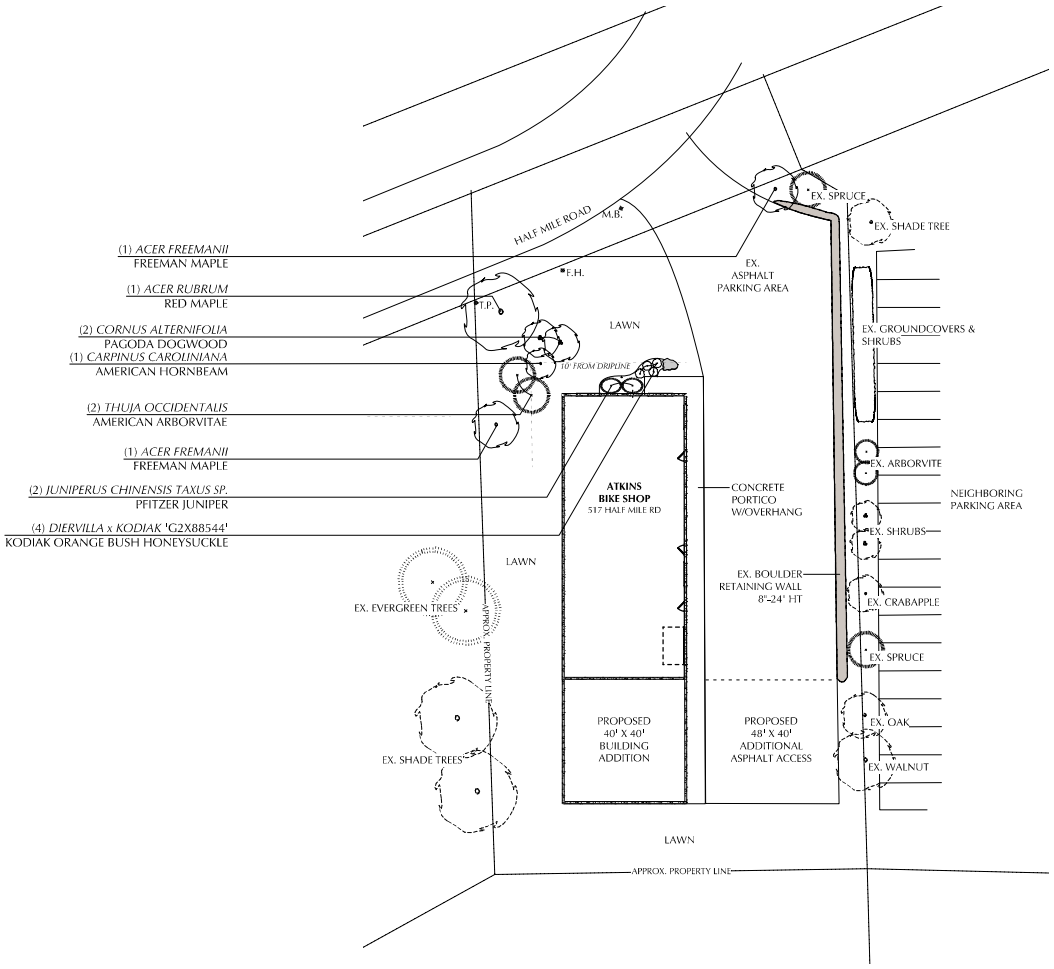
DRAWN BY: MLO
DATE: 07/28/2020
REVS:
08/06/2020

Design Development Phase:

This drawing indicates the scale and relationship of the project components. This drawing is not for construction.

SHEET NUMBER

L-2.0



VERONA LANDSCAPE POINTS CALCULATOR

FOR PROPOSED 40' X 132' BUILDING

POINTS REQUIRED PER 100 lf BUILDING FOUNDATION
344 lf foundation/100 = 3.44 units x 20pts = 68.8 pts

POINTS PROPOSED
(2) MED EVERGREEN TREES = 40 pts
(1) MED DECIDUOUS TREE = 15 pts
(2) MED EVERGREEN SHRUBS = 10 pts
(4) LOW DECIDUOUS SHRUBS = 4 pts
69 pts

POINTS REQUIRED PER 1,000 sf GROSS FLOOR AREA
5,280 sf GFA/1,000 = 5.28 units x 5pts = 26.4 pts

POINTS PROPOSED
(1) TALL DECIDUOUS TREE = 30 pts

POINTS REQUIRED PER 100 lf STREET FRONTAGE
113.5 lf street frontage/100 = 1.135 units x 20 pts = 22.7 pts

POINTS PROPOSED
(1) TALL DECIDUOUS TREE = 30 pts

POINTS REQUIRED PER 10,000 sf PAVED AREA or
20 OFF-STREET PARKING STALLS
9317 proposed sf paved area/10,000 = 0.93 units x 40 pts = 37.2 pts
room for 20 stalls proposed = 1 unit x 40 pts = 40 pts

POINTS PROPOSED
(1) TALL DECIDUOUS TREE = 30 pts
(2) TALL DECIDUOUS SHRUBS = 10 pts
40 pts

TOTAL POINTS **157.90 REQUIRED, 169 PROPOSED**

PLANTING SCHEDULE

PROPOSED EVERGREEN TREES (MEDIUM, 30 PTS)

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	4'	B&B	*THUJA OCCIDENTALIS*	AMERICAN ARBORVITAE

PROPOSED DECIDUOUS TREES (TALL, 30 PTS; MEDIUM 15 PTS)

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	1.5" CAL	B&B	*ACER FREMANII*	FREEMAN MAPLE
1	1.5" CAL	B&B	*ACER RUBRUM*	RED MAPLE
1	6'	B&B	*CARPINUS CAROLINIANA*	AMERICAN HORNBEAM

PROPOSED EVERGREEN SHRUBS (MEDIUM 5 PTS)

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	18"	CONT.	*JUNIPERUS CHINENSIS 'PFITZER'*	PFITZER JUNIPER

PROPOSED DECIDUOUS SHRUBS (TALL, 5 PTS; LOW, 1PT)

QTY	SIZE	RT COND.	BOTANICAL NAME	COMMON NAME
2	36"	B&B	*CORNUS ALTERNIFOLIA*	MULTI-STEM, PAGODA DOGWOOD
4	18"	CONT	*DIERVILLA x KODIAK 'G2X88544'*	HONEYSUCKLE

FIELD NOTES

PLANTING AREAS
1. ALL FUTURE PLANTING AREAS TO BE STRIPPED CLEAN OF PLANT MATERIALS
2. ALL FUTURE PLANTING AREAS TO RECEIVE MIN 6-8" CLEAN SCREETED TOPSOIL, HAND MIXED & INCORPORATED
3. ALL PLANTS TO MEET AMERICAN NURSERY & LANDSCAPE ASSOCIATION (ANLA) STANDARDS FOR STOCK AND PLANTING
4. ALL PLANT MATERIALS TO RECIEVE ONE-YEAR GUARANTEE FOR REPLACEMENT

MULCHES & LAWN
1. BARK MULCH TO BE TWICE SHREDDED HARDWOOD MULCH; NO RECYCLED OR DYED MULCH
2. INDIVIDUAL TREES AND LARGE SHRUBS TO RECEIVE MIN 3' DIAMETER BARK MULCH RING, 4" DEPTH
3. SHRUB AREA NEAR FRONT ENTRY TO RECEIVE CONTINUOUS BARK MULCH BED, 4" DEPTH
4. BARK MULCH ADJACENT TO LAWN TO RECEIVE NATURAL, DEEP MULCH EDGE
5. ALL DISTURBED LAWN AREAS, TO RECIEVE MIN 6" CLEAN, SCREETED TOPSOIL WITH STARTER FERTILIZER, BE SEEDED WITH MADISON PARKS OR EQUIVLANET, AND CLEAN STRAW MULCH OR JUTE NETTING WITH LOOSE KNOTS FOR EROSION CONTROL AND ANIMAL SAFETY. NO NYLON NETTING TO BE USED.

DRAWING SCALE:
34"X22" - 1"= 20'-0"
17"X11" - 1"= 40'-0"

DRAWING KEY:
BASE INFORMATION TAKEN FROM THOM R. GRENLIE CERTIFIED SURVEY DATED 08/02/1990, CLEARY BUILDING CORP. ELEVATIONS & FLOOR PLAN DATED 07/13/2020, CLEARY BUILDING CORP. DRAWING TITLED "PLOT PLAN" WITH NO DATE, DCLIS AERIAL PHOTOGRAPHY 2017 AND MODS FIELD OBSERVATIONS 07/31/2020

maraLee olson DESIGN STUDIO
www.maraleeolsondesignstudio.com
1848 WALDORF BLVD
MADISON, WI 53719
PH (608) 469-6780
FX (608) 845-6200
MARALEEOLSONDESIGNSTUDIO.COM

DANIEL ATKINS - ATKINS VERONA BICYCLE SHOPPE
517 HALF MILE ROAD
VERONA, WI 53593
Landscape Plan

N

DRAWING SCALE:
1" = 20'-0"
0 10 20 FT

DRAWN BY: MLO
DATE: 07/28/2020
REVS:
08/06/2020

Design Development Phase:
This drawing indicates the scale and relationship of the project components. This drawing is not for construction.

SHEET NUMBER
L-3.0

P.O Box 930220
Verona, WI 53593-0220
Phone: (608) 845-9700
Fax: (608) 845-7070

9/9/2020
ATKINS, DAN
Doc ID: 7769820200909085650

Elevations & Floor Plan

Customer Information

Building Specification For:

ATKINS, DAN
517 HALF MILE RD
VERONA, WISCONSIN 53593
Cell Phone: (608) 845-6644
Email:

Building Site Location:

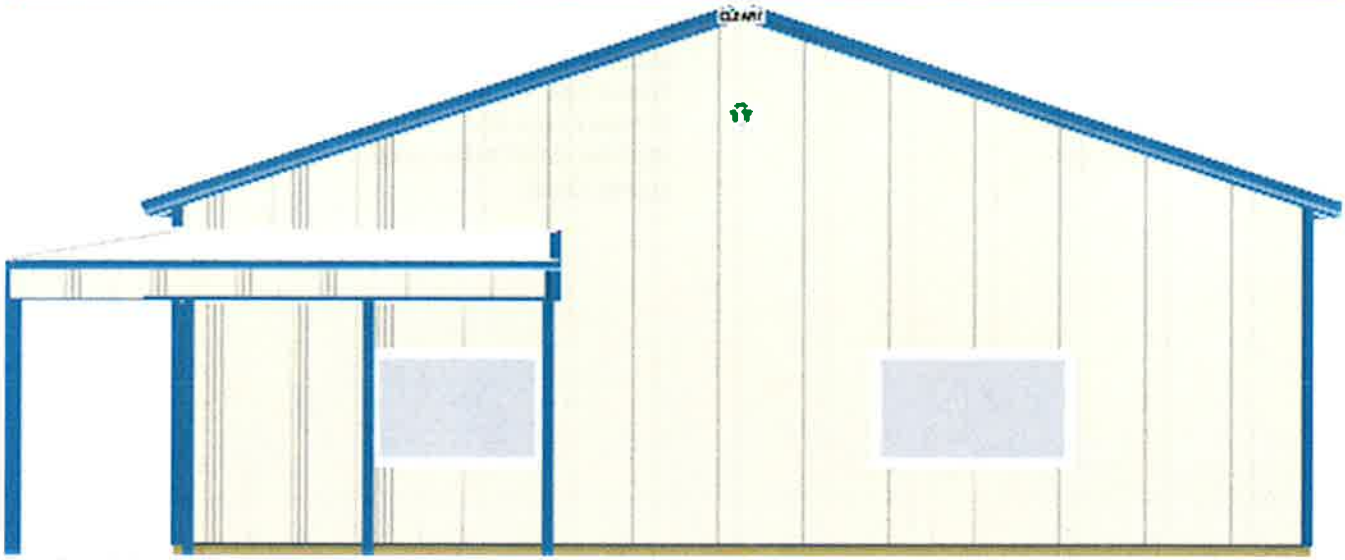
Location: N/A
Tenant: N/A
517 HALF MILE RD
VERONA, WISCONSIN 53593
County: DANE

P.O Box 930220
Verona, WI 53593-0220
Phone: (608) 845-9700
Fax: (608) 845-7070

9/9/2020
ATKINS, DAN
Doc ID: 7769820200909085650

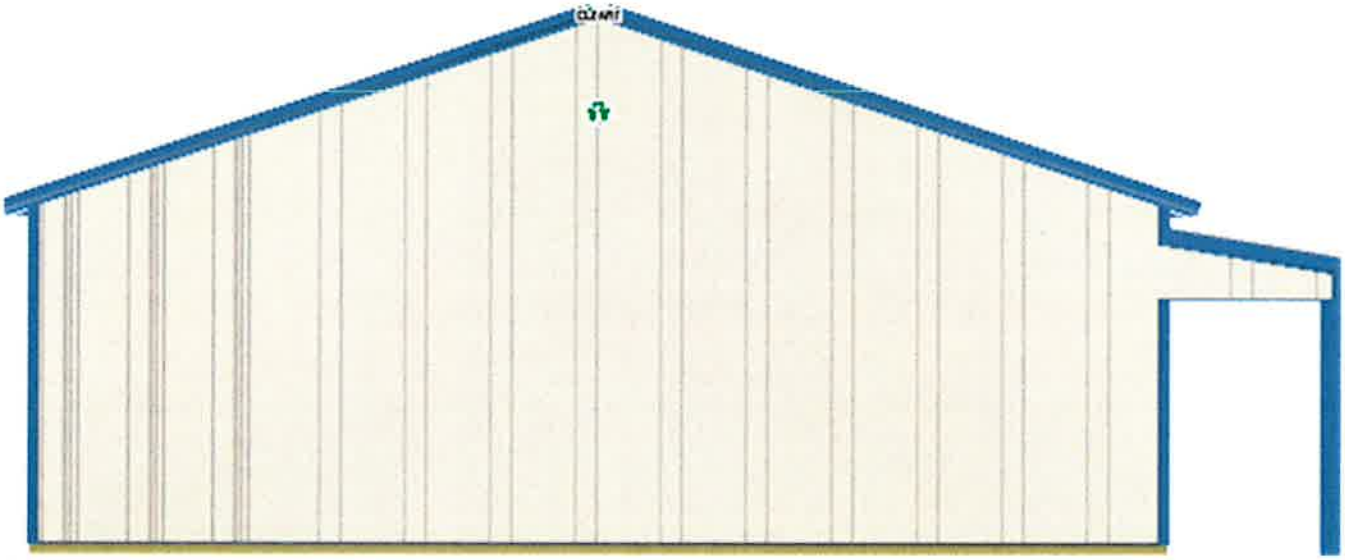
Elevations & Floor Plan

Elevations for Building 1



North End Wall 1 on Building 1

Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.



South End Wall 2 on Building 1

Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.

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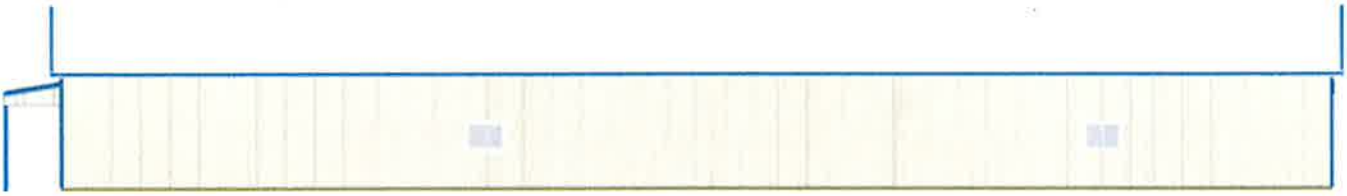
Verona, WI 53593-0220
Phone: (608) 845-9700
Fax: (608) 845-7070

9/9/2020
ATKINS, DAN
Doc ID: 7769820200909085650

Elevations & Floor Plan

East Side Wall 1 on Building 1

Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.



West Side Wall 2 on Building 1

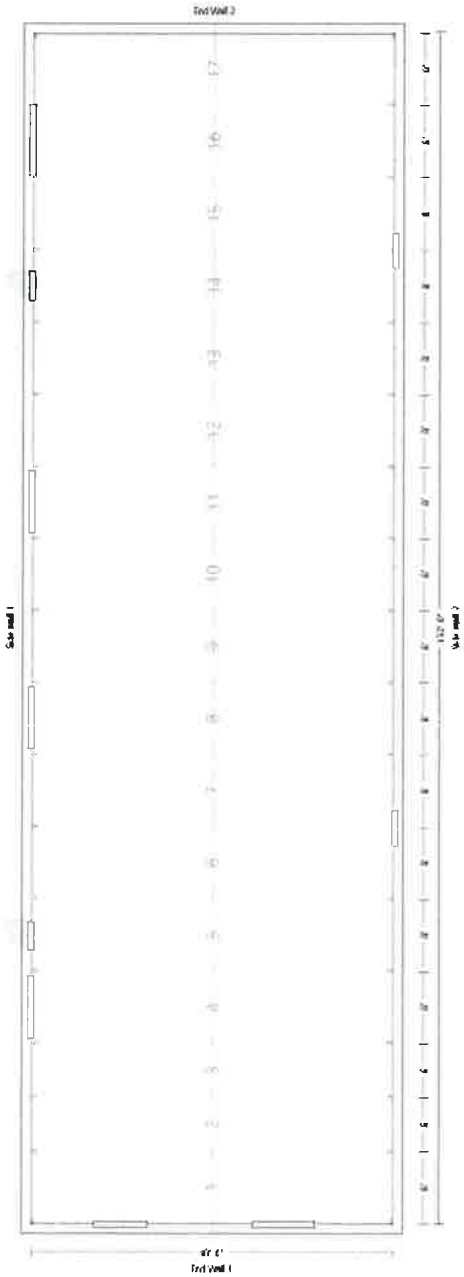
Note: These colors are as close to the actual colors as permitted by printing. Actual metal samples must be reviewed with your Sales Specialist. Colors vary depending upon position and angles.

P.O Box 930220
Verona, WI 53593-0220
Phone: (608) 845-9700
Fax: (608) 845-7070

9/9/2020
ATKINS, DAN
Doc ID: 7769820200909085650

Elevations & Floor Plan

Floor Plan



Planning Report

City of Verona

Plan Commission 10-5-2020

420 Church Ave.

Planned Unit Development – General Development Plan

Summary: The Applicant submitted a request for a planned unit development (PUD) General Development Plan review for 420 Church Avenue to construct a total of approximately 250 apartment units and up to 10,000 square feet of commercial space.

Property Location: 420 Church Avenue & 100 South Marietta Street

Property Owners:

VASD
700 N. Main St.
Verona, WI 53593

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

Applicants:

Steve Brown Apartments
120 West Gorham St.
Madison, WI 53703

The Alexander Company, Inc.
2450 Rimrock Rd., Suite 100
Madison, WI 53713

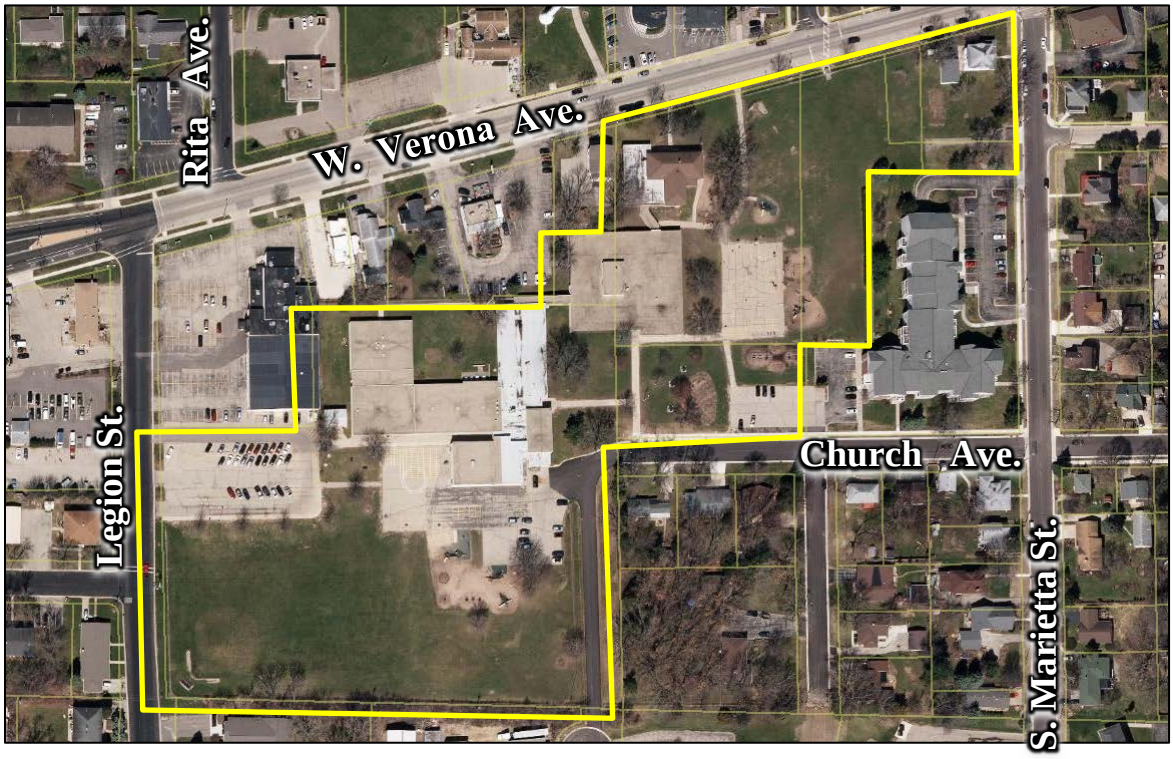
Existing Zoning: Neighborhood Residential (NR), Neighborhood Office (NO), Planned Unit Development (PUD), Downtown Design & Use Overlay District

Proposed Zoning: Urban Residential (UR) and Central Commercial (CC) with a PUD overlay and Downtown Design & Use overlay

Existing Land Use: Schools and house

Proposed Land Use: Commercial and Apartments (market rate and workforce)

Figure 1 – Location Map



Site Description:

Steve Brown Apartments and the Alexander Company ("Application" or "Applicants") has submitted a request to construct up to 10,000 square feet of commercial space, 140 market rate apartments, and 110 workforce apartments at 420 Church Avenue and 100 South Marietta Street ("Property" or "Subject Property"). The Property is zoned Neighborhood Residential (NR), Neighborhood Office (NO), Planned Unit Development (PUD) with no underlying zone, and a portion is located within the Downtown Design and Use Overlay District. The Application is being reviewed as a Planned Unit Development (PUD) as exemptions for setbacks, building height, and density are requested.

Currently, the Property contains the former Sugar Creek Elementary School, the former New Century Charter School, and a residential building at the corner of West Verona Avenue and South Marietta Street.

Background:

In 2018, the City and the Verona Area School District (VASD) executed a development agreement related to the road improvements for the new high school. As part of that agreement, the City agreed to pay the VASD $4 million for improvements for the new high school. Further, the agreement requires the VASD to convey the Sugar Creek/New Century property to the City on or before August 1, 2021.

Due to the execution of the development agreement and ultimate future transfer of the property, the City began working with Community Design Solutions (CDS) on creating concepts for the property in 2019. Those concepts were ultimately reviewed by the Community Development Authority (CDA), general public at a workshop in August, and the Plan Commission and Common Council at their respective meetings in September. The concepts created by the CDS included:

- A Mixed-use town center concept
- Town center community pool concept
- Community park makerspace

Links to the concept are located on the City's website:
http://www.ci.verona.wi.us/674/Community-Design-Solutions

The City issued the request for proposals (RFP) for the property in January of 2020, and provided tours to developers of the site in February. Proposals were submitted and due by April 27, 2020. The City received six (6) proposals and Staff narrowed the proposals to four (4), which were interviewed by the CDA on May 18th. The CDA voted on June 2nd to forward the proposals from McKenzie Apartment Company and Steve Brown Apartments/Alexander Company to the Common Council.

The Common Council interviewed the two (2) final applicants over two (2) Council meetings where the Council authorized City Staff to work with the Steve Brown Apartments/Alexander Company on the redevelopment of the Sugar Creek and New

Century School sites. More information regarding this process can be found online at http://www.ci.verona.wi.us/697/Sugar-Creek-Elementary-School-Site.

Development Process:

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
    - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
    - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e. roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which occurred over the last six (6) months through the CDA and Common Council.
    - *Step 3 – General Development Plan (GDP):* The intent of the GDP is to provide general information, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the GDP is approved, this step provides the zoning entitlements to the project, which is the current application.
    - *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.
- **Land Division** – An applicant will need to submit a certified survey map and/or plat to combine property lines. This would go before the Plan Commission and the Common Council for their approvals with the PIP.

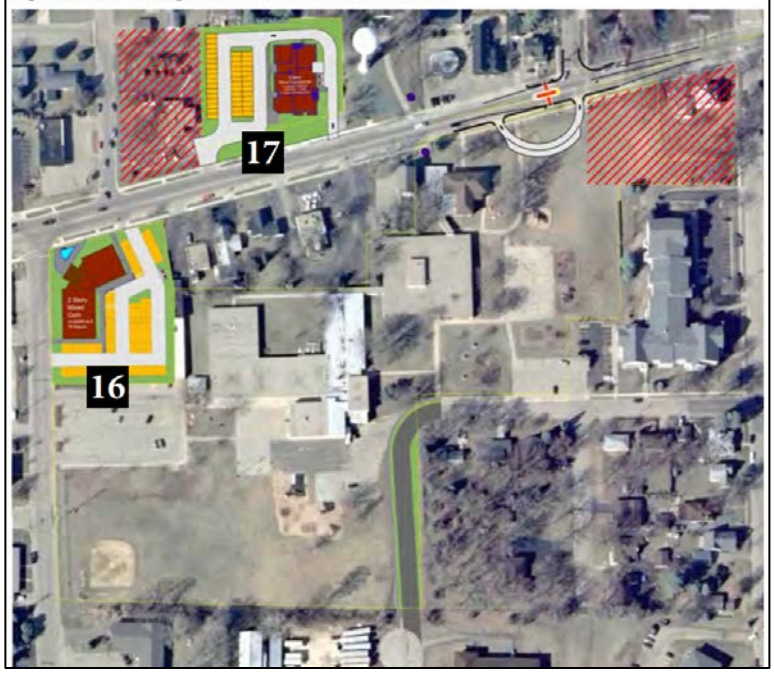
- **Zoning Map Amendment** – An applicant will need to submit a zoning map amendment to have an underlying zone as one does not exist for a small portion of this Property. The existing zoning districts would be changed to be comparable to the type of land use that is proposed.

Downtown Mobility and Development Plan:

The Property is located in the Downtown Mobility and Development Plan ("Plan"), which was adopted in 2014. The Property is discussed on page 73 of the Plan and states:

> "***West Verona Avenue***
> This section of Verona Avenue will remain at two-lanes for the foreseeable future, so the only major improvement will be increased sidewalk widths. This will have a minimal impact for properties west of Westlawn Avenue. Other improvements suggested include a school drop-off at the elementary school and street connection between Church Street and Industrial Drive (which currently ends in a cul-de-sac).
>
> Redevelopment
> It is important to note that a large portion of West Verona Avenue land is owned by the School District. If the school were to improve their site, consideration should be given to increasing the parking lot and creating a drop-off location next to the Sugar Creek Elementary School. If the District should ever decide to move the school from this location, the site could be redeveloped with commercial uses along Verona Avenue and residential uses behind. However, the building located at 401 W. Verona Avenue (currently New Century Charter School) should be preserved, as it has historical value to the community. In either case (if the school site remains or gets redeveloped), the corner of Marietta and Verona (red hatching in Figure 3.16) could be redeveloped as a commercial use without affecting the school activities".

Figure 3.16: Concept Plan - West Verona Avenue



As part of the development agreement with VASD, the City will own the Property and will convey it to Steve Brown Apartments/Alexander Company. The Applicant proposes up to 10,000 square feet of commercial fronting onto West Verona Avenue near South Marietta Street. New Century building would remain and could potentially be used as a community space. The Applicants are still

working through the details of how the former New Century building could be used. The remaining portion of the Property will contain residential apartments for the remainder of the site as supported by the Plan.

Public Comments:

The Applicant hosted a Zoom public meeting on August 26, 2020 at 6:30 p.m. to gain input from the community. There were approximately thirty-five (35) attendees, which included Alders and the Applicant. Comments from the public included a desire for parking on both sides of Church Avenue, why are all of the buildings apartments and not privately owned condos, will the commercial space have tenants and not become vacant or stay vacant, concerns regarding the height of the buildings compared to the existing residential homes, concerns regarding having enough parking for everyone and if on-street parking of future apartment tenants will be used, concerns about speed on Church Avenue with bicycles, vehicles, and pedestrians in the same area, how much space will be used for green space, some support for the children's museum idea, concern that the park may not be able to accommodate the tenants needs for green space, lighting should be designed for dark skies and ambiance, and concerns with retail on the corner of South Marietta Street and West Verona Avenue. The majority of these comments can be addressed in the PIP application such as lighting and design.

A public hearing is required as part of the GDP process. Notifications were mailed out to properties within a 200-foot radius from the Property. Public hearing notification signs were placed on the Property. Staff has received calls inquiring about the public hearing signs.

Planning Review:

The Applicant is requesting exemptions from the zoning standards to allow for more density and modifications to the lot and bulk standards.

Bulk Requirements:

A portion of the Property is located in the Downtown Design and Use Overlay ("Downtown Overlay") Zoning District along West Verona Avenue as depicted in Figure 2 with the blue line. The former Sugar Creek Elementary School building and associated grounds are not located in the Downtown Overlay, which means that it is not subjected to these zoning standards.

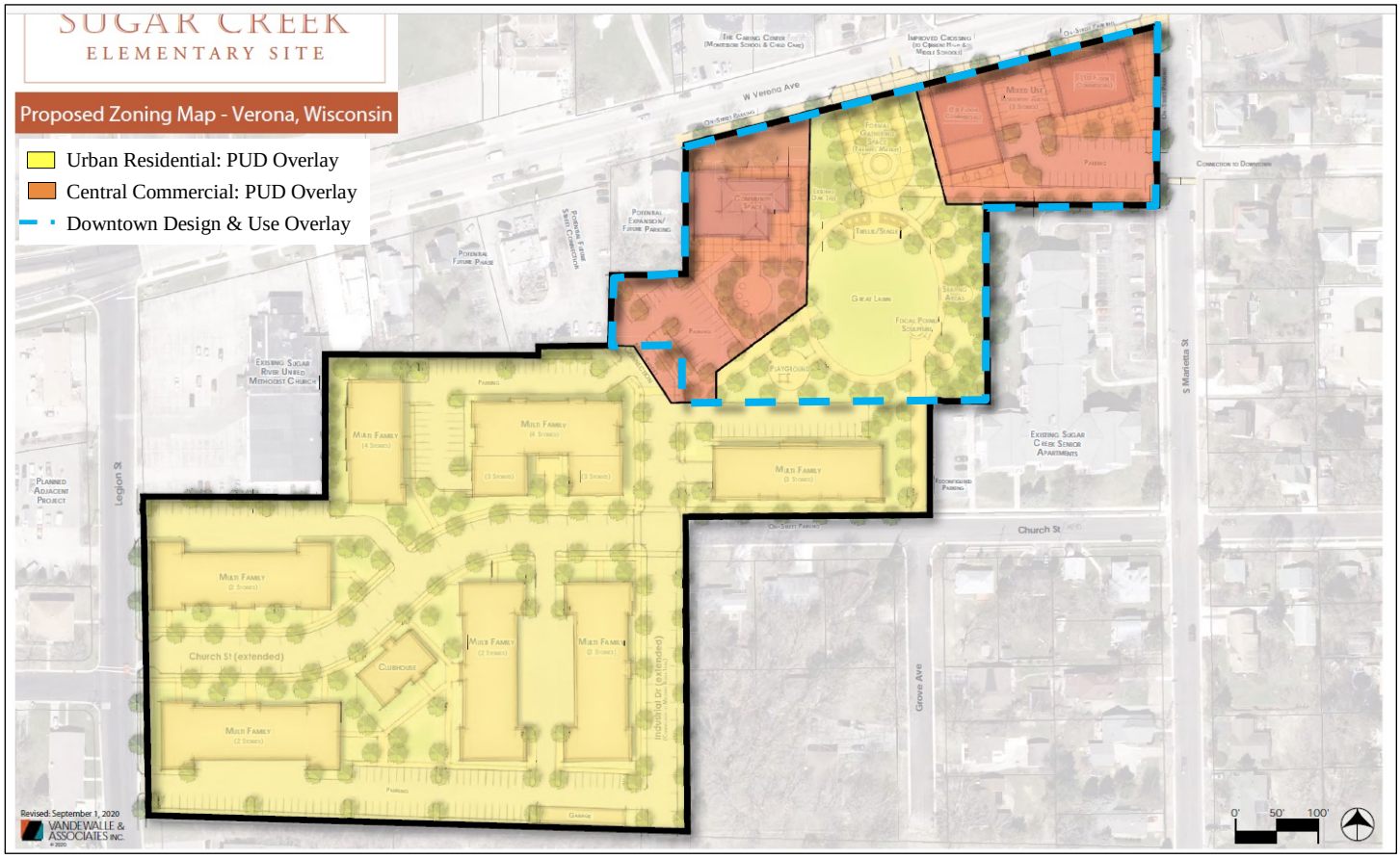


Figure 2 - Zoning Map Amendment

The Applicant is proposing to reuse New Century building. This building is located in the Downtown Overlay and the CC zoning district. The land use for New Century will be determined by the community, but the existing setbacks will be maintained.

The Applicant is proposing a mixed-use building at the corner of West Verona Avenue and South Marietta Street as depicted in Figure 3. The first floor of the building will contain 10,000 square feet of commercial with the remaining floors containing twenty-five (25) apartment units. The materials and design of the building will be reviewed at a later date as part of the PIP. Table 1 contains the CC zoning requirements, the Downtown Overlay requirements, and what is proposed by the Applicant. The Applicant is requesting exemptions to the Downtown Overlay requirements and the rear setback.

Figure 3 - Mixed-Use Building Rendering

Table 1: Mixed-Use Building

	CC	Downtown Overlay	Proposed	Compliance
Setbacks				
Front (W. Verona Ave.)	0 ft.	15 ft.	5 ft.	No
Street (S. Marietta St.)	0 ft.	15 ft.	0 ft.	No
Side (Green Space)	0 ft.	10 ft.	0 ft.	No
Residential Rear	25 ft.	25 ft.	10 ft.	No
Max. Front/Street	N/A	25 ft.	25 ft.	Yes
Height				
Maximum	50 ft.	50 ft.	50 ft.	Yes
Minimum	N/A	20 ft.		Yes

The Applicant is proposing 115-units of market rate apartments. These three (3) buildings are located on the northern side of Church Avenue. The building closest to the existing single-family homes is proposed as three (3)-stories with the two remaining buildings as four (4)-stories. However, the building on the corner of Industrial Drive and Church Avenue in the northwestern corner will step down to three (3)-stories at this intersection along Church Avenue as noted in Figure 4 and Figure 5 as the brick façade buildings. The design and materials of the buildings will be reviewed as part of the PIP, but the heights of the buildings are reviewed as part of this Application. The buildings are located in the UR zoning district and are not included in the Downtown Overlay. Table 2 contains the UR zoning standards and proposed modifications the Applicant

wants to have approved. The Applicant requests exemptions for the setback and height requirements.

Figure 4 - Market Rate Housing Building Locations

Table 2: Market Rate Housing

	UR	Proposed	Compliance
Setbacks			
Front (Church Ave.)	25 ft.	10 ft.	No
Street (Industrial Dr.)	25 ft.	10 ft.	No
Side	15 ft.	5 ft.	No
Rear	25 ft.	15 ft.	No
Height			
Maximum	35 ft.	45 ft.	No

The Applicant is proposing 120-units of workforce housing. The tenants in these homes would be making between 50% and 70% of the area median income. The four (4) buildings would be two (2)-story buildings located closest to the industrial area on Legion Street and Industrial Drive and across the street from the approved four (4)-story apartment building for Sugar Creek Commons development. The two (2)-story buildings would also be across the street from the single-family lots on Industrial Drive as depicted in Figure 5 with the pitched roofs and white/gray colors. The design and materials of the buildings will be reviewed as part of the PIP, but the heights of the buildings are reviewed as part of this Application. The buildings are located in the UR zoning district and are not included in the Downtown Overlay. Table 3 contains the UR zoning standards and proposed modifications the Applicant wants to have approved. The Applicant requests exemptions for the setback and height requirements.

Figure 5 - Renderings for Workforce Housing in White and Gray and Market Rate Housing with Brick Façade

Table 3: Workforce Housing

	UR	Proposed	Compliance
Setbacks			
Front (Church Ave.)	25 ft.	10 ft.	No
Street (Industrial Dr.)	25 ft.	10 ft.	No
Side	15 ft.	5 ft.	No
Rear	25 ft.	15 ft.	No
Height			
Maximum	35 ft.	40 ft.	No

Density:

The Applicant is seeking an exemption for the total number of dwelling units per acre. The Property is approximately 12.62-acres with approximately 10.37-acres zoned UR and approximately 2.25-acres zoned CC. The Zoning Ordinance allows twelve (12) dwelling units per acre (du/ac) in the UR zoning district. The CC zoning district requires a maximum gross density of up to fifty (50) du/ac. The entire site is proposed to have 250 apartment units with twenty-one (21) of those located in the CC zoning district. The UR zoning district would contain 229 apartment units on approximately 10.37-acres, which is approximately twenty-two (22) du/ac. The Applicant is requesting a density exemption to permit approximately twenty-two (22) du/ac. This requirement does not distinguish between market rate, workforce, or affordable housing in the total number of dwelling units required per acre. Table 4 is a density comparison of other multi-family projects in the City:

Table 4: Approved Densities

Project Name	Number of Approved Units	Land Area	Density
Lot 1 Scenic Ridge	45	3.77-Acres	11.93-Units/Acre
Lot 2 Scenic Ridge	62	5.17-Acres	11.99-Units/Acre
Murray Glen Development*	219	8.32-Acres	26.32-Units/Acre
Siena Ridge Apartments*	96	5.23-Acres	18.36-Units/Acre
West End Apartments*	106	2.64-Acres	40.15-Units/Acre
City Centre Condos*	28	1.55-Acres	18.07-Units/Acre
Velocity	29	1.56-Acres	18.55-Units/Acre
West End*	37	3.66-Acres	10.11-Units/Acre
Sugar Creek Commons	243	6.97-Acres	34.86-Units/Acre
Lincoln Street Apartments*	90	3.62-Acres	25.7-Units/Acre

* Approved PUD

Connectivity:

Currently, the Property can be accessed from Legion Street into an existing parking lot and from Industrial Drive, which has a driveway connecting north to Church Avenue. There are no access points from West Verona Avenue. There are sidewalks on the northern portion of Church Avenue, the western portion of South Marietta Street, and along West Verona Avenue.

The Applicant is proposing to extend two existing roads through the Property. Church Avenue will be extended from the existing end point to Legion Street and is proposed to contain sidewalks and on-street parking. Industrial Drive will be extended from the cul-de-sac north to the Property line and will contain on-street parking. A sidewalk is proposed on the western portion of Industrial Drive when abutting the single-family homes, but is typically on both sides of Industrial Drive interior to the Property.

Access to the Property will continue from Industrial Drive and Church Avenue. Two (2) additional access points are proposed from Legion Street to access the multi-family buildings parking garage and surface parking without having to use Church Avenue. Access is proposed from West Verona Avenue and South Marietta Street to access the mixed-use building underground and surface parking areas.

Sidewalks are proposed throughout the Property linking residential buildings to streets and parking areas. Based on the master plan design, the sidewalk dimensions will vary based on the demand such as wider sidewalks are shown connecting to the green space or where people would gather and taper to a normal sidewalk dimensions closer to the multi-family buildings.

Bicycles are not discussed in detail in the GDP. Bicycles are allowed on all roads in the City and it is understood that the roads are shared with cyclist even if they are not designated. Discussions will continue with the Applicant regarding the ultimate design of Church Avenue and Industrial Drive to determine if a bicycle lane is needed. The results of these discussions would be included in the Precise Implementation Plan review.

Underground parking is provided for apartment tenants for all of the buildings. Surface parking lots are scattered throughout the Property to be used to access the public spaces and overflow parking for tenants. On-street parking is shown on the renderings, but more information is needed to determine if the right-of-way width will be able to support this.

The Applicants are proposing to match the existing right-of-way width for the exiting Church Avenue. Church Avenue is not the typical sixty-six (66)-feet of right-of-way the City requires for new development and the Plan Commission is encouraged to provide feed on the width. Staff is also recommending the applicant remove the public right-of-way component of Industrial Drive north of Church Avenue. This section connects with the former Michael's property and it isn't feasible to provide a road connection to Verona Avenue in this location. Staff recommends this private driveway be labeled as a fire lane and allow for public ingress and egress.

Drainage/Stormwater:

Stormwater management details will be reviewed before the PIP application is submitted.

Residential Phasing Policy:

Effective October 1, 2012, the City began a Residential Development Policy limiting approvals of multi-family developments to a target range between 25 and 50 new multi-family units each year. The policy has three (3) types of exemptions, which are age-restricted housing, downtown development, and mixed-use development.

Rezoning Findings:

The City's Zoning Ordinance requires the Zoning Administrator review the proposed rezoning to ensure the request is in harmony with the recommendations of the City of Verona Master Plan (Sec. 13-1-362). A summary of this review is below.

a. *How does the proposed Official Zoning Map amendment further the purposes of this Chapter as outlined in Section 13-1-5 and the applicable rules and*

regulations of the Wisconsin Department of Natural Resources (DNR) and the Federal Emergency Management Agency (FEMA)?

The zoning map amendment would support the Plan that designated commercial land uses along West Verona Avenue and residential land uses for the remainder of the Property. The Applicant added preserving of New Century School building as it is in the interest of the community to keep this historic building as well as adding a large area designed for a public green space/park. This has met the purposes outlines in Section 13-1-5.

b. Which of the following factors has arisen that are not properly addressed on the current Official Zoning Map?

1. *The designations of the Official Zoning Map should be brought into conformity with the Comprehensive Plan;*
2. *A mistake was made in mapping on the Official Zoning Map. (That is, an area is developing in a manner and purpose different from that for which it is mapped.) NOTE: If this reason is cited, it must be demonstrated that the discussed inconsistency between actual land use and designated zoning is not intended, as the City may intend to stop an undesirable land use pattern from spreading;*
3. *Factors have changed, (such as the availability of new data, the presence of new roads or other infrastructure, additional development, annexation, or other zoning changes), making the subject property more appropriate for a different zoning district;*
4. *Growth patterns or rates have changed, thereby creating the need for an Amendment to the Official Zoning Map.*

The current zoning maps needs to be amended due to above #3 and #4. The Property will no longer be owned by VASD and will no longer be a public school. The current zoning does not support the direction from the Plan if the site were to become redeveloped. The Applicant is requesting a change to allow development that is consistent with recommendation from the Plan.

c. How does the proposed amendment to the Official Zoning Map maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property?

The proposed Zoning Map amendment maintains the desired consistency of land uses, land use intensities, and land use impacts similar to other redevelopment proposals and approvals in the vicinity. The change in the Zoning Map will allow the Applicant to develop townhomes by right, apartments as a conditional use permit, and a mixed-use building by right. Properties along West Verona Avenue are designated or operated as commercial uses with residential multi-family and single-family residences in the vicinity of the Property.

Staff finds the Applicant meets the Zoning Ordinance requirements to rezone the Property as requested. Staff supports a Zoning Map amendment to zone 10.37-acres from NR to UR and approximately 2.25-acres to from NR and NO to CC as depicted in Figure 6.

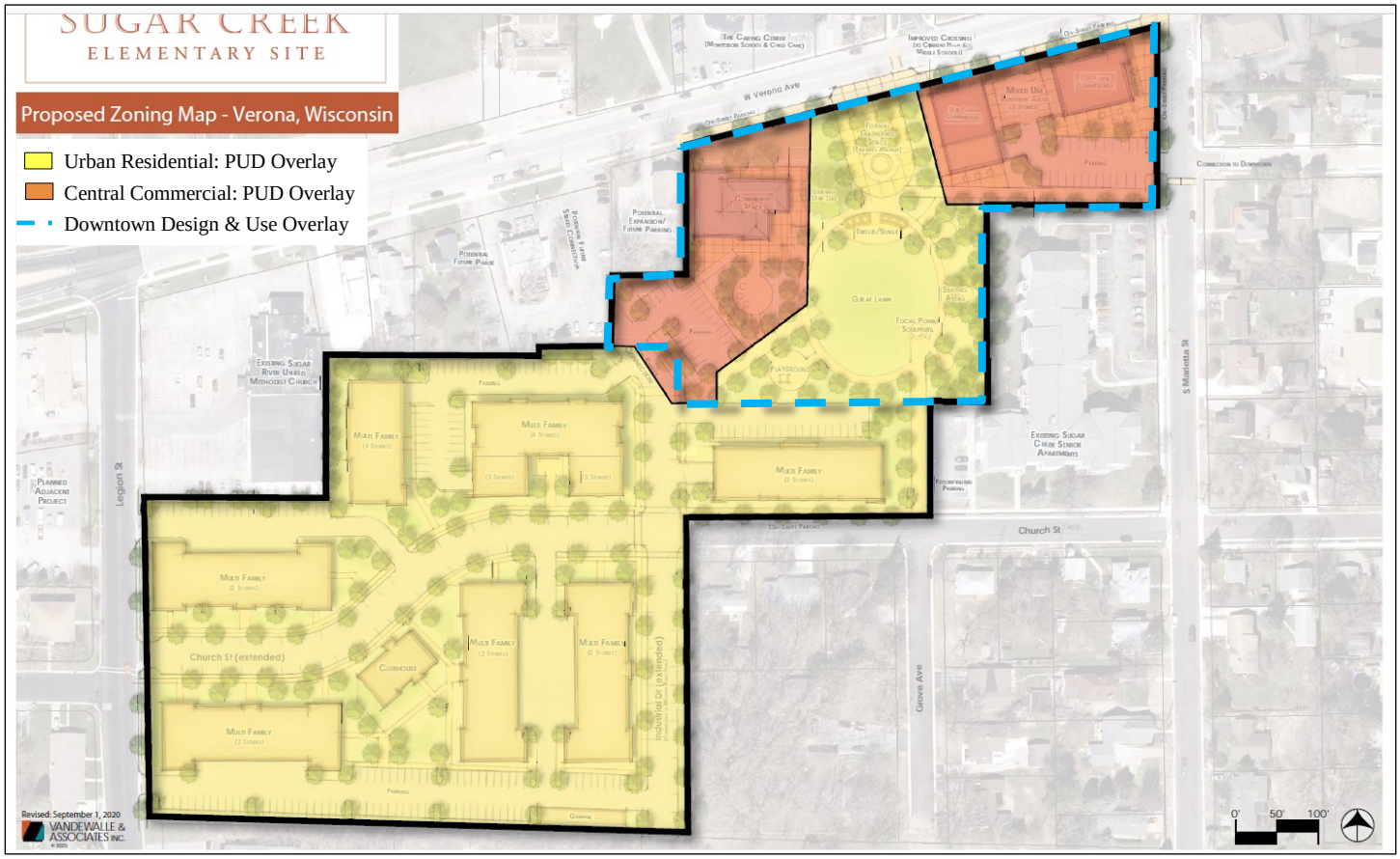


Figure 6 - Zoning Map Amendment

Staff Comments:

In general, Staff is supportive of the redevelopment of the Property containing a mixed-use building, maintain the New Century building, and having market rate and workforce apartments. The Applicant has been responsive to comments from Staff and has blended the desires from the CDS process and the Plan. The proposed development helps to create a commercial corridor along West Verona Avenue to the new high school, while providing a housing type that is not prevalent in the City. The Applicant has taken steps to ensure that the buildings near existing residential homes minus the commercial areas are not overbearing in height.

Recommendation:

Staff recommends the Plan Commission recommend that the Common Council approve the General Development Plan for 420 Church Avenue and 100 South Marietta Street with the following conditions:

1. Exemptions shall be granted for the following:

a. The setbacks for the mixed-use building shall conform to the standards for the CC zoning district and not be bound by the Downtown Design and Use Overlay zoning district;

b. The setbacks for the market rate apartments will be granted to match the proposal by the developer in Table 2 of the staff report;

c. The height for the market rate apartments will be forty-five (45)-feet tall unless it is located in the vicinity of an existing residential building. If this is the case, the building height must conform to the maximum height requirements in the Zoning Ordinance for the UR zone facing that property for the depth of one (1) apartment unit;

d. The setbacks for the workforce apartments will be granted to match the proposal by the developer in Table 4 of the staff report;

e. The height of the workforce apartments will be forty (40)-feet; and

f. Density for the UR zone will be twenty-two (22) dwelling units per acre.

g. The approval shall become effective upon Steve Brown Apartments/Alexander Company acquiring the property.

2. Recommend approval of the Zoning Map amendment to zone 10.37-acres from Neighborhood Residential (NR) to Urban Residential (UR) and approximately 2.25-acres to from NR and Neighborhood Office (NO) to Central Commercial (CC) with the following condition:
   a. The approval shall become effective upon Steve Brown Apartments/Alexander Company acquiring the property.

Prepared by: Katherine Holt KH
Community Development Specialist

Submitted by: Adam Sayre, AICP AS
City Administrator

SUGAR CREEK

ELEMENTARY SITE

Vision for Verona's Next Dynamic Community Hub

REZONING/PLANNED UNIT DEVELOPMENT SUBMITTAL

SEPTEMBER 2, 2020

Table of Contents

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 is 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

Steve Brown Apartments

120 West Gorham Street

Madison, Wisconsin 53703

Dan Seeley

dseeley@stevebrownapts.com

608.255.7100

The Alexander Company, Inc.

2450 Rimrock Road, Suite 100

Madison, Wisconsin 53713

Colin Cassady

ckc@alexandercompany.com

608.268.8126

Planning

Vandewalle & Associates

120 East Lakeside Street

Madison, Wisconsin 53715

Brian Munson, Principal

bmunson@vandewalle.com

608.255.3988

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 heard of Hometown, USA. This lively destination has a "city scene" vibe that draws people in with its cohesive mi of park and cultural faciliti8es, 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

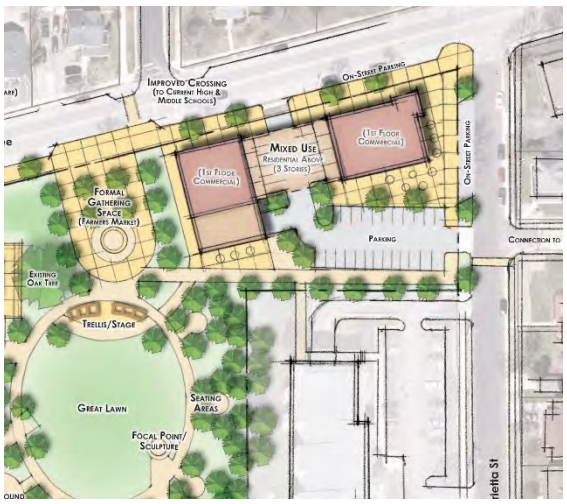
DISTRICT III: MIXED USE CENTER

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

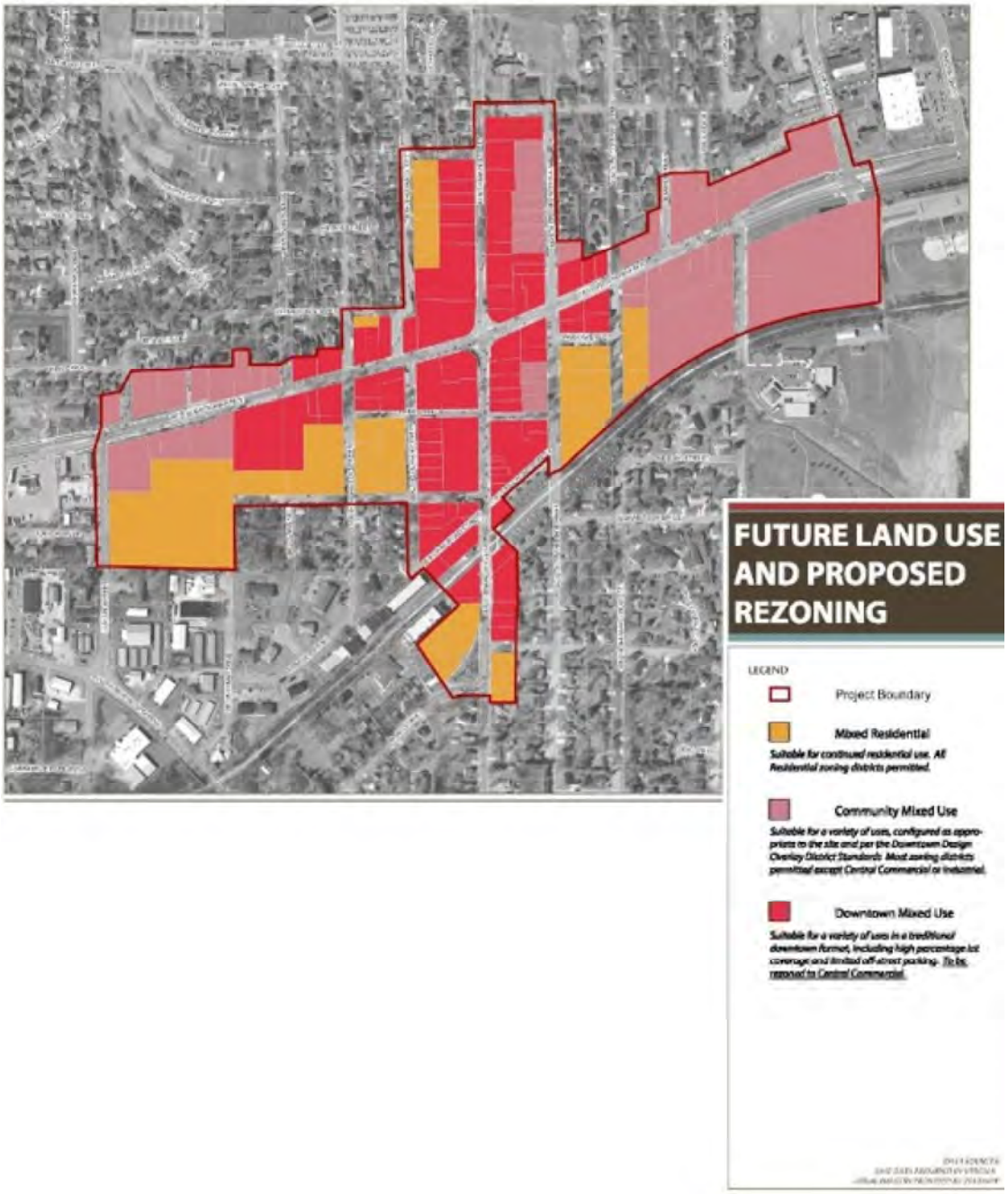
District IV Zoning Text (CC/PUD)

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

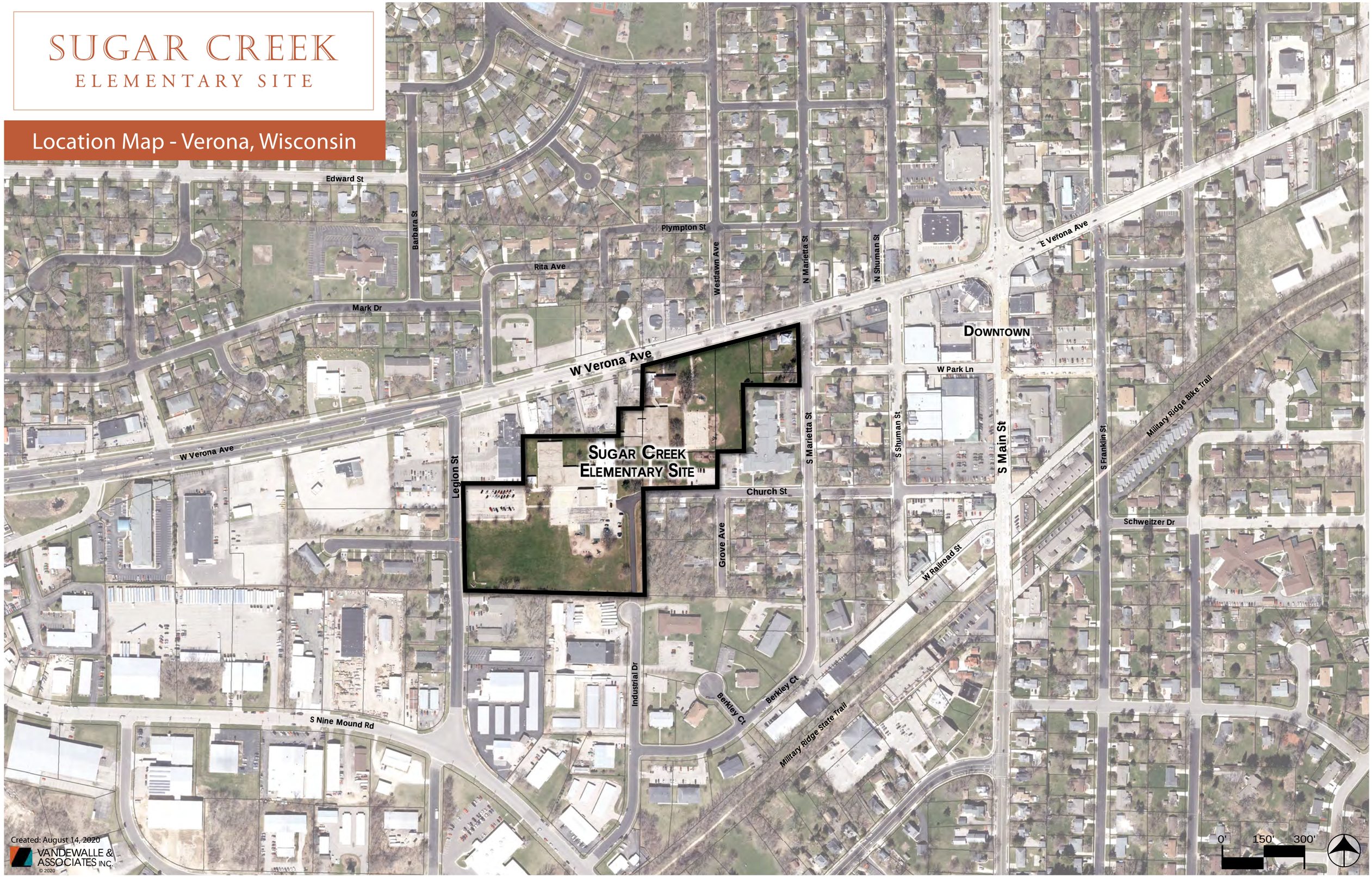
Exhibit A	Downtown Mobility & Development Plan
Exhibit B	Location Map
Exhibit C	Existing Conditions
Exhibit D	Zoning Plan
Exhibit E	Master Plan
Exhibit F	District Plan

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



SUGAR CREEK
ELEMENTARY SITE

Location Map - Verona, Wisconsin

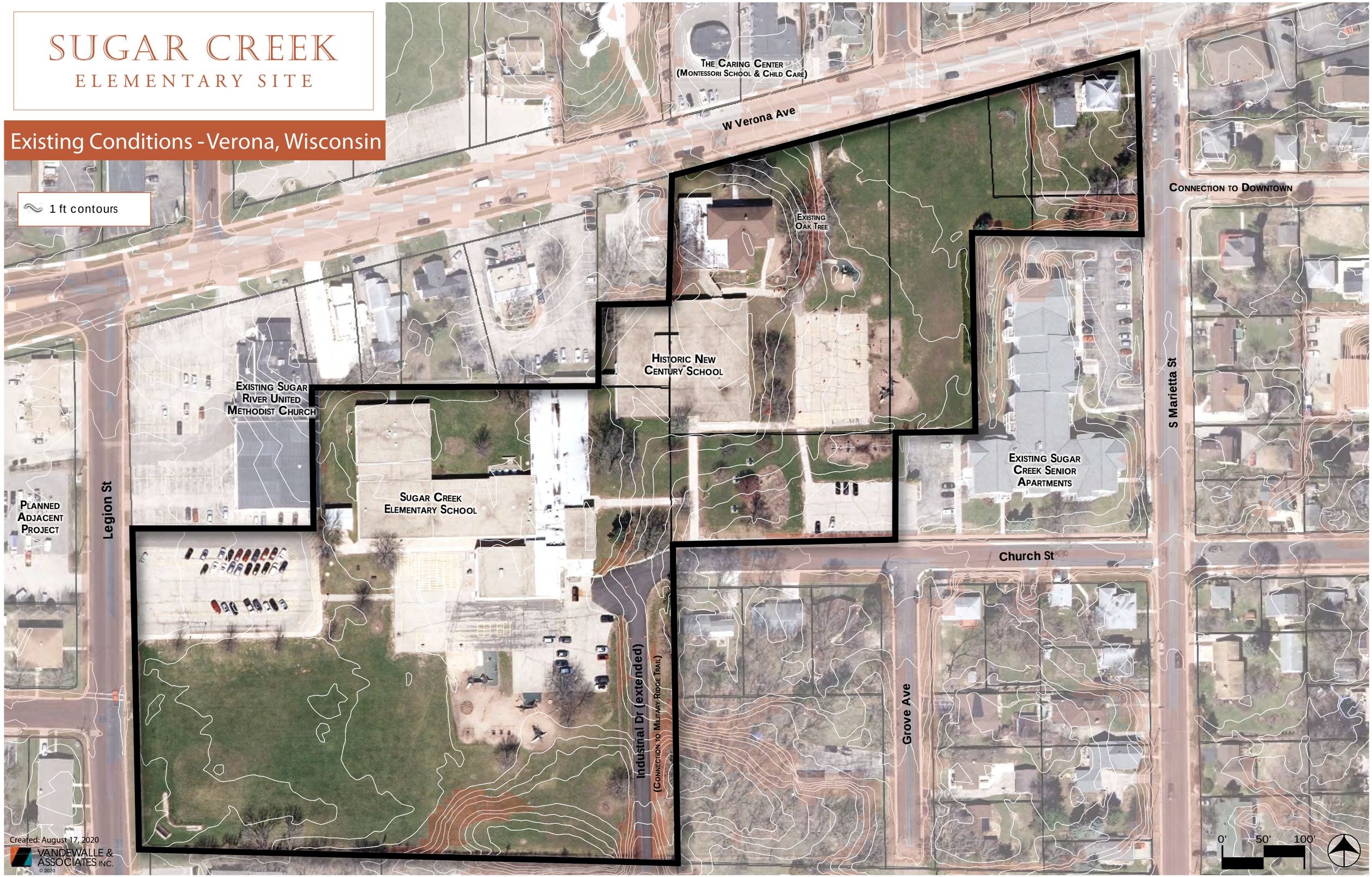


Created: August 14, 2020

VANDEWALLE & ASSOCIATES INC.

SUGAR CREEK
ELEMENTARY SITE

Existing Conditions - Verona, Wisconsin

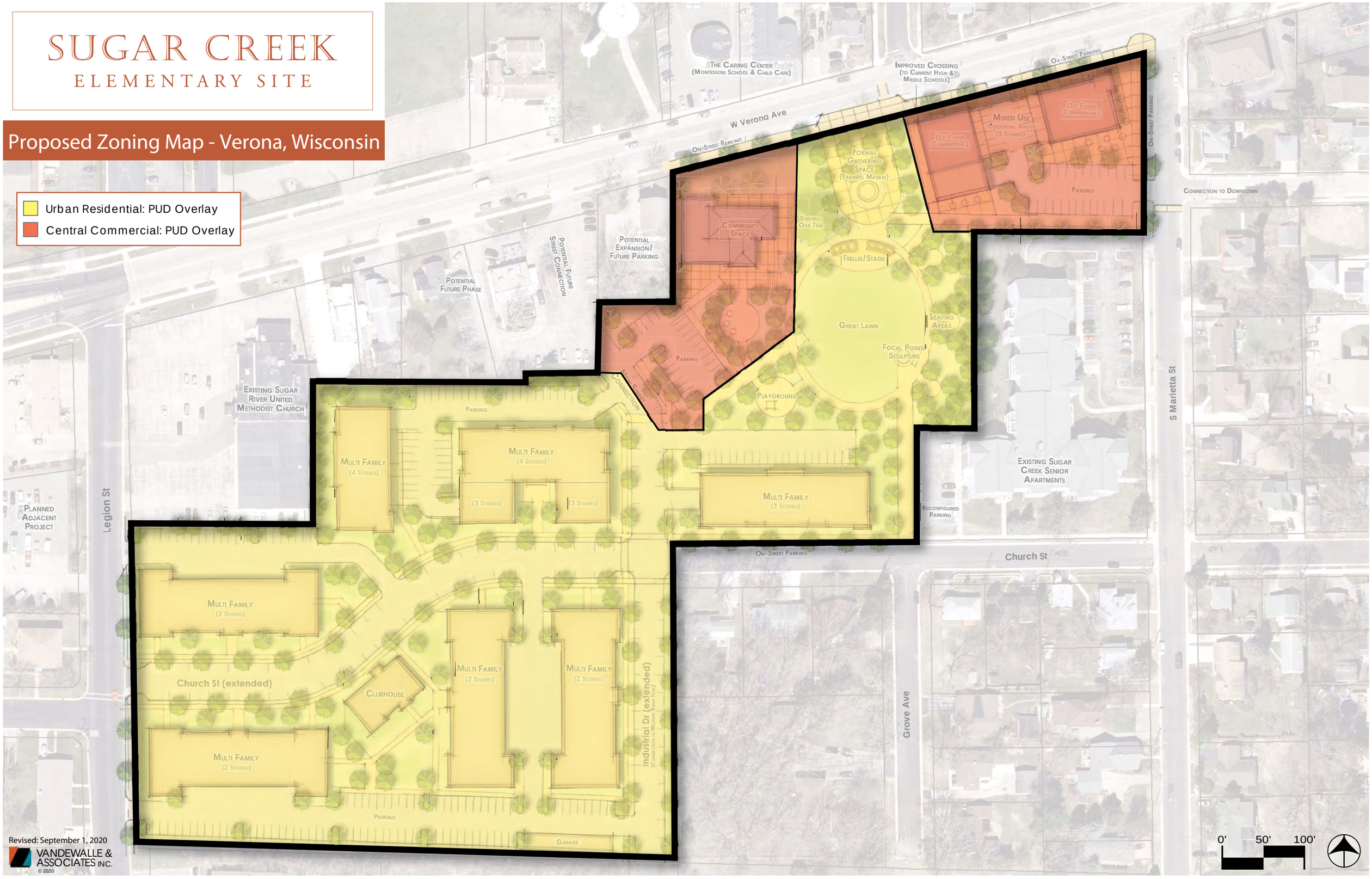


Created: August 17, 2020

VANDEWALLE & ASSOCIATES INC.

SUGAR CREEK
ELEMENTARY SITE

Proposed Zoning Map - Verona, Wisconsin



Revised: September 1, 2020

VANDEWALLE & ASSOCIATES INC.

SUGAR CREEK
ELEMENTARY SITE

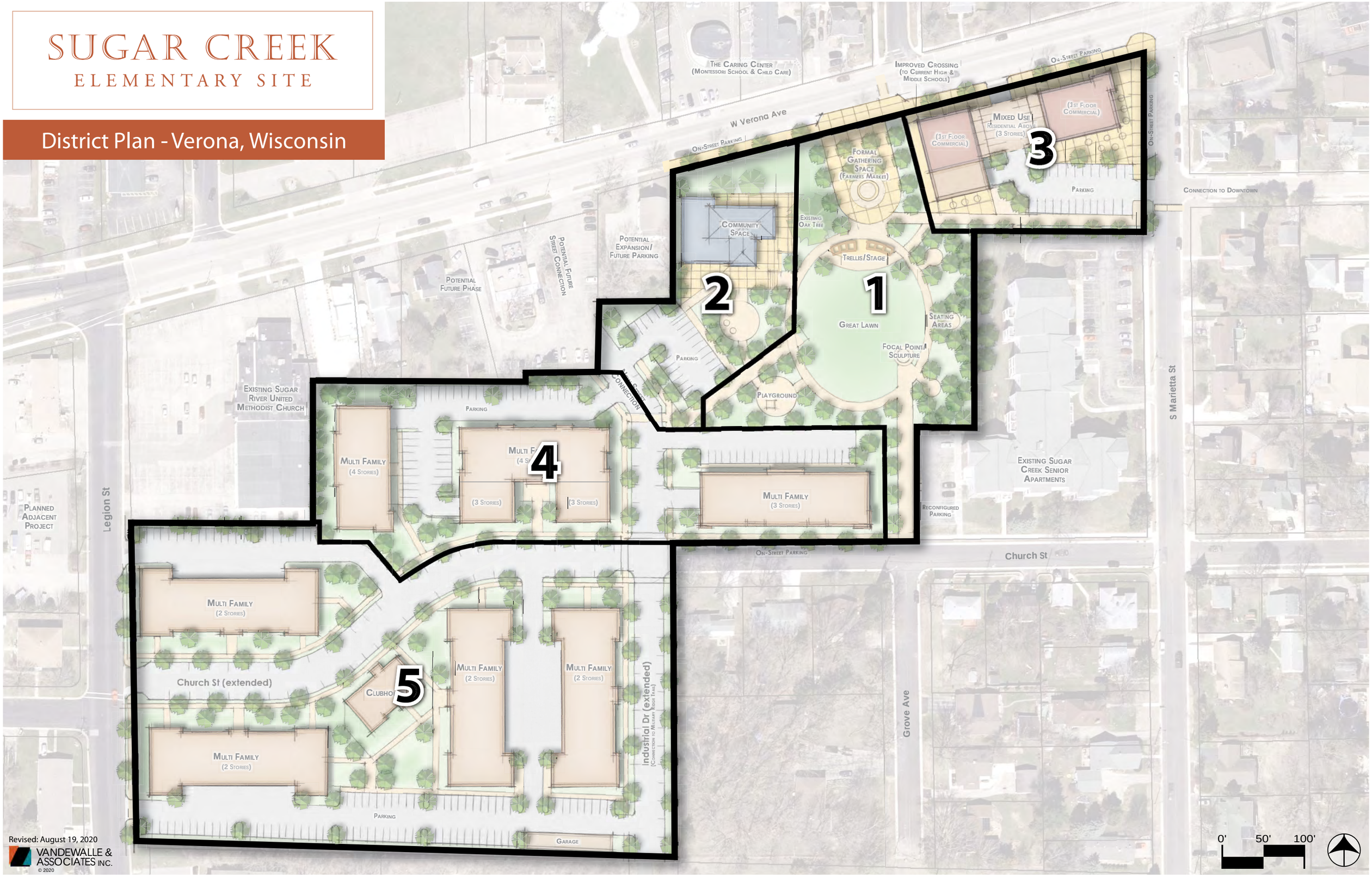
Master Plan - Verona, Wisconsin

Revised: August 19, 2020

VANDEWALLE & ASSOCIATES INC.

SUGAR CREEK
ELEMENTARY SITE

District Plan - Verona, Wisconsin



Revised: August 19, 2020

VANDEWALLE & ASSOCIATES INC.

REZONING DESCRIPTION

LOTS 1, 2, 3, AND PART OF LOT 4, BLOCK 4, DONKLE'S SECOND ADDITION TO VERONA, AS RECORDED IN VOLUME 2 OF PLATS, ON PAGE 40, AS DOCUMENT NUMBER 244369 DANE COUNTY REGISTRY, ALSO LOTS 4, 5, 6, 7, AND PART OF LOT 3, BLOCK 1, DERRICKSON'S PLAT, AS RECORDED IN VOLUME 4 OF PLATS, ON PAGE 10A, AS DOCUMENT NUMBER 354031, DANE COUNTY REGISTRY, ALSO OUTLOTS 86, 87, 89, 90, AND PART OF OUTLOT 88, ASSESSOR'S PLAT OF THE VILLAGE OF VERONA, AS RECORDED IN VOLUME 7 OF PLATS, ON PAGES 13-16, AS DOCUMENT NUMBER 507959, DANE COUNTY REGISTRY, ALSO THAT PART OF VACATED PARK LANE AND LANDS AS CONTAINED IN RESOLUTION 8-91-380, RECORDED AS DOCUMENT NUMBER 2303799 DANE COUNTY REGISTRY, ALSO UNPLATTED LANDS LOCATED IN PART OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER ($SW_{1/4}$-$SW_{1/4}$) OF SECTION 15, TOWNSHIP 06 NORTH, RANGE 08 EAST, CITY OF VERONA, DANE COUNTY, WISCONSIN BEING MORE FULLY DESCRIBED AS FOLLOWS:

URBAN RESIDENTIAL PUD PORTION

COMMENCING AT THE SOUTHWEST CORNER OF SAID SECTION 15; THENCE S88°48’51”E ALONG THE SOUTH LINE OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SAID SECTION 15, 616.92 FEET MORE OR LESS TO THE POINT OF BEGINNING; THENCE N01°02’02”W, 390.52 FEET MORE OR LESS; THENCE N89°32’29”E, 260.02 FEET MORE OR LESS; THENCE N00°54’07”W, 170.33 FEET MORE OR LESS; THENCE N88°52’33”E, 258.82 FEET MORE OR LESS; THENCE N02°23’15”E, 12.02 FEET MORE OR LESS; THENCE N88°52’33”E, 88.76 FEET MORE OR LESS TO REFERENCE POINT A; THENCE CONTINUING N88°52’33”E, 12.89 FEET MORE OR LESS; THENCE S35°43’16”E, 92.90 FEET MORE OR LESS; THENCE N89°24'18"E, 52.26 FEET MORE OR LESS; THENCE N00°00'00"E, 42.03 FEET MORE OR LESS; THENCE N53°29'52"E, 131.48 FEET MORE OR LESS; N00°08'13"E, 231.87 FEET MORE OR LESS; THENCE N75°35'57"E, 142.91 FEET MORE OR LESS TO REFERENCE POINT “B”; THENCE S14°24'03E, 144.80 FEET MORE OR LESS; THENCE N89°30'07"E, 42.23 FEET MORE OR LESS; THENCE S00°53'24"E, 244.41 FEET MORE OR LESS; THENCE S89°24'18"W, 81.81 FEET MORE OR LESS; THENCE S00°59'12"E, 131.97 FEET MORE OR LESS; THENCE S89°24'00"W, 283.84 FEET MORE OR LESS; THENCE S01°01'18"E, 388.98 FEET MORE OR LESS; THENCE N88°48'51"W, 688.10 FEET MORE OR LESS TO THE POINT OF BEGINNING. SAID DESCRIPTION CONTAINS 467,369 SQUARE FEET OR 10.73 ACRES MORE OR LESS.

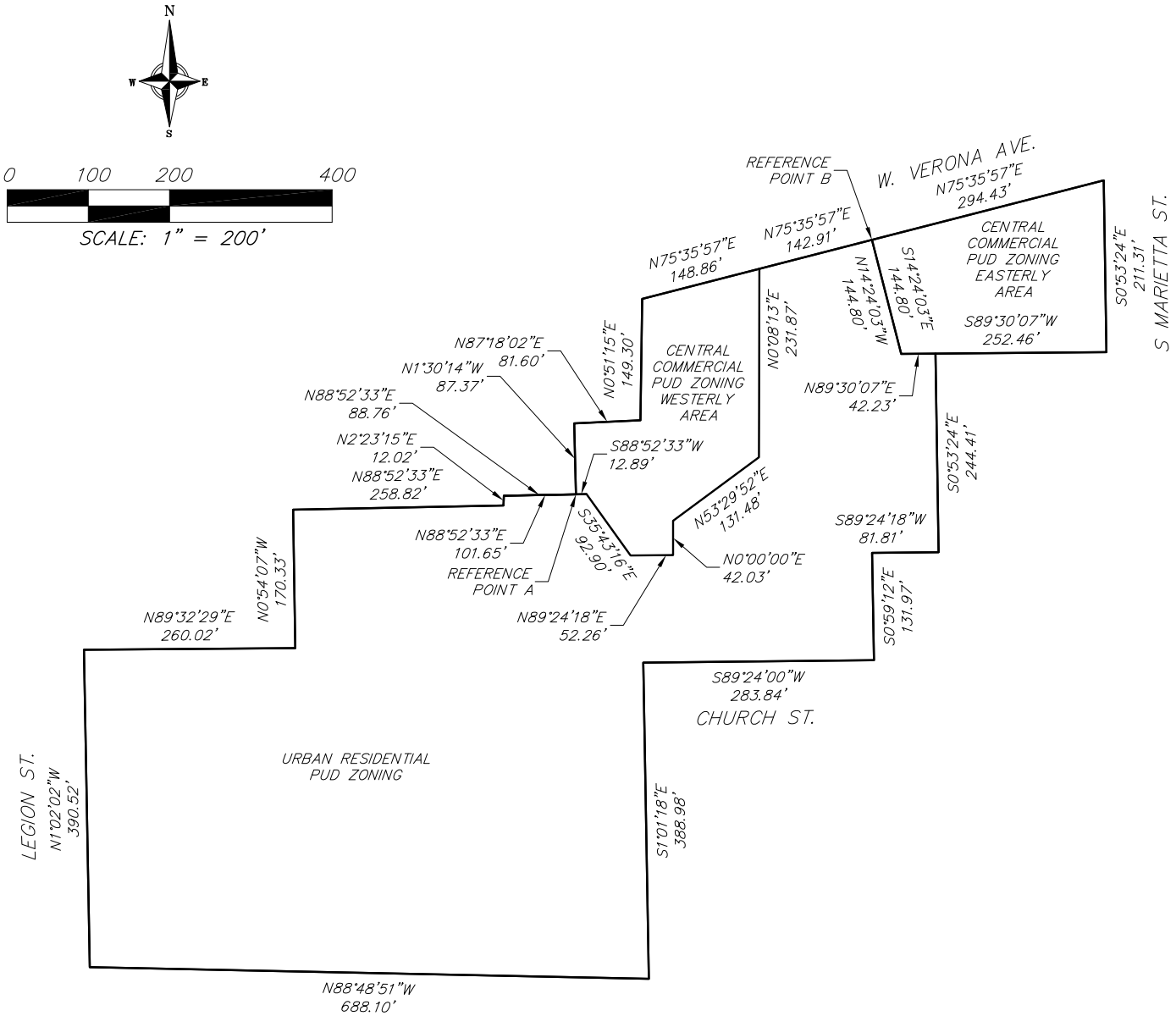
CENTRAL COMMERCIAL PUD PORTION
WESTERLY AREA

BEGINNING AT SAID REFERENCE POINT “A”; THENCE N01°30'14"W, 87.37 FEET MORE OR LESS; THENCE N87°18'02"E, 81.60 FEET MORE OR LESS; THENCE N00°51'15"E, 149.30 FEET MORE OR LESS; THENCE N75°35'57"E, 148.86 FEET MORE OR LESS; THENCE S00°08'13"W, 231.87 FEET MORE OR LESS; THENCE S53°29'52"W, 131.48 FEET MORE OR LESS; THENCE S00°00'00"E, 42.03 FEET MORE OR LESS; THENCE S89°24'18"W, 52.26 FEET MORE OR LESS; THENCE N35°43'16"W, 92.90 FEET MORE OR LESS; THENCE S88°52'33"W, 12.89 FEET TO THE POINT OF BEGINNING. SAID DESCRIPTION CONTAINS 50,051 SQUARE FEET OR 1.15 ACRES MORE OR LESS.

CENTRAL COMMERCIAL PUD PORTION
EASTERLY AREA

BEGINNING AT SAID REFERENCE POINT “B”; THENCE N75°35'57"E, 294.43 FEET MORE OR LESS; THENCE S00°53'24"E, 211.31 FEET MORE OR LESS; THENCE S89°30'07"W, 252.46 FEET MORE OR LESS; THENCE N14°24'03"W, 144.80 FEET TO THE POINT OF BEGINNING. SAID DESCRIPTION CONTAINS 47,989 SQUARE FEET OR 1.10 ACRES MORE OR LESS.

PUD ZONING EXHIBIT MAP



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vierbicher
planners | engineers | advisors
Phone: (800) 261-3898

REVISIONS	SCALE 1"=200'	SHEET
	CHECKED JZAM	1 OF 1
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	FILE 200096-PPlat	
JOB NO. 200096	DATE SEPTEMBER 07, 2020	

Memorandum

To: Plan Commission

From: Katherine Holt – Community Development Specialist

Date: October 5, 2020

Re: **Modifications to the GDP for 410 & 420 W. Verona Ave.**

On September 8, 2020, the Plan Commission reviewed the General Development Plan (GDP) for 410 and 420 West Verona Avenue to allow for the construction of a four (4) story, 80-unit apartment building with 9,319 square feet of commercial space. The Plan Commission postponed action and requested more information from Staff and the Applicant with regards to height of the building, the amount of commercial development, traffic, and parking. The purpose of this memo is to provide additional information to the Plan Commission.

Proposed Changes:

Table 1 contains a comparison between the GDP from September 2020 that the Plan Commission postponed action and the Applicant's current proposal for the development. Old National Bank will maintain the same amount of commercial space for both plans and will remain in their current location (corner of Rita Avenue and West Verona Avenue) in each proposal due to visibility on the corner of the roads.

Table 1	GDP – Sept. 2020	GDP – Oct. 2020	Difference
Units Total	80	75	-5
Market Rate	16	15	-1
Workforce	64	60	-4
Bedrooms			
1-bedroom	42	40	-2
2-bedrooms	23	21	-2
3-bedrooms	15	14	-1
Commercial Total	9,319 sq. ft.	6,895 sq. ft.	-2,424 sq. ft.
Available space	6,604 sq. ft.	4,180 sq. ft.	-2,424 sq. ft.
Parking Total	139	137	2
Underground	80	72	-8
Surface	59	65	6 (gained)
Height	4-stories	4-stories	Step back location

Other differences between the proposals include shifting of surface parking spaces and additional green space between the surface parking spaces and the residential homes to the north of the property. The footprint of the residential portion of the building has remained the same. The commercial footprint has shrunk towards the north allowing the drive-thru to shift to the south allowing a sidewalk to connect from Rita Avenue to the residential portion of the building. The applicant is still proposing a step back in the height of the building instead of having four (4)-stories of the same style of building.

The applicant was awarded $1,150,000 of below market rate financing from Dane County's Affordable Housing Fund. The applicant is proposing to add a solar system to handle approximately ninety (90) percent of their common area electric usage.

Recommendation:

Staff recommends the Plan Commission recommend that the Common Council approve the General Development Plan for 410 and 420 West Verona Avenue with the following conditions:

1. Exemptions shall be granted for the following:
    a. The height of the building will be four (4)-stories tall to the parapet; and
    b. Parking will be reduced to one (1) underground parking space per unit.
2. The approval shall become effective upon Northpointe Development Corporation acquiring the property.

From: Sean O"brien
To: Katherine Holt
Subject: Updated site plan
Date: Thursday, September 24, 2020 11:37:39 AM
Attachments: SITE PLAN - OPTION 1.pdf

Katherine,

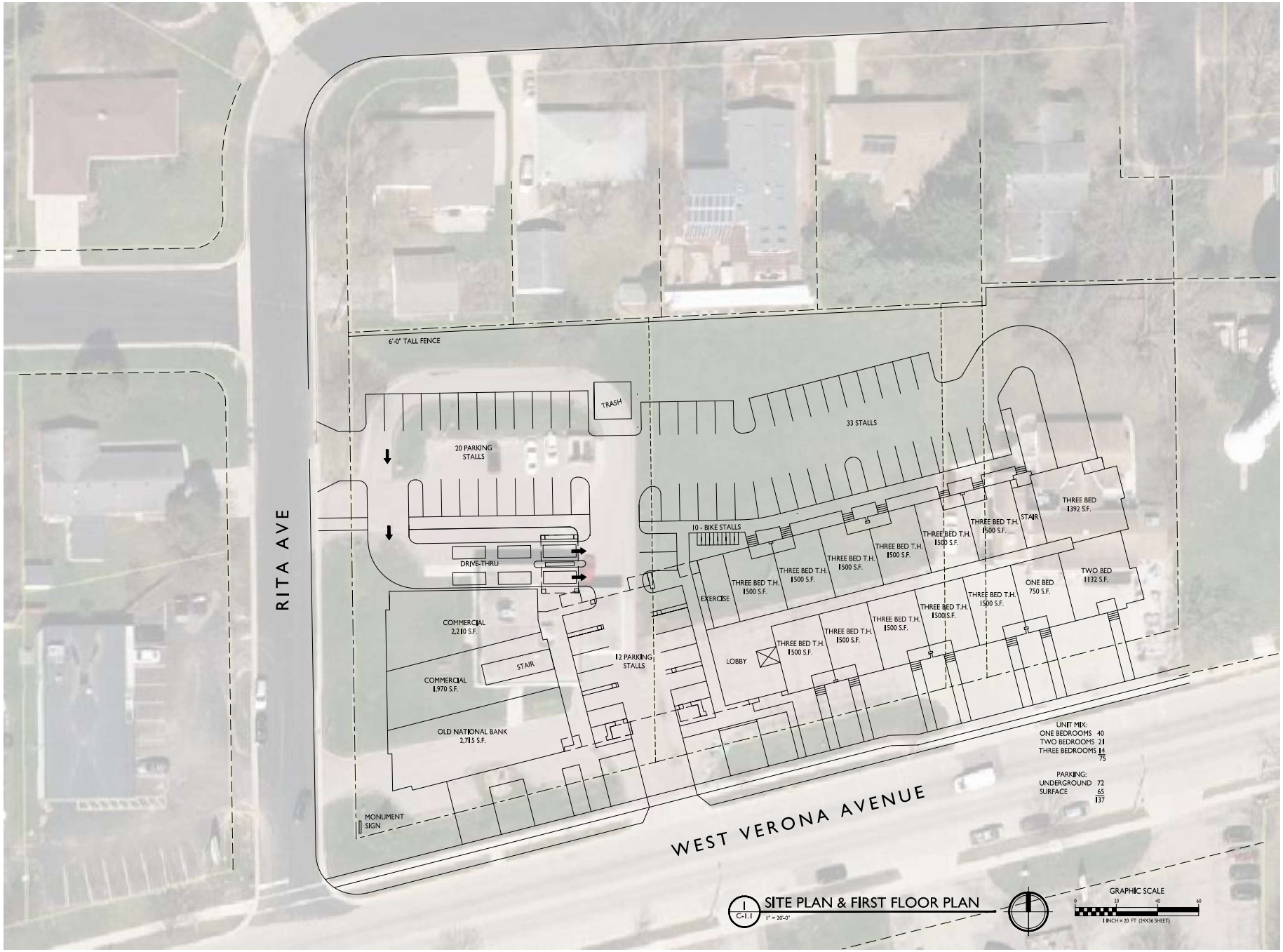
Attached is the updated first floor site plan for Klassiks. We weren't able to pivot away from the 4 stories for reasons that we discussed but were able to reduce the overall scope of the building.

- We reduced the unit count to 75 taking away 4-two bedrooms and 1- three bedroom. We are now proposing 60 units between 30-60% CMI and 15 market rate units
- We reduced the total commercial to 6,895 feet of which will only leave 4,180 feet to be rented that could be divided into two or three spaces
- The reduction pulls the building significantly away from the neighbors, adds a good amount of green space, and allows us to increase the Verona ave setback if desired by the City
- Without allowing for a small amount of parking in front of Rita Ave I don't believe we will get ONB on board to move the Verona Ave entrance more than 10-20 feet further down Verona road.
- The fourth floor will still have set backs. I'll send over the remaining floor plans this afternoon.
- We were awarded $1,150,000 of below market rate financing from the County's Affordable Housing Fund which will allow us to make key upgrades to the building including a solar system to handle approximately 90% of our common area usage.

Let me know if there is any other info that you need for your staff report

Sean O'Brien
Northpointe Development
2628 Saw Tooth Drive
Fitchburg WI 53711
608-334-5665

NORTHPOINTE
DEVELOPMENT CORPORATION



1 C-1.1 SITE PLAN & FIRST FLOOR PLAN
1" = 20'-0"

knothe • bruce ARCHITECTS
Phone: 608.836.3690
7601 University Ave, Ste 201
Middleton, WI 53562

ISSUED
Issued for Review • July 20, 2020
City Submittal - August 6, 2020
For Review • September 23, 2020

PROJECT TITLE
Northpointe Development

West Verona Avenue
Verona, Wisconsin

SHEET TITLE
Site Plan
OPTION 1
4-STORY

SHEET NUMBER
C-1.1

PROJECT NO. 2013

Planning Report

City of Verona

Plan Commission 9-8-2020

410 & 420 W. Verona Ave.

Planned Unit Development – General Development Plan

Summary: The Applicant submitted a request for a planned unit development (PUD) General Development Plan review for 410 and 420 West Verona Avenue to construct a four (4) story, 80-unit apartment building with 9,319 square feet of commercial.

Property Location: 410 and 420 West Verona Avenue

Property Owners:

SMS Main Street LLC
410 W. Verona Ave.
Verona, WI 53593

Old National Bank
420 W. Verona Ave.
Verona, WI 53593

Applicant:

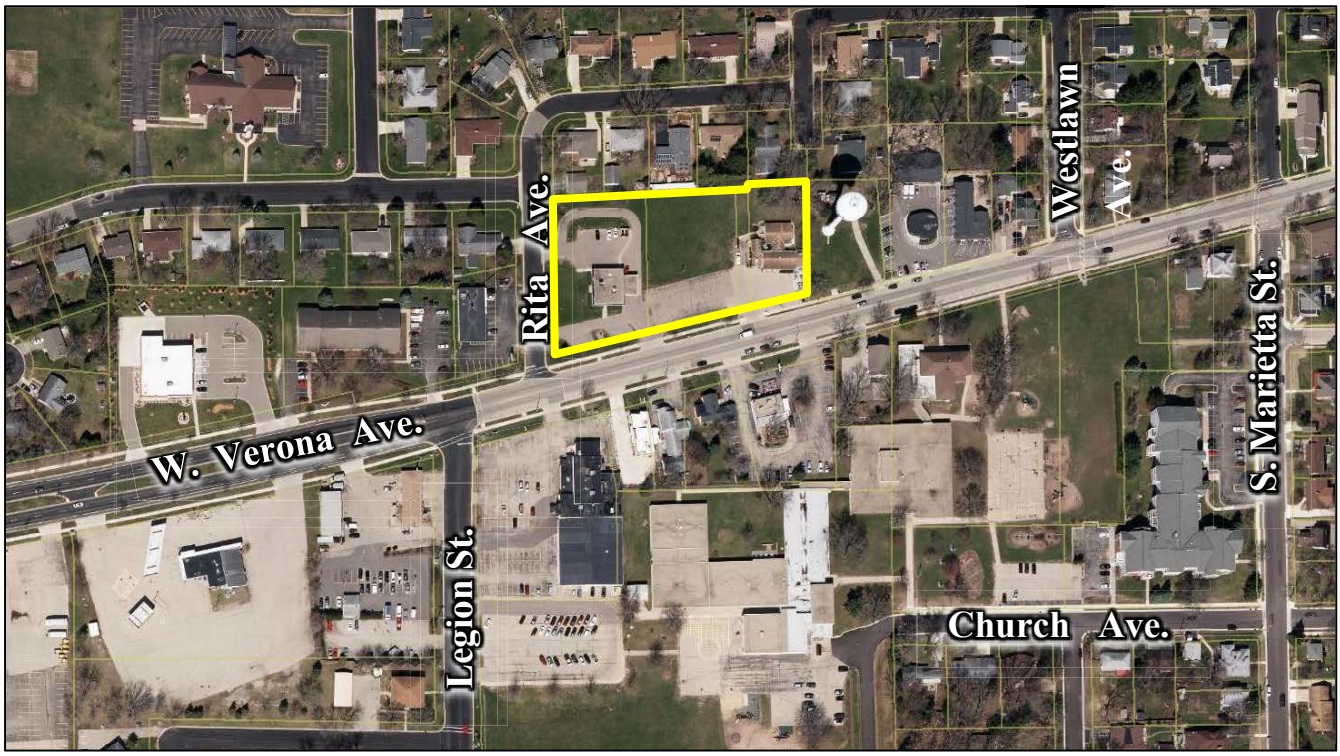
Northpointe Development Corp
230 Ohio Street
Oshkosh, WI 54902

Existing Zoning: Urban Commercial (UC), Downtown Design and Use Overlay District

Existing Land Use: In-Vehicle Sales or Service (Bank) and Indoor Entertainment (Restaurant)

Proposed Land Use: Commercial and Apartments

Figure 1 – Location Map



Site Description:

Northpointe Development ("Application") has submitted a request to construct 9,319 square feet of commercial space and 80 workforce and market rate apartment units at 410 and 420 West Verona Avenue ("Property" or "Subject Property"). The Property is zoned Urban Commercial (UC) and is located within the Downtown Design and Use Overlay District. The Application is being reviewed as a Planned Unit Development (PUD) as exemptions for parking and building height are requested.

Currently, the Property contains the Klassik Tavern and Old National Bank with drive-through bank tellers.

Background:

In July of 2020, the Plan Commission and the Common Council discussed the Concept Plan for a four (4) story, 79-unit apartment building with 9,319 square feet of commercial and two (2) drive-thrus to be used by the bank. The Concept Plan contained workforce and market rate units with one (1), two (2), and three (3) bedrooms. Comments from the Plan Commission included support for the workforce units, support for three (3) bedroom units, questions regarding the design and location for the commercial units along Rita Avenue instead of West Verona Avenue, concerns for parking the site with residents and commercial users, concerns that there may be too much commercial in the City, and support for pedestrian and bicycle accessibility. Comments from the Common Council included concerns with overflow parking spilling over into the residential neighborhoods surrounding the property, will there be a potential for the commercial portion of the building to be vacant for a long period of time similar to Velocity, is there a possibility of an extra parking space for tenants in the two (2) and three (3)-bedroom units without increasing rent, why place commercial fronting Rita Avenue and not West Verona Avenue, concern for creating a corridor-like feel when driving down West Verona Avenue as the building is proposed to be four (4)-stories tall, is there a potential for a restaurant (preferably a local one) in this location, and the design should be bike-able and walkable.

Development Process:

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.
    - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.
    - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e.

roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which occurred in July of 2020.

- *Step 3 – General Development Plan (GDP):* The intent of the GDP is to provide general information, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the GDP is approved, this step provides the zoning entitlements to the project, which is the current application.

- *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.

- **Land Division** – An applicant will need to submit a certified survey map and/or plat to combine property lines. This would go before the Plan Commission and the Common Council for their approvals with the PIP.

Downtown Mobility and Development Plan:

The Property is located in the Downtown Mobility and Development Plan ("Plan"), which was adopted in 2014. The Property is discussed on page 17 of the Plan and states:

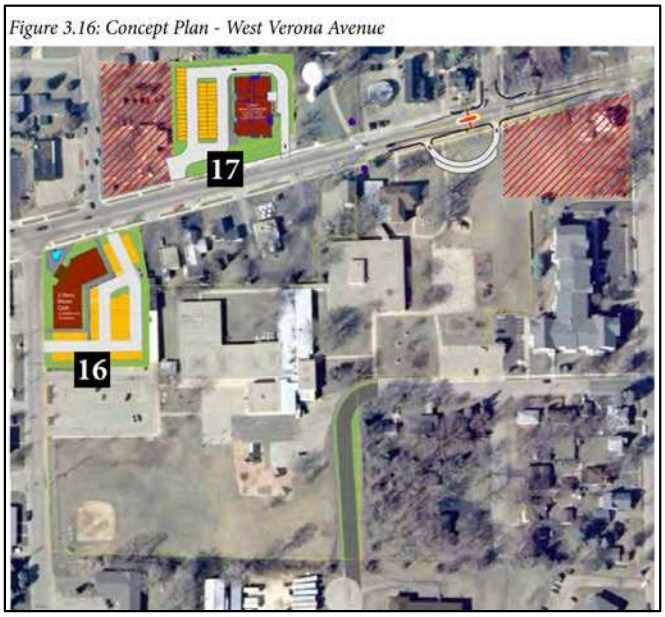


Figure 3.16: Concept Plan - West Verona Avenue

> "The majority of the commercial properties will remain for the foreseeable future, excluding two sites (415 W. Verona Avenue and 420 W. Verona Avenue). These properties were recommended as redevelopment sites due to their size, location, and ownership. …The other site (#17) includes a bar, parking and undeveloped land. If the Anchor Bank property (420 W. Verona Avenue) were included in this redevelopment, a significantly larger development is possible. In this case, a new building

should anchor the Rita and Verona intersection. Figure 3.16 illustrates how both of these sites could redevelop with the parking located to the site and rear of the sites."

3-story Mixed Use (8,500 sq.ft / 12 Units)
62 spaces

Although the Plan shows a redevelopment design for the Klassik Tavern property in Figure 3.16, the Applicant was able to include the Old National Bank property, which is the location of the former Anchor Bank property discussed in the Plan. The Applicant is proposing to have commercial at the corner with Rita Avenue and West Verona Avenue that will include Old National Bank as a tenant along with other new tenants. The Plan discusses how this site in 2014 has some viability for reinvestment or redevelopment due to low improvement values (p. 62).

Tax Incremental District 9:

The Common Council approved the creation of a 14-acre Tax Incremental District 9 (TID) in September of 2017 as depicted in Figure 2. The proposed Application, shown in bold yellow, is located in this TID as well as the approved Sugar Creek Commons development south of West Verona Avenue. The purpose of the TID is to pay for the cost of public improvements such as public infrastructure and to provide incentives necessary to allow redevelopment to occur. The Applicant has stated in the narrative that "the development plans to apply for TIF funds from the City to accommodate for the affordability as well as the significant amount of retail space. The intent for the TIF funds will be to bridge the funding gap in the project and allow for the retail spaces to be rented to smaller local businesses" (p. 2 of the application narrative).

Figure 2 - Tax Increment District

Public Comments:

The Applicant hosted a Zoom public meeting on July 30, 2020 at 6 p.m. to gain input from the community. There were eight (8) to ten (10) community members in attendance in addition to the Mayor and Alders. Comments included height as it relates

to solar panels for a neighbor, not enough parking for the proposal, types of commercial tenants, privacy fence to shield headlights into the existing neighbor's backyards, would this development increase traffic through the neighborhood, and where is the best location for access on West Verona Avenue. Some of the comments from that meeting were addressed in this Application and other comments could be addressed in the PIP application.

A public hearing is required as part of the GDP process. Notifications were mailed out to properties within a 200-foot radius from the Property. A public hearing notification sign was placed on the Property on August 13, 2020. Comments that Staff has received include how to access the Plan Commission meeting to testify and what is being proposed on the Property.

Affordability/Timeline:

The Applicant is proposing that most of the multi-family units will be rent restricted for a minimum of thirty (30) years and available to households earning 30-60% of the County median income as depicted in Table 1. The Applicant plans to apply to WHEDA for federal tax credits in December of 2020. The Applicant plans to apply for TIF funds from the City to bridge the funding gap in the project and allow for the retail spaces to be rented to smaller local businesses. Pending the GDP approval, the Applicant will seek PIP approval in the Spring of 2021.The Applicant hopes to begin construction in the fall of 2021 pending financing and approvals are completed with occupancy of the building in fall of 2022.

Table 1: County Median Income

County Median Income	# of People in the Household				# Units per Bedroom		
					Estimated Rate per unit		
	1	2	3	4	1	2	3
30%	$21,030	$24,030	$27,030	$30,030	16		
					$479		
50%	$35,050	$40,050	$45,050	$50,050	9	10	13
					$835	$1,000	$1,150
60%	$42,060	$48,060	$54,060	$60,060	12	4	
					$1,000	$1,200	
Market Rate					5	9	2
					$1,100	$1,400	$1,675
Total					**42**	**23**	**15**

Zoning:

The Property is zoned Urban Commercial (UC) located in the Downtown Design and Use Overlay Zone. The Applicant is requesting exemptions to the parking and building height requirements, which means this is reviewed as a PUD. An in-vehicle sales or service (bank) land use is permitted by right in this zone. A drive-thru requires a conditional use permit. The Applicant is not applying for conditional uses at this time but the drive-thru approval will be handled during the PIP review.

Planning Review:

Bulk Requirements:

Staff reviewed the bulk requirements using the non-residential bulk requirements for the UC Zoning District as the first floor is predominately commercial. The Applicant is proposing a sixteen (16) foot front setback, which will meet the minimum setback of fifteen (15) feet and a maximum setback of twenty-five (25) feet in the Downtown Design and Use Overlay District. The building will front onto West Verona Avenue and will be more than seventy (70)-feet between the building and the rear property line. The Applicant is requesting an exception for the maximum height requirement of forty-five (45) feet to allow for fifty (50) feet to the upper parapet. Staff is supportive of five (5) additional feet in height to help hide the roof top mechanicals from view.

Access/ Parking:

The Applicant proposes two (2) new access points and the removal of two (2) existing access points as depicted in Figure 3. The Applicant proposes to close the large access point in front of Klassik Tavern on West Verona Avenue and maintain the existing access point for Old National Bank on West Verona Avenue. The access point closest to the intersection of West Verona Avenue and Rita Avenue will be removed and the remaining existing access point on Rita Avenue will move to the north.

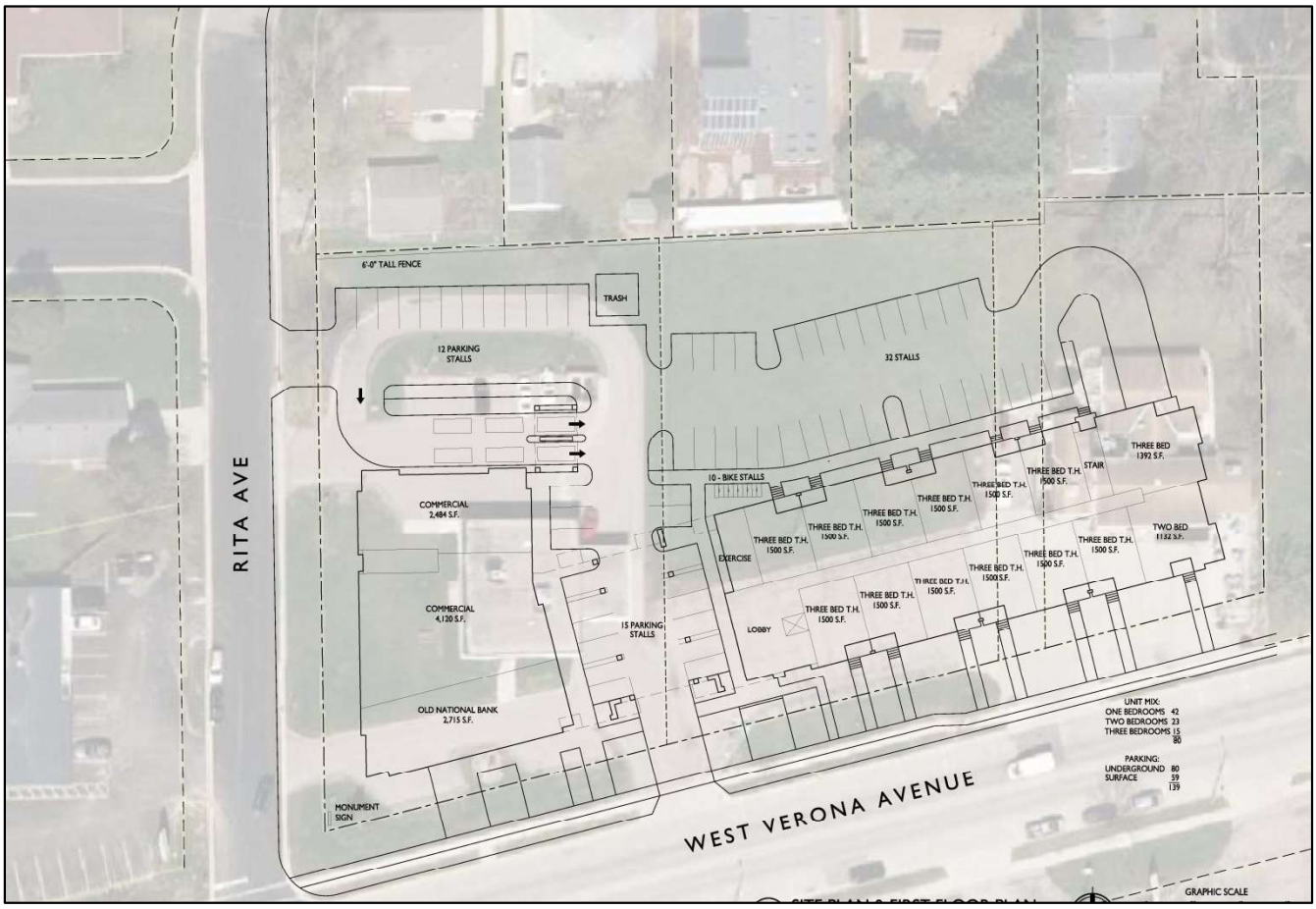


Figure 3 -Site Plan

Staff continues to recommend the Applicant move the West Verona Avenue access point further to the east to avoid potential intersection and turning conflicts with Rita Avenue and Legion Street. At this time, Staff is discussing how to improve the intersection of Rita Avenue, Legion Street, and West Verona Avenue with the knowledge of future increases in traffic due to Sugar Creek Commons approved development, this Application, and New Century School property being redeveloped. One option is to modify Rita Avenue as a right-in/right-out as depicted in Figure 4. This would allow a left turn lane from West Verona Avenue onto Legion Street. Access to this Property could be hindered by the left turn lane and would only allow a right-in/right-out into the Property from West Verona Avenue as is shown in this Application. A second option may be to vacate a portion of Rita Avenue south of the existing single-family driveway. These options needs to be discussed to determine how the alignment of these three (3) roads works best for the City's long term needs.

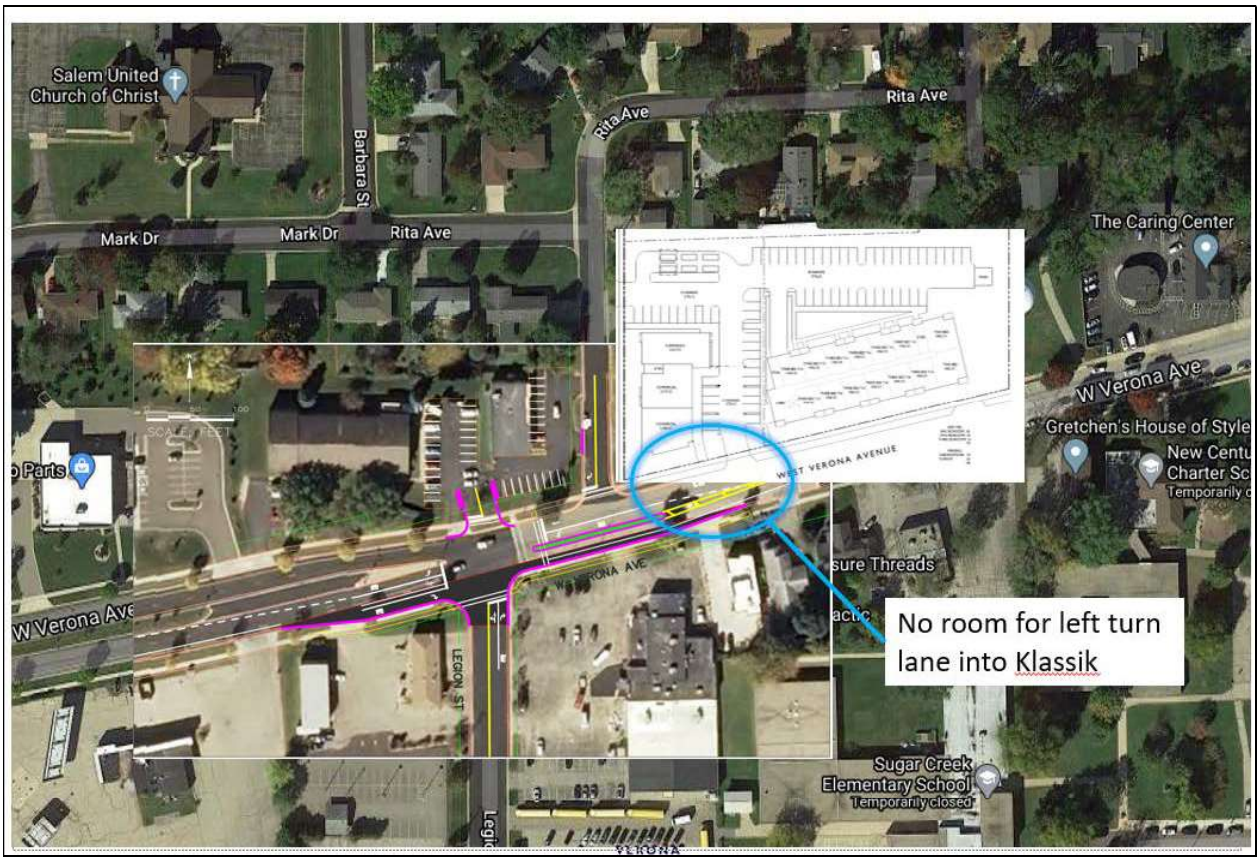


Figure 4 - Lane configuration for West Verona Avenue. Note that the drawing for the Application is from the initial review of the Concept Plan.

The Applicant is proposing 139 parking stalls, which includes eighty (80) underground and fifty-nine (59) surface stalls. The Applicant was able to add six (6) additional surface parking stalls to the Application since the Concept Plan. The conditional use permit for an apartment as an accessory land use to the commercial base requires one (1) parking space per bedroom. Staff has not typically required this to occur as the majority of the mixed-use buildings go through the PUD process such as Sugar Creek Commons. The City has allowed one (1) underground parking space for each apartment unit through the PUD process. The standard parking calculation for an in-vehicle sales or services (bank) per the Zoning Ordinance is one (1) parking space for every 50 square feet of gross floor area (Sec. 13-1-89 (c)(4)), which is 54 stalls. The standard parking calculation for an indoor commercial entertainment land use (gym or restaurant) per the Zoning Ordinance is one (1) space per every three (3) patron seats or lockers of one space per three (3) persons at the maximum capacity of the establishment (whichever is greater). The Applicant mentioned working with the neighbors to gain input on how to prioritize leasing the commercial space as the tenants are unknown. Limited street parking is available in the area but should not be relied upon to fulfill the parking requirements for this development.

Staff is comfortable with the parking on the site remain as proposed as Old National Bank is the only known commercial user and guests visiting the apartments will need parking. Staff recommends the Applicant discourage a fitness user and/or larger restaurant in the same location as parking may be at a premium in the after work hours.

Staff suggests the Applicant include a clause in rental agreements with tenants that parking will be shared and underground parking spaces may be used by apartment tenants and shared with commercial employees during the work week. These shared parking spaces can be marked with different color striping in the underground garage if needed.

The drive-thrus as previously discussed requires a conditional use permit. The parking regulations state “Each drive-up lane shall have a minimum stacking length of 100 feet behind the pass through window and 40 feet beyond the pass through window” (Sec. 13-1-89(g)(4)). The Applicant is not applying for a conditional use permit as part of this Application, which is solely showing the intent of having a drive-thru. The Applicant plans to apply for a conditional use permit as part of the PIP application in 2021. The Applicant plans to wait for the new Zoning Ordinance to be approved in hopes of meeting the drive-thru requirements for a bank, which the Applicant is aware.

The Application includes sidewalks connecting Old National Bank as well as residences to West Verona Avenue sidewalks. Patio space with wider sidewalks may be wanted along Rita Avenue for future tenants, but is not required. The Applicant has added ten (10) bicycle stalls to park bicycles near the residential building. Staff recommends that bicycle facilities are added along Rita Avenue if a patio is added as customers want to watch their bicycle while socializing outside. Staff is support of the wider sidewalks by the commercial areas and pedestrian access to West Verona Avenue.

Drainage/Stormwater:

Stormwater management details will be reviewed before the PIP application is submitted. The Applicant has shown a bioretention basin located along the northern property line. Staff recommends the Applicant complete infiltration testing to determine whether the bioretention basin location is suitable as well as demonstrate compliance with the Ordinance via modeling.

Design:

Conceptual architectural renderings and building floor plans were included in the Application. The rendering shows brick depicted in Figure 5 for the residential portion of the building with potentially a light plank or siding for commercial portion of the building. The building fronts onto West Verona Avenue and has allowed space between the single-family homes to the north and the building. The building will appear shorter due to stepping down the height of the building towards the ends of the building and creating undulations with the porches and brick. For comparison purposes, the residential portion of the building is similar to the recently constructed Lincoln Street Apartments. The Lincoln Street Apartments are 90-units, adjacent to a trail and existing single-family homes, were granted a front setback exemption between seventeen (17) and twenty (20) feet, and had a height exemption from three (3) stories (35-feet) to forty-two (42)-feet tall. The third level for the Lincoln Street Apartments are not as pronounced against the brick coloring, which is the dominate feature. This Application has similar features and should have the same effect where the brick is the dominate feature with the gray becoming muted from sight. Staff recommends the Applicant include a dumpster detail

with the PIP application. Overall, Staff has no concerns with the building rendering as depicted in Figure 4.

Figure 5 – Building Rendering

Residential Phasing Policy:

Effective October 1, 2012, the City began a Residential Development Policy limiting approvals of multi-family developments to a target range between 25 and 50 new multi-family units each year. The policy has three (3) types of exemptions, which are age-restricted housing, downtown development, and mixed-use development. Table 1 list several residential projects that were recently approved or are in the planning process.

Table 1: Residential Development

Name of Project	Location	Proposal	Status	Type
121-125 Berkley Street	121-125 Berkley Street	80-unit apartments (Removal of 20 existing units on site)	Concept Plan is under review	Market Rate
The Edge	1057 North Edge Trail	42-unit apartments (Removal of existing commercial)	Concept Plan is under review	Market Rate
Kettle Creek North	North of Country View Elem. School	174 single-family	Approved & under construction in phases	Single-Family
Klassik/Old National Bank	410 & 420 W. Verona Ave.	9,319 s.f. commercial & 80-unit market rate & affordable apartments	GDP is under review	Mixed-Use Workforce
841 N. Main St.	841 N. Main St.	100-unit age restricted senior housing units with assisted care	Approved & grading site	Age-Restricted

Name of Project	Location	Proposal	Status	Type
Sugar Creek Commons	W. Verona Ave. & Legion St.	26,000 s.f. commercial/143-apartment units	Approved & waiting on developer to begin construction	Mixed-Use Market Rate
Velocity	142 Paoli St.	Convert commercial to 3 live-work units	Approved	Market Rate
Whispering Coves	West of CTH M near CTH PD	214 lots with 209 single-family	Waiting on final conditions of approval; It would be built in phases	Single-Family & Apartments
The Woods	Range Trail & CTH M	100-unit multi-family, 18 twin homes, 38 alley single-family, & 101 street accessed single-family	Approved & grading site (PIP will be needed for multi-family). Will be built in phases	Single-Family & Apartments

As an estimate, the City has approximately 528 multi-family housing units either proposed or approved. Staff anticipates additional request for apartments in the North Neighborhood in the near future and for the New Century School property. As an estimate, the City has approximately 500 single-family lots approved. The single-family development is done in phases including Kettle Creek North, and the Woods at Cathedral Point. The multi-family units are generally dispersed throughout the City and are located along larger roadways. This Application is considered mixed-use with the commercial on the first floor. The proposed development has the potential to be exempted from the phasing policy at the discretion of the Common Council. The phasing policy does not distinguish between market rate and affordable residential units. As discussed at the beginning of the Staff report, the City has approved the Plan and TID 9 to support redevelopment of the Property and properties in the vicinity of this Property.

The purpose of highlighting these projects is to make the Plan Commission and Council aware of the upcoming development projects in the City. Most of the projects listed above have been exempted from the Policy; however the City will be seeing a large influx in the near future of apartments in the City.

Landscape:

The Applicant has provided a conceptual landscaping plan as part of the GDP Application. The final landscaping plan will be provided as part of the PIP application as

well as a lighting plan. Currently, the Property has minimal amounts of trees and landscaping. The Applicant is proposing various sizes of trees and shrubs. After receiving comments from the northern neighbors, the Applicant has added a six (6) foot tall fence along the northern property line. The Downtown Design and Use Overlay zone states,

> "Significant amounts of landscaping shall be required between the building and the front property line; between any paved surfaces and sidewalks; and between any paved areas and the rear property line. Patios, gardens, seating areas, and similar features are encouraged in front yards. Privacy fences at least 6 feet in height and a 10-foot landscaped area shall be required for properties abutting residentially zoned properties."

Staff recommends the Applicant verify the quality of the two large trees behind the Klassik Tavern to determine if they can be preserved. Staff looks forward to reviewing the species of the plantings for the landscaping plan and a fencing detail.

Staff Comments:

In general, Staff is comfortable with the proposed use and redevelopment on the Property. The Applicant has been responsive to comments from Staff as well as the neighbors by modifying their design based on this input. The Applicant is purposing a high-quality development and retaining an existing commercial tenant. The proposed development helps to create a commercial corridor along West Verona Avenue to the new high school, while providing a housing type that is not prevalent in the City.

Recommendation:

Staff recommends the Plan Commission recommend that the Common Council approve the General Development Plan for 410 and 420 West Verona Avenue with the following conditions:

1. Exemptions shall be granted for the following:
    a. The height of the building will be fifty (50)-feet tall to the parapet; and
    b. Parking will be reduced to one (1) underground parking space per unit.
2. The approval shall become effective upon Northpointe Development Corporation acquiring the property.

Prepared by: Katherine Holt KH
Community Development Specialist

Submitted by: Adam Sayre, AICP AS
City Administrator

August 6, 2020

City of Verona
Plan Commission
111 Lincoln Street
Verona WI 53593

Re: Narrative - Planned Unit Development (PUD)
General Plan Approval
Klassik and Old National Bank Site
410 & 420 W Verona Ave Verona, WI

Plan Commission Recommendation Date: September 8, 2020

The following is submitted together with the site plan and application for Plan Commission consideration.

Organizational Structure:

Developer: Northpointe Development Corp
230 Ohio Street
Oshkosh, WI 54902
Phone: **608-334-5665**
Contact: Sean O'Brien
sean@northpointedev.com

Architect: Knothe & Bruce Architects, LLC
760 I University Avenue, Ste. 20 I
Middleton, WI 53562
Phone: 608-836-3690
Contact: Kevin Burow
kburow@knothebruce.com

Project Description:

The property legal descriptions are: JAMIESON ADON PRT LOT 13 BEG SW COR SD LOT TH N75DEGE 150 FT TH N 216.2 FT TH S87DEGW 146.02 FT TH S 246.04 FT TO POB, JAMIESON ADON LOT 13 EXC ELY 20 FT THF, R839/66 I & R88 I /656, JAMIESON ADON ELY 20 FT LOT 13 and ZAVADA-STEINHOFF ADON OUTLOT 109; Parcel numbers: 060815343632, 060815343436, 060815343838 and 060815340699.

The properties are currently zoned Urban Commercial and is consistent with the current City Land Use Map.

City owned land abuts the site on the east side. Existing single-family housing is located to the north and west. Commercial properties are located to the south, across West Verona Ave.

The proposed project is a mixed-use residential development consisting of a single building and will be completed in a single phase. The building is a four story, 80-unit apartment building with an underground parking garage and a mixture of residential units and commercial space on first floor. A portion of the commercial space is slated as the new home to the Old National Bank, so will have a connected, 2-lane drive-through.

Standards

The project is being proposed as a PUD to allow for this Mixed-use development.

This project will not substantially impair or diminish the use, value, and enjoyment of other properties within this neighborhood. Quite the opposite. This project will enhance the character of the neighborhood and bring additional opportunities for housing.

The site has been designed to facilitate safe pedestrian and vehicular traffic flow. Accessible routes will be provided to residential and commercial spaces.

The project will comply with the City Erosion Control and Stormwater Management requirements. Infiltration areas will be provided as required.

Each unit has a private patio or deck. Other amenities include a community room, roof terrace and an exercise room.

The anticipated development schedule is to start construction in the Fall of 2021 with occupancy of the buildings in the Fall of 2022. Most of the units will be rent restricted for a minimum of 30 years and available to households earning 30-60% of the county median income. The project will target households of varying sizes as well as veterans. The developer plans to apply for TIF funds from the City to accommodate for the affordability as well as the significant amount retail of space. The intent for the TIF funds will be to bridge the funding gap in the project and allow for the retail spaces to be rented to smaller local businesses. Old National Bank has made a commitment to Verona and plans to be the anchor tenant in the project. The developer will apply to WHEDA for Federal 9% tax credits in December 2020. The developer will seek Precise Implementation Plan approval in the Spring of 2021 if able to line up all the required financing.

Several Changes have been made to the plan since Concept Review in response to feedback from various parties.

-Parking was noted as a concern and we were able to increase the total parking by six stalls. We also converted one market rate three-bedroom into two market rate one-bedrooms with the intent of reducing the total parking need. Old National and other business with daytime business activity will be able to share the underground parking with the housing tenants as spaces will be available as housing tenants go to work. We will continue to work with the neighbors for business type preferences for the remaining retail.

-We have added bike parking and a fence to the site plan on the north of the site separating the lot from the single-family homes.

-We will work with our architect and electrician to minimize lighting impact from the building and parking lot with our neighbors to the north.

Written Justification Sec 13-1-371(g)(7):

Northpointe Development is proposing to redevelop 410-420 W Verona Ave into a mixed-use workforce development project. This proposal is in harmony with many goals and objectives of both the City of Verona's Comprehensive plan and the Downtown Mobility and Development Plan. The workforce and housing with services aspects of the development follow the goals of encouraging a variety of new housing including providing housing for a range of household incomes and providing housing options for special needs populations. Northpointe has signed a Memorandum of Understanding with Lutheran Social Services who will provide a service coordinator to the property. Their role will be to connect tenants with resources and services within the community. The project also proposes to create new retail and additional retail in the City. A plan of action noted in the comp plan calls for the City to "seek to continue to encourage and support Retail Commercial developments along the city's two primary commercial corridors: Verona Ave and Main Street. To promote retail type of commercial development along Verona and Main Street, the City with be supportive of reuse and redevelopment projects that replace residential land uses with non-residential land uses and redevelop older commercial and uses with newer commercial land uses."

The redevelopment of 410 & 420 W Verona Ave ties directly into the City's objective in the comp plan to provide housing that supports mass transit. Also, this site has specifically been identified as a redevelopment target as it is included in TID 9 as well identified in the City's Downtown Mobility and Development Plan. "The majority of the commercial properties will remain for the foreseeable future, excluding two sites (415 W Verona Avenue and 420 W Verona Avenue). These properties were recommended as redevelopment sites due to the size, location and ownership… The other site (#17) includes a bar, parking and undeveloped land. If the Anchor Bank property (420 W Verona Avenue) were included in the redevelopment, a significantly larger development is possible. In this case, a new building should anchor the Rita and Verona intersection." The plan also discusses how this site in 2014 has some viability for reinvestment due to low improvement values.

Also, Effective October 1, 2012, the City began a Residential Development Policy limiting approvals of multi-family developments to a target range between 25 and 50 new multi-family units each year.
One (1) of the exceptions to this policy is for mixed-use development. The policy states: "At the discretion for the Common Council, exceptions to the target limit for newly approved residential units may be made for commercial development that include residential uses, also known as "mixed-use development proposals". The City is particularly supportive of mixed-use development in the Downtown area that can accomplish the City's goals of Downtown redevelopment and revitalization and therefore may exempt such projects from the phasing limits".

Requested Exceptions:

- Setbacks - The front setback (West Verona Ave) is required to be 35' and we are currently at 16'.
- Building Height – Max allowable is 35', this is a 4-story building with a height of+/- 50' to the upper parapet.
- Parking – 139 stalls shown (surface and underground) however 217 are required (187 for the apartments and 31 for the commercial space).
- ATM drive approach requires 100' queue before the ATM and 40' after. We have 93' before and 30' after so we are in near compliance. The proposal will meet the requirements of the proposed Specific Use Standards. As we do not intend to seek PIP approval until 2021, our proposal will meet zoning requirements at that time.

Site Development Data:

Densities:

Lot Area	**82,877** S.F. 1.90 acres
Dwelling Units	80DU
Lot Area / D.U.	1,035 S.F./D.U.
Density	42.1 units/acre
Usable Open Space	25,400 S.F. = 321 S.F. per dwelling unit
Floor Area Ratio	28%

Commercial Area: 9,319 S.F.

Residential Area:

First Floor =	13,944 S.F.
Second floor=	28,687 S.F.
Third Floor =	28,687 S.F.
Fourth Floor =	23,843 S.F.
Total=	95,161 S.F.

Buildin Height 4 stories= +/-50'-0"

Dwelling Unit **Mix**:

One Bedroom	42
Two Bedroom	23
Three Bedroom	15
Total	80 units

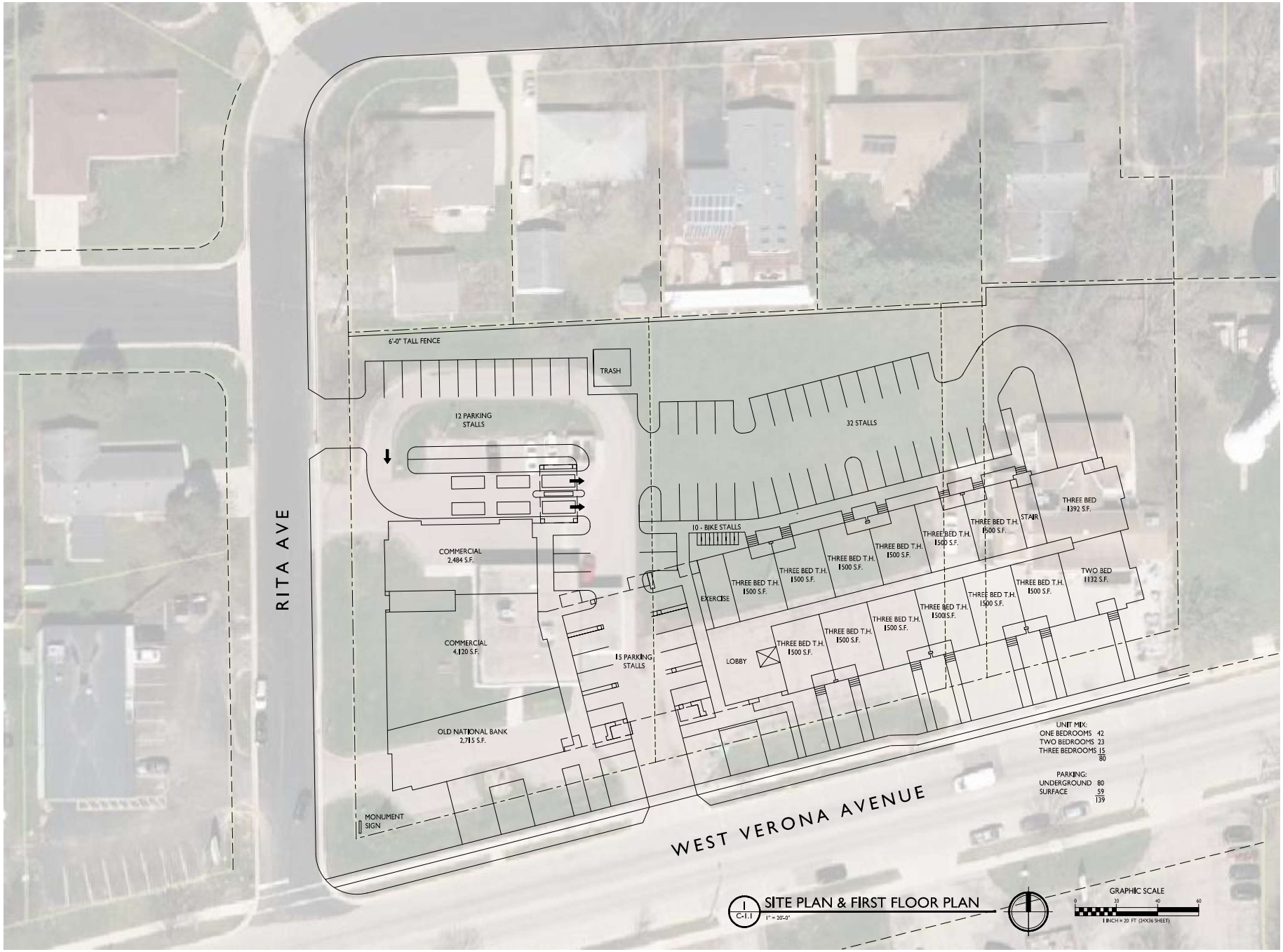
Vehicle Parking:

Underground	80
Surface	59
Total	139 vehicle stalls

Thank you for your time reviewing our proposal.

Sincerely,

Kevin Burow, AIA



1 C-1.1 SITE PLAN & FIRST FLOOR PLAN
1" = 20'-0"

knothe • bruce ARCHITECTS
Phone: 608.836.3690
7601 University Ave, Ste 201
Middleton, WI 53562

ISSUED
Issued for Review • July 20, 2020
City Submittal - August 6, 2020

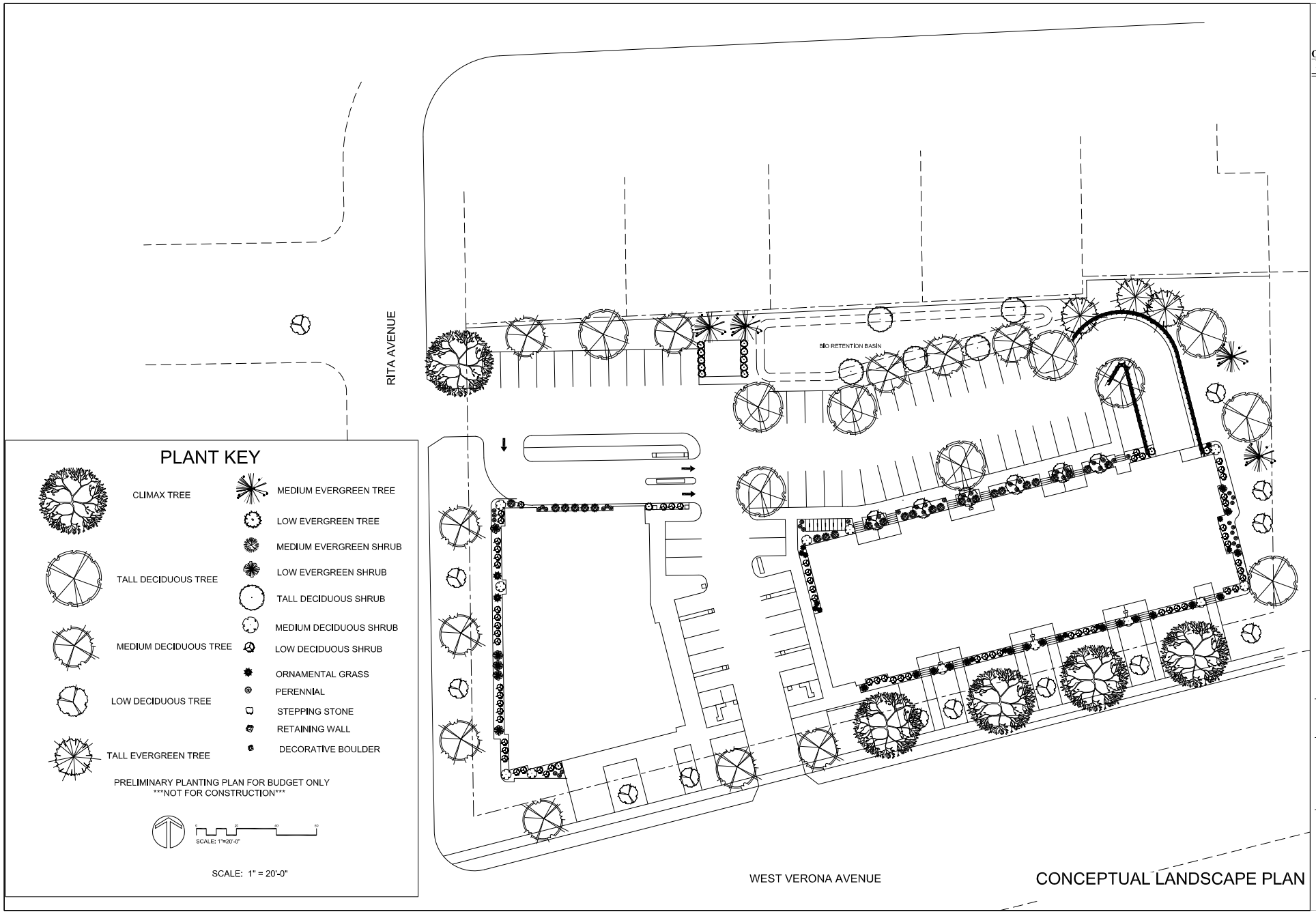
PROJECT TITLE
Northpointe Development

West Verona Avenue
Verona, Wisconsin

SHEET TITLE
Site Plan

SHEET NUMBER
C-1.1

PROJECT NO. 2013



OLSON TOON LANDSCAPING
3570 Pioneer Road
Verona, WI 53593
PH: (608) 827-8401
FAX: (608) 827-8402
WEB: www.olsontoon.com

Northpointe Development

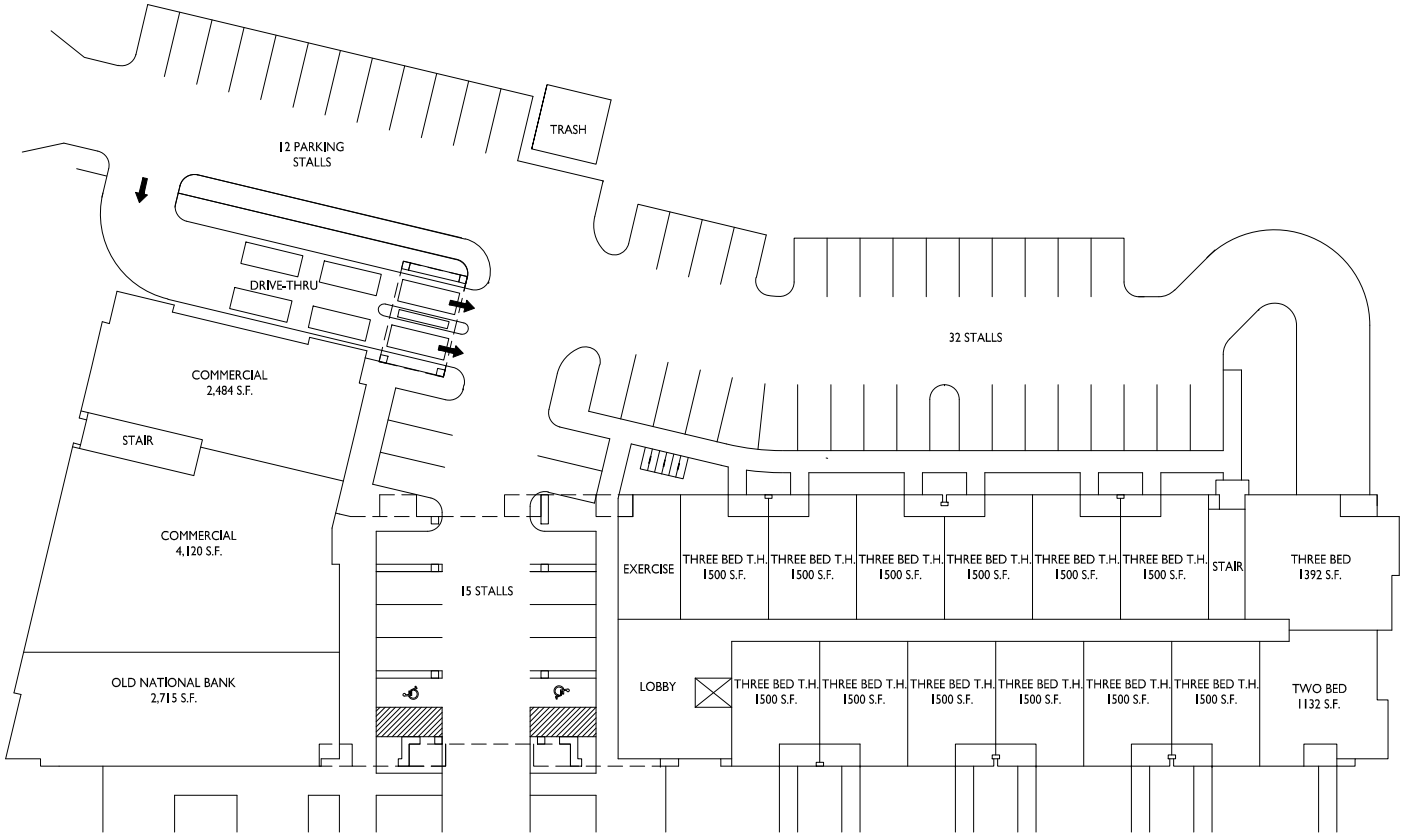
West Verona Ave.
Verona, Wisconsin

Date: August 3, 2020
Scale: 1" = 20'-0"
Designer: kms
Job #

Seal:
To protect against legal liability, the plans presented herein are "schematic," and should not be outsourced as "biddable" or "construction documents" unless approved by the Landscape Designer. This is not an original document unless stamped in red, as ORIGINAL.

Revisions:

Reference Name:
Northpointe Development



UNIT MIX:
ONE BEDROOMS 42
TWO BEDROOMS 23
THREE BEDROOMS 15
80

1 A-1.1 FIRST FLOOR PLAN
1/16" = 1'-0"

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Middleton, WI 53562

ISSUED
Issued for Review - June 3, 2020
City Submittal - August 6, 2020

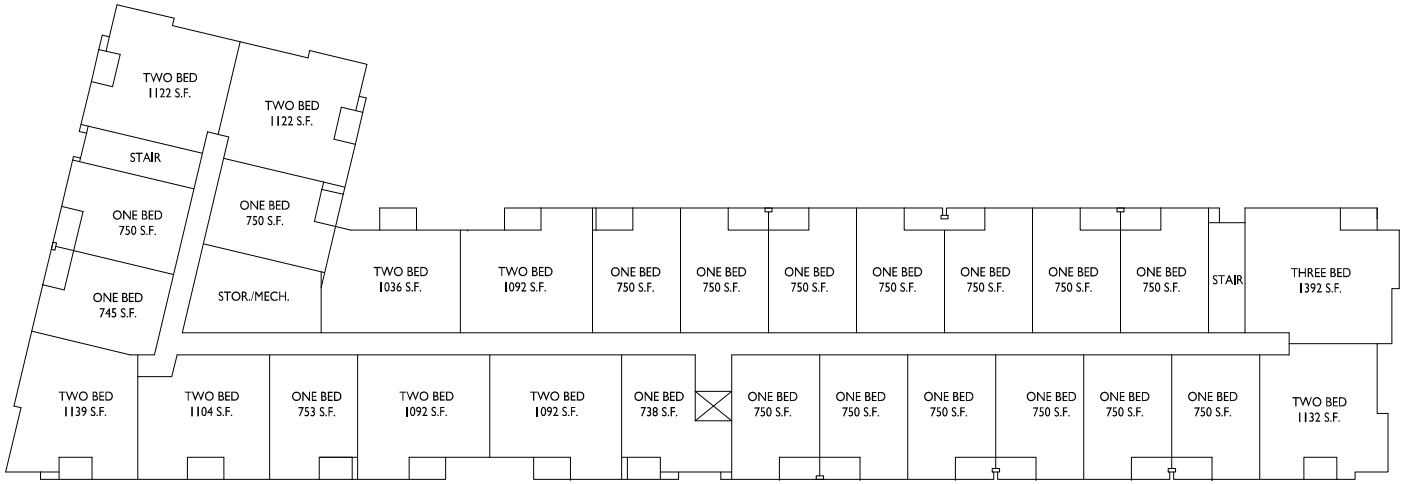
PROJECT TITLE
Northpointe Development

West Verona Avenue
Verona, Wisconsin

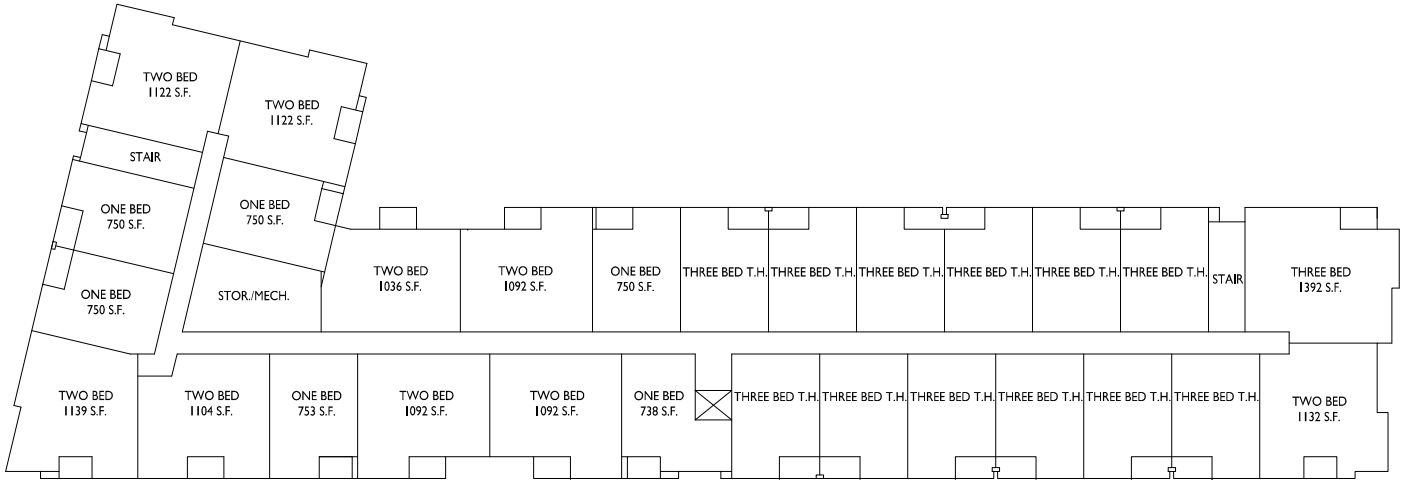
SHEET TITLE
First Floor Plan

SHEET NUMBER
A-1.1

PROJECT NO. 2013



2 A-1.2 THIRD FLOOR PLAN
1/16" = 1'-0"



1 A-1.2 SECOND FLOOR PLAN
1/16" = 1'-0"

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ISSUED
Issued for Review - June 3, 2020
City Submittal - August 6, 2020

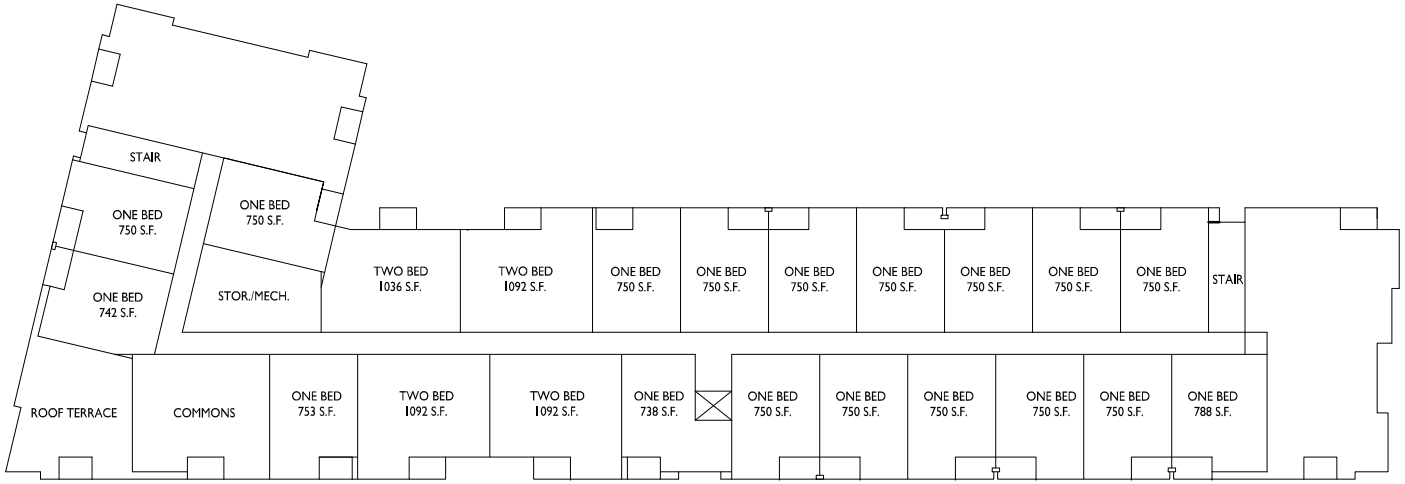
PROJECT TITLE
Northpointe Development

West Verona Avenue
Verona, Wisconsin

SHEET TITLE
Second & Third Floor Plans

SHEET NUMBER
A-1.2

PROJECT NO. 2013



1 A-1.3 FOURTH FLOOR PLAN

1/16 = 1'-0"

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ISSUED
Issued for Review - June 3, 2020
City Submittal - August 6, 2020

PROJECT TITLE
Northpointe
Development

West Verona Avenue
Verona, Wisconsin

SHEET TITLE
Fourth Floor Plan

SHEET NUMBER
A-1.3

PROJECT NO. 2013

1
A-2.1
FRONT ELEVATION
1/16 = 1'-0"

knothe • bruce
ARCHITECTS
Phone: 608.836.3690
7601 University Ave, Ste 201
Middleton, WI 53562

ISSUED
August 6, 2020

PROJECT TITLE
Northpointe
Development

West Verona Avenue
Verona, Wisconsin

SHEET TITLE
Exterior
Elevations

SHEET NUMBER
A-2.1

PROJECT NO. 2013

Planning Report

City of Verona

Plan Commission 10-5-2020

300 East Verona Avenue

Concept Plan

Summary: The Applicant has submitted a request for a conceptual plan review for 300 East Verona Avenue to remove and build at two (2)-story, 2,740 square foot building for a clinic and two (2) apartments.

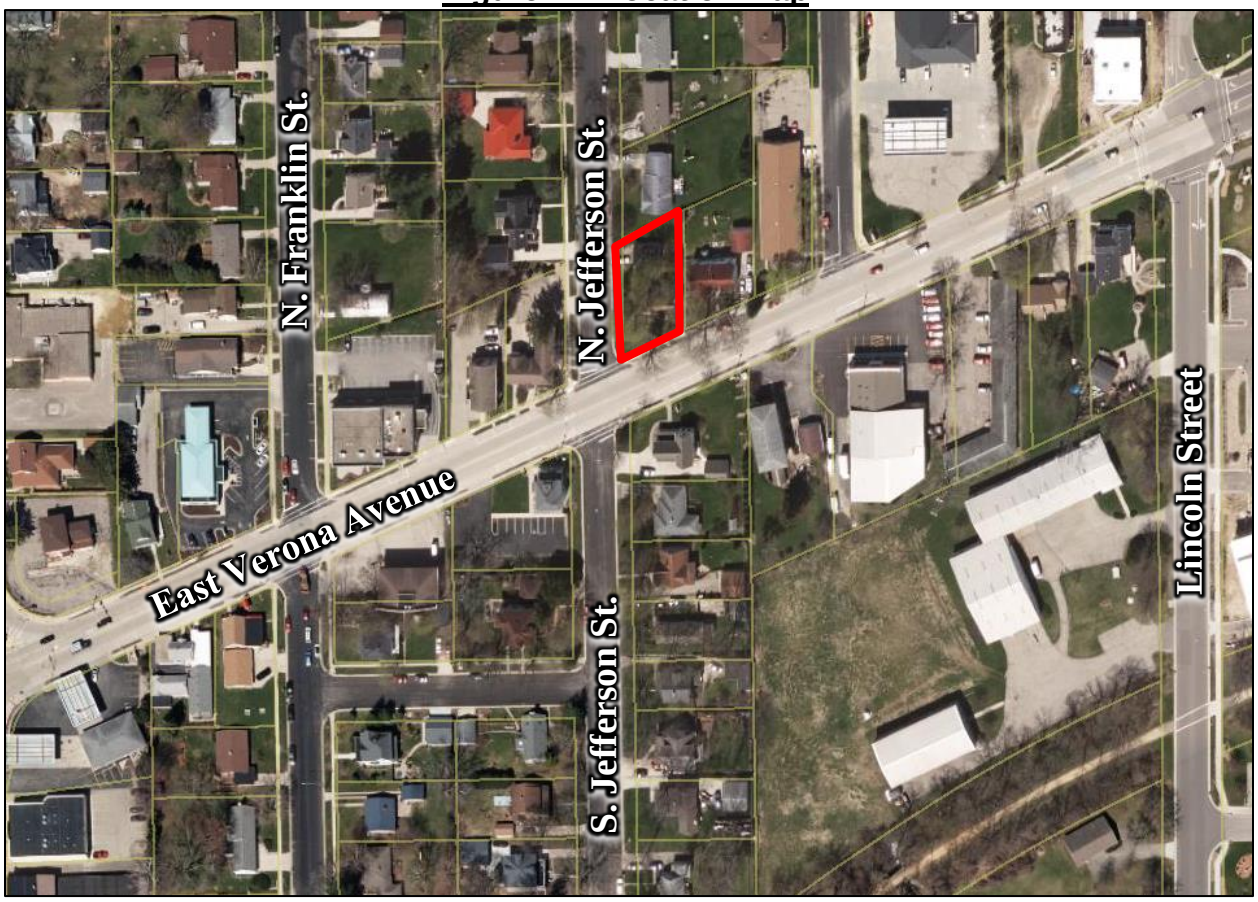
Property Location: 300 East Verona Avenue

Property Owner: Preim Properties, LLC
Amanda Preimesberger, MD
10260 Fertile Ridge Road
Mount Horeb, WI 53572

Applicant: Same as above

Existing Zoning: Central Commercial (CC); Downtown Design & Use Overlay
Proposed Zoning: Same as above
Existing Land Use: Residential
Proposed Land Use: Personal or Professional Service (clinic) and two (2) apartments

Figure 1 – Location Map



Site Description:

The Applicant is requesting a concept plan review ("Application") to demolish and construct a two (2)-story building for a clinic on the first floor with two (2) apartments above on approximately 0.22-acres located at 300 East Verona Avenue ("Property"), which is zoned Central Commercial ("CC") and in the Downtown Design and Use Overlay District. The Property contains one (1) existing residential building. Land uses surrounding the Property include commercial and residential buildings.

Background:

In September of 2019, the Plan Commission and Common Council approved a zoning map amendment for this Property from Neighborhood Residential (NR) to CC. The applicant proposed to renovate the existing building for an office and showroom, while adding a garage to have two (2) apartments in the existing building. Concerns were raised by the neighbors regarding drainage, efficiency apartments, and removal of the Norway maple from the Property. Comments from the Plan Commission included a good location for a transition of the properties along Verona Avenue to commercial or mixed use, concerns regarding the viability of reusing the existing building, and an agreement that this is a reasonable change which aligns with the Downtown area plans.

Development Process:

Any planned unit development for this Property will have to go through the following development process and meet all of the requirements prior to receiving a building permit. Some of these steps may occur concurrently.

- **Planned Unit Development (PUD)** – This is necessary as zoning exemptions are required for the project, which includes a four step review process.

    - *Step 1 – Pre-Application Conference:* The applicant discusses the project with Staff prior to moving on to the Plan Commission. Staff provides the applicant with initial comments on the plan, which was completed and is ongoing.

    - *Step 2 - Concept Plan:* An applicant would create a plan that shows conceptually how the Property would be laid out with transportation (i.e. roads, paths, etc.), stormwater management areas, parkland dedication, buildings (placement and design), and various land uses. This is a way to gain feedback from Planning Staff and the Plan Commission to determine if there is consensus on the concept, which is the current Application.

    - *Step 3 – General Development Plan (GDP):* The intent of the GDP is provide general, but more detailed than the concept plan, about the proposed development. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the GDP. The Plan Commission makes a recommendation to the Common Council. If the

GDP is approved, this step provides the zoning entitlements to the project.

- *Step 4 – Precise Implementation Plan (PIP):* The final step in the PUD process is the final approval of all plans including site plan, landscaping, stormwater, photometric plans, building design, etc. A public hearing is held before the Plan Commission. The City notifies all properties, with a letter, that are located within 200-feet of the property that is requesting the PIP. The Plan Commission makes a recommendation to the Common Council. If the PIP is approved, the applicant can proceed to obtain building permits and start construction of the project.

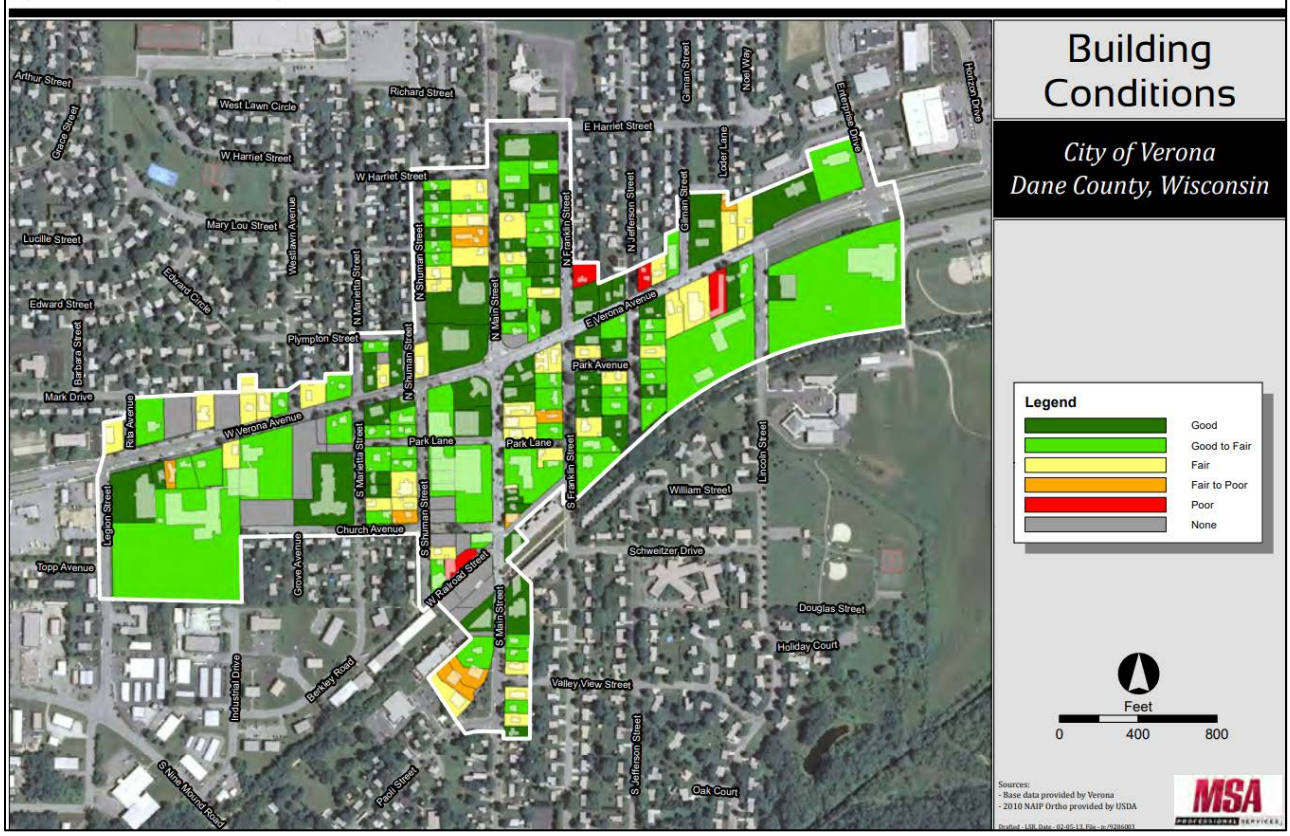
Downtown Mobility and Development Plan:

The Property is located in the Downtown Mobility and Development Plan ("Plan"), which was adopted in 2014. The Plan states the following:

> "**PROPERTIES**
>
> Individual properties (parcels and buildings) can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions the City of Verona. Examples of a property that can leave a negative impression would be a poorly designed or dead public space, a rundown/ falling apart building, or a large vacant parcel.
>
> ***Building Conditions***
>
> Figure 3.5 illustrates the building conditions within downtown. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of the condition based on the exterior appearance as viewed from the street.
>
> In general, buildings within the downtown are in fair to good condition. However, there are a few sites that have dilapidated buildings that likely would cost more to update than to tear down" (p. 59).

The Plan was adopted in 2014, which is when this Property was designated as having poor building conditions. This building has continued to fall in disrepair and would leave a negative impression of the City in its current state. The Applicant is proposing to demolish the existing building as it is beyond reasonable repair. The Plan explains that this parcel and others of similar caliber are candidates for reinvestment to improve poor exterior conditions as discussed on page 62.

Figure 3.5: Downtown Building Conditions Map



The Plan discusses development standards on page 74. This Property is located in the gateway/core area of Verona. As discussed below, the true east/west line alignment of buildings to Verona Avenue was removed from the Zoning Ordinance.

"**DEVELOPMENT STANDARDS**

The City currently maintains and enforces design standards for Verona Ave. and Main St. The Downtown Design and Use Overlay District, which is part of the Zoning Ordinance, is intended to "create a vibrant, functional, and attractive commercial downtown". These standards are generally appropriate, however they are applied uniformly throughout both the "Gateway" areas and the Downtown Core area as identified in this plan.

The Downtown Core has and should continue to have a unique and more compact design character, as compared to the more "suburban" character of the Gateway portions of Verona Ave. This plan recommends amendment of the Downtown Design and Use Overlay District to protect the downtown's design character.

Recommended changes:
Eliminate the requirement to align all Verona Ave. buildings along a "true" east/west line. There is no compelling aesthetic or functional reason not to allow alignment parallel to the street.

Eliminate the 40% maximum building coverage standard, allowing the underlying zoning to determine building coverage.

Identify a "Downtown Core" area as described in this plan (Lincoln to Legion, Harriet to Paoli). Add standards specific to this area:

Building Setback from Street

- Current Standard: Min. 15'
- Downtown Core Standards: Min. 5', Max. 15' At least a portion of the building (e.g. 30% of width) must be built to the maximum setback.
- Rationale: Based on Visioning results; will help maintain a consistent downtown character"

While the majority of the recommended changes occurred, the building setback from the street did not change. If the change was approved, the Property and the proposed setbacks would still need an exemption to the Downtown Design and Use Overlay zoning district standards of five (5)-feet instead of the fifteen (15)-feet as depicted in Table 1.

Planning Review:

A personal or professional service (clinic) is permitted by right in the CC zone. An apartment is considered an accessory land use to the clinic and is permitted by right in the CC zone.

Although the proposed building is zoned CC, the Property is also in the Downtown Design and Use Overlay District ("Downtown Overlay") that has additional or modified criteria as depicted in Table 1.

Table 1

	CC	Downtown Overlay	Proposed	Compliance
Setbacks				
Front (E. Verona Ave.)	0 ft.	15 ft.	0 ft.	No
Street (N. Jefferson St.)	0 ft.	15 ft.	3 ft.	No
Residential Side	0 ft.	10 ft.	33 ft.	Yes
Residential Rear	25 ft.	25 ft.	15 ft.	No
Max. Front/Street	N/A	25 ft.		No
Height				
Maximum	50 ft.	50 ft.	2-stories	Yes
Minimum	N/A	20 ft.		Yes

The Applicant has met all of the zoning requirements for the CC zoning except for the rear yard setback requirement; however, the Applicant only meets the zoning requirements for the residential side yard setback in the Downtown Overlay. The Applicant is planning to dedicate seven (7)-feet of land to be used by the City for future right-of-way for East Verona Avenue, which is why the front setback is zero (0)-feet from the property line. The property across North Jefferson Street, 212 East Verona Avenue, has not dedicated any right-of-way and the eastern corner of the building is setback approximately six (6)-feet to the closest property line. 210 East Verona Avenue mirrors the other two (2) properties for the front setback. Staff recommends the Plan Commission give feedback regarding their tolerance for a setback reduction for redevelopment on this Property. Staff is supportive of the reduction as the building is being located outside of area planned for future right-of-way.

Access to the site will continue from the one (1) existing access point from North Jefferson Street. The CC zoning district does not have a parking requirement. The Applicant is proposing a two (2) car garage to be used by the tenants in the above apartment. The three (3) surface parking spaces could be used by clients of the clinic or staff. The Applicant strategically designed the parking area to avoid headlight glare into the residential neighbor's property. At this time, East Verona Avenue has marked on-street parking spaces in front of this building. This parking may be removed in the future if East Verona Avenue has a lane reconfiguration. On-street parking is allowed on North Jefferson Street. The Applicant's narrative explains the number of employees and clients that could be on the Property at one time. "Given that patient visits are longer and patient panels are much smaller, there are no wait times or congested parking areas. One patient has typically completed their visit prior to the next one arriving" (p. 2). Staff has no concerns with parking.

The existing building will be demolished and replaced with a two (2)-story building. The building will be a combination of brick masonry and cement board siding as depicted in Figure 2 and floor plans can be found in the Plan Commission packet. The portion of the building closet to East Verona Avenue will be the client's entrance, which has a one (1)-story entrance feel. The second story is stepped back from the building making the building feel smaller in scale. A terrace is provided on the second floor on the corner of East Verona Avenue and North Jefferson Street to do be used by employees and residents. The garage is located at the rear of the building (north facing) and has an

Figure 2 - Building rendering from East Verona Avenue

exterior entrance door on North Jefferson Street for residences of the apartments as depicted in Figure 3. The Applicant has the second floor of the building over the garage stepped back to again make the building feel smaller in scale near the residential neighbor. The Applicant played with two (2) different materials, created different heights, and various dimensions to the building creating visual interest.

Figure 3 - Building rendering from North Jefferson Street

Although a landscaping plan is not part of this review, the Applicant is proposing a landscaping planter on the corner of East Verona Avenue and North Jefferson Street as depicted in Figure 2. This will double as the location for a sign. The conceptual plans note a solid wood fence at the Property line stained to match the siding. This would shield the neighbor from any potential headlight glare. The City's Director of Parks observed the Norway maple on the Property and determined the health of the mature tree is failing. The Applicant's project would remove the tree, which would have occurred at some point in the future as the tree's health is declining.

The Applicant is aware that the previous development proposal had concerns raised by a neighbor regarding how the development would affect the drainage. Currently, the water for central and eastern portion of the Property drains onto 302-304 East Verona Avenue and then northerly onto the eastern portion of 105 North Jefferson Street. Staff recommends the Applicant work with their engineer to ensure that the drainage will be directed towards the public right-of-way rather than onto adjacent private properties. These drainage improvements can be easily completed as part of this development.

Staff Comments:

In general, Staff is comfortable with the proposed use and redevelopment on the Property. The type of use allowed in the CC zone will complement the area by supporting a clinic and two (2) apartments along East Verona Avenue and North Jefferson Street. This will create transition between the two areas. The Applicant has requested to combine the General Development Plan (GDP) review and Precise Implementation Plan (PIP) review as the Applicant would like to start construction of the project in 2020. The Plan Commission and Common Council are encouraged to provide feedback to the Applicant on combining the steps in the planned development process.

Recommendation:

Staff recommends the Plan Commission review the submitted materials and provide feedback to the applicant. The Applicant requests feedback from the Plan Commission regarding the setback requirements.

Prepared by: Katherine Holt KH
Community Development Specialist

Submitted by: Adam Sayre, AICP AS
City Administrator

CāS4
architecture, llc

September 3, 2020

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

Re: **300 East Verona Avenue – Plan Commission Initial 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.

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 this exciting project further on October 5th.

Sincerely,

Marc Schellpfeffer, AIA
Partner

Attachments: Letter from Amanda Preimesberger describing business, Concept Site Plan, Concept Floor Plans, and Exterior Images

300 E. Verona Avenue | Direct Primary Care Family Medicine Clinic

Direct Primary Care (DPC) medicine is an innovative and growing model of healthcare that revives the foundation of the patient-physician relationship through affordable, transparent and personalized care. It's very similar to days past when a small town doctor ran their own practice, intimately knew the needs of each of their patients and kept healthcare simple and affordable.

For a low monthly practice membership fee, patients have access directly to their physician for comprehensive primary care, prenatal and office procedure needs and many urgent/sick-care services. Care delivery may occur via office visit, telephone, email, virtual video visit or even house calls when indicated. The physician works directly for the patients. There are no copays or hidden fees. Because a DPC practice does not bill insurance, the physician is not bound to directives from insurance companies or corporate medicine motives and can serve patients in the manner that best optimizes their health and well being, regardless of insurance status or carrier type. By contracting directly with their physician, patients maintain a continuity relationship with their doctor regardless of changes to their insurance carrier or employer benefits status. Many small business owners unable to offer full insurance benefits to their employees find they *are* able to offer DPC memberships for them, and are a major value-added investment in keeping their staff happy, healthy and productive.

Patients receive many benefits of practice membership. A typical full-time DPC physician cares for 400-600 total patients, whereas a system-employed doctor needs to carry a panel of 2000-3000 patients in order to support the administrative overhead of the large medical system. No longer being one of >20 patients on the doc's schedule for the day, patients are one of just 5-8 patients. This translates to more time with their physician, no rushed 10 minute visits, fewer unnecessary additional visits and referrals, and the ability to access a physician that knows them rather than an unfamiliar provider due to overbooked schedules. In addition, patient members are able to obtain generic prescription medications and complete lab work directly through the DPC practice for cash-pay savings of up to 85-90% of typical insurance based pricing. Many DPC practices work to negotiate discounted cash-pay pricing for imaging and outside procedural needs for their patients as well.

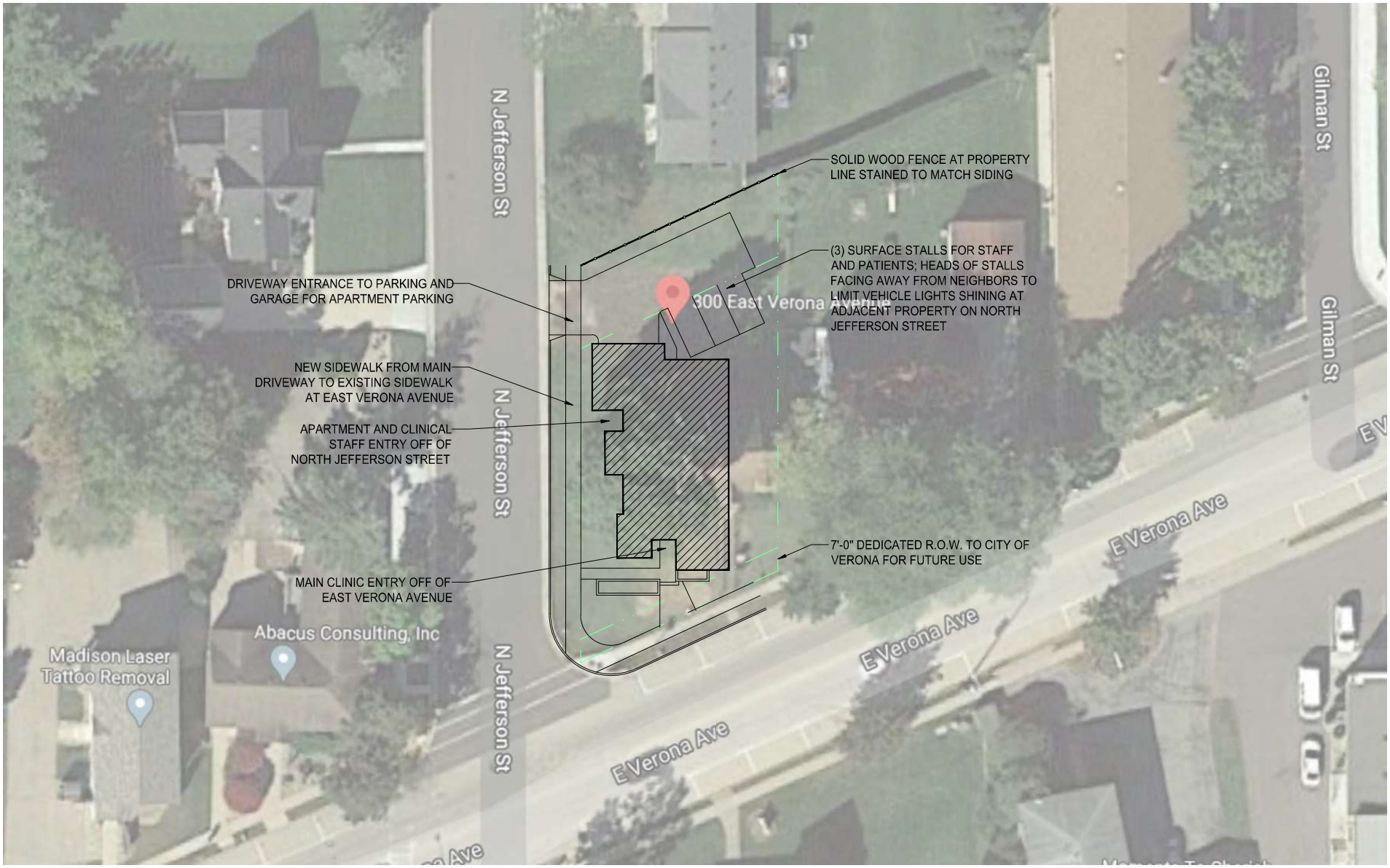
In this model, patient volume and overhead are significantly less than a traditional medical clinic. This means a quiet clinic setting with very low traffic flow. Staffing the first year at this site is projected to be a micropractice: just the physician. By years 2 and 3, this clinic is projected to be fully staffed with 2 physicians and 1-2 medical support staff, with a max of 3 of them on site concurrently in a given day. Given patient visits are longer and patient panels are much smaller, there are no wait times or congested parking areas. One patient has typically completed their visit prior to the next one arriving.

This Family Medicine practice will serve patients of every age. Anticipated practice hours will be Monday through Friday, 8:30am to 4pm. One day per week, clinic may open at 7am to accommodate patients needing on-site visits outside of typical work hours. As noted above, patient care will also occur virtually by several means throughout the clinic day *without* on-site traffic to the clinic. Controlled substances (opiates, stimulants, benzodiazepines, etc) will NOT be dispensed or stored on-site.

As a Mount Horeb native, and former resident physician at the UW Health Verona clinic many years ago, I look forward to returning closer to my small town roots to offer patients more personalized and affordable care. A lifelong Badger, I completed my undergraduate Bachelor of Science in Kinesiology/ Athletic Training, and medical school and residency training through the University of Wisconsin-Madison and UW School of Medicine and Public Health. Board-certified in Family Medicine since 2008, I have been practicing in Madison since then, offering comprehensive wellness/preventive and acute care for all ages, as well as prenatal and obstetric care, and multiple office based procedures.

Amanda Preimesberger, MD

amanda.preimesberger@gmail.com | cell 608-575-2734 | Facebook: Amanda Preimesberger, MD



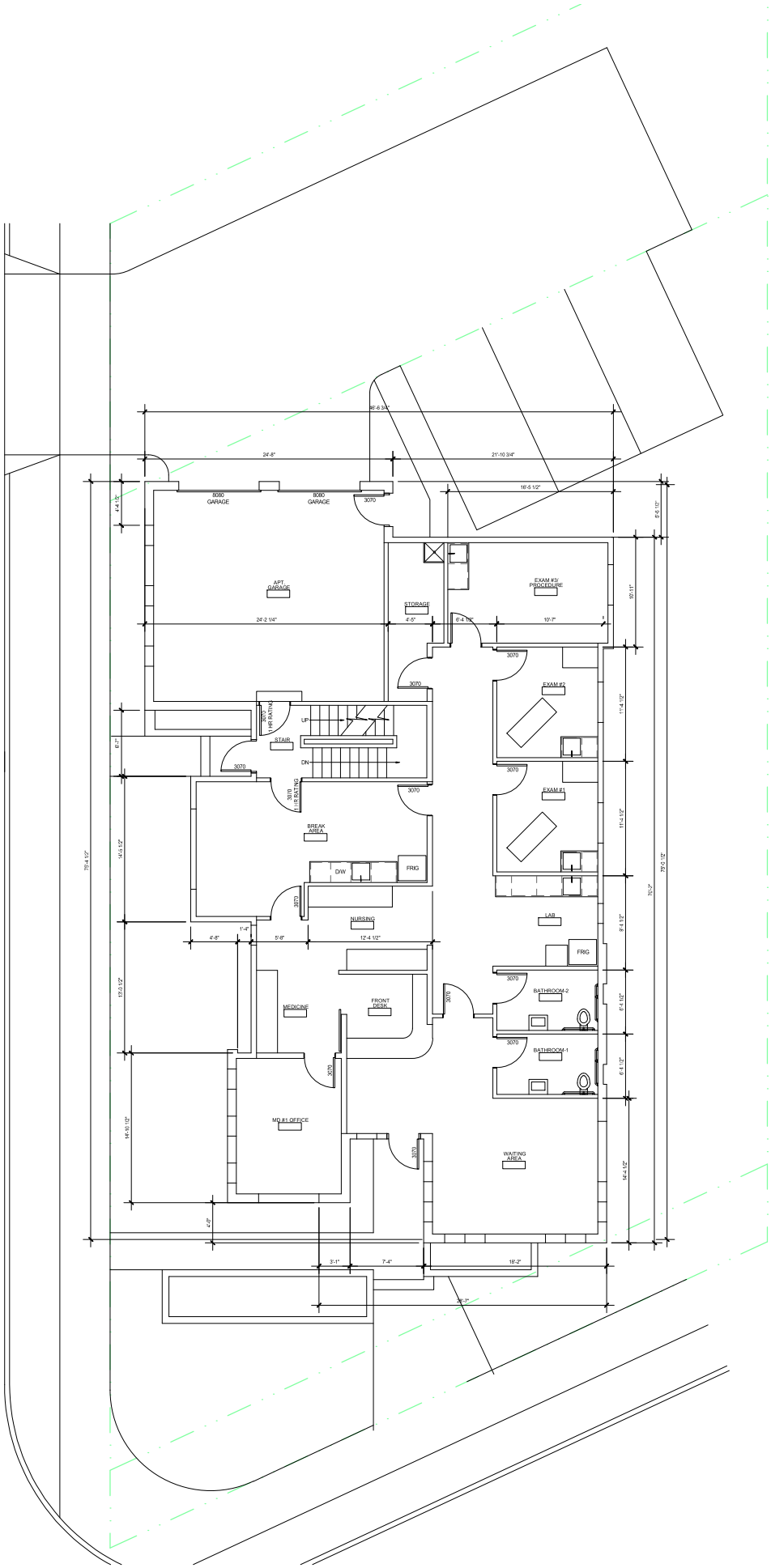
20005.00

Conceptual Site Plan

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: 1" = 30'-0"

September 3, 2020



20005.00

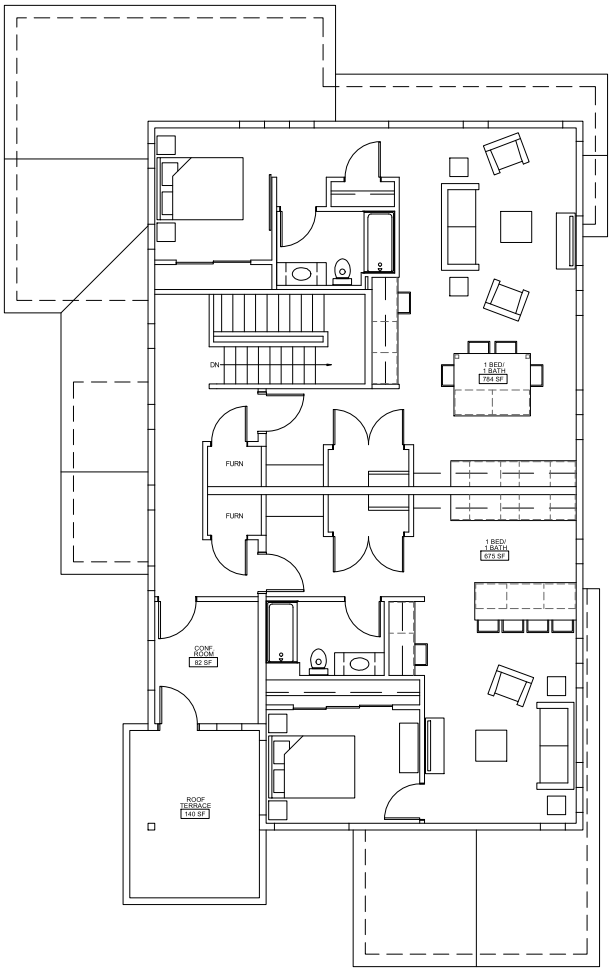
Conceptual Building Plan - Grade Level (2,740 gsf; 2,078 gsf Clinic)

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: 1" = 10'-0"

September 3, 2020

CāS4 architecture, llc



20005.00

Conceptual Building Plan - Second Level

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: 1" = 10'-0"

September 3, 2020

CāS4 architecture, llc

20005.00

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

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020

CāS4 architecture, llc

20005.00

Building Exterior Images - View from East Verona Ave.

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020

CāS4 architecture, llc

20005.00

Building Exterior Images - View from North Jefferson St.

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020

CāS4 architecture, llc

20005.00

Building Exterior Images - View from Northeast corner of site

300 East Verona Avenue; City of Verona Initial Plan Commission Meeting - October 5, 2020

Scale: No Scale

September 3, 2020

CāS4 architecture, llc

Planning Report

City of Verona

Plan Commission 10-5-2020

KSW Construction

Initial Review

Summary: The Applicant is requesting an initial review to construct 18,000 square foot flexible industrial building located at south of CTH M and north of John P. Livesey Boulevard.

Property Location: South of CTH M, north of John P. Livesey Blvd., and abutting 1100 John P. Livesey Blvd.

Property Owner: Anorev LLC
2248 Deming Way, Suite 200
Middleton, WI 53562

Applicant: KSW Construction Corporation
807 Liberty Dr. #106
Verona, WI 53593

Existing Zoning: Suburban Industrial (SI)
Existing Land Use: Vacant lot
Proposed Land Use: Flexible industrial building

Figure 1 – Location Map

Site Description:

The Applicant is requesting an initial review ("Application") to construct a18,000 square foot flexible industrial building located south of County Highway M (CTH M) with access from John P. Livesey Boulevard. The proposed building will be located on the former Lot 10 and previously approved Lot 2 ("Property") depicted in Figure 1 in yellow in the Verona Technology Park, which is zoned Suburban Industrial. The Property is currently vacant. Land uses surrounding the Property include industrial, business, and restaurant uses.

Background:

In March of 2020, the Applicant requested an initial review to construct an 8,200 square foot office building and a 41,200 square foot flexible industrial use building with access from John P. Livesey Boulevard. Comments from the Plan Commission included a desire to see high quality materials and aesthetically pleasing buildings are required, screening wall should be installed on John P. Livesey Boulevard, and additional landscaping and trees on the property.

In April of 2020, Anorev LLC requested a certified survey map (CSM) to modify the shared property line between the existing Lots 9 and 10. The Plan Commission and Common Council approved the CSM, which was recorded at a later date.

In May of 2020, the Applicant was approved to construct 8,200 square foot office building. The Applicant is now applying for an initial review of the 18,000 square foot flexible industrial building.

Southeast Neighborhood Plan:

The Property is located in the Southeast Neighborhood Plan ("Plan"), which was adopted in 2010. The Property and others are discussed on page 20 of the Plan. The Application conforms to the recommendations of the Plan.

- "The City plans to utilize this area for creating jobs and employment opportunities for Verona residents with office, corporate headquarter, light manufacturing, warehousing, educational, and similar business park-type developments;"
- "The City will require a minimum of 25% landscaping areas/open space for developments within this Business Park sub-area – consistent with the City's 'Suburban Office' and 'Suburban Industrial' zoning district requirements;"
- "Land-uses further east—farther away from Highway 18-151—are planned to include a mix of office, warehouse, distribution, educational and light industrial land-uses. Due to the large roof-areas typical of such developments, all of these land-uses present excellent opportunities for successfully treating storm water on-site and improving water-quality in the Badger Mill Creek and Sugar River as compared with the current unregulated agricultural land-uses;"

- "High-quality architecture and building design will be required for development within this area—but especially along Highway 18-151, given the higher visibility parcels will have along Highway 18-151. The Plan Commission will serve as the architectural review and approval board for any proposed development within this area;"

The Applicant is proposing to construct an 18,000 square foot flexible industrial building (not commercial) in the Verona Technology Park. The proposed use and building are generally consistent with the Southeast Neighborhood Plan.

Planning Review:

The Applicant will submit a landscaping plan, photometric plan, and greater details for the building in their formal site plan submittal. Staff's review is based on a light industrial land use such as flexible industrial space, which is permitted in the SI zoning district. Office is another permitted land use, while other land uses such as indoor commercial entertainment would require a conditional use permit as a commercial land use.

Access/Parking:

Access to the site will be from John P. Livesey Boulevard and access will be prohibited from CTH M. The CSM was approved with a cross-access easement agreement between this lot and the lot to the west to ensure access is available to both lots in the future from the private internal access roads as depicted in Figure 2. The Applicant has designed the access road to ensure potential parking areas to the east and west can connect to this access road. The existing cul-de-sac bulb will need a future use agreement similar to Attainment Company agreement to ensure a temporary turnaround is available after the project is built. This agreement can be handled when the southern building is proposed.

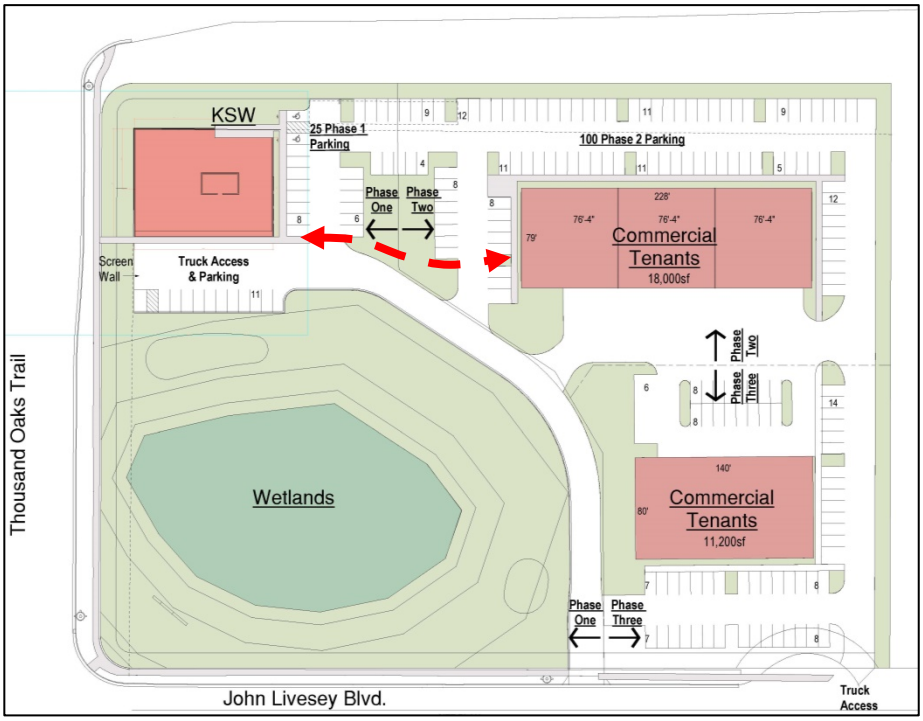


Figure 2 - Initial plan with a red dashed line illustrating a potential pedestrian connection

Sidewalks are shown for internal circulation of the Property. Sidewalks connect Thousand Oaks Trail to the KSW building and wrap around the flexible industrial building. Staff recommends the Applicant continue the sidewalk from the KSW building through the landscaping area to the flexible industrial building to maintain a safe area for pedestrians to walk through the site as depicted by the red dashed line in Figure 2.

The Applicant has provided 87 parking spaces. The additional parking spaces between the KSW building and the proposed flexible industrial space were not included in the KSW project. This changes the approved site plan for 1100 John P. Livesey Blvd. project (KSW Construction building), which is under construction. This change will change the access from this Property to the KSW property, parking design, and landscaping, which was approved in May of 2020. If this is the intended design, the landscaping plan and site plan will need to be updated as part of this project. The trees planned for that location will need to be relocated. At this time, it is difficult to determine if there is enough parking for the unknown tenants as part of the requirements for light industrial is one (1) space per each employee on the largest work shift. Generally, there appears to be enough parking but it will depend on the proposed users of the building.

Drainage/Stormwater:

The Applicant and the City Engineer continue to have discussions regarding the stormwater plans. Stormwater will be shared with the pond that is currently being constructed southwest of this building.

Design:

The Applicant is proposing a one (1)-story building with a maximum height of twenty-two (22) feet. The building is a mix of metal, wood, and gray tones of CMU brick as depicted in Figure 3, which will mirror the KSW building as depicted in Figure 4. The Applicant has grounded the building with burnished faux brick. The gap between the windows and the edge of the roof could be used to create visual interest, but Staff believes signs for each tenant will fill this large visual void for the building. A dumpster location and design shall be included in the next submittal.

Figure 3 - Building Rendering

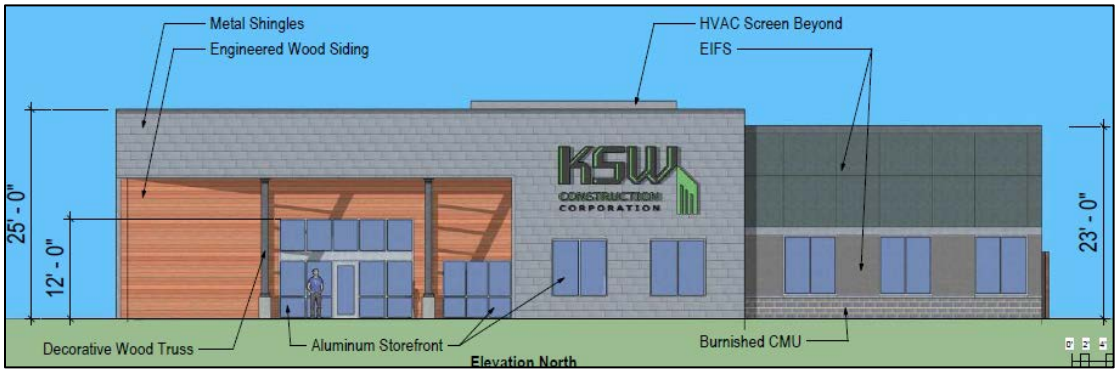


Figure 4 - KSW Building that is under construction.

Landscaping and lighting plans will be in subsequent submittals. The Applicant should add trees to the entrance roadway to soften the amount of exposed pavement. The end cap of the building closest to the wetland should either be extended south to shield the loading dock area or plant evergreen trees to shield the view across the road into the loading dock area. The Applicant was approved for Kentucky Coffee trees closest to the access road for 1100 John P. Livesey Blvd. project, which will help shield some of the view of the loading area from the main roads once they have matured.

Staff Comments:

In general, Staff is supportive of the proposed building as it is consistent with the Southeast Neighborhood Plan for flexible industrial space, which should be labeled as such in subsequent submittals. Staff looks forward to reviewing greater details about the function and design of the Property.

Recommendation:

Staff recommends the Plan Commission review the submitted material and provide feedback to the Applicant.

Prepared by: Katherine Holt KH
Community Development Specialist

Submitted by: Adam Sayre, AICP AS
City Administrator

DIMENSION IV
Madison Design Group
architecture · interior design · planning

September 9, 2020

Ms. Katherine Holt
Director of Planning and Development
City of Verona
111 Lincoln Street
Verona, Wisconsin 53593

RE: Proposed Commercial Buildings
Lot 2
John P. Livesey Blvd
Dimension IV Madison Project No. 20033

Dear Ms. Holt:

KSW Construction is proposing a commercial flex building on Lot 9 on John P. Livesey Blvd. Enclosed is a submission package for preliminary site plan review of the project at the October 5th planning commission meeting.

Please review and let us know if you have any questions or concerns.

Thank you.

Sincerely,

DIMENSION IV MADISON DESIGN GROUP

Jerry Bourquin, AIA
Principal

Enclosures: Project Description
Application Form
Site Plan

6515 Grand Teton Plaza, Suite 120
Madison, Wisconsin 53719
p 608.829.4444
f 608.829.4445

dimensionivmadison.com

DIMENSION IV
Madison Design Group
architecture · interior design · planning

PROJECT DESCRIPTION
Site Plan Submission
September 9, 2020

Site: Verona Technology Park
Lot 2
John P. Livesey Blvd
Verona, Wisconsin
Dimension IV Madison Project No. 20033

Area:
1.9 acres

Proposed Project/Building:
The proposed building will be a flex office building with multiple tenants.

The building will be an 18,000 square foot commercial/flex building for multiple tenants. It will include parking for approximately 85 vehicles and a delivery vehicle area at the rear.

Building Area:
18,000 square feet

Parking:
85+ and loading areas

Landscaping:
Landscaping will be designed to screen the parking area use around the building and highlight the building.

Stormwater:
The drainage from the project will be routed to the technology park stormwater access. Infiltration areas will be incorporated into the site.

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KSW - NEW FLEX BUILDING

Verona Technology Lark, HWY M, Verona,
WI

RENDERING IS REPRESENTATIVE ONLY - SEE DOCUMENTS FOR ALL BUILDING INFORMATION
PROJECT RENDERING/PERSPECTIVE/ELEVATION

Architecture : **Dimension IV - Madison Design Group**
6515 Grand Teton Plaza, Suite 120, Madison, WI 53719
p: 608.829.4444 www.dimensionivmadison.com

General Contractor: **KSW Construction**
807 Liberty Dr.,#106, Verona, WI 53593
608 - 845-2290 kswconstruction.com

Civil Engineering: **Professional Engineering, LLC**
818 Meadowbrook Ln., Waunakee, WI 53597
608 - 849-9378 pe-wi.com

PROJECT DATA

Zoning: Suburban Industrial

Building Area: 18,000gsf
Maximum Height: 22'-0"

LIST OF DRAWINGS

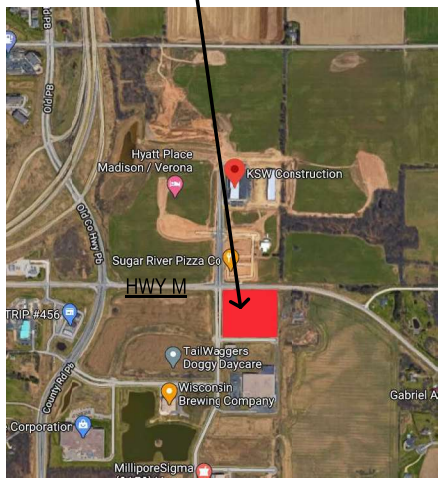
Cover Sheet

Context Images
Overall Technology park Aeria
Wetlands
Zoning Mapl

Site Survey

Preliminary Site Plan - Phase
Preliminary Elevation & Perspective

PROJECT LOCATION



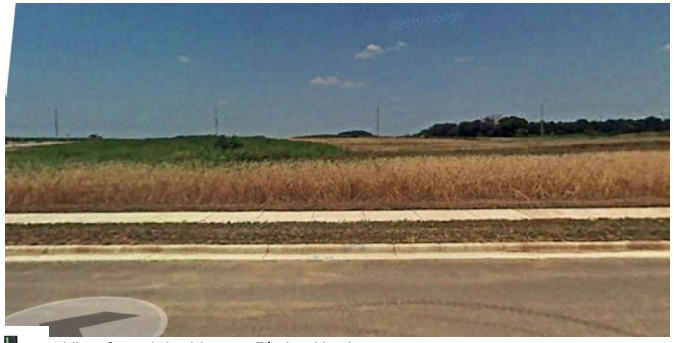
PRELIMINARY SITE SUBMISSION 8 SEPTEMBER 2020 PROJECT # 20033 **G0.1**

View from Hwy M to East toward Thousand Oaks Trail

View from Hwy M to SE at Thousand Oaks Trail

View at Thousand Oaks Trail to South

View at Thousand Oaks Trail & John Livesey Blvd to East



View from John Livesey Blvd to North

View from Hwy M to West toward Thousand Oaks Trail

Context Images

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Verona Technology Park, Lots 9& 10, John P. Livesey Blvd., Verona, WI

Site Context Images
3 FEBRUARY 2020
20013

Site Zoning Map

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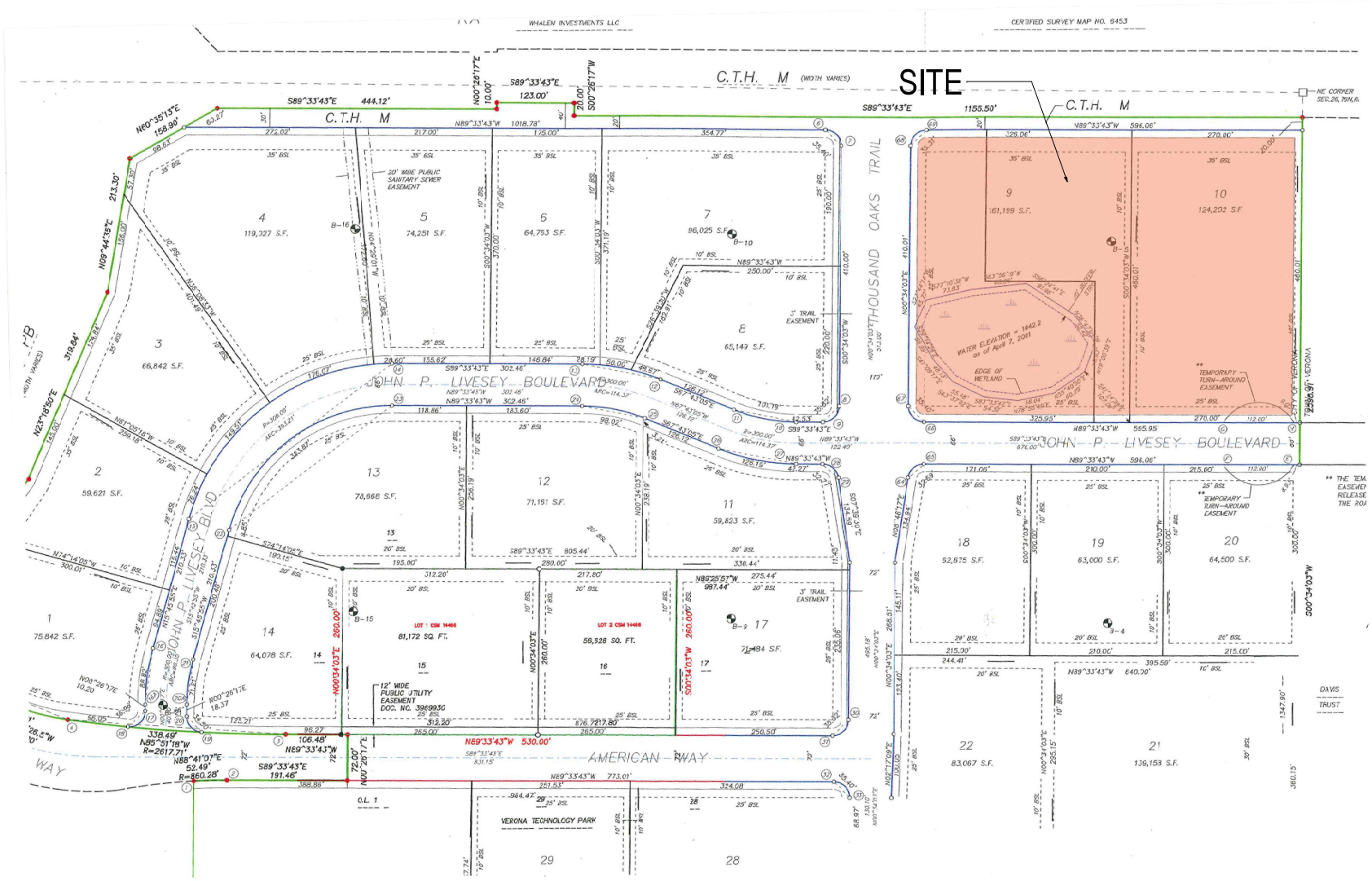
KSW OFFICE DEVELOPMENT

Verona Technology Park, Lots 9& 10, John P. Livesey Blvd., Verona, WI

Site Zoning Map
3 FEBRUARY 2020
20013



1 **Site Survey**
1" = 80'-0"

0' 40' 80' 160' N

KSW OFFICE DEVELOPMENT

Verona Technology Park, Lots 9& 10, John P. Livesey Blvd., Verona, WI

Site Survey
3 FEBRUARY 2020
20013

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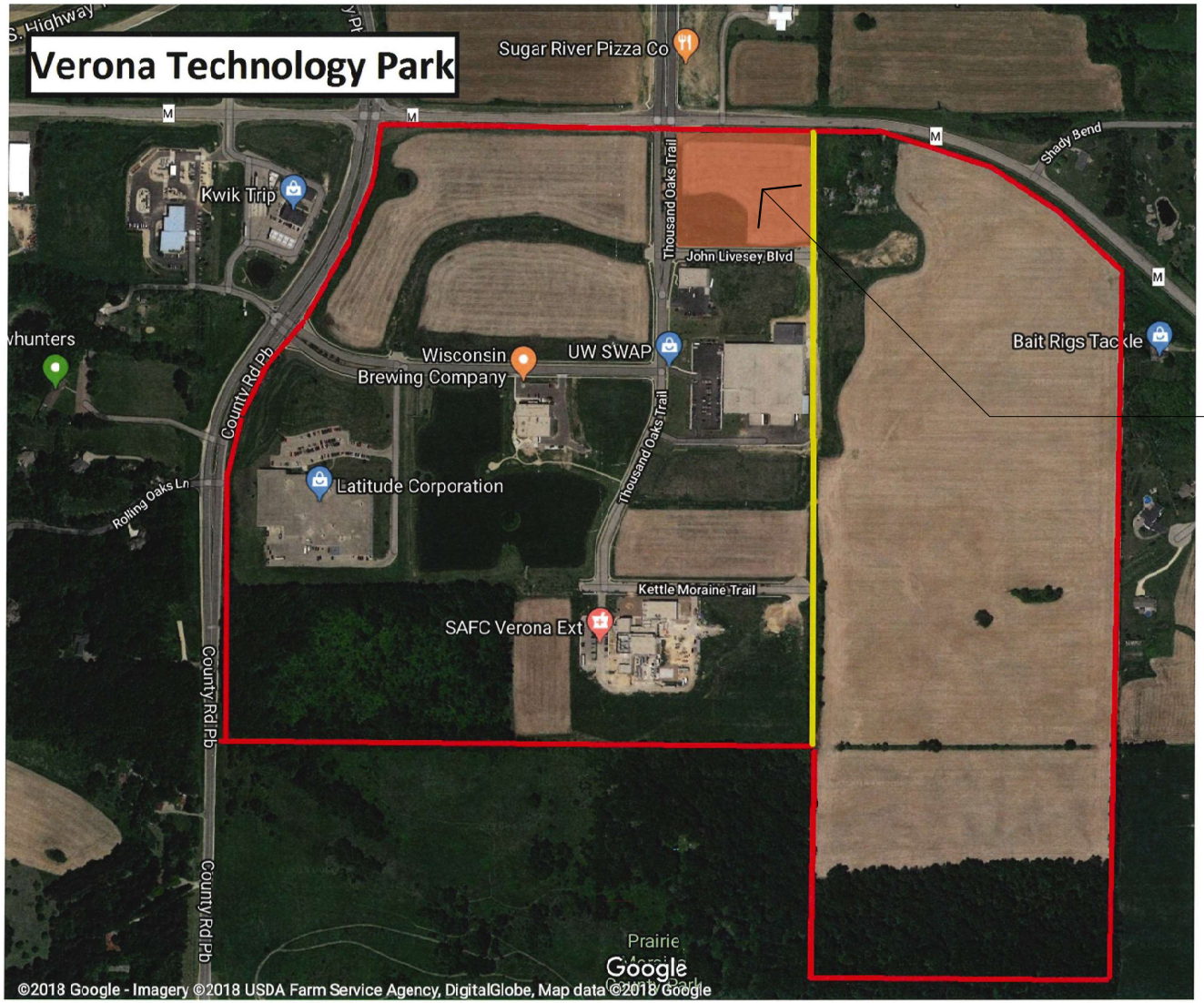

SITE

Verona Technology Park - Overall Aerial

Not to Scale

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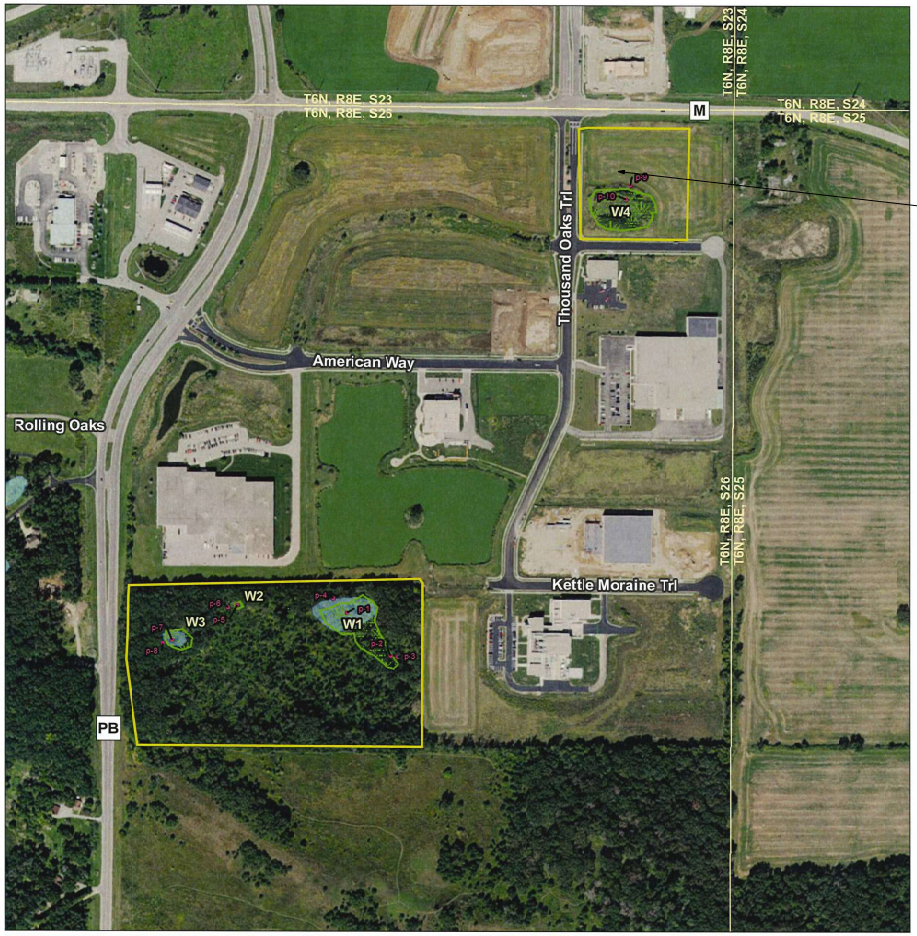
Verona Technology Park, Lots 9& 10, John P. Livesey Blvd., Verona, WI

Verona Technology Park Overall Aerial
3 FEBRUARY 2020
20013



Notes
1. Coordinate System: NAD 1983 StatePlane Wisconsin South IFS 4803 Feet
2. Data Sources Include: WDNR, WDOT, Stantec
3. Orthophotography: NAIP 2015

Disclaimer Stantec assumes no responsibility for data supplied in electronic format. The recipient accepts full responsibility for verifying the accuracy and completeness of the data. The recipient releases Stantec, its officers, employees, consultants and agents, from any and all claims arising in any way from the content or provision of the data.

Legend
- Approximate Project Boundary
- Sample Point
- Field Delineated Wetland
- DNR 24k Hydrography
- Perennial Stream
- Intermittent Stream
- Waterbody

Site Wetland Areas

Figure No. 5 **DRAFT**

Title: Field Collected Data

Client/Project: Livesey Company, Verona Tech Park

Project Location: T6N, R8E, S25; T. of Verona, Dane Co., WI

193704659
Prepared by CP on 2016-06-12
Technical Review by JD on 2016-06-12
Independent Review by XXX on 2016-XX-XX

Stantec

Page 1 of 1

Not to Scale

KSW OFFICE DEVELOPMENT

Verona Technology Park, Lots 9& 10, John P. Livesey Blvd., Verona, WI

Wetland Areas
3 FEBRUARY 2020
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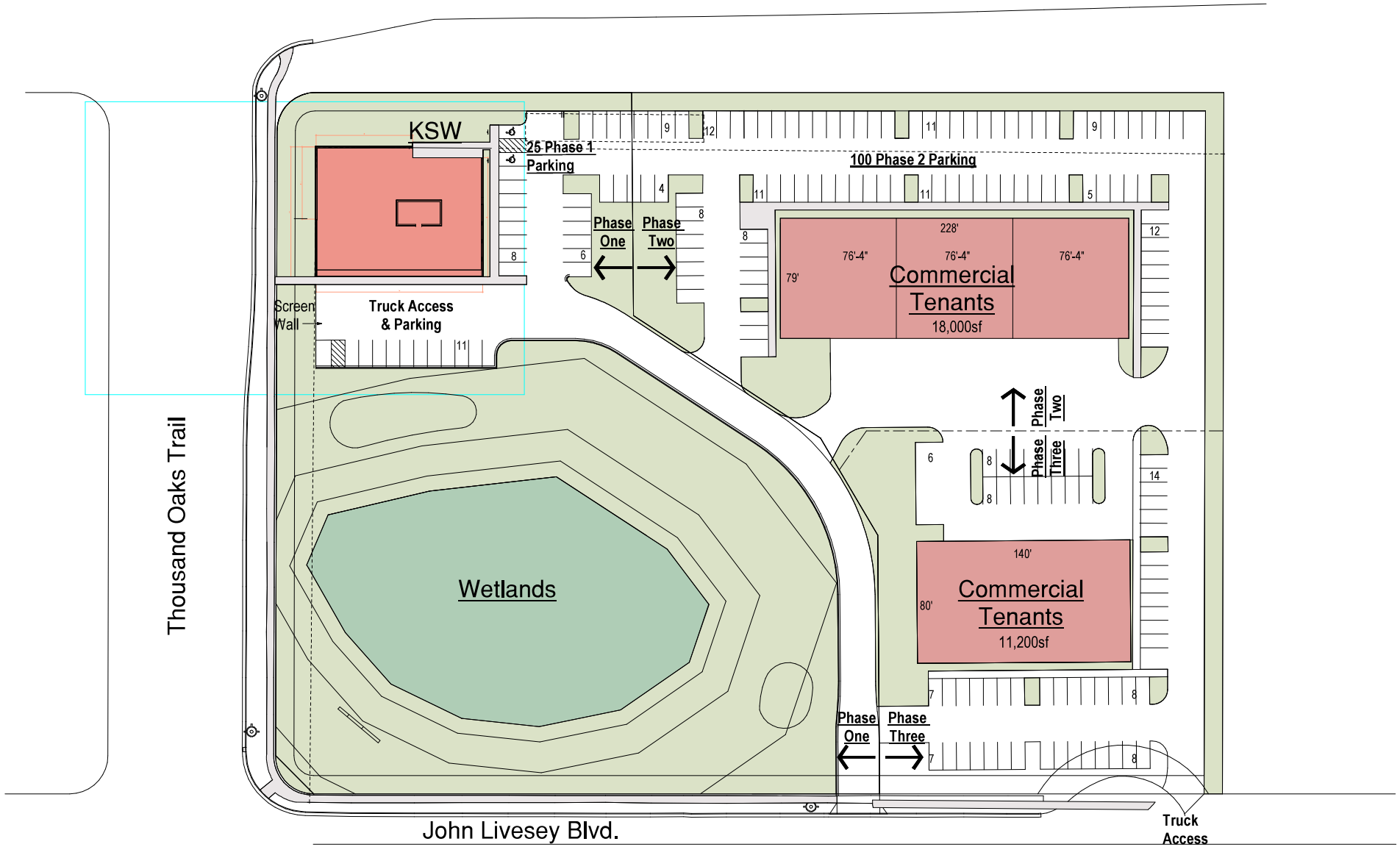

1 SITE PLAN
1" = 30'-0"

0' 2' 4' 8'

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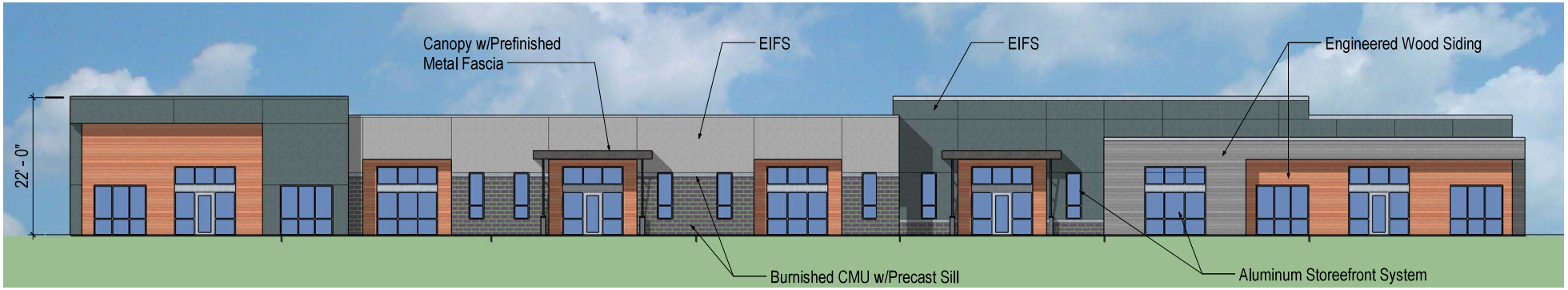
KSW - NEW FLEX BUILDING

Verona Technology Lark, HWY M, Verona, WI

Schematic Site Plan
8 SEPTEMBER 2020
20033

3D View from NW



North Elevation

0' 2' 4' 8'

KSW - NEW FLEX BUILDING

Verona Technology Lark, HWY M, Verona, WI

Elevation
8 SEPTEMBER 2020
20033

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KSW CONSTRUCTION CORPORATION

Memorandum

To: Plan Commission

From: Katherine Holt – Community Development Specialist

Date: October 5, 2020

Re: **Zoning and Sign Code Rewrite**

Houseal Lavigne and Ancel Glink are continuing to make progress rewriting the Zoning and Sign Code and continues to coordinate with Staff. Jackie Wells of Houseal Lavigne will be attending the October 5th Plan Commission meeting to present drafts for two (2) different sections of the Zoning Ordinance. Attached are draft articles as a clean version and as a redline version for each of the two (2) articles. A brief summary is provided below for each article.

The Plan Commissioners are asked to provide feedback as Jackie will be attending to receive input from the Commissioners.

Article 6 – Development Standards

- This article contains overarching standards for all development in each zoning district, which would include parking, landscaping, and screening to name a few.

Article 7 – Sign Standards

- An overhaul of this section was done to be fully compliant with the 2016 Supreme Court decision.
- Graphics were added to the ordinance to help clarify the textual meanings.

HOUSEAL LAVIGNE ASSOCIATES

Memorandum

Date: September 28, 2020

SENT VIA EMAIL

To: Plan Commission
City of Verona

From: Houseal Lavigne Associates
John Houseal, FAICP
Jackie Wells, AICP

Re: **Project Progress Report #2**
Zoning and Sign Code Rewrite

This memorandum provides an update on the status of the City of Verona's Zoning and Sign Ordinance Rewrite project. This memorandum is delivered to the City along with draft Article 6 – General Development Standards, and Article 7 – Sign Standards (Steps 4a-e of the Project Scope of Work). Following is a narrative description of the proposed revisions to the City's development and sign standards.

Proposed Revisions to General Development Standards

Based on previous discussions with staff, elected and appointed officials, as well as the recommendations included in the Diagnostic Memo, the following recommendations are proposed for the City's General Development Standards:

1. Expand off-street parking and traffic circulation standards to include bicycle parking requirements, pedestrian circulation standards, to allow a reduction in required parking for qualifying joint parking facilities, and to require vehicular cross access when appropriate.
2. Revise off-street loading standards to eliminate specific dimensional standards for loading stalls and calculation of required loading spaces and instead leave this to the discretion of the developer as long as adequate space for standing, turning, loading, and unloading is provided in a manner that does not interfere with required off-street parking or vehicular / bicycle / pedestrian circulation areas.
3. Replace existing landscape standards with clarified standards that do not rely on a point system.
4. Enhance screening requirements for trash and recycling receptacles and add new screening requirements for ground and roof mounted mechanical equipment and drive-throughs.
5. Revise the list of permitted fence materials to allow for wood composites, aluminum, vinyl, and PVC fence materials throughout the City and to only allow for chain link, woven wire, and wire mesh fencing in industrial zones.

HOUSEAL LAVIGNE ASSOCIATES, LLC

CHICAGO, IL
188 West Randolph Street, Suite 200
Chicago, Illinois 60601
(312) 372-1008

www.hlplanning.com
info@hlplanning.com

Proposed Revisions to Sign Standards

The City of Verona's sign ordinance was fully revised to eliminate all content specific sign standards in order to comply with the 2016 Supreme Court decision in the Reed vs. The Town of Gilbert case. Where applicable, sign area, height, and location allowances were carried forward. Additionally, General Findings of Fact and Prohibited Content language was included at the direction of the consultant team members from Ancel Glink.

Next Steps

Next, the consultant team will move on to Step 5 of the Scope of Work, Draft Application and Approval Procedures. This fourth project deliverable will include draft Article 2 – Definitions, Article 8 – Planned Unit Development Standards, and Article 9 – Administration and Enforcement Standards. The consultant team will work with City staff to establish a timeline for the delivery, review, and revision of the draft articles. According to the Work Plan and Timeline included in the project proposal, this step is projected to conclude in October 2020.

References to be Updated

Article Six – General Development Standards

6-1 - Off-Street Parking and Traffic Circulation Standards

(a) **Purpose.** The purpose of this Section is to alleviate or prevent congestion of public rights-of-way, to minimize the impacts of stormwater runoff caused by large expanses of paved area, and to promote the safety and general welfare of the public by establishing minimum and maximum requirements for the provision of off-street parking and circulation in accordance with the utilization of various sites.

(b) **Use of Off-Street Parking Areas.** The use of all required off-street parking areas shall be limited to the parking of operable vehicles and bicycles not for lease, rent, or sale, unless otherwise permitted in this Ordinance.

(c) **Maintenance of Off-Street Parking and Traffic Circulation Areas.** All off-street parking and traffic circulation areas shall be maintained in a dust-free condition at all times. In no instance or manner shall any off-street parking or traffic circulation area be used as a storage area, unless otherwise permitted in this Ordinance.

(d) **Off-Street Vehicle Parking and Traffic Circulation Design Standards.**

(1) **Surfacing and Marking.** All off-street vehicle parking and traffic circulation areas (including all residential driveways — except those within the RA District) shall be paved with a hard, all-weather surface, to the satisfaction of the Director of Public Works. Said surfaces intended for six (6) or more vehicle parking stalls shall be marked in a manner that clearly indicates required vehicle parking spaces.

(2) **Curbing.** All off-street vehicle parking areas designed to have head-in vehicle parking within six and one-half (6.5) feet of any lot line or sidewalk shall provide a tire bumper or curb of adequate height and which is properly located to ensure that no part of any vehicle will project beyond the required setbacks of this Chapter (see Sections 13-1-161 and 13-1-162.)

(3) **Access.**

a. Each required off-street vehicle parking space shall open directly upon a lane or driveway designed to provide a safe and efficient means of vehicular access to the parking space without directly backing or maneuvering a vehicle into a public right-of-way, .

b. All off-street vehicle parking and traffic circulation facilities shall be designed with an appropriate means of vehicular access to a street or alley, in a manner that least interferes with traffic movements.

c. No driveway across public property, or requiring a curb cut, shall exceed a width of thirty-five (35) feet for commercial and industrial land uses, or twenty (20) feet for residential land uses.

d. Off-street parking spaces for residential uses may be stacked or in front of one another for the same building unit.

(4) **ADA Accessible Parking Spaces.** Parking for compliance with Americans with Disabilities Act standards shall be provided at a size, number, location, and with signage as specified by State and Federal regulations.

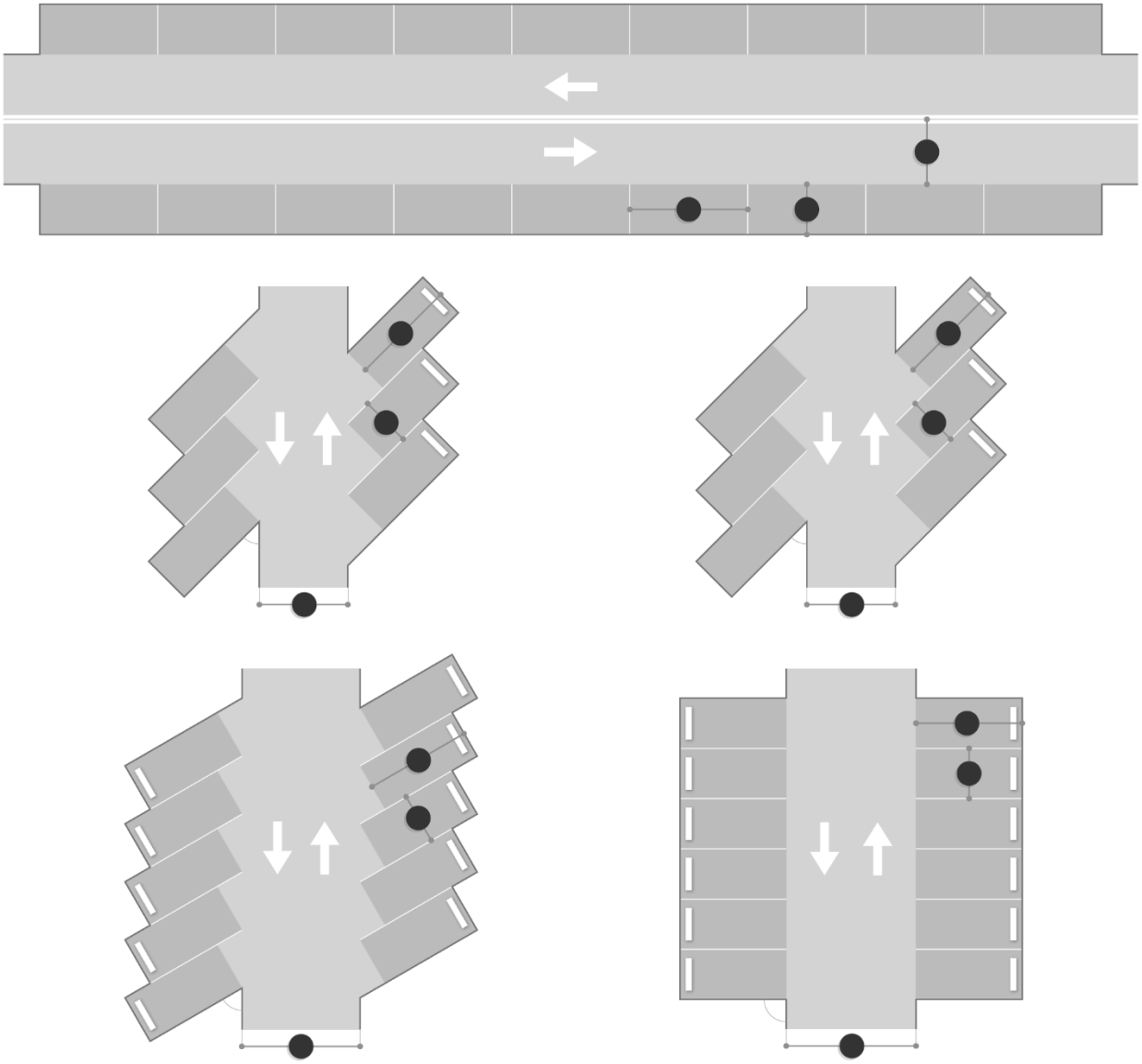
(5) **Snow Storage.** Required off-street parking and traffic circulation areas shall not be used for snow storage.

(6) **Vehicle Parking Space and Maneuvering Lane Design Standards.** Other than ADA accessible parking, every and all provided off-street vehicle parking space and maneuvering aisle shall comply with the minimum requirements of Table 6-1(d)(7). All vehicle parking spaces shall have a minimum vertical clearance of at least (seven) 7 feet. Compact vehicle parking spaces shall not satisfy minimum parking requirements.

Table 6-1(d)(7): Vehicle Parking Space and Maneuvering Lane Design Standards

Minimum Permitted Dimensions		Parking Angle in Degrees			
		0	45	60	90
(SW)	*Stall Width*	9.0'	9.0'	9.0'	9.0'
(SL)	*Stall Length (including 1.5' curb overhang)*	18.5'	18.5'	18.5'	18.5'
(AW1)	*Aisle Width, One-Way*	12.0'	16.0'	16.0'	20.0'
(AW2)	*Aisle Width, Two-Way*	16.0'	20.0'	20.0'	24.0'

EXAMPLE GRAPHIC ONLY



(e) **Off-Street Vehicle Parking Requirements**.

(1) **General Guidelines for Calculating Required Parking Spaces.** Table 6-1(e)(1), below, shall be used to determine the minimum required number of off-street parking spaces that must be provided on the subject property. Required off-street parking spaces shall not be assigned or reserved for specific user groups including but not limited to energy efficient vehicles, expectant mothers, carry-out customers, or rideshare services providers. Requirements are generally tied to the capacity of the use including residents and students; the gross floor area of the use; the number of employees; the number of service bays, occupiable rooms, or dwelling units; or the number of seats.

a. "Resident" and "Student" means the maximum number of persons that may be accommodated by the use as determined by its design or by State Building Code regulations, whichever number is greater.

b. "GFA" means the gross floor area of the primary building.

c. "Employee " means the maximum number of employees working at the facility during the largest single shift in a given day, regardless of the time period during which this occurs, and regardless of whether any such person is a full-time employee.

d. "Service Bay", "Occupiable Rooms", and "Dwelling Unit" means the number of each as defined in Article 2 of this Ordinance.

e. "Seats" means the number of seats in the main auditorium or place of assembly.

Table 6-1(e)(1): Off-Street Vehicle Parking Requirements

Use	Number of Off-Street Vehicle Parking Spaces	
	Minimum	Maximum
Agricultural Uses		
Community Garden	0	n/a
Solar Energy Collection, Farm	0	n/a
Urban Agriculture, Indoor, less than 10,000 sqft		
Urban Agriculture, Indoor, more than 10,000 sqft	1 / 1,500 sqft GFA	1 / 1,000 sqft GFA
Urban Agriculture, Outdoor	0	n/a
Residential Uses		
Apartment / Condominium, Above Ground Floor as a Part of Mixed-Use		
Apartment / Condominium, Building		
Apartment / Condominium, Complex	1.5 / Dwelling Unit	3 / Dwelling Unit
Cluster Mailbox	n/a	
Community Living, 1-8 Persons		
Community Living, 9-15 Persons		
Community Living, 16+ Persons	1 / 6 Residents and 1 / Employee	2 / 6 Residents and 1 / Employee
Duplex / Townhome, less than or equal to 4 units		
Duplex / Townhome, more than 4 units	1.5 / Dwelling Unit	3 / Dwelling Unit
Senior Housing, Dependent	1 / 6 Residents and 1 / Employee	2 / 6 Residents and 1 / Employee
Senior Housing, Independent	1 / 3 Residents and 1 / Employee	1 / Resident and 1 / Employee
Single-Family, Detached	2 / Dwelling Unit	n/a
Institutional Uses		
College / University	1 / 2 Students and 1 / Employee	1 / Student and 1 / Employee

Table 6-1(e)(1): Off-Street Vehicle Parking Requirements		
	Number of Off-Street Vehicle Parking Spaces	
Use	Minimum	Maximum
Government Uses, Indoor	1 / 300 GFA	As Determined by Plan Commission
Government Uses, Outdoor		
Outdoor Public Recreation, Active	As Determined by Plan Commission	
Outdoor Public Recreation, Passive		
Place of Worship	1 / 3 People at Maximum Capacity	1 / 1.5 People at Maximum Capacity
Public Service and Utilities	1 / Employee and 1 / Company Vehicle Stored on Premises	As Determined by Plan Commission
School, Elementary and Middle	1 / Employee	1 / Employee and 1 / 2 Seats in Auditorium
School, High	1 / Employee and 0.5 / Students	1 / Employee and 1 / Student
Vocational / Employment Training		
Retail Uses		
Adult Uses	1 / 300 GFA	1 / 150 GFA
General Retail, less than 10,000 sqft		
General Retail, 10,000 - 49,999 sqft		
General Retail, more than 50,000 sqft		
Pawn Shop		
Thrift Store		
Service Uses		
Acute Care Center	1 / 300 GFA	1 / 100 GFA
Commercial Animal Boarding		
Corporate Campus		
Day Spa		
General Service, less than 10,000 sqft		
General Service, more than 10,000 sqft		
Group Day Care Center, 9+ persons		
Hospital		
Massage Parlor		
Medical / Dental Office		
Personal Storage Facility	1 / 1,500 GFA	1 / 1,000 GFA
Professional Office	1 / 300 GFA	1 / 100 GFA
Tattoo Parlor		
Veterinary Clinic / Animal Hospital		
Eating and Drinking Uses		
Brewery / Winery / Distillery, Tasting Room / Event Space	3 / 250 GFA	5 / 250 GFA
Coffee / Tea Shop	2 / 250 GFA	
Microbrewery	3 / 250 GFA	
Restaurant, Delivery / Carry Out Only	2 / 250 GFA	

Table 6-1(e)(1): Off-Street Vehicle Parking Requirements		
	Number of Off-Street Vehicle Parking Spaces	
Use	Minimum	Maximum
Restaurant, Fast Casual	3 / 250 GFA	
Restaurant, Sit Down		
Entertainment Uses		
Archery / Gun Range, Indoor	1 / 3 People at Maximum Capacity	1 / 1.5 People at Maximum Capacity
Fitness Facility / Entertainment Facility, Indoor, less than 10,000 sqft		
Fitness Facility / Entertainment Facility, Indoor, 10,000 - 49,999 sqft		
Fitness Facility / Entertainment Facility, Indoor, more than 50,000 sqft		
Fitness Facility / Entertainment Facility, Outdoor		
Lodging Uses		
Bed and Breakfast	1 / Occupiable Room	1.5 / Occupiable Room
Hotel		
Vehicle Related Uses		
Autobody Repair	1 / 300 GFA and 1 / Service Bay	1 / 100 GFA and 1 / Service Bay
Car Wash	1 / 300 GFA	1 / 100 GFA
Fuel Sales		
Service Station	1 / 300 GFA and 1 / Service Bay	1 / 100 GFA and 1 / Service Bay
Vehicle Sales and Rental	1 / 600 GFA	1 / 300 GFA
Industrial Uses		
Artisan Manufacturing	1 / 1,500 GFA	1 / 1,000 GFA
Brewery / Winery / Distillery		
Communication Tower		
Composting Operation		
Distribution Center		
Light Industrial		
Storage or Wholesaling		

(2) **CC District Off-Street Parking Exception.** Within the Central Commercial (CC) District, the parking requirements of this Chapter are hereby waived for all non-residential uses.

(3) **Joint Vehicular Parking Facilities**.

a. The applicant(s) for approval of a joint vehicle parking facility shall demonstrate to the Zoning Administrator's satisfaction that there is not a substantial conflict in the demand for vehicle parking during the principal operating hours of the two (2) or more uses that the joint vehicle parking facility is proposed to serve.

b. Vehicular parking facilities which have been approved by the Zoning Administrator to provide required vehicle parking for one (1) or more uses, shall provide a number of vehicle parking spaces which accommodates the parking demand for all uses during any overlapping period of time in the principle operating hours of each use.

c. Each vehicle parking space designed to serve as joint vehicle parking shall not be located farther than five hundred (500) feet from the access to all of the various areas it is designated to serve.

d. A legally binding instrument, approved by the City Administrator, shall be executed by any and all parties to be served by said joint vehicle parking facility. This instrument shall be recorded with the Register of Deeds Office and filed with the City Clerk. A fee shall be required to file this instrument [see Section 13-1-376(a)].

e. Adjacent lots that are subject to a joint vehicle parking agreement shall be interconnected by the provision of cross-access easement for vehicular passage.

(4) **Locational Prohibitions for Off-Street Vehicle parking Areas.**

a. Off-street vehicle parking shall not be located in any area where parking is prohibited in Title 5 of the Verona Code of Ordinances.

b. Off-street vehicle parking shall not be located between the principal structure on a residential lot and a street right-of-way, except within residential driveways and vehicle parking lots designated on the approved site plan (see Section 13-1-366).

c. No private vehicle parking shall occur on street terraces, driveways, or any other areas located within a public right-of-way not explicitly designated by the Director of Public Works.

(5) **Vehicular Cross-Access**. To facilitate vehicular access between adjoining developments, encourage shared vehicle parking, and minimize access points along streets, new apartment/condominium, nonresidential, and mixed-use development or redevelopment shall comply with the following standards:

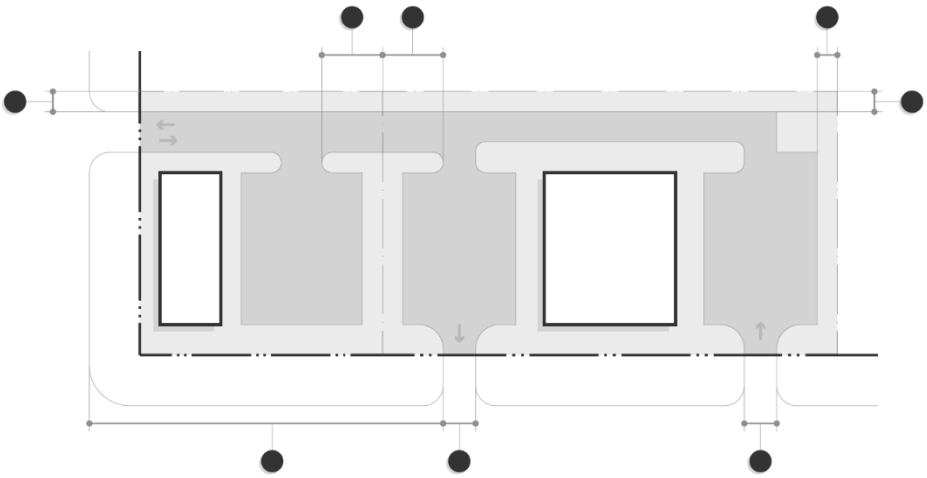
a. Internal vehicular circulation systems shall be designed to allow for vehicular cross-access between the development's vehicle parking facilities and vehicle parking facilities in an adjoining apartment/condominium, nonresidential, or mixed-use development, or to the boundary of adjoining vacant land zoned to allow apartment/condominium, nonresidential, or mixed-use development.

b. Required vehicular cross access between the adjoining lots shall be provided through the use of a frontage or service street (if the lots front on a major thoroughfare right-of-way), a single two-way maneuvering lane, or two one-way maneuvering lanes that are sufficiently wide to accommodate traffic by automobiles, service vehicles, loading vehicles, and emergency vehicles.

c. The Zoning Administrator may waive or modify the requirement for vehicular cross access on determining that such cross access is impractical or undesirable because it would require crossing a significant physical barrier or environmentally sensitive area, would create unsafe conditions, or there exists an inability to connect to adjacent property.

d. Easements allowing cross access to and from properties served by a vehicular cross-access, along with agreements defining maintenance responsibilities of property owners, shall be recorded with the Register of Deeds for the county in which the properties are located before issuance of a Building Permit for the development.

EXAMPLE GRAPHIC ONLY



(6) **Pedestrian Circulation Standards**.

a. Off-street vehicle parking and traffic circulation areas shall include pedestrian circulation systems to ensure the safety of pedestrians, bicyclists, and motorists.

b. The on-site pedestrian circulation system shall be marked and must connect all buildings on the site to one another and provide connections to the required vehicle and bicycle parking spaces.

c. The on-site pedestrian circulation system must connect building entrances to adjacent public rights-of-way along direct routes that do not require significant out-of-direction travel.

d. The on-site pedestrian circulation system shall provide at least one (1) connection to adjacent properties along a shared street frontage. Connections must provide access to existing walkways on adjacent properties, or to the likely future location of walkways on those properties. The Zoning Administrator may waive this requirement upon determining that no walkway exists, a future walkway is unlikely to exist, or such connection would create a safety hazard.

[Insert Pedestrian Circulation Standards Graphic]

(f) **Off-Street Bicycle Parking Design Standards.**

(1) **Location**.

a. Required bicycle parking shall be provided on the same lot as the use for which it is intended to serve.

b. Bicycle parking shall be sited within fifty (50) feet of a building's main entrance. If provided indoors, bicycle parking shall be located within a common area designated for secure bicycle storage

c. Bicycle racks shall be adequately lit and located such that they are highly visible from the street and/or building entrance(s) from where bicyclists approach.

d. Bicycle parking adjacent to a pedestrian walkway shall be sited to ensure that a minimum five (5) foot walkway clearance is maintained.

e. The location of bicycle parking shall not conflict with pedestrian and/or vehicle circulation.

(2) **Design Criteria.**

a. Bicycle facilities shall be constructed of sturdy, tamper-proof materials such as welded steel. Rack design may be varied to complement the architecture of the primary structure, provided it meets all design criteria.

b. Bicycle racks shall be installed on a hard surface area. The hard surface surrounding each bicycle rack shall measure at least six (6) feet by six (6) feet in size.

c. Each bicycle rack shall provide parking for at least two (2) bicycles.

d. Racks shall allow for the bicycle frame and at least one wheel to be locked to the racks.

e. The bicycle rack shall allow for the use of a cable as well as a U-shaped lock.

f. The installation of bicycle parking facilities shall conform to the manufacturer requirements.

(3) **Dimensional Standards**.

a. Each bicycle parking space shall be a minimum of six (6) feet in length with the exception of vertical or wall mounted bicycle parking spaces.

b. Bicycle racks shall be located at least three (3) feet in all directions from any obstruction, including but not limited to other bicycle racks, walls, doors, posts, columns, or landscaping.

c. A minimum vertical clearance of seven (7) feet shall be maintained above all bicycle parking facilities.

[Insert Bicycle Parking Dimensional Standards Graphic]

(g) **Off-Street Bicycle Parking Requirements.**

(1) **Exemption**. The bicycle parking requirements of this Section shall apply to all uses other than the following:

a. All vehicle related uses as listed in Table 4-5(j);

b. Single-family detached uses;

c. Duplex/townhome uses.

(2) When the required amount of bicycle parking is two (2) spaces or less, the use shall provide a minimum of two (2) spaces in a bicycle parking facility.

(3) Unless otherwise specified herein, the number of required bicycle parking spaces shall be equal to five (5) percent of required vehicle parking spaces, up to ten (10) spaces. Additional demand for bicycle parking shall be monitored and provided as necessary.

6-2 - Off-Street Loading Standards

(a) **Purpose.** The purpose of this Section is to prevent congestion of public rights-of-way and private lots to promote the safety and general welfare of the public by establishing minimum requirements for the provision of loading facilities on various sites.

(b) **Applicability.** Any use which has a gross floor area of 6,000 square feet or more, and which requires deliveries or makes shipments, shall provide off-street loading facilities in accordance with the regulations of this Section.

(c) **Location.** All loading berths shall be located twenty-five (25) feet or more from the intersection of two (2) street right-of-way lines. Loading berths shall not be located within any required front yard or corner yard setback area and shall be oriented away from the primary road. Access to the loading berth shall be located in conformance with Section 13-1-281. All loading areas shall be located on the private lot and shall not be located within, or so as to interfere with, any public right-of-way, off-street parking area, or pedestrian circulation area.

(d) **Size of Loading Area.** Adequate space for standing, turning, loading, and unloading services shall be provided in a manner that does not interfere with required off-street parking areas, pedestrian circulation areas, and with the public use of streets or alleys.

(e) **Access to Loading Area.** Each loading berth shall be located to facilitate access to a public street or alley and shall not interfere with other vehicular or pedestrian traffic per Section 13-1-283, and shall not interfere with the function of parking areas. In no instance shall loading areas rely on backing movements into public rights-of-way. Users of shared loading areas are encouraged to coordinate loading activities to minimize off-site impacts.

(f) **Surfacing and Marking.** All required loading areas shall be paved and maintained in a dust-free condition at all times. Said surface shall be marked in a manner that clearly indicates required loading areas.

(g) **Use of Required Loading Areas.** The use of all required loading areas shall be limited to the loading and unloading of vehicles. Said area shall not be used to provide minimum required parking spaces.

(h) **Lighting.** All loading areas shall be lit in a manner that complies with the standards of Section 13-1-286.

(i) **Required Loading Spaces.** The number of required loading spaces shall be determined by the developer and shall provide for adequate space for standing, turning, loading, and unloading services. These spaces shall be provided in a manner that does not interfere with required off-street parking areas, pedestrian circulation areas, and with the public use of streets or alleys.

6-3 - Landscape Standards

Landscape improvements required by this Section shall apply to all non-single-family development and consist of living plants in a combination of trees, shrubs, native grasses and/or groundcover. Unless otherwise stated in this Section, all size specifications for plant materials shall be based upon the time of planting. When caliper is specified for tree planting, the caliper of the tree trunk shall be measured at six (6) inches above the soil level. Any plant materials used to meet the requirements of this section shall not include any plant material identified as a Regulated Invasive Plant by the Wisconsin Department of Natural Resources pursuant to Wisconsin Administrative Code NR 40.

(a) **Planting Types.**

(1) **Canopy Trees**: A woody plant (deciduous or evergreen) having not less than a two and one-half (2.5) inch caliper with single central axis which typically reaches a mature height of not less than forty (40) feet and a mature spread of not less than fifteen (15) feet.

(2) **Understory Trees**: A woody plant having not less than a one and one-half (1.5) inch caliper, or six (6) feet tall for multiple stem species, that normally attains a mature height of at least fifteen (15) feet.

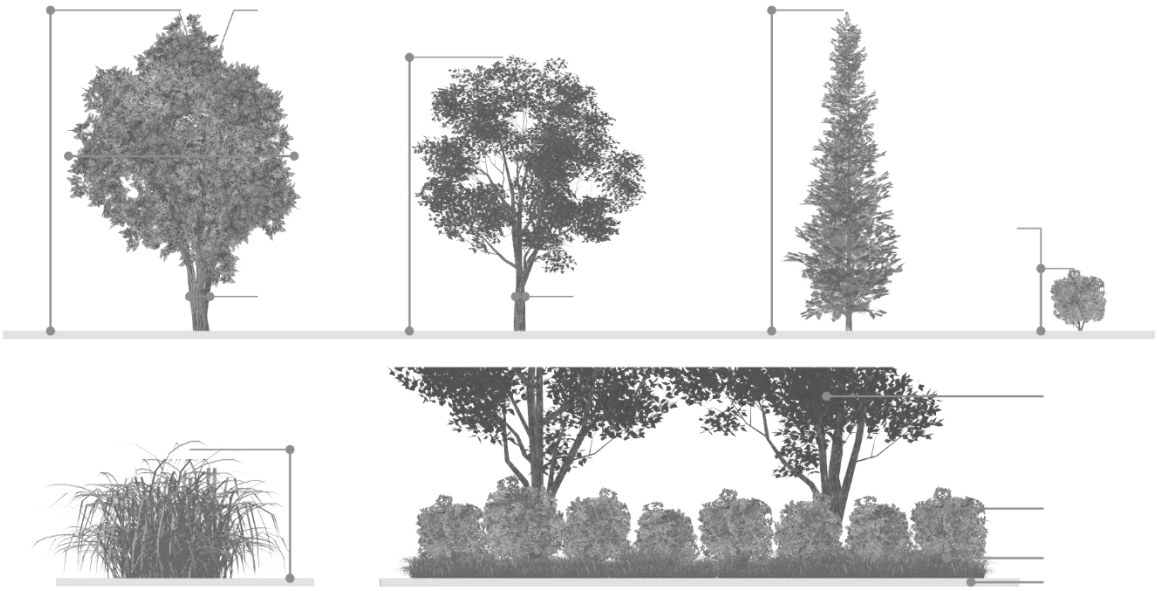
(3) **Evergreen Trees**: A tree having foliage that persists and remains green throughout the year and has a height of not less than six (6) feet at installation and maturing to a height of not less than twenty (20) feet.

(4) **Shrub**: A woody plant (deciduous or evergreen) of low to medium height characterized by multiple stems continuous from its base and having a height of not less than two (2) feet.

(5) **Native Grasses**: Grasses and flowering broad leaf plants that are native to, or adapted to, the State of Wisconsin, and that are commonly found in meadow and prairie plant communities, not including noxious weeds.

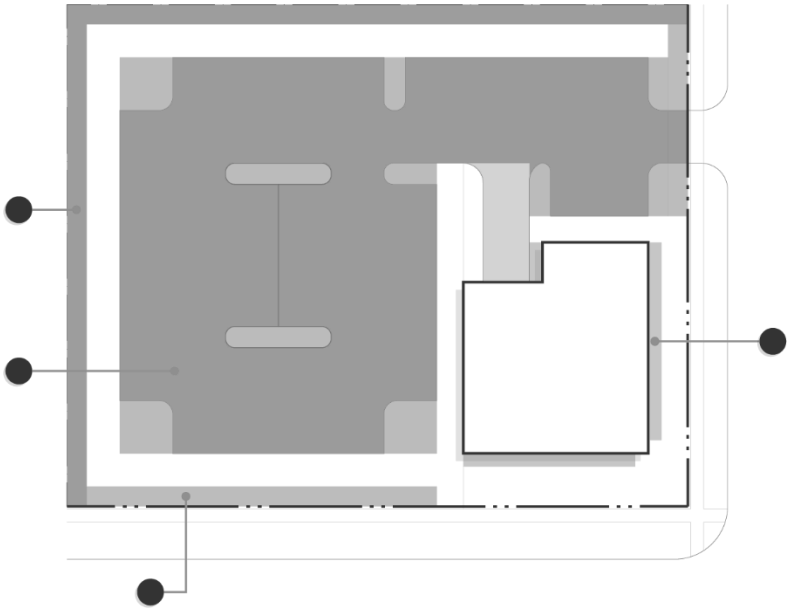
(6) **Groundcover**: Herbaceous plants, other than turf grass, or prostrate shrubs normally reaching an average maximum height of eighteen (18) inches at maturity.

EXAMPLE GRAPHIC ONLY



(b) **Required Landscape Areas**. The following graphic illustrates the location of the landscape requirements detailed in this section.

EXAMPLE GRAPHIC ONLY



(1) **Parking Lot Perimeter Area**. Trees and landscape required by this section shall be in addition to trees and landscape required under other sections of this ordinance. It is the objective of this section to provide screening between parking areas and right-of-way, and to provide for the integration of stormwater management with required landscaping.

a. **Location**. All surface parking lots which abut a public or private right-of-way, excluding alleys, shall include landscape and trees as required by this section located between the parking lot back of curb and the right-of-way.

b. **Applicability**. The parking lot perimeter landscape regulations of this section apply to the following:

1. The construction or installation of any new surface parking lot or vehicular use area; and
2. The expansion of any existing surface parking lot or vehicular use area, in which case the requirements of this section apply only to the expanded area.

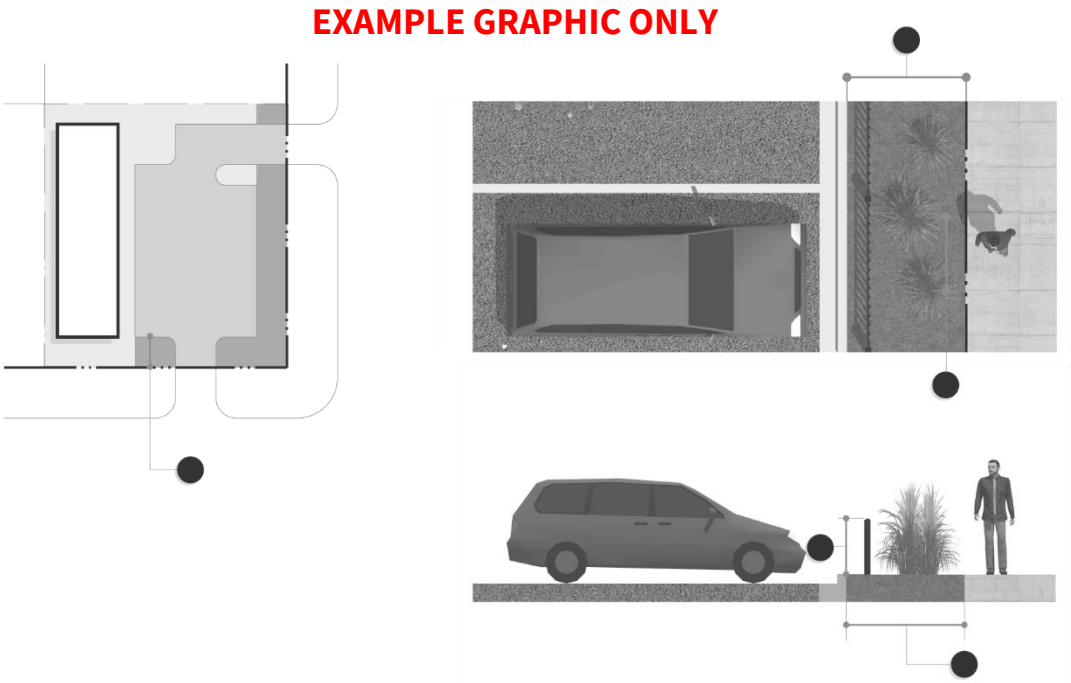
c. **Requirements**. Perimeter landscape shall be established along the edge of the parking lot with a minimum width of seven (7) feet as measured from the parking lot back of curb, to accommodate vehicle bumper overhang and ensure planting areas that are adequate in size.

1. The landscape treatment shall run the full length of the parking lot and shall be located between the property line and the edge of the parking lot. Landscaped areas outside of shrub / native grasses and tree masses shall be planted in live groundcover. The landscaped area shall be improved as follows:

(a) One (1) shrub or native grasses the height of which shall not be less than three (3) feet nor greater than five (5) feet, shall be planted for every three (3) feet of landscape area length, spaced to adequately screen vehicle bumpers.

d. A low masonry wall or fence the height of which provides effective screening to a maximum height of three (3) feet may be used in conjunction with required landscaping as detailed in Section ## above. Plant materials shall be installed between the sidewalk and the fence or wall to provide a softening effect.

EXAMPLE GRAPHIC ONLY



(2) **Parking Lot Interior Area**. All parking lots shall include landscape and trees located within the parking area as required by this section. Trees and landscape required by this section shall be in addition to trees and landscape required under other sections of this ordinance. It is the objective of this section to provide shade within parking areas, break up large expanses of parking lot pavement, support stormwater management where appropriate, and provide a safe pedestrian environment.

a. **Applicability**. The parking lot interior landscape regulations of this section apply to the following:
   1. The construction or installation of any new surface parking lot containing fifteen (15) or more parking stalls; and
   2. The expansion of any existing surface parking lot if the expansion would result in fifteen (15) or more new parking stalls, in which case the requirements of this section apply only to the expanded area.

b. **Requirements**. For parking lots consisting of fifteen (15) or more spaces, interior parking lot landscape shall be required. For parking lots consisting of fewer than fifteen (15) spaces, all rows of parking shall be terminated by a parking lot island.

c. **Amount**. Required parking lot interior landscape area shall be provided in the form of islands and medians.
   1. **Parking Lot Median Amount Requirement.** Parking lot medians shall be placed between every third bay of parking.
   2. **Parking Lot Island Amount Requirement.** Parking lot islands shall be located on parking bays which are not required to have parking lot medians. Parking lot islands shall be spaced not more than one-hundred thirty-five (135) feet or more than fifteen (15) continuous spaces apart, and at the end of any bay of parking bordered by a drive aisle, public or private street, or pedestrian way.

d. **Parking Lot Median Standards**.
   1. **Size**. Parking lot medians shall have a minimum width of nine (9) feet and minimum soil depth of thirty-six (36) inches.
   2. **Planting**. A minimum of one (1) canopy tree and fifteen (15) shrubs or native grasses shall be planted for each fifty (50) linear feet of parking lot median.
   3. **Design**. Parking lot medians shall be protected with concrete curbing, wheel stops, or other suitable barriers. Such medians shall be properly drained or irrigated as appropriate to the site conditions to ensure survivability of plant materials and proper stormwater management function.

[Insert Parking Lot Median Standards Graphic]

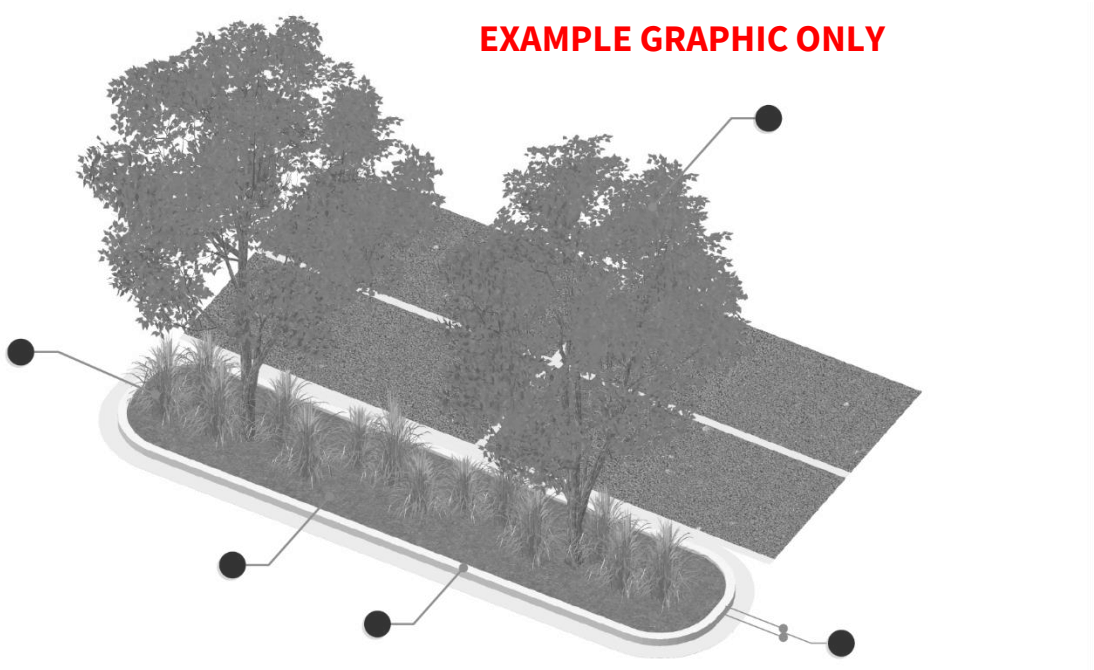
Parking Lot Island Standards.

4. **Size**. Parking lot islands shall be a minimum nine (9) feet wide by eighteen (18) feet long and shall have a minimum soil depth of thirty-six (36) inches. Double rows of parking shall provide parking lot islands opposite one another to form continuous single islands.
5. **Planting**. A minimum of one (1) canopy tree shall be provided for every parking lot island. If the island extends the width of a double bay, then two (2) canopy trees shall be provided.
6. **Design**. Parking lot islands shall be protected with concrete curbing or other suitable barriers. Such islands shall be properly drained or irrigated as appropriate to the site conditions to ensure survivability of plant materials or proper stormwater management function.

e. **Internal Pedestrian Walkways**. Internal pedestrian walkways, as required by Section ##, shall be located along parking lot medians. The Zoning Administrator may waive or modify this requirement on determining that locating internal pedestrian walkways along parking lot medians is impractical due to site conditions or undesirable because it would create unsafe conditions.

f. **Type of Landscape Material**. Except where areas are designed as vegetated stormwater management areas, canopy trees shall be the primary plant materials used in parking lot islands and canopy trees and shrubs or native grasses shall be the primary plant materials used in parking lot medians. Understory trees, evergreen trees, shrubs, native grasses, groundcover, and other plant materials may be used to supplement the required plantings but shall not create visibility concerns for automobiles and pedestrians. If medians or islands are designed as stormwater management areas, deviations from required plantings may be approved by the Zoning Administrator.

g. **Groundcover**. A minimum of seventy-five (75) percent of the surface area of every parking lot island and median shall be planted with living groundcover.



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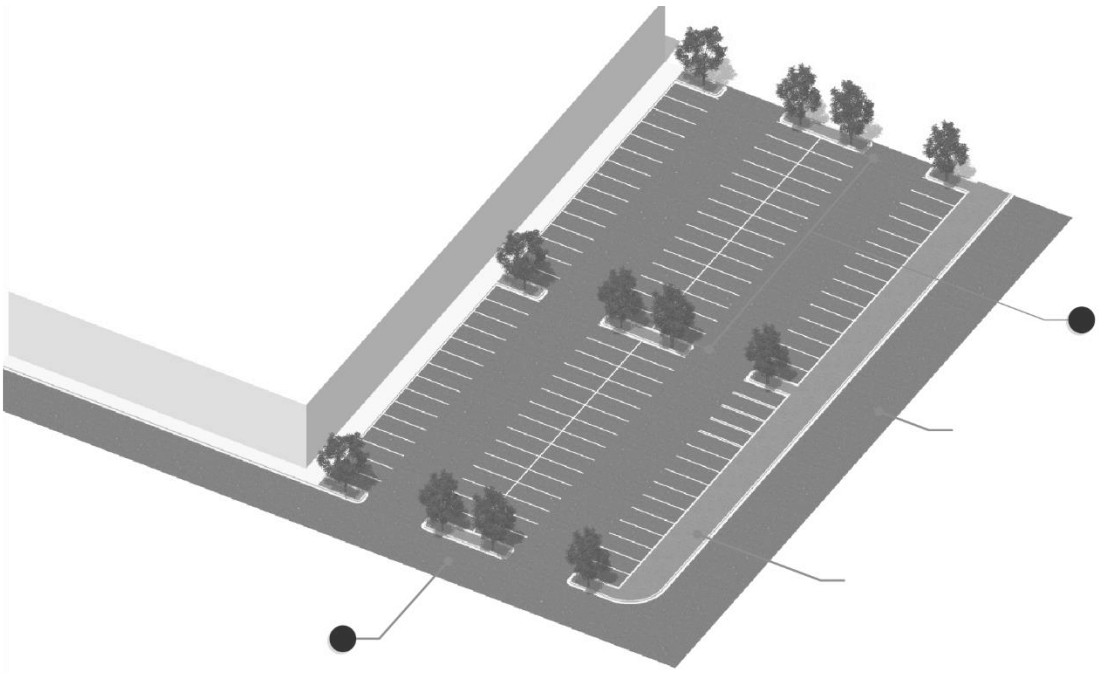
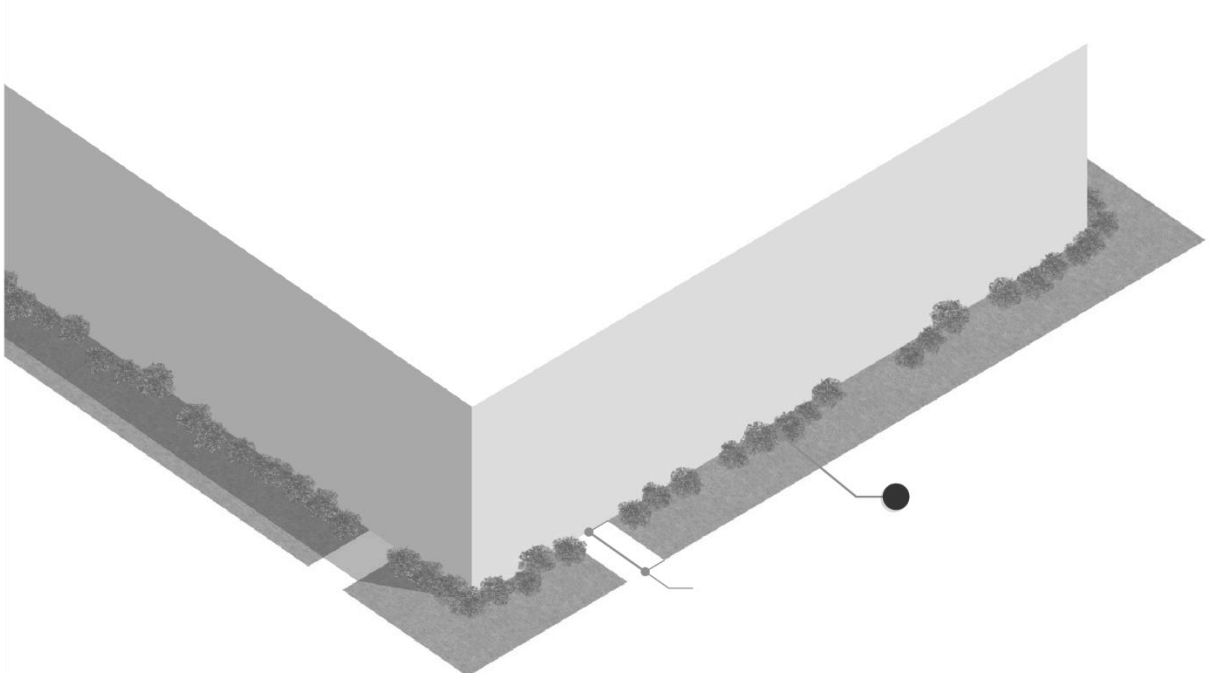


(3) **Building Foundation Area**. All non-single family development, with the exception of non-single family development in the CC District built with a zero (0) foot front yard setback, shall include landscape located at the building foundation as required by this section. Landscape required by this section shall be in addition to landscape required under other sections of this ordinance. It is the objective of this section to provide a softening effect at the base of buildings.

a. A non-single family development is required to maintain a building foundation area at front and exterior side yards of seven (7) feet at a minimum.
b. Foundation plantings shall be designed to supplement buffer yard plantings to frame important views, while visually softening long expanses of walls.
c. Foundation plantings shall be installed across eighty (80) percent of the length of the façade of the building, except where walkways and driveways are located.
d. Foundation plantings may include trees, shrubs, native grasses, and groundcover.
e. Where the area between the building and parking lot or street curb is entirely paved for pedestrian use, landscaping may consist of canopy trees planted in structural soils beneath tree grates or permeable pavement, at the rate of one (1) tree per fifty (50) linear feet of building facade. Minimum structural soil volume shall be six-hundred (600) cubic feet.
f. Above-ground stormwater planter boxes along building facades may be substituted for foundation plantings.

EXAMPLE GRAPHIC ONLY



(4) **Transition Area**. Transition area landscape shall be required along interior property lines of all multiunit residential, non-residential, or mixed-use development. It is not expected that the transition area will totally screen such uses but rather will minimize land use conflicts and enhance aesthetics. Landscape required by this section shall be in addition to landscape required under other sections of this ordinance.

a. **Applicability**. Transition area landscaping is required as follows;

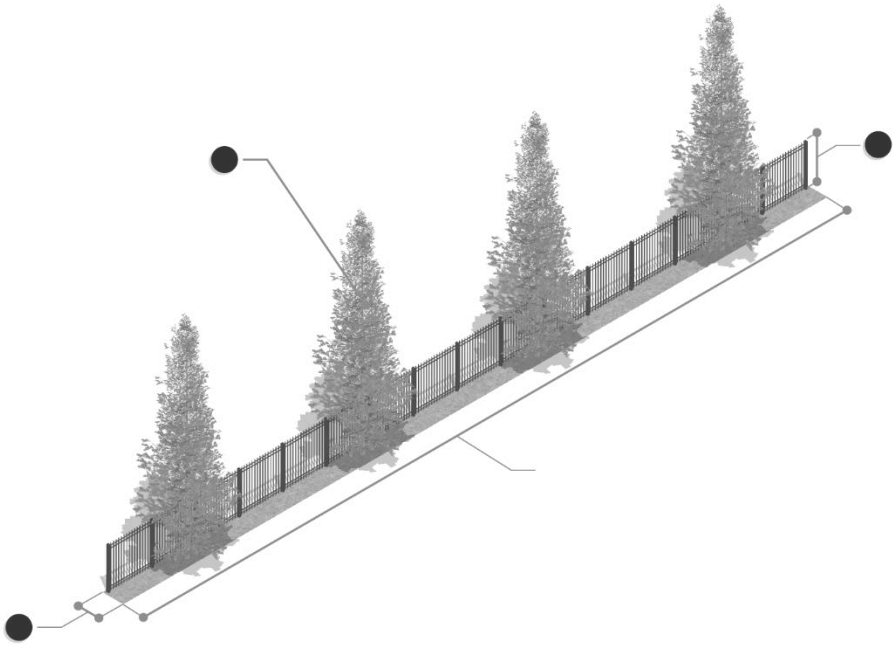
1. The construction or installation of any new primary building or primary use; and
2. The expansion of any existing primary building or primary use that results in an increase in gross floor area by more than five (5) percent or one thousand (1,000) square feet, whichever is greater. In the case of expansions that trigger compliance with transition area requirements, transition area landscaping is required only in proportion to the degree of expansion. The Zoning Administrator is authorized to allow the transition area to be established adjacent to the area of expansion or to disperse transition area landscaping along the entire site transition area.
3. Primary buildings or uses in the CC District shall be required to install transition area landscape in rear yards only.

b. **Transition Area Types.** Four (4) transition area types are established in recognition of the different contexts that may exist, as shown in Table 6-3(b)(4)(b). Transition areas may include a combination of elements including setback distances for separation, planting types, solid fencing, green walls, vegetated stormwater management areas, living groundcover, or turf.

Table 6-3(b)(4)(b): Transition Area Types

	Specification	Type A	Type B	Type C	Type D
1	Min. Yard Width (1)	5 ft.	10 ft.	15 ft.	20 ft.
2	Min. Fence / Wall Height (2)	optional	optional	6 ft.	6 ft.
	Min. Number of Landscape Elements (per 100 lineal feet)				
3	Understory	optional	3	4	5
4	Canopy / Evergreen	4	3	4	5
5	Shrubs / Native Grasses	optional	15	25	35
(1) Required yard setbacks may be utilized for transition area landscape.					
(2) Fence or wall requirements may be satisfied by a solid evergreen or arborvitae hedge with a maximum height of six (6) feet, as approved by the Zoning Administrator.					

EXAMPLE GRAPHIC ONLY



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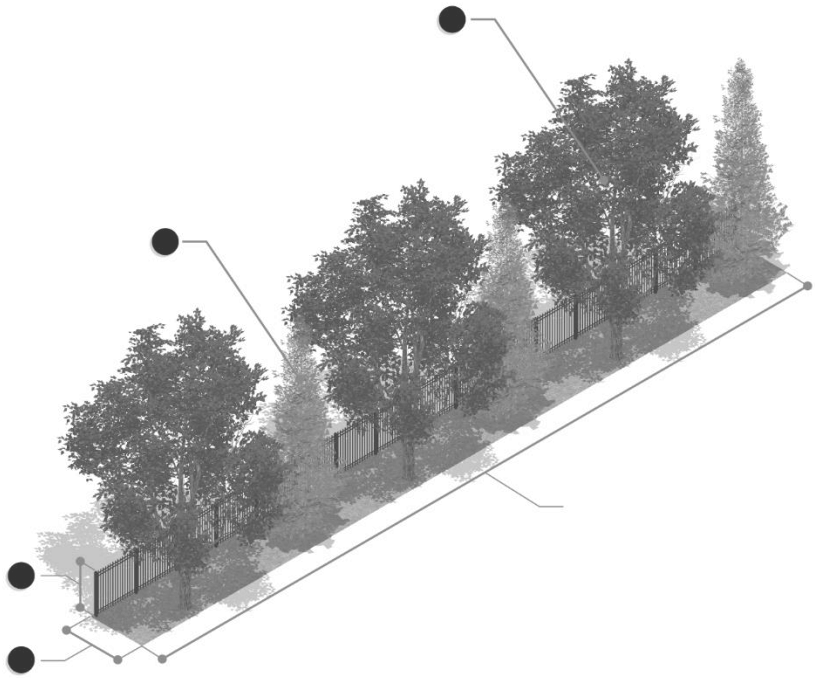

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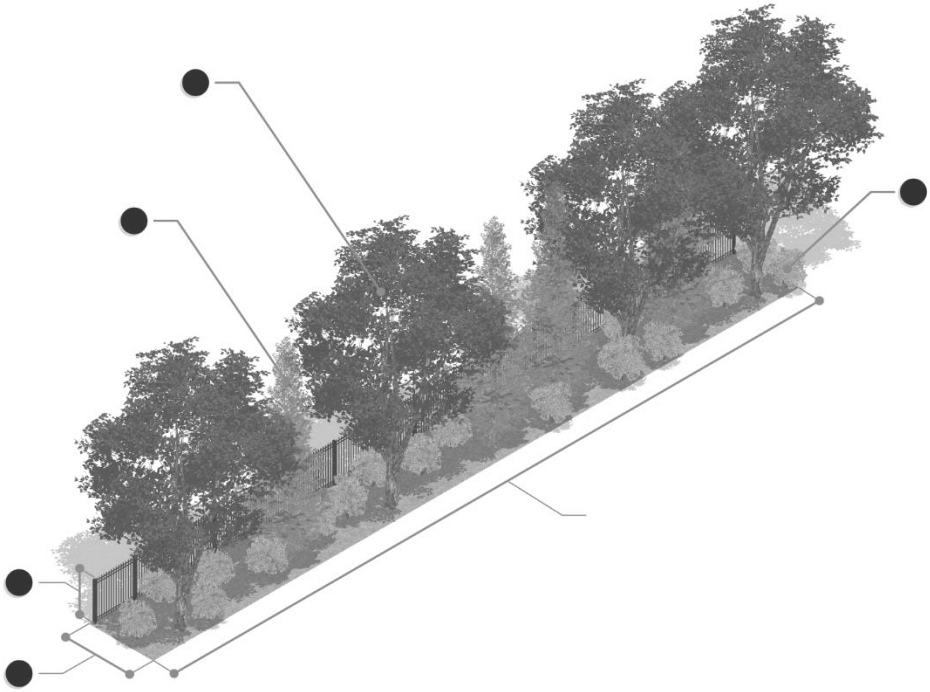

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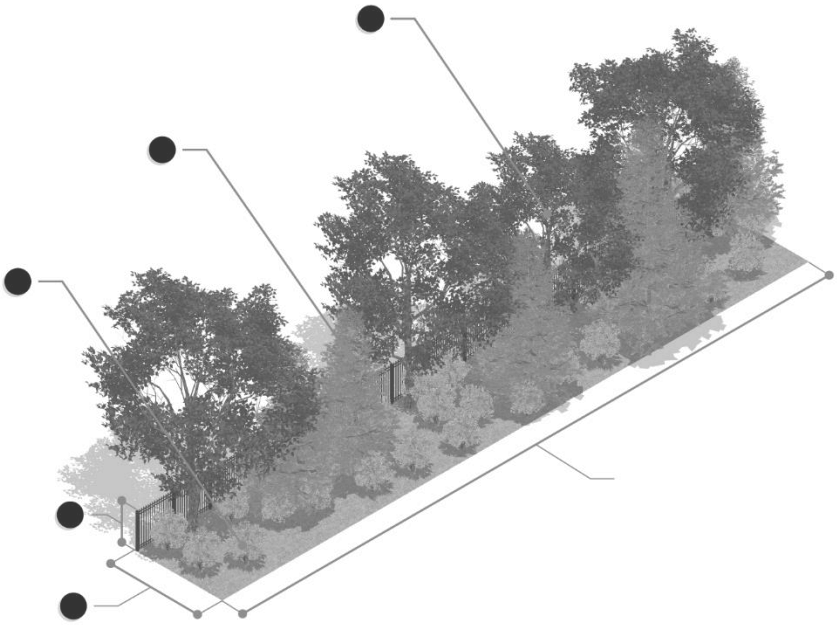


c. **Application of Transition Area Types**. Transition areas shall be provided based on Table 6-3(b)(4)(c), except where adjacent uses are of a similar nature, scale, and intensity. As per Table 6-3(b)(4)(c), the type of required transition yard is dependent upon the land use type of the subject lot and the land use type of the adjacent lot(s).

Table 6-3(b)(4)(c): Application of Transition Area Types

Subject Lot Land Use	Adjacent Lot Land Use											
	Agricultural	*Single-Family Residential*	*All Other Residential*	*Institutional*	*Retail*	*Service*	*Eating and Drinking*	*Entertainment*	*Lodging*	*Vehicle Related*	*Industrial*	*Transportation*
Agricultural												
Single-Family Residential												
All Other Residential	A	C		B	B	B	B	B	B	C	D	D
Institutional	A	C	B		B	B	B	B	B	C	D	D
Retail	A	C	B	A		A	A	A	A	B	C	C
Service	A	C	B	A	A		A	A	A	B	C	C
Eating and Drinking	A	C	B	A	A	A		A	A	B	C	C
Entertainment	A	C	B	A	A	A	A		A	B	C	C
Lodging	A	C	B	A	A	A	A	A		B	C	C
Vehicle Related	B	D	C	C	C	C	C	C	C		B	B
Industrial	B	D	C	C	C	C	C	C	C	B		B
Transportation	B	D	C	C	C	C	C	C	C	B	B	

(c) **Species Diversity Requirements.**

(1) A minimum of fifty (50) percent of the landscape elements utilized on a parcel that is less than one-half (0.5) acre shall be drought and salt tolerant native species.

(2) A minimum of sixty (60) percent of the landscape elements utilized on a parcel that is between one-half (0.5) and five (5) acres shall be drought and salt tolerant native species. Total landscape elements, excluding turf, shall not be comprised of more than thirty (30) percent of any single species or fifty (50) percent of any genus.

(3) A minimum of seventy-five (75) percent of the landscape elements utilized on a parcel that is greater than five (5) acres shall be drought and salt tolerant native species. Total landscape elements, excluding turf, shall not be comprised of more than twenty (20) percent of any single species or twenty-five (25) percent of any genus.

(4) The percentage limits above may be varied in conjunction with approval of vegetated stormwater management areas.

(d) **Tree Preservation.**

(1) Existing viable trees of twelve (12) inches or greater DBH shall not be removed from lots within the City without a tree preservation and removal plan approved by the Zoning Administrator. DBH is diameter at breast height measured at four and a half (4.5) feet off the ground or grade level.

(2) The tree preservation and removal plan shall include an inventory of all trees of twelve (12) inches or greater DBH on a lot.

(3) Every reasonable effort shall be made to incorporate trees identified in the inventory into the landscape required for the proposed development. The Zoning Administrator must determine that one of the following criteria apply prior to granting approval to remove a mature, high quality tree:

a. The tree is dead, dying, diseased, or a threat to public health or safety;

b. The tree interferes with the provision of public services or is a hazard to traffic;

c. The location of the tree prevents development or redevelopment that cannot be designed to protect the tree.

d. The tree is an identified invasive species.

(4) Viable trees of twelve (12) inches or greater DBH to be removed shall be replaced in accordance with the following standards.

a. The tree to be removed shall be replaced within one (1) year of the date of approval and guaranteed as detailed in Section ##.##.

b. Any tree designated for removal on an approved tree preservation and removal plan shall be replaced at the rate specified in Table 6-3(d)(4).

c. In the event that a tree designated for preservation is destroyed, damaged, or removed during the construction process, such tree shall be replaced at three (3) times the applicable rate specified in Table 6-3(d)(4).

Table 6-3(d)(4) Tree Replacement Rate

Caliper of Tree to be Removed	Number of Replacement Trees Required
12-29 inches	3
30 inches or more	4

(5) The value of a tree shall be determined by the Zoning Administrator in accordance with the methods developed by the Council of Tree and Landscape Appraisers in the most recent Guide for Plant Appraisal.

(e) **Installation and Maintenance of Landscape Areas.**

(1) All installed landscape shall conform to the most recently approved American Standard for Nursery Stock (ANSI Z60.1), published by the American National Standards Institute.

(2) All new landscape areas shall be installed prior to the occupancy or use of the building or premises, or substantial completion of the building to allow for occupancy; or if the time of the season or weather conditions is not conducive to planting, the developer shall apply to the Zoning Administrator for a delay in landscape installation. The delay in landscape installation request shall identify a date certain by which all required landscape materials shall be installed or the developer shall be subject to a fine as detailed in the agreement.

(3) A total cost estimate of landscaping for the construction must be given in January 1 dollars for the current calendar year. Twenty (20) percent of the total landscaping costs should be deposited in escrow with the City before building permits are granted. The twenty (20) percent landscaping deposit will be held in escrow for a period of one (1) year past the time of planting and will be refunded on approval of the City.

(4) Dead plant materials shall be replaced within sixty (60) days taking into consideration the season of the year and shall have at least the same quantity and quality of landscape elements as initially approved. If the particular project is constructed in more than one (1) phase, the sixty (60) day timeframe shall apply to each individual phase.

(5) All landscape shall be maintained in a healthy, neat, trimmed, clean, and weed-free condition. With the exception of surface areas in vegetated stormwater management areas where mulch is not specified, the ground surface of landscape areas shall be covered with either turf and/or other types of pervious groundcover located beneath and surrounding trees and shrubs.

(6) For stormwater management areas where irrigation is not specified, all installed plantings shall be guaranteed for a period of eighteen (18) months following municipal approval of installation. During this guarantee period landowner shall supply water as necessary to promote successful establishment and growth.

(7) Any required landscaped area not intended for stormwater management, greater than one hundred and fifty (150) square feet in area, shall be provided with an underground irrigation system or be provided with a portable water supply within fifty (50) feet of said landscaped areas. No part of an irrigation system may be installed in City right-of-way.

(8) All plantings required under this ordinance shall be maintained perpetually and replaced if they die or are substantially weakened or damaged. If plantings succumb due to cultural conditions, they shall be replaced with more culturally suitable species of the same type (e.g. tree, shrub, groundcover).

6-4 - Screening Standards

(a) **Trash and Recycling Receptacles.** The following regulations shall apply to all apartment, condominium, mixed-use, and nonresidential development.

(1) Trash and recycling receptacles shall be screened on three (3) sides with a solid, opaque material with a minimum height of six (6) feet and a maximum height of eight (8) feet. The use of materials that are not solid, such as slats in chain-link, shall only be used to meet this requirement in the I district.

(2) Materials used for screening shall complement the architecture of the primary structure.

(3) Materials and elevations for enclosures that are attached to buildings shall be designed to be integrated into the primary structure.

(4) If enclosures are to be attached to buildings, they shall comply with applicable fire and building codes.

(5) Shrubs shall be installed every three (3) feet along the exterior of the enclosure, with the exception of enclosure openings, to provide a softening effect.

(6) Enclosure openings shall be gated with an opaque material and shall not be directly visible from a public right-of-way and/or adjoining residential areas.

(7) Enclosure openings shall be kept closed at all times except for when the receptacle is being accessed by a service truck.

(8) Property owners shall be responsible for ensuring that trash and recycling receptacles be placed in the enclosure at all times other than when it is being emptied by a service truck.

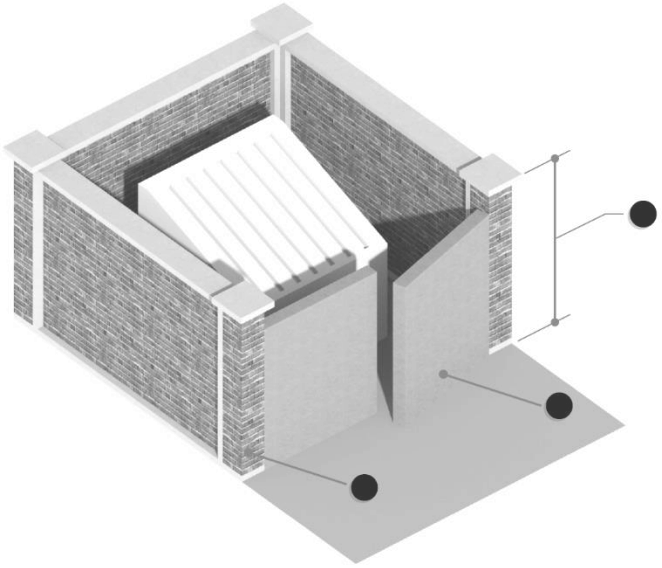
(9) Access drives shall be constructed of material and thickness to accommodate truck loading. Year-round access to the enclosure area for service trucks shall be maintained by the property owner or tenant.

(10) Enclosures shall be of an adequate size to accommodate expected containers. It is recommended that the enclosure be designed to be expandable to accommodate future additional containers.

(11) Enclosure structures shall be designed to protect the walls from damage by containers. Such protection may be provided by the use of barrier curbing, reinforced masonry walls, or other similar means.

(12) Trash and recycling receptacle enclosures shall not occupy areas used for required parking spaces.

EXAMPLE GRAPHIC ONLY



(b) **Ground Mounted Mechanical Units.** The following regulations shall apply to all ground-mounted mechanical units, including but not limited to generators, air-conditioning condensers, heat pumps, ventilation units, computer cooling equipment, etc., and any related utility structures and equipment.

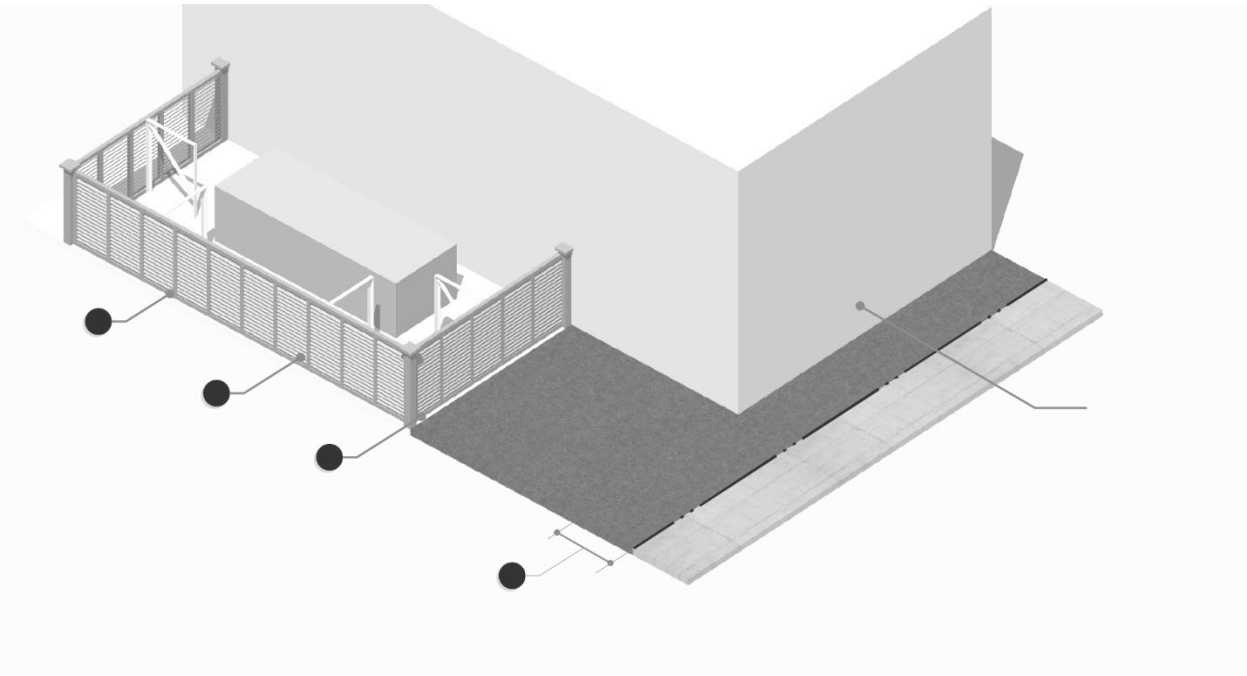
(1) Locating mechanical units within the principal structure is strongly encouraged in order to minimize exterior visual impacts. Ground mounted mechanical units are prohibited within the front yard, regardless of whether screening is provided.

(2) Ground mounted mechanical units that are visible from any public right-of-way or adjacent residential property shall be screened from public view.

(3) Materials used for screening shall be designed and established so that the area or element being screened is no more than twenty (20) percent visible through the screen.

(4) Chain-link fence or slats in chain-link fence shall not be used to meet this requirement.

EXAMPLE GRAPHIC ONLY



(c) **Roof Mounted Mechanical Units.** The following regulations shall apply to all roof mounted mechanical units, including but not limited to air-conditioning condensers, heat pumps, ventilation units, computer cooling equipment, etc., and any related utility structures and equipment which service multiunit residential, non-residential, or mixed use developments.

(1) Locating mechanical units within the principal structure is strongly encouraged in order to minimize exterior visual impacts.

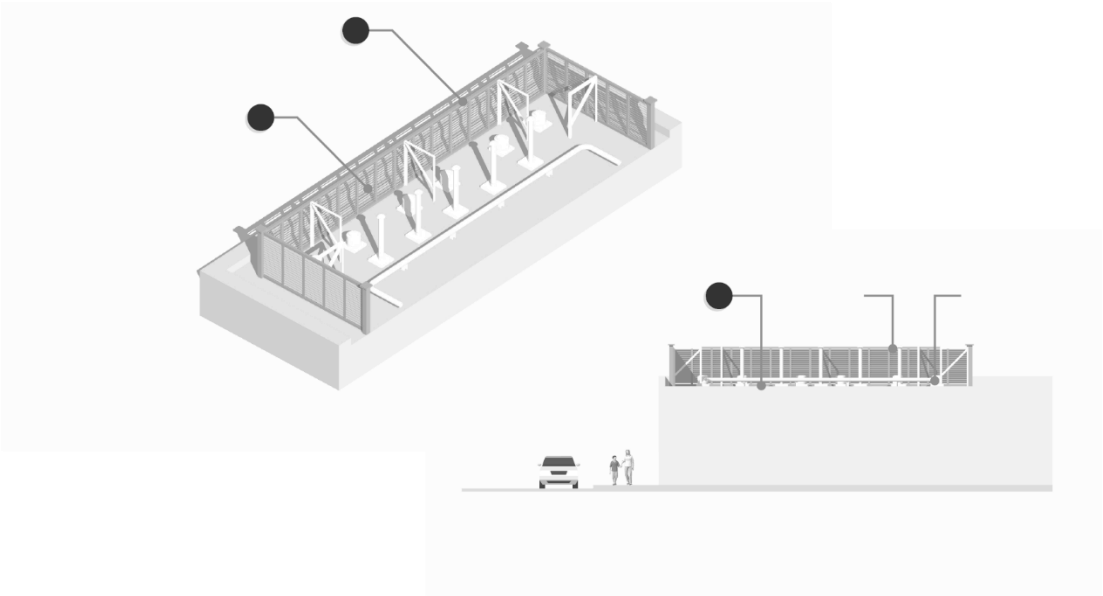
(2) Roof mounted mechanical units that are visible from any public right-of-way or adjacent residential property shall be completely screened from public view.

(3) Materials used for screening shall be architecturally integrated with the building in the form of a parapet wall and shall be continuous, permanent, sound attenuating, and noncombustible.

(4) Screening shall be required when new equipment is installed and shall be provided around both new and existing roof mounted mechanical units in order to provide visual continuity. Normal maintenance of roof mounted mechanical units shall not mandate the screening requirements.

(5) Additional screening may be required due to topographic differences in the adjoining properties.

EXAMPLE GRAPHIC ONLY



6-5 - Fence Standards

(a) **Purpose**. The purpose of this Section is to regulate the materials, location, height, and maintenance of fencing.

(b) **Applicability**. Except as provided in Subsection (c)(4) below, the requirements of this Section apply to all fences equal to or exceeding 30 inches in height, for all land uses and activities.

(c) **Materials**.

(1) **Approved Materials**. Approved materials for fencing include wood, wood composites, stone, brick, wrought iron, aluminum, vinyl, PVC, or hedge row. Snow fences constructed of wood, wire, plastic, or any combination thereof shall be permitted only as temporary fences.

(2) **Prohibited Materials.** No fence shall be constructed of wire mesh, woven wire, chain link, dangerous materials, or materials that would constitute a nuisance. No fence shall be constructed of razor wire, to conduct electricity, or to shock with electricity. With the approval of the Zoning Administrator, based on case specific conditions, barbed wire may be used at the tops of fences and chain link, woven wire, and wire mesh may be used in industrial zones, provided that the barbed wire and its supports are a minimum of six (6) feet four (4) inches above the ground. Barbed wire supports may not extend beyond the lot line of the fenced property.

(3) **Alternative Materials**. Materials not listed in Subsections (b)(1) or (2) above may be considered with the approval of the Zoning Administrator. A sample of the proposed fencing material and design shall be provided by the applicant for evaluation at the time of application filing. In addition, the applicant must demonstrate that all the following conditions are being met prior to the approval of the permit.

a. The proposed fence is decorative in appearance and appropriate for use in its proposed setting.

b. The proposed fence will be constructed of appropriately durable materials for its intended use and setting and;

c. The proposed fencing is determined to be equal to or higher in aesthetic quality than what would otherwise be permitted in its proposed location as per Subsection (b)(1) above.

(d) **Location**. On all properties, no fence shall be located closer than two (2) feet to the front lot line or corner lot line or within the vision clearance triangle standards as set forth in Section 13-1-282. Fences may be located on any interior-side lot line or rear lot line.

(e) **Height and Opacity.**

(1) In all residential zoning districts, fences shall be a maximum of six (6) feet high and one hundred (100) percent opaque except:

a. Fences that are located in a front yard shall not exceed a maximum height of four (4) feet and shall have a maximum opacity of fifty (50) percent.

b. Fences that are located in a street-side yard and that are within twenty-five (25) feet of the corner lot line shall not exceed a maximum height of four (4) feet and shall have a maximum opacity of fifty (50) percent.

c. For properties having double frontage on more than one road or street, not including corner lots, the rear lot line shall be the opposite line along which the lot takes access to the street. Double frontage lots shall be allowed to have a fence in the rear lot. The rear lot fence shall be a maximum of six (6) feet tall and one-hundred (100) percent opaque.

(2) In all nonresidential zoning districts, fences may be a maximum of eight (8) feet high and one hundred (100) percent opaque and shall be limited to rear and side yards only with the exception of fences or walls otherwise required by this Code.

[Insert Fence Location, Height, and Opacity Graphic]

(f) **Orientation**. The finished side or decorative side of a fence shall face the adjoining property and/or right-of-way.

(g) **Maintenance**. The owner of a fence shall be responsible to maintain said fence in a safe, structurally sound, and attractive manner.

(h) **Special Conditions.** When special conditions related to safety and/or security arise, The Planning Commission may review fence installations located upon non-residentially zoned property that does not conform with the material, height, and opacity requirements as set forth in this Section. Such action shall be considered a conditional use and approval and shall be subject to the review and approval procedures as set forth in Section 13-1-363.

6-6 - Outlot Commercial Building Type Standards

(a) Outlot commercial buildings shall be setback a minimum of fifteen (15) feet from any right-of-way.

(b) All off-street parking and loading shall be located toward the rear of the building.

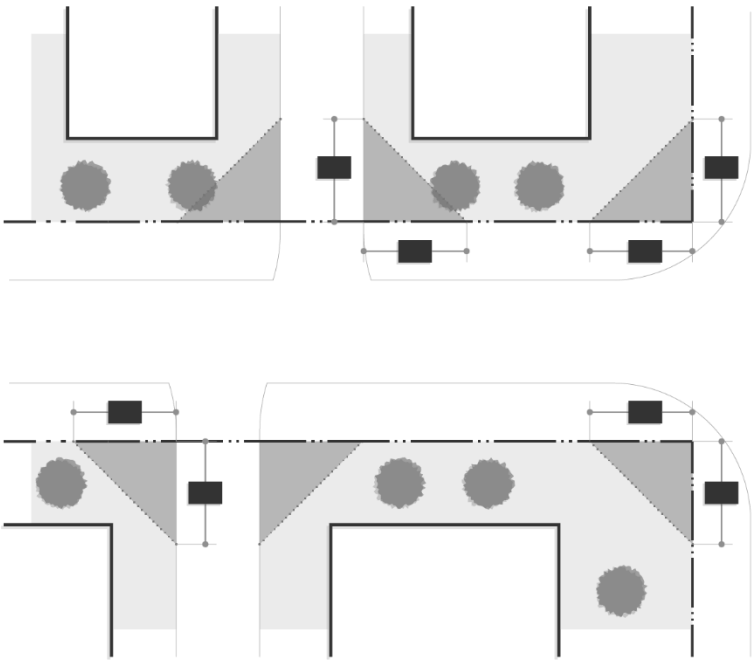
(c) Curb cuts and site vehicular access shall be shared with the primary structure.

(d) Additional wall sign area may be approved by the Zoning Administrator to allow for wall signs on the façade of the building facing the off-street parking lot and the façade of the building facing the primary roadway.

6-7 - Visibility Standards

Clear sight distance shall be maintained at the intersection of a driveway and any right-of-way, and at the intersection of two (2) or more streets. No building or structure shall be permitted that creates a visual obstruction taller than three (3) feet in the area of the lot measured as a distance of fifteen (15) feet from the center of the intersection of the driveway and street, or from the center of the intersection of two (2) or more streets.

EXAMPLE GRAPHIC ONLY



6-8 - Drainage Standards

(a) **Purpose**. The purpose of this Section is to regulate the creation of drainage which adversely affects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.

(b) **Applicability**. The requirements of this Section apply to all land uses and activities.

(c) **Standards**. No land shall be developed, and no use shall be permitted that results in water runoff which causes property damage, a nuisance, and/or erosion on adjacent properties. Such runoff shall be properly conveyed to a public storm drain, drainageway, or other such public drainage facilities per the approval of the Director of Public Works.

6-9 - Performance Standards

(a) **Exterior Lighting Standards.**

(1) **Purpose**. The purpose of this Subsection is to regulate the spill-over of light and glare on operators of motor vehicles, pedestrians, and land uses in the vicinity of a light source in order to promote traffic safety and to prevent the creation of nuisances.

(2) **Applicability**. The requirements of this Subsection apply to all private exterior lighting within the jurisdiction of this Chapter, except for lighting within public rights-of-way and/or lighting located on public property.

(3) **Requirements**.

a. **Fixtures**. Light sources shall be full cutoff fixtures with the light source fully shielded and directed downwards.

b. **Intensity of Illumination**. In no instance shall the amount of illumination attributable to exterior lighting, as measured at the property line, exceed 0.40 foot-candles above ambient lighting conditions on a cloudless night.

c. **Location**. Light fixtures shall not be located within required landscape areas.

d. **Flashing, Flickering and other Distracting Lighting.** Flashing, flickering, and/or lighting which may distract motorists are prohibited.

e. **Minimum and Maximum Lighting Standards.** All areas designated on required site plans for vehicular parking, loading, or circulation and used for any such purpose after sunset shall provide artificial illumination in such areas at a minimum intensity of 0.4 foot-candles and at a maximum intensity of one (1) foot-candle during hours of operation.

f. **Special Events Lighting.** Any temporary use using exterior lighting which is not in complete compliance with the requirements of this Subsection shall secure a temporary use permit. (Refer to Section 13-1-364.)

(b) **Air Pollution**. No person or activity shall emit any fly ash, dust, particulate matter, fumes, vapors, mists, or gases in such quantities that would constitute a nuisance to surrounding property owners. Dust and other types of pollution borne by the wind from such sources as storage areas, yards, and roads within lot boundaries shall be kept to a minimum by appropriate landscaping, paving, fencing, or other acceptable means.

(c) **Fire and Explosive Hazards**. All activities involving the manufacturing, utilization, processing, or storage of flammable or explosive materials shall be provided with adequate safety devices against the hazard of fire and explosion and with adequate fire-fighting and fire-suppression equipment and devices that are standard in the industry and approved by the City of Verona Fire Chief. All materials that range from active to intense burning shall be manufactured, utilized, processed, or stored only within completely enclosed buildings which have incombustible exterior walls and an automatic fire extinguishing systems. Storage of

flammable and explosive material shall be in accordance with the requirement of Chapter IHLR 10 of the Wisconsin Administrative Code and the requirements of Chapter NFPA 30 of the National Fire Protection Act.

(d) **Glare and Heat**. No activity shall emit glare or heat that is visible or measurable outside its premises except activities which may emit direct or sky reflected glare which shall not be visible outside their district. All operations producing intense glare or heat shall be conducted within a completely enclosed building. Exposed sources of light shall be shielded so as not to be visible outside their premises.

(e) **Water Quality Protection**. No activity shall locate, store, discharge, or permit the discharge of any treated, untreated, or inadequately treated liquid, gaseous, or solid materials of such nature, quantity, obnoxiousness, toxicity, or temperature that might run off, seep, percolate, or wash into surface or subsurface waters so as to contaminate, pollute, or harm such waters or cause nuisances such as objectionable shore deposits, floating or submerged debris, oil or scum, color, odor, taste, or unsightliness or be harmful to human, animal, plant, or aquatic life. In addition, no activity shall withdraw water or discharge any liquid or solid materials so as to exceed, or contribute toward the exceeding of, the minimum standards set forth in Chapter NR 102 of the Wisconsin Administrative Code.

(f) **Radioactivity and Electrical Disturbances.** No activity shall emit radioactivity or electrical disturbances outside its premises that affect the use of neighboring premises.

(g) **Vibration.** No activity in any district shall emit vibrations, which are discernible by the Zoning Administrator without instruments outside its premises.

(h) **Noise**. At no point on the boundary of a Residence or Business district shall the sound intensity level of any individual operation (other than the operation of motor vehicles or other mobile equipment) exceed 58 and 62 dBA, respectively, during normal operations.

Color Code
Original Text
Additions
Deletions
References to be Updated

Style Definition: Normal,Existing

Article Six – General Development Standards

6-1 - Off-Street Parking and Traffic Circulation Standards

(a) **Purpose.** The purpose of this Section is to alleviate or prevent congestion of public rights-of-way, ~~and~~ to minimize the impacts of stormwater runoff caused by large expanses of paved area, and ~~so as~~ to promote the safety and general welfare of the public by establishing minimum and maximum requirements for the provision of off-street parking and circulation in accordance with the utilization of various sites. ~~Please refer to Section 13-1-296: Drainage Standards.~~

(b) ~~**Depiction on Required Site Plan.** Any and all parking and traffic circulation areas proposed to be located on the subject property shall be depicted as to their location and configuration on the site plan required for the development of the subject property. (Refer to Section 13-1-366.) Each and every parking space designed to serve as required parking shall not be located farther than 500 feet of shortest walking distance from the access to all of the various areas it is designated to serve. A garage stall, meeting the access requirements of Subsection (f)(4), below, shall be considered a parking space. Parking spaces for any and all vehicles exceeding 18 feet in length, shall be clearly indicated on said site plan.~~ **Use of Off-Street ~~Parking~~Parking Areas.** The use of all required off-street ~~parking~~parking areas shall be limited to the parking of operable vehicles and bicycles not for lease, rent, or sale, unless otherwise permitted in this Ordinance. ~~Within residential districts, required parking spaces shall only be used by operable cars and trucks.~~

(c) **Maintenance of Off-Street ~~Parking~~Parking and Traffic Circulation Areas.** All off-street ~~parking~~parking and traffic circulation areas shall be maintained in a dust-free condition at all times. In no instance or manner shall any off-street ~~parking~~parking or traffic circulation area be used as a storage area, ~~except as provided for by Section 13-1-285(c)~~unless otherwise permitted in this Ordinance.

(d) **Off-Street ~~Parking~~Vehicle Parking and Traffic Circulation Design Standards.**

Commented [JW1]: Existing language from 13-1-283(a)

Commented [JW2]: Existing language from 13-1-283(b) proposed to move to Article 9: Administration and Enforcement Standards

Commented [JW3]: Existing language from 13-1-283(c)

Commented [JW4]: Existing language from 13-1-283(e)

Commented [JW5]: Existing language from 13-1-283(f)

(1) **Surfacing and Marking.** All off-street ~~parking~~vehicle parking and traffic circulation areas (including all residential driveways — except those within the RA ~~-35ac~~ District) shall be paved with a hard, all-weather surface, to the satisfaction of the Director of Public Works. Said surfaces intended for six (6) or more ~~parking~~vehicle parking stalls shall be marked in a manner ~~which~~ that clearly indicates required ~~parking~~vehicle parking spaces.

(2) **Curbing.** All off-street ~~parking~~vehicle parking areas designed to have head-in ~~parking~~vehicle parking within six and one-half (6.5~~½~~) feet of any lot line or sidewalk shall provide a tire bumper or curb of adequate height and which is properly located to ensure that no part of any vehicle will project beyond the required setbacks of this Chapter (see Sections 13-1-161 and 13-1-162.)

~~(3) **Lighting.** All off-street parking and traffic circulation areas serving 6 or more cars shall be lit so as to ensure the safe and efficient use of said areas during the hours of use. An illumination level of between 0.4 and 1.0 footcandlesfoot-candles is recommended for said areas, and said illumination level shall not exceed the standards of Section 13-1-286.~~

(3) **Access.**

a. Each required off-street vehicle parking space shall open directly upon ~~an aisle~~a ~~maneuvering~~ lane or driveway ~~that is wide enough and~~ designed to provide a safe and efficient means of vehicular access to the parking space without directly backing or maneuvering a vehicle into a public right-of-way, ~~exceeding 82.5 feet in~~.

b. All off-street vehicle parking and traffic circulation facilities shall be designed with an appropriate means of vehicular access to a street or alley, in a manner ~~which~~ that least interferes with traffic movements.

c. No driveway across public property, or requiring a curb cut, shall exceed a width of ~~40~~ thirty-five (35) feet for commercial and industrial land uses, or ~~25~~ twenty (20) feet for residential land uses. ~~[See also Table 13-1-283(f)(9).]~~

d. Off-street parking spaces for residential uses may be stacked or in front of one ~~-~~another for the same building unit.

~~a. Parking spaces located behind an enclosed garage and located directly off a through aisle shall be a minimum of 30 feet deep.~~

~~(4) **Signage.** All signage located within, or related to, required off-street parking or traffic circulation shall comply with the requirements of Article I.~~

~~(5)~~(4) ~~**Handicapped**~~ **ADA Accessible Parking Spaces.** Parking for ~~the handicapped~~compliance with Americans with Disabilities Act standards shall be provided at a size, number, location, and with signage as specified by State and Federal regulations.

~~(6)~~(5) **Snow Storage.** Required off-street parking and traffic circulation areas shall not be used for snow storage.

~~(7)~~(6) **Vehicle Parking Space and Maneuvering Lane Design Standards.** Other than ADA accessible parking ~~required to serve the handicapped~~, every and all provided off-street vehicle parking space and maneuvering aisle shall comply with the minimum requirements of Table ~~13-1-283~~6-1(~~f~~d)(~~9~~7). ~~The minimum required length of parking spaces shall be 17.0 feet, plus an additional 1.5 foot vehicle overhang area at the end of the stall.~~ All vehicle parking spaces shall have a minimum vertical clearance of at least (seven) 7 feet. Compact vehicle parking spaces shall not satisfy minimum parking requirements.

~~**Parking Lot Design Standards.** Horizontal widths for parking rows, aisles, and modules shall be provided at widths no less than listed in Table 13-1-283(f)(9), and shown on the following page.~~

Commented [JW6]: Revised to reflect max established in 6-3-2

Table 6-1(d)(7): Vehicle Parking Space and Maneuvering Lane Design Standards					
Minimum Permitted Dimensions		Parking Angle in Degrees			
		0	45	60	90
(SW)	*Stall Width*	9.0'	9.0'	9.0'	9.0'
(SL)	*Stall Length (including 1.5' curb overhang)*	18.5'	18.5'	18.5'	18.5'
(AW1)	*Aisle Width, One-Way*	12.0'	16.0'	16.0'	20.0'
(AW2)	*Aisle Width, Two-Way*	16.0'	20.0'	20.0'	24.0'

[Insert Parking Design Standards Graphic]

(e) **Off-Street Vehicle Parking Requirements**.

(1) **General Guidelines for Calculating Required Parking Spaces.** ~~The requirements of Subsection (g)(3)~~Table 6-1(e)(1), below, shall be used to determine the minimum required number of off-~~site~~ street parking spaces ~~which~~ that must be provided on the subject property. Required off-street parking spaces shall not be assigned or reserved for specific user groups including but not limited to energy efficient vehicles, expectant mothers, carry-out customers, or rideshare services providers. Requirements are generally tied to the capacity of the use including residents and students; the gross floor area of the use; ~~or~~ the number of employees; the number of service bays, occupiable rooms, or dwelling units; or the number of seats. ~~which work at the subject property during the largest work shift.~~

a. ~~The term~~ "~~capacity~~Resident" and "Student" ~~as used herein~~ means the maximum number of persons that may be accommodated by the use as determined by its design or by State Building Code regulations, whichever number is greater.

b. "GFA" means the gross floor area of the primary building.

c. ~~References herein to~~ "~~employee~~Employee ~~(s) on the largest work shift~~" means the maximum number of employees working at the facility during the largest ~~a~~ single shift in a given day, regardless of the time period during which this occurs, and regardless of whether any such person is a full-time employee. ~~The largest work shift may occur on any particular day of the week or during a lunch or dinner period in the case of a restaurant. In all cases, one reserved parking space shall be provided for each vehicle used by the operation during business hours. Said spaces shall be in addition to those required by Subsection (g)(3), below. Where said parking needs of any land use exceed the minimum requirements of this Chapter, additional parking spaces sufficient to meet the average maximum weekly peak-hour parking space demand shall be provided by said land use.~~

d. "Service Bay", "Occupiable Rooms", and "Dwelling Unit" means the number of each as defined in Article 2 of this Ordinance.

~~a.~~e. "Seats" means the number of seats in the main auditorium or place of assembly.

Table 6-1(e)(1): Off-Street Vehicle Parking Requirements		
Use	Number of Off-Street Vehicle Parking Spaces	
	Minimum	Maximum
Agricultural Uses		
Community Garden	0	n/a
Solar Energy Collection, Farm	0	n/a
Urban Agriculture, Indoor, less than 10,000 sqft		
Urban Agriculture, Indoor, more than 10,000 sqft	1 / 1,500 sqft GFA	1 / 1,000 sqft GFA
Urban Agriculture, Outdoor	0	n/a

Commented [JW7]: Existing language from 13-1-283(g)(1)

Table 6-1(e)(1): Off-Street Vehicle Parking Requirements		
	Number of Off-Street Vehicle Parking Spaces	
Use	Minimum	Maximum
Residential Uses		
Apartment / Condominium, Above Ground Floor as a Part of Mixed-Use	1.5 / Dwelling Unit	3 / Dwelling Unit
Apartment / Condominium, Building		
Apartment / Condominium, Complex		
Cluster Mailbox	n/a	
Community Living, 1-8 Persons	1 / 6 Residents and 1 / Employee	2 / 6 Residents and 1 / Employee
Community Living, 9-15 Persons		
Community Living, 16+ Persons		
Duplex / Townhome, less than or equal to 4 units	1.5 / Dwelling Unit	3 / Dwelling Unit
Duplex / Townhome, more than 4 units		
Senior Housing, Dependent	1 / 6 Residents and 1 / Employee	2 / 6 Residents and 1 / Employee
Senior Housing, Independent	1 / 3 Residents and 1 / Employee	1 / Resident and 1 / Employee
Single-Family, Detached	2 / Dwelling Unit	n/a
Institutional Uses		
College / University	1 / 2 Students and 1 / Employee	1 / Student and 1 / Employee
Government Uses, Indoor	1 / 300 GFA	As Determined by Plan Commission
Government Uses, Outdoor		
Outdoor Public Recreation, Active	As Determined by Plan Commission	
Outdoor Public Recreation, Passive		
Place of Worship	1 / 3 People at Maximum Capacity	1 / 1.5 People at Maximum Capacity
Public Service and Utilities	1 / Employee and 1 / Company Vehicle Stored on Premises	As Determined by Plan Commission
School, Elementary and Middle	1 / Employee	1 / Employee and 1 / 2 Seats in Auditorium
School, High	1 / Employee and 0.5 / Students	1 / Employee and 1 / Student
Vocational / Employment Training		
Retail Uses		
Adult Uses	1 / 300 GFA	1 / 150 GFA
General Retail, less than 10,000 sqft		
General Retail, 10,000 - 49,999 sqft		
General Retail, more than 50,000 sqft		
Pawn Shop		
Thrift Store		
Service Uses		
Acute Care Center	1 / 300 GFA	1 / 100 GFA
Commercial Animal Boarding		
Corporate Campus		
Day Spa		

Table 6-1(e)(1): Off-Street Vehicle Parking Requirements		
	Number of Off-Street Vehicle Parking Spaces	
Use	Minimum	Maximum
General Service, less than 10,000 sqft		
General Service, more than 10,000 sqft		
Group Day Care Center, 9+ persons		
Hospital		
Massage Parlor		
Medical / Dental Office		
Personal Storage Facility	1 / 1,500 GFA	1 / 1,000 GFA
Professional Office		
Tattoo Parlor		
Veterinary Clinic / Animal Hospital	1 / 300 GFA	1 / 100 GFA
Eating and Drinking Uses		
Brewery / Winery / Distillery, Tasting Room / Event Space	3 / 250 GFA	
Coffee / Tea Shop	2 / 250 GFA	
Microbrewery	3 / 250 GFA	
Restaurant, Delivery / Carry Out Only	2 / 250 GFA	
Restaurant, Fast Casual		
Restaurant, Sit Down	3 / 250 GFA	5 / 250 GFA
Entertainment Uses		
Archery / Gun Range, Indoor		
Fitness Facility / Entertainment Facility, Indoor, less than 10,000 sqft		
Fitness Facility / Entertainment Facility, Indoor, 10,000 - 49,999 sqft		
Fitness Facility / Entertainment Facility, Indoor, more than 50,000 sqft		
Fitness Facility / Entertainment Facility, Outdoor	1 / 3 People at Maximum Capacity	1 / 1.5 People at Maximum Capacity
Lodging Uses		
Bed and Breakfast		
Hotel	1 / Occupiable Room	1.5 / Occupiable Room
Vehicle Related Uses		
Autobody Repair	1 / 300 GFA and 1 / Service Bay	1 / 100 GFA and 1 / Service Bay
Car Wash		
Fuel Sales	1 / 300 GFA	1 / 100 GFA
Service Station	1 / 300 GFA and 1 / Service Bay	1 / 100 GFA and 1 / Service Bay
Vehicle Sales and Rental	1 / 600 GFA	1 / 300 GFA
Industrial Uses		
Artisan Manufacturing		
Brewery / Winery / Distillery	1 / 1,500 GFA	1 / 1,000 GFA

Table 6-1(e)(1): Off-Street Vehicle Parking Requirements		
	Number of Off-Street Vehicle Parking Spaces	
Use	Minimum	Maximum
Communication Tower		
Composting Operation		
Distribution Center		
Light Industrial		
Storage or Wholesaling		

(2) **~~Provision of Fee-in-Lieu of Parking Spaces Development~~CC District Off-Street Parking Exception.** Within the Central Commercial (CC) District, the parking requirements of this Chapter are hereby waived for all non-residential uses.

(3) **Joint Vehicular Parking Facilities.**

a. The applicant(s) for approval of a joint vehicle parking facility shall demonstrate to the Zoning Administrator's satisfaction that there is not a substantial conflict in the demand for vehicle parking during the principal operating hours of the two (2) or more uses that the joint vehicle parking facility is proposed to serve.

~~a.~~b. Vehicular ~~P~~parking facilities which have been approved by the ~~Director of Public Works~~Zoning Administrator to provide required vehicle parking for one (1) or more uses, shall provide a ~~total~~ number of ~~parking~~vehicle parking spaces which accommodates the parking demand for all uses during any overlapping period of time in the principle operating hours of each use. ~~shall not be less than the sum total of the separate parking needs for each use during any peak hour parking period when said joint parking facility is utilized at the same time by said uses.~~

~~b.~~c. Each ~~parking~~vehicle parking space designed to serve as joint ~~parking~~vehicle parking shall not be located farther than five hundred (500) feet from the access to all of the various areas it is designated to serve.

~~c. The applicant(s) for approval of a joint parking facility shall demonstrate to the Director of Public Works's satisfaction that there is not a substantial conflict in the demand for parking during the principal operating hours of the 2 of more uses for which the joint parking facility is proposed to serve.~~

d. A legally binding instrument, approved by the City Administrator, shall be executed by any and all parties to be served by said joint ~~parking~~vehicle parking facility. This instrument shall be recorded with the Register of Deeds Office~~,~~ and filed with the City Clerk. A fee shall be required to file this instrument [see Section 13-1-376(a)].

e. Adjacent lots that are subject to a joint vehicle parking agreement shall be interconnected by the provision of cross-access easement for vehicular passage.

(4) **Locational Prohibitions for Off-Street ~~Parking~~Vehicle parking Areas.**

a. Off-street vehicle parking shall not be located in any area where parking is prohibited in Title 5 of the Verona Code of Ordinances.

~~a.~~b. Off-street ~~parking~~vehicle parking shall not be located between the principal structure on a residential lot and a street right-of-way, except within residential driveways and ~~parking~~vehicle parking lots designated on the approved site plan (see Section 13-1-366).

Commented [JW8]: Existing language from 13-1-283(g)(2)

Commented [JW9]: Existing language from 13-1-283(g)(5)

c. No private ~~parking~~vehicle parking shall occur on street terraces, driveways, or any other areas located within a public right-of-way not explicitly designated by the Director of Public Works.

(5) **Vehicular Cross-Access**. To facilitate vehicular access between adjoining developments, encourage shared vehicle parking, and minimize access points along streets, new apartment-/-condominium, nonresidential, and mixed-use development or redevelopment shall comply with the following standards:

a. Internal vehicular circulation systems shall be designed to allow for vehicular cross-access between the development's vehicle parking facilities and vehicle parking facilities in an adjoining apartment/~~/~~condominium, nonresidential, or mixed-use development, or to the boundary of adjoining vacant land zoned to allow apartment-/-condominium, nonresidential, or mixed-use development.

b. Required vehicular cross access between the adjoining lots shall be provided through the use of a frontage or service street (if the lots front on a major thoroughfare right-of-way), a single two-way maneuvering lane, or two one-way maneuvering lanes that are sufficiently wide to accommodate traffic by automobiles, service vehicles, loading vehicles, and emergency vehicles.

c. The Zoning Administrator may waive or modify the requirement for vehicular cross access on determining that such cross access is impractical or undesirable because it would require crossing a significant physical barrier or environmentally sensitive area, would create unsafe conditions, or there exists an inability to connect to adjacent property.

~~b.~~d. Easements allowing cross access to and from properties served by a vehicular cross-access, along with agreements defining maintenance responsibilities of property owners, shall be recorded with the Register of Deeds for the county in which the properties are located before issuance of a Building Permit for the development.

[Insert Vehicular Cross Access Graphic]

(6) **Pedestrian Circulation Standards**.

a. Off-street vehicle parking and traffic circulation areas shall include pedestrian circulation systems to ensure the safety of pedestrians, bicyclists, and motorists.

b. The on-site pedestrian circulation system shall be marked and must connect all buildings on the site to one another and provide connections to the required vehicle and bicycle parking spaces.

c. The on-site pedestrian circulation system must connect building entrances to adjacent public rights-of-way along direct routes that do not require significant out-of-direction travel.

~~c.~~d. The on-site pedestrian circulation system shall provide at least one (1) connection to adjacent properties along a shared street frontage. Connections must provide access to existing walkways on adjacent properties, or to the likely future location of walkways on those properties. The Zoning Administrator may waive this requirement upon determining that no walkway exists, a future walkway is unlikely to exist, or such connection would create a safety hazard.

[Insert Pedestrian Circulation Standards Graphic]

(f) **Off-Street Bicycle Parking Design Standards.**

(1) **Location**.

a. Required bicycle parking shall be provided on the same lot as the use for which it is intended to serve.

b. Bicycle parking shall be sited within fifty (50) feet of a building's main entrance. If provided indoors, bicycle parking shall be located within a common area designated for secure bicycle storage

c. Bicycle racks shall be adequately lit and located such that they are highly visible from the street and-/-or building entrance(s) from where bicyclists approach.
d. Bicycle parking adjacent to a pedestrian walkway shall be sited to ensure that a minimum five (5) foot walkway clearance is maintained.
e. The location of bicycle parking shall not conflict with pedestrian and/or vehicle circulation.

(2) **Design Criteria.**
a. Bicycle facilities shall be constructed of sturdy, tamper-proof materials such as welded steel. Rack design may be varied to complement the architecture of the primary structure, provided it meets all design criteria.
b. Bicycle racks shall be installed on a hard surface area. The hard surface surrounding each bicycle rack shall measure at least six (6) feet by six (6) feet in size.
c. Each bicycle rack shall provide parking for at least two (2) bicycles.
d. Racks shall allow for the bicycle frame and at least one wheel to be locked to the racks.
e. The bicycle rack shall allow for the use of a cable as well as a U-shaped lock.
f. The ~~I~~installation of bicycle parking facilities shall conform to the manufacturer requirements.

(3) **Dimensional Standards**.
a. Each bicycle parking space shall be a minimum of six (6) feet in length with the exception of vertical or wall mounted bicycle parking spaces.
b. Bicycle racks shall be located at least three (3) feet in all directions from any obstruction, including but not limited to other bicycle racks, walls, doors, posts, columns, or landscaping.
~~d.~~c. A minimum vertical clearance of seven (7) feet shall be maintained above all bicycle parking facilities.

[Insert Bicycle Parking Dimensional Standards Graphic]

(g) **Off-Street Bicycle Parking Requirements.**
(1) **Exemption**. The bicycle parking requirements of this Section shall apply to all uses other than the following:
a. All vehicle related uses as listed in Table 4-5(j);
b. Single-family detached uses;
c. Duplex-/-townhome uses.~~;~~
(2) When the required amount of bicycle parking is two (2) spaces or less, the use shall provide a minimum of two (2) spaces in a bicycle parking facility.
(3) Unless otherwise specified herein, the number of required bicycle parking spaces shall be equal to five (5) percent of required vehicle parking spaces, up to ten (10) spaces. Additional demand for bicycle parking shall be monitored and provided as necessary.

6-2 - Off-Street Loading Standards

(a) **Purpose.** The purpose of this Section is to prevent congestion of public rights-of-way and private lots ~~so as~~ to promote the safety and general welfare of the public by establishing minimum requirements for the provision of loading facilities on various sites.

(b) **Applicability.** Any use which has a gross floor area of 6,000 ~~sf~~ square feet or more, and which requires deliveries or makes shipments, shall provide off-street loading facilities in accordance with the regulations of this Section.

(c) **Location.** All loading berths shall be located twenty-five (25) feet or more from the intersection of two (2) street right-of-way lines. Loading berths shall not be located within any required front yard or ~~street~~ corner yard setback area and shall be oriented away from the primary road. Access to the loading berth shall be

located in conformance with Section 13-1-281. All loading areas shall be located on the private lot and shall not be located within, or so as to interfere with, any public right-of-way, off-street parking area, or pedestrian circulation area.

(d) **Size of Loading Area.** ~~The first required loading berth shall be designed in accordance with Table 13-1-284(d). All remaining required loading berths shall be a minimum of 25 feet in length. All required loading berths shall have a minimum vertical clearance of 14 feet. The following standards shall be the minimum used to design loading areas:~~Adequate space for standing, turning, loading, and unloading services shall be provided in a manner that does not interfere with required off-street parking areas, pedestrian circulation areas, and with the public use of streets or alleys.

(e) **Access to Loading Area.** Each loading berth shall be located ~~so as~~ to facilitate access to a public street or ~~alley, and~~alley and shall not interfere with other vehicular or pedestrian traffic per Section 13-1-283, and shall not interfere with the function of parking areas. In no instance shall loading areas rely on backing movements into public rights-of-way. Users of shared loading areas are encouraged to coordinate loading activities to minimize off-site impacts.

(f) **Surfacing and Marking.** All required loading areas shall be paved and maintained in a dust-free condition at all times. Said surface shall be marked in a manner ~~which~~ that clearly indicates required loading areas.

(g) **Use of Required Loading Areas.** The use of all required loading areas shall be limited to the loading and unloading of vehicles. Said area shall not be used to provide~~e~~ minimum required parking spaces.

(h) **Lighting.** All loading areas shall be lit ~~so as to not exceed~~in a manner that complies with the standards of Section 13-1-286.

~~(i) **Signage.** All signage located within, or related to, loading areas shall comply with the requirements of Article I.~~

~~(j) **Depiction on Required Site Plan.** Any and all required loading areas proposed to be located on the subject property shall be depicted as to their location and configuration on the site plan required for the development of the subject property. (Refer to Section 13-1-366.)~~

~~(k)~~(i) ~~**Calculation of**~~ **Required Loading Spaces.** The number of required loading spaces shall be determined by the developer and shall provide for adequate space for standing, turning, loading, and unloading services. These spaces shall be provided in a manner that does not interfere with required off-street parking areas, pedestrian circulation areas, and with the public use of streets or alleys.

~~(1) Indoor Institutional Land Uses. One loading berth shall be required for each building having a gross floor area of 6,000 sf to 29,999 sf. For such uses located in buildings having a gross floor area of 30,000 sf or greater, 2 loading berths shall be required.~~

~~(2) Commercial (except Offices), Storage/Disposal, Transportation, and Industrial Land Uses. One loading berth shall be required for each building having a gross floor area of 6,000 sf to 29,999 sf. For such uses located in buildings having a gross floor area of 30,000 sf or greater, an additional loading berth shall be required for any portion of each 50,000 sf of gross floor area in addition to the original 29,999 sf. Office Land Uses. One loading berth shall be required for each building having a gross floor area of 6,000 sf to 99,999 sf. For such uses located in buildings having a gross floor area of 100,000 sf or greater, an additional loading berth shall be required for any portion of each 100,000 sf of gross floor area in addition to the original 99,999 sf.~~

6-3 - Landscape Standards

Landscape improvements required by this Section shall apply to all non-single-family development and consist of living plants in a combination of trees, shrubs, native grasses and/or groundcover. Unless otherwise stated in this Section, all size specifications for plant materials shall be based upon the time of planting. When caliper is specified for tree planting, the caliper of the tree trunk shall be measured at six (6) inches above the soil level.

Any plant materials used to meet the requirements of this section shall not include any plant material identified as a Regulated Invasive Plant by the Wisconsin Department of Natural Resources pursuant to Wisconsin Administrative Code NR 40.

(a) **Planting Types.**

(1) **Canopy Trees**: A woody plant (deciduous or evergreen) having not less than a two and one-half (2.5) inch caliper with single central axis which typically reaches a mature height of not less than forty (40) feet and a mature spread of not less than fifteen (15) feet.
(2) **Understory Trees**: A woody plant having not less than a one and one-half (1.5) inch caliper, or six (6) feet tall for multiple stem species, that normally attains a mature height of at least fifteen (15) feet.
(3) **Evergreen Trees**: A tree having foliage that persists and remains green throughout the year and has a height of not less than six (6) feet at installation and maturing to a height of not less than twenty (20) feet.
(4) **Shrub**: A woody plant (deciduous or evergreen) of low to medium height characterized by multiple stems continuous from its base and having a height of not less than two (2) feet.
(5) **Native Grasses**: Grasses and flowering broad leaf plants that are native to, or adapted to, the State of Wisconsin, and that are commonly found in meadow and prairie plant communities, not including noxious weeds.

(6) **Groundcover**: Herbaceous plants, other than turf grass, or prostrate shrubs normally reaching an average maximum height of eighteen (18) inches at maturity.

(b) **Required Landscape Areas**. The following graphic illustrates the location of the landscape requirements detailed in this section.
(1) **Parking Lot Perimeter Area**. Trees and landscape required by this section shall be in addition to trees and landscape required under other sections of this ordinance. It is the objective of this section to provide screening between parking areas and right-of-way, and to provide for the integration of stormwater management with required landscaping.
a. **Location**. All surface parking lots which abut a public or private right-of-way, excluding alleys, shall include landscape and trees as required by this section located between the parking lot back of curb and the right-of-way.
b. **Applicability**. The parking lot perimeter landscape regulations of this section apply to the following:
1. The construction or installation of any new surface parking lot or vehicular use area; and
2. The expansion of any existing surface parking lot or vehicular use area, in which case the requirements of this section apply only to the expanded area.
c. **Requirements**. Perimeter landscape shall be established along the edge of the parking lot with a minimum width of seven (7) feet as measured from the parking lot back of curb, to accommodate vehicle bumper overhang and ensure planting areas that are adequate in size.
1. The landscape treatment shall run the full length of the parking lot and shall be located between the property line and the edge of the parking lot. Landscaped areas outside of shrub / native grasses and tree masses shall be planted in live groundcover. The landscaped area shall be improved as follows:
(a) One (1) shrub or native grasses the height of which shall not be less than three (3) feet nor greater than five (5) feet, shall be planted for every three (3) feet of landscape area length, spaced to adequately screen vehicle bumpers.

d. A low masonry wall or fence the height of which provides effective screening to a maximum height of three (3) feet may be used in conjunction with required landscaping as detailed in Section ## above. Plant materials shall be installed between the sidewalk and the fence or wall to provide a softening effect.

(2) **Parking Lot Interior Area**. All parking lots shall include landscape and trees located within the parking area as required by this section. Trees and landscape required by this section shall be in addition to trees and landscape required under other sections of this ordinance. It is the objective of this section to provide shade within parking areas, break up large expanses of parking lot pavement, support stormwater management where appropriate, and provide a safe pedestrian environment.

a. **Applicability**. The parking lot interior landscape regulations of this section apply to the following:

1. The construction or installation of any new surface parking lot containing fifteen (15) or more parking stalls; and
2. The expansion of any existing surface parking lot if the expansion would result in fifteen (15) or more new parking stalls, in which case the requirements of this section apply only to the expanded area.

b. **Requirements**. For parking lots consisting of fifteen (15) or more spaces, interior parking lot landscape shall be required. For parking lots consisting of fewer than fifteen (15) spaces, all rows of parking shall be terminated by a parking lot island.

c. **Amount**. Required parking lot interior landscape area shall be provided in the form of islands and medians.

1. **Parking Lot Median Amount Requirement.** Parking lot medians shall be placed between every third bay of parking.
2. **Parking Lot Island Amount Requirement.** Parking lot islands shall be located on parking bays which are not required to have parking lot medians. Parking lot islands shall be spaced not more than one-hundred thirty-five (135) feet or more than fifteen (15) continuous spaces apart, and at the end of any bay of parking bordered by a drive aisle, public or private street, or pedestrian way.

d. **Parking Lot Median Standards**.

1. **Size**. Parking lot medians shall have a minimum width of nine (9) feet and minimum soil depth of thirty-six (36) inches.
2. **Planting**. A minimum of one (1) canopy tree and fifteen (15) shrubs or native grasses shall be planted for each fifty (50) linear feet of parking lot median.
3. **Design**. Parking lot medians shall be protected with concrete curbing, wheel stops, or other suitable barriers. Such medians shall be properly drained or irrigated as appropriate to the site conditions to ensure survivability of plant materials and proper stormwater management function.

e. **Parking Lot Island Standards.**

1. **Size**. Parking lot islands shall be a minimum nine (9) feet wide by eighteen (18) feet long and shall have a minimum soil depth of thirty-six (36) inches. Double rows of parking shall provide parking lot islands opposite one another to form continuous single islands.
2. **Planting**. A minimum of one (1) canopy tree shall be provided for every parking lot island. If the island extends the width of a double bay, then two (2) canopy trees shall be provided.
3. **Design**. Parking lot islands shall be protected with concrete curbing or other suitable barriers. Such islands shall be properly drained or irrigated as appropriate to the site conditions to ensure survivability of plant materials or proper stormwater management function.

f. **Internal Pedestrian Walkways**. Internal pedestrian walkways, as required by Section ##, shall be located along parking lot medians. The Zoning Administrator may waive or modify this requirement on determining that locating internal pedestrian walkways along parking lot medians is impractical due to site conditions or undesirable because it would create unsafe conditions.

g. **Type of Landscape Material**. Except where areas are designed as vegetated stormwater management areas, canopy trees shall be the primary plant materials used in parking lot islands and canopy trees and shrubs or native grasses shall be the primary plant materials used in parking lot medians. Understory trees, evergreen trees, shrubs, native grasses, groundcover, and other plant materials may be used to supplement the required plantings but shall not create visibility concerns for automobiles and pedestrians. If medians or islands are designed as stormwater management areas, deviations from required plantings may be approved by the Zoning Administrator.

h. **Groundcover**. A minimum of seventy-five (75) percent of the surface area of every parking lot island and median shall be planted with living groundcover.

(3) **Building Foundation Area**. All non-single family development, with the exception of non-single family development in the CC District built with a zero (0) foot front yard setback, shall include landscape located at the building foundation as required by this section. Landscape required by this section shall be in addition to landscape required under other sections of this ordinance. It is the objective of this section to provide a softening effect at the base of buildings.

a. A non-single family development is required to maintain a building foundation area at front and exterior side yards of seven (7) feet at a minimum.

b. Foundation plantings shall be designed to supplement buffer yard plantings to frame important views, while visually softening long expanses of walls.

c. Foundation plantings shall be installed across eighty (80) percent of the length of the façade of the building, except where walkways and driveways are located.

d. Foundation plantings may include trees, shrubs, native grasses, and groundcover.

e. Where the area between the building and parking lot or street curb is entirely paved for pedestrian use, landscaping may consist of canopy trees planted in structural soils beneath tree grates or permeable pavement, at the rate of one (1) tree per fifty (50) linear feet of building facade. Minimum structural soil volume shall be six-hundred (600) cubic feet.

f. Above-ground stormwater planter boxes along building facades may be substituted for foundation plantings.

(4) **Transition Area**. Transition area landscape shall be required along interior property lines of all multiunit residential, non-residential, or mixed-use development. It is not expected that the transition area will totally screen such uses but rather will minimize land use conflicts and enhance aesthetics. Landscape required by this section shall be in addition to landscape required under other sections of this ordinance.

a. **Applicability**. Transition area landscaping is required as follows:

1. The construction or installation of any new primary building or primary use; and

2. The expansion of any existing primary building or primary use that results in an increase in gross floor area by more than five (5) percent or one thousand (1,000) square feet, whichever is greater. In the case of expansions that trigger compliance with transition area requirements, transition area landscaping is required only in proportion to the degree of expansion. The Zoning Administrator is authorized to allow the transition area to be established adjacent to the area of expansion or to disperse transition area landscaping along the entire site transition area.

3. Primary buildings or uses in the CC District shall be required to install transition area landscape in rear yards only.

b. **Transition Area Types.** Four (4) transition area types are established in recognition of the different contexts that may exist, as shown in Table 6-3(b)(4)(b). Transition areas may include a combination of elements including setback distances for separation, planting types, solid fencing, green walls, vegetated stormwater management areas, living groundcover, or turf.

Table 6-3(b)(4)(b): Transition Area Types

	Specification	Type A	Type B	Type C	Type D
1	Min. Yard Width (1)	5 ft.	10 ft.	15 ft.	20 ft.
2	Min. Fence / Wall Height (2)	optional	optional	6 ft.	6 ft.
	Min. Number of Landscape Elements (per 100 lineal feet)				
3	Understory	optional	3	4	5
4	Canopy / Evergreen	4	3	4	5
5	Shrubs / Native Grasses	optional	15	25	35
(1) Required yard setbacks may be utilized for transition area landscape.					
(2) Fence or wall requirements may be satisfied by a solid evergreen or arborvitae hedge with a maximum height of six (6) feet, as approved by the Zoning Administrator.					

c. **Application of Transition Area Types**. Transition areas shall be provided based on Table 6-3(b)(4)(c), except where adjacent uses are of a similar nature, scale, and intensity. As per Table 6-3(b)(4)(c), the type of required transition yard is dependent upon the land use type of the subject lot and the land use type of the adjacent lot(s).

Table 6-3(b)(4)(c): Application of Transition Area Types

Subject Lot Land Use	Adjacent Lot Land Use											
	Agricultural	*Single-Family Residential*	*All Other Residential*	*Institutional*	*Retail*	*Service*	*Eating and Drinking*	*Entertainment*	*Lodging*	*Vehicle Related*	*Industrial*	*Transportation*
Agricultural												
Single-Family Residential												
All Other Residential	A	C		B	B	B	B	B	B	C	D	D
Institutional	A	C	B		B	B	B	B	B	C	D	D
Retail	A	C	B	A		A	A	A	A	B	C	C
Service	A	C	B	A	A		A	A	A	B	C	C
Eating and Drinking	A	C	B	A	A	A		A	A	B	C	C
Entertainment	A	C	B	A	A	A	A		A	B	C	C
Lodging	A	C	B	A	A	A	A	A		B	C	C
Vehicle Related	B	D	C	C	C	C	C	C	C		B	B
Industrial	B	D	C	C	C	C	C	C	C	B		B
Transportation	B	D	C	C	C	C	C	C	C	B	B	

~~(1)~~

(c) **Species Diversity Requirements.**

(1) A minimum of fifty (50) percent of the landscape elements utilized on a parcel that is less than one-half (0.5) acre shall be drought and salt tolerant native species.

(2) A minimum of sixty (60) percent of the landscape elements utilized on a parcel that is between one-half (0.5) and five (5) acres shall be drought and salt tolerant native species. Total landscape elements, excluding turf, shall not be comprised of more than thirty (30) percent of any single species or fifty (50) percent of any genus.

(3) A minimum of seventy-five (75) percent of the landscape elements utilized on a parcel that is greater than five (5) acres shall be drought and salt tolerant native species. Total landscape elements, excluding turf, shall not be comprised of more than twenty (20) percent of any single species or twenty-five (25) percent of any genus.

(4) The percentage limits above may be varied in conjunction with approval of vegetated stormwater management areas.

(d) **Tree Preservation.**

(1) Existing viable trees of twelve (12) inches or greater DBH shall not be removed from lots within the City without a tree preservation and removal plan approved by the Zoning Administrator. DBH is diameter at breast height measured at four and a half (4.5) feet off the ground or grade level.

(2) The tree preservation and removal plan shall include an inventory of all trees of twelve (12) inches or greater DBH on a lot.

(3) Every reasonable effort shall be made to incorporate trees identified in the inventory into the landscape required for the proposed development. The Zoning Administrator must determine that one of the following criteria apply prior to granting approval to remove a mature, high quality tree:

a. The tree is dead, dying, diseased, or a threat to public health or safety;

b. The tree interferes with the provision of public services or is a hazard to traffic;

c. The location of the tree prevents development or redevelopment that cannot be designed to protect the tree.

d. The tree is an identified invasive species.

(4) Viable trees of twelve (12) inches or greater DBH to be removed shall be replaced in accordance with the following standards.

a. The tree to be removed shall be replaced within one (1) year of the date of approval and guaranteed as detailed in Section ##.##.

b. Any tree designated for removal on an approved tree preservation and removal plan shall be replaced at the rate specified in Table 6-3(d)(4).

c. In the event that a tree designated for preservation is destroyed, damaged, or removed during the construction process, such tree shall be replaced at three (3) times the applicable rate specified in Table 6-3(d)(4).

Table 6-3(d)(4) Tree Replacement Rate

Caliper of Tree to be Removed	Number of Replacement Trees Required
12-29 inches	3
30 inches or more	4

(5) The value of a tree shall be determined by the Zoning Administrator in accordance with the methods developed by the Council of Tree and Landscape Appraisers in the most recent Guide for Plant Appraisal.

(e) **Installation and Maintenance of Landscape Areas.**

(1) All installed landscape shall conform to the most recently approved American Standard for Nursery Stock (ANSI Z60.1), published by the American National Standards Institute.

(2) All new landscape areas shall be installed prior to the occupancy or use of the building or premises, or substantial completion of the building to allow for occupancy; or if the time of the season or weather conditions is not conducive to planting, the developer shall apply to the Zoning Administrator for a delay in landscape installation. The delay in landscape installation request shall identify a date certain by which all required landscape materials shall be installed or the developer shall be subject to a fine as detailed in the agreement.

(3) A total cost estimate of landscaping for the construction must be given in January 1 dollars for the current calendar year. Twenty (20) percent of the total landscaping costs should be deposited in escrow with the City before building permits are granted. The twenty (20) percent landscaping deposit will be held in escrow for a period of one (1) year past the time of planting and will be refunded on approval of the City.

(4) Dead plant materials shall be replaced within sixty (60) days taking into consideration the season of the year and shall have at least the same quantity and quality of landscape elements as initially approved. If the particular project is constructed in more than one (1) phase, the sixty (60) day timeframe shall apply to each individual phase.

(5) All landscape shall be maintained in a healthy, neat, trimmed, clean, and weed-free condition. With the exception of surface areas in vegetated stormwater management areas where mulch is not specified, the ground surface of landscape areas shall be covered with either turf and/or other types of pervious groundcover located beneath and surrounding trees and shrubs.

(6) For stormwater management areas where irrigation is not specified, all installed plantings shall be guaranteed for a period of eighteen (18) months following municipal approval of installation. During this guarantee period landowner shall supply water as necessary to promote successful establishment and growth.

(7) Any required landscaped area not intended for stormwater management, greater than one hundred and fifty (150) square feet in area, shall be provided with an underground irrigation system or be provided with a portable water supply within fifty (50) feet of said landscaped areas. No part of an irrigation system may be installed in City right-of-way.

(8) All plantings required under this ordinance shall be maintained perpetually and replaced if they die or are substantially weakened or damaged. If plantings succumb due to cultural conditions, they shall be replaced with more culturally suitable species of the same type (e.g. tree, shrub, groundcover).

6-4 - Screening Standards

(a) **Trash and Recycling Receptacles.** The following regulations shall apply to all apartment, condominium, mixed-use, and nonresidential development.

(1) Trash and recycling receptacles shall be screened on three (3) sides with a solid, opaque material with a minimum height of six (6) feet and a maximum height of eight (8) feet. The use of materials that are not solid, such as slats in chain-link, shall only be used to meet this requirement in the I district.

(2) Materials used for screening shall complement the architecture of the primary structure.

(3) Materials and elevations for enclosures that are attached to buildings shall be designed to be integrated into the primary structure.

(4) If enclosures are to be attached to buildings, they shall comply with applicable fire and building codes.

(5) Shrubs shall be installed every three (3) feet along the exterior of the enclosure, with the exception of enclosure openings, to provide a softening effect.

(6) Enclosure openings shall be gated with an opaque material and shall not be directly visible from a public right-of-way and/or adjoining residential areas.

(7) Enclosure openings shall be kept closed at all times except for when the receptacle is being accessed by a service truck.

(8) Property owners shall be responsible for ensuring that trash and recycling receptacles be placed in the enclosure at all times other than when it is being emptied by a service truck.

(9) Access drives shall be constructed of material and thickness to accommodate truck loading. Year-round access to the enclosure area for service trucks shall be maintained by the property owner or tenant.
(10) Enclosures shall be of an adequate size to accommodate expected containers. It is recommended that the enclosure be designed to be expandable to accommodate future additional containers.
(11) Enclosure structures shall be designed to protect the walls from damage by containers. Such protection may be provided by the use of barrier curbing, reinforced masonry walls, or other similar means.
(12) Trash and recycling receptacle enclosures shall not occupy areas used for required parking spaces.

~~Purpose. The purpose of this Section is to regulate the materials, location, height, and maintenance of dumpster enclosures and screened refuse containers for all buildings except single family residential homes in order to prevent the creation of nuisances, visual blight, and to promote the general welfare of the public.~~

~~Applicability. The requirements of this Section apply to all dumpster enclosures and screened refuse containers. All dumpsters or refuse containers that are stored outdoors in nonresidential zoning districts shall be screened or enclosed as required by this Section.~~

~~Required Details on Site Plan. The location of proposed dumpster enclosures shall be required on all site plans. An elevation of proposed dumpster enclosures shall be required on all site plans, and show compliance with the requirements listed below.~~

~~Standards.~~

~~Enclosure or Screening Materials.~~

~~Wood, brick, stone, and architectural block are allowed. Other materials are allowed if approved by the Plan Commission. At least 50% of any dumpster enclosure shall be comprised of materials used on the exterior of the building for which the dumpster enclosure is provided.~~

~~In the Central Commercial zoning district, dumpster enclosures shall utilize brick or stone for at least 25% of the dumpster enclosure's materials.~~

~~Chain-link fence is prohibited for dumpster enclosures in all zoning districts.~~

~~Location.a.Dumpster enclosures and screened refuse containers shall not be located within any front yard or required street yard, unless approved by the Plan Commission.~~

~~Dumpster enclosures and screened refuse containers shall be located at least 5 feet from abutting residentially-zoned properties, and at least 3 feet from all other properties.~~

~~Height.~~

~~Dumpster enclosures and refuse container screens shall be tall enough to completely conceal any dumpster and any trash located within the enclosure.~~

~~Dumpster enclosures and refuse container screens shall in no instance be taller than 6 feet in height.~~

~~Maintenance. Dumpster enclosures and refuse container screens shall be maintained in a structurally sound and attractive manner.~~

Commented [JW10]: Existing language from 13-1-305

[Insert Trash and Recycling Receptacle Screening Graphic]

(b) **Ground Mounted Mechanical Units.** The following regulations shall apply to all ground-mounted mechanical units, including but not limited to generators, air-conditioning condensers, heat pumps, ventilation units, computer cooling equipment, etc., and any related utility structures and equipment.

(1) Locating mechanical units within the principal structure is strongly encouraged in order to minimize exterior visual impacts. Ground mounted mechanical units are prohibited within the front yard, regardless of whether screening is provided.

(2) Ground mounted mechanical units that are visible from any public right-of-way or adjacent residential property shall be screened from public view.

(3) Materials used for screening shall be designed and established so that the area or element being screened is no more than twenty (20) percent visible through the screen.

~~(1)~~(4) Chain-link fence or slats in chain-link fence shall not be used to meet this requirement.

[Insert Ground Mounted Mechanical Unit Screening Graphic]

(c) **Roof Mounted Mechanical Units.** The following regulations shall apply to all roof mounted mechanical units, including but not limited to air-conditioning condensers, heat pumps, ventilation units, computer cooling equipment, etc., and any related utility structures and equipment which service multiunit residential, non-residential, or mixed use developments.

(1) Locating mechanical units within the principal structure is strongly encouraged in order to minimize exterior visual impacts.

(2) Roof mounted mechanical units that are visible from any public right-of-way or adjacent residential property shall be completely screened from public view.

(3) Materials used for screening shall be architecturally integrated with the building in the form of a parapet wall and shall be continuous, permanent, sound attenuating, and noncombustible.

(4) Screening shall be required when new equipment is installed and shall be provided around both new and existing roof mounted mechanical units in order to provide visual continuity. Normal maintenance of roof mounted mechanical units shall not mandate the screening requirements.

~~(2)~~(5) Additional screening may be required due to topographic differences in the adjoining properties.

[Insert Roof Mounted Mechanical Unit Screening Graphic]

6-5 - Fence Standards

Commented [JW11]: Existing language from 13-1-299

(a) **Purpose**. The purpose of this Section is to regulate the materials, location, height, and maintenance of fencing.

~~(b)~~ **Applicability**. Except as provided in Subsection (c)(4) below, the requirements of this Section apply to all fences equal to or exceeding 30 inches in height, for all land uses and activities.

(b)

~~(c)~~ ~~**Definitions.**~~

~~(1) For the purpose of this Section, the term "fence" is defined as any vegetation or structure constructed, erected, assembled, planted or arranged to serve as a permanent enclosure, barrier or boundary.~~

~~(2) For the purpose of this Section, the term "temporary fence" is defined as any vegetation or structure constructed, erected, assembled, planted or arranged to serve as a temporary enclosure, barrier or boundary for a period not to exceed 180 consecutive days per calendar year.~~

~~(3) For the purpose of this Section, the term "vegetation" is defined as any plants, shrubbery, trees, or hedges planted, buried or arranged in such a manner as to create a fence.~~

~~(4) For the purpose of this Section, the term "pet containment system" is defined as an electronic containment device that utilizes underground wires that are used to keep a dog or other animal inside the boundary of a property without the construction of a fence. Pet containment systems shall comply with the location requirements within Subsection (c) and maintenance requirements within Subsection (i) below.~~

~~(d)~~(c) **Materials**~~.~~

(1) **Approved Materials**. Approved materials for fencing include wood, wood composites, stone, brick, wrought iron, aluminum, vinyl, PVC, ~~chain link, woven wire, wire mesh, plastic~~ or ~~vegetation~~hedge row~~, except that woven wire and/or wire mesh are not permitted within front yard or street-side yard areas~~. Snow fences constructed of wood, wire, plastic, or any combination thereof shall be permitted only as temporary fences.

(2) **Prohibited Materials.** ~~Except as provided in Subsection (c)(4) above, n~~No fence shall be constructed of wire mesh, woven wire, chain link, dangerous materials, or materials that would constitute a nuisance. No fence shall be constructed of razor wire, ~~or be constructed that~~ to conduct~~s~~ electricity, or ~~that is designed~~ to shock with electricity. With the approval of the Zoning Administrator, based on case specific conditions, barbed wire may be used at the tops of fences and chain link, woven wire, and wire mesh may be used in ~~commercial and~~ industrial zones, provided that the barbed wire and its supports are a minimum of six (6) feet four (4) inches above the ground. Barbed wire supports may not extend beyond the lot line of the fenced property.

(3) **Alternative Materials**. Materials not listed in Subsections (~~d~~b)(1) or (2) above may be considered with the approval of the Zoning Administrator. A sample of the proposed fencing material and design shall be provided by the applicant for evaluation at the time of application filing. In addition, the applicant must demonstrate that all the following conditions are being met prior to the approval of the permit.

a. The proposed fence is decorative in appearance and appropriate for use in its proposed setting.
b. The proposed fence will be constructed of appropriately durable materials for its intended use and setting and;
c. The proposed fencing is determined to be equal to or higher in aesthetic quality than what would otherwise be permitted in its proposed location as per Subsection (~~d~~b)(1) above.

~~(e)~~(d) **Location**. On all properties, no fence shall be located closer than two (2) feet to the front lot line or ~~street-side~~corner lot line or within the vision clearance triangle standards as set forth in Section 13-1-282. Fences may be located on any interior-side lot line or rear lot line.

~~(f)~~(e) **Height and Opacity.**

(1) In all residential zoning districts, fences shall be a maximum of six (6) feet high and one -hundred (100) percent~~%~~ opaque except:

a. Fences that are located in a front yard shall not exceed a maximum height of four (4) feet and shall ~~be a maximum of 50% opaque~~have a maximum opacity of fifty (50) percent.
b. Fences that are located in a street-side yard and that are within twenty-five (25) feet of the ~~street-side~~corner lot line shall not exceed a maximum height of four (4) feet and shall ~~be a maximum of 50% opaque~~have a maximum opacity of fifty (50) percent.
c. For properties having double frontage on more than one road or street, not including corner lots, the rear lot line shall be the opposite line along which the lot takes access to the street. Double frontage lots shall be allowed to have a fence in the rear lot. The rear lot fence shall be a maximum of six (6) feet tall and ~~a maximum of 100% opaque~~one-hundred (100) percent opaque.

~~(2)~~ In all nonresidential zoning districts, fences may be a maximum of eight (8) feet high and ~~100%~~one -hundred (100) percent opaque ~~except:~~

Commented [JW12]: Proposed to be consolidated with all other definitions in Article 2

Commented [JW13]: It is recommended that chain link, woven wire, wire mesh, and plastic fence materials be prohibited in all yards.

a. Fences that are located in a front yard and may not exceed a maximum height of 4 feet and shall be a maximum of 50% opaque.

(3)(2) Fences that are located in a street-side yard and that are within 25 feet of the street-side lot line may not exceed a maximum height of 4 feet and shall be a maximum of 50% opaque.and shall be limited to rear and side yards only with the exception of fences or walls otherwise required by this Code.

[Insert Fence Location, Height, and Opacity Graphic]

(g)(f) **Orientation**. The finished side or decorative side of a fence shall face the adjoining property and/or right-of-way.

(h)(g) **Maintenance**. The owner of a fence shall be responsible to maintain said fence in a safe, structurally sound, and attractive manner.

(i) **Nonconforming Fences**. Except for location requirements in Subsection (e) above, any fence existing on the effective date of this Code and not in conformance with this Section may be maintained, but any alteration, modification, or improvement of such fence shall comply with this Section.

(j)(h) **Special Conditions.** When special conditions related to safety and/or security arise, The Planning Commission may review fence installations located upon non-residentially zoned property that does not conform with the material, height, and opacity requirements as set forth in this Section. Such action shall be considered a conditional use and approval, and shall be subject to the review and approval procedures as set forth in Section 13-1-363.

(k) **Permits.** For fences described in Subsection (c)(1) and pet containment systems as described in Subsection (c)(4) above, a general permit is required as set forth in Section 15-1-2.

(l) **Penalties**. The penalty for violation of any provision of this Section of the Code will be a penalty as provided in Section 13-1-377. A separate offense shall be deemed committed for each day of which a violation of this Section occurs or continues.

Commented [JW14]: Proposed to be moved to Article 9: Administration and Enforcement Standards

Commented [JW15]: Proposed to be moved to Article 9: Administration and Enforcement Standards

6-6 - Outlot Commercial Building Type Standards

(a) Outlot commercial buildings shall be setback a minimum of fifteen (15) feet from any right-of-way.

(b) All off-street parking and loading shall be located toward the rear of the building.

(c) Curb cuts and site vehicular access shall be shared with the primary structure.

(d) Additional wall sign area may be approved by the Zoning Administrator to allow for wall signs on the façade of the building facing the off-street parking lot and the façade of the building facing the primary roadway.

6-6 - 6-7 - Visibility Standards

Commented [JW16]: Existing language from 13-1-282

(a) Clear sight distance shall be maintained at the intersection of a driveway and any right-of-way, and at the intersection of two (2) or more streets. No building or structure shall be permitted that creates a visual obstruction taller than three (3) feet in the area of the lot measured as a distance of fifteen (15) feet from the center of the intersection of the driveway and street, or from the center of the intersection of two (2) or more streets. **Purpose**. The purpose of this Section is to alleviate or prevent congestion of public rights-of-way so as to promote the safety and general welfare of the public by establishing minimum requirements for the provision of vehicular visibility.

(b) **Requirement.** In order to provide a clear view of intersecting streets to motorists, there shall be a triangular area of clear vision formed by the 2 intersecting streets and a chord connecting said centerlines, as determined by the Director of Public Works. Generally, the following standards shall apply:

Table 6-6(b)(1): Vision Clearance Triangle Standards	
Right-of-Way (ROW) Width	*Distance from ROW Intersection*
less than 50 feet	50 feet
50 feet	50 feet
51-60 feet	40 feet
61-66 feet	34 feet
67-82.5 feet	15 feet
more than 82.5 feet	15 feet

~~(c)~~

~~(d) Within said triangular area, no signs, parking spaces, structures, or earthwork in excess of 30 inches, and no vegetation, fencing, nor other such obstructions between 30 inches and 8 feet in height which exceeds an opacity of 0.2 [see Section 13-1-249(d)(2)] shall be permitted which exceeds 30 inches in height above either of the centerline elevations of said 2 streets.~~

~~Depiction on Required Site Plan. Any and all visibility triangles located on the subject property shall be depicted as to their location and configuration on the site plan required for the development of the subject property. (Refer to Section 13-1-366.)~~

[Insert Vision Clearance Triangle Graphic]

~~6-7~~ 6-8 - Drainage Standards

(a) **Purpose**. The purpose of this Section is to regulate the creation of drainage which adversely aeffects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.

(b) **Applicability**. The requirements of this Section apply to all land uses and activities.

(c) **Standards**. No land shall be ~~developed~~developed, and no use shall be permitted that results in water runoff which causes property damage, a nuisance, and/or erosion on adjacent properties. Such runoff shall be properly conveyed to a public storm drain, drainageway, or other such public drainage facilitiesy per the approval of the Director of Public Works. ~~All parking lots 4,000 square feet or larger shall be internally drained with catch basins connected to a municipal storm sewer.~~

~~6-8~~ 6-9 - Performance Standards

(a) **Exterior Lighting Standards.**

(1) **Purpose**. The purpose of this Subsection is to regulate the spill-over of light and glare on operators of motor vehicles, pedestrians, and land uses in the vicinity of a light source in order to promote traffic safety and to prevent the creation of nuisances.

(2) **Applicability**. The requirements of this Subsection apply to all private exterior lighting within the jurisdiction of this Chapter, except for lighting within public rights-of-way and/or lighting located on public property.

~~(3) **Depiction on Required Site Plan.** Any and all exterior lighting shall be depicted as to its location, orientation and configuration on the site plan required for the development of the subject property. (Refer to Section 13-1-366.)~~

~~(4)~~(3) **Requirements**.

a. ~~**Orientation of** **Fixture**s. In no instance shall an exterior lighting fixture be oriented so that the lighting element (or a transparent shield) is visible from a property located within a residential zoning district. The use of shielded luminarires and careful fixture placement is encouraged so as to facilitate compliance with this requirement.~~Light sources shall be full cutoff fixtures with the light source fully shielded and directed downwards.

Commented [JW17]: Proposed to be moved to Article 9: Administration and Enforcement

Commented [JW18]: Existing language from 13-1-296

Commented [JW19]: Existing language from 13-1-286

Commented [JW20]: Proposed to be moved to Article 9: Administration and Enforcement

b. **Intensity of Illumination**. In no instance shall the amount of illumination attributable to exterior lighting, as measured at the property line, exceed 0.~~50~~ 40 ~~footcandles~~foot-candles above ambient lighting conditions on a cloudless night.

c. **Location**. Light fixtures shall not be located within required ~~bufferyards~~landscape areas.

d. **Flashing, Flickering and other Distracting Lighting.** Flashing, flickering, and/or ~~other~~ lighting which may distract motorists are prohibited. ~~(Refer to Section 13-1-323(a)(3).~~

e. **Minimum and Maximum Lighting Standards.** All areas designated on required site plans for vehicular parking, loading, or circulation and used for any such purpose after sunset shall provide artificial illumination in such areas at a minimum intensity of 0.4 ~~footcandles~~foot-candles and at a maximum intensity of one (1) foot-candle during hours of operation.

~~f. **Nonconforming Lighting.** All lighting fixtures existing prior to the effective date of this Chapter shall be considered as legal conforming uses, (see Section 13-1-96).~~

f. **Special Events Lighting.** Any temporary use using exterior lighting which is not in complete compliance with the requirements of this Subsection shall secure a temporary use permit. (Refer to Section 13-1-364.)

(b) **Air Pollution**. No person or activity shall emit any fly ash, dust, particulate matter, fumes, vapors, mists, or gases in such quantities that would constitute a nuisance to surrounding property owners. Dust and other types of pollution borne by the wind from such sources as storage areas, yards, and roads within lot boundaries shall be kept to a minimum by appropriate landscaping, paving, fencing, or other acceptable means.

(c) **Fire and Explosive Hazards**. All activities involving the manufacturing, utilization, processing, or storage of flammable or explosive materials shall be provided with adequate safety devices against the hazard of fire and explosion and with adequate fire-fighting and fire-suppression equipment and devices that are standard in the industry and approved by the City of Verona Fire Chief. All materials that range from active to intense burning shall be manufactured, utilized, processed, or stored only within completely enclosed buildings which have incombustible exterior walls and an automatic fire extinguishing systems. Storage of flammable and explosive material shall be in accordance with the requirement of Chapter IHLR 10 of the Wisconsin Administrative Code and the requirements of Chapter NFPA 30 of the National Fire Protection Act.

(d) **Glare and Heat**. No activity shall emit glare or heat that is visible or measurable outside its premises except activities which may emit direct or sky reflected glare which shall not be visible outside their district. All operations producing intense glare or heat shall be conducted within a completely enclosed building. Exposed sources of light shall be shielded so as not to be visible outside their premises.

(e) **Water Quality Protection**. No activity shall locate, store, discharge, or permit the discharge of any treated, untreated, or inadequately treated liquid, gaseous, or solid materials of such nature, quantity, obnoxiousness, toxicity, or temperature that might run off, seep, percolate, or wash into surface or subsurface waters so as to contaminate, pollute, or harm such waters or cause nuisances such as objectionable shore deposits, floating or submerged debris, oil or scum, color, odor, taste, or unsightliness or be harmful to human, animal, plant, or aquatic life. In addition, no activity shall withdraw water or discharge any liquid or solid materials so as to exceed, or contribute toward the exceeding of, the minimum standards set forth in Chapter NR 102 of the Wisconsin Administrative Code.

(f) **Radioactivity and Electrical Disturbances.** No activity shall emit radioactivity or electrical disturbances outside its premises that affect the use of neighboring premises.

(g) **Vibration.** No activity in any district shall emit vibrations, which are discernible by the Zoning Administrator without instruments outside its premises.

(h) **Noise**. At no point on the boundary of a Residence or Business district shall the sound intensity level of any individual operation (other than the operation of motor vehicles or other mobile equipment) exceed 58 and 62 dBA, respectively, during normal operations.

~~(b) **Vibration Standards.**~~

~~(1) **Purpose.** The purpose of this Section is to regulate the creation of vibration which adversely effects~~ affects adjoining properties in order to prevent the creation of nuisances and to promote the general ~~welfare of the public.~~

~~(2) **Applicability**. The requirements of this Section apply to all uses and activities which create detectable vibrations, except that these standards shall not apply to vibrations created during the construction of the principal use on the subject property.~~

~~(3) Depiction on Required Site Plan. Any activity or equipment which create detectable vibrations outside the confines of a building shall be depicted as to its location on the site plan required for the development of the subject property. (See Section 13-1-366.)~~

~~(4) **Requirements**. No activity or operation shall cause or create earthbone vibrations in excess of the displacement values given below.~~

~~(5) **Method of Measurement**. Measurements shall be made at or beyond the adjacent lot line or the nearest residence district boundary line, as described below. Vibration displacements shall be measured with an instrument capable of simultaneously measuring in 3 mutually perpendicular directions. The Maximum permitted displacements shall be determined in each zoning district by the following formula~~

~~a.~~

~~(6) **Standards in the Urban Industrial District**. In the Urban Industrial District, the maximum earth displacement permitted at the points described below shall be determined by use of the formula above and the appropriate K constant shown in the table below.~~

Table 6-7(b)(5): Vibration Standards in the UI District	
Location	**K**
On or beyond any adjacent lot line	
Continuous	0.015
Impulsive	0.03
Less than 8 pulses per 24-hour period	0.075
On or beyond any residence district boundary line	
Continuous	0.003
Impulsive	0.006
Less than 8 pulses per 24-hour period	0.015

~~(7) Standards in the Heavy Industrial District. In the Heavy Industrial District, the maximum earth displacement permitted at the points described below shall be determined by use of the formula above and the appropriate K constant shown in the table below.~~

~~(8) **Standards in the Suburban Industrial District**. In the Suburban Industrial District, the maximum earth displacement permitted at the points described below shall be determined by use of the formula above and the appropriate K constant shown in the table below.~~

Commented [JW21]: Existing language from 13-1-287

Commented [JW22]: Does the City find value in this existing text? Would it be simpler to revise this to a threshold similar to what is established for noise standards?

Table 6-7(b)(5): Vibration Standards in the SI District	
Location	**K**
On or beyond any adjacent lot line	
Continuous	0.03
Impulsive	0.06
Less than 8 pulses per 24-hour period	0.15
On or beyond any residence district boundary line	
Continuous	0.003
Impulsive	0.006
Less than 8 pulses per 24-hour period	0.015

~~(c) **Noise Standards.**~~

~~(1) **Purpose**. The purpose of this Section is to regulate the creation of noise which adversely effects affects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.~~

~~(2) **Applicability**. The requirements of this Section apply to all uses and activities which create detectable noise, except that these standards shall not apply to the noise created during the construction of the principal use on the subject property, between the hours of 7:00 a.m. and 8:00 p.m. on weekdays and 8:00 a.m. and 8:00 p.m. on weekends, or by incidental traffic, parking, loading, maintenance or agricultural operations.~~

~~(d) **Requirements**. All noise shall be muffled so as not be objectionable due to intermittence, beat frequency or shrillness. In no event shall the sound-pressure level of noise radiated continuously from a facility exceed at the lot line of the subject property the values given in Table 13-1-288(c)(1) (set out hereafter) as measured by, at the minimum, a Type 2 sound meter that is in compliance with ANSI standard S1.4-1983, where said lot abuts property within any residential, office, commercial zoning district, or the Suburban Industrial (SI) District. (See Section 13-1-41.)~~ **Odor Standards.**

~~(1) **Purpose**. The purpose of this Section is to regulate the creation of odor which adversely aeffects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.~~

~~(2) **Applicability**. The requirements of this Section apply to all land uses and activities, except that these standards shall not apply to odors created during the construction of the principal use on the subject property, or by incidental traffic, parking, loading, or maintenance operations. Public landfills and public sanitary sewage treatment plants shall be exempted from the requirements of this Section as essential public services.~~

~~(3) **Standards**. Except for food preparation and cooking odors emanating from residential land uses, and odors associated with property development and maintenance (such as construction, lawn care, and the painting and roofing of structures), no odor shall be created for periods exceeding a total of 15 minutes per any day which are detectable (by a healthy observer such as the Zoning Administrator or a designee who is unaffected by background odors such as tobacco or food) at the boundary of the subject property, where said lot abuts property within any residential, office, commercial zoning district, or the Suburban Industrial (SI) District. (See Section 13-1-41.)~~

~~(e) **Electromagnetic Radiation Standards.**~~

~~(1) **Purpose**. The purpose of this Section is to regulate the creation of electromagnetic radiation which adversely aeffects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.~~

~~(2) **Applicability**. The requirements of this Section apply to all land uses and activities.~~

Commented [JW23]: Existing language from 13-1-288

Commented [JW24]: Existing language from footnote of table 13-1-288(c)(1)

Commented [JW25]: Existing language from 13-1-290

Commented [JW26]: Existing language from 13-1-291

1. **Standards**. It shall be unlawful to operate or cause to be operated any planned or intentional source of electromagnetic radiation for such purposes as communication, experimentation, entertainment, broadcasting, heating, navigation, therapy, vehicle velocity measurement, weather survey, aircraft detection, topographical survey, personal pleasure, or any other use directly or indirectly associated with these purposes, which does not comply with the then current regulations of the Federal Communications Commission regarding such sources of electromagnetic radiation. Further, said operation in compliance with the Federal Communications Commission shall be unlawful if such radiation causes an abnormal degradation in performance of other electromagnetic radiators or electromagnetic receptors of quality and proper design because of proximity, primary field, blanketing, spurious radiation, harmonic content, modulation, or energy conducted by power or telephone lines. The determination of "abnormal degradation in performance" and "of quality and proper design" shall be made in accordance with good engineering practices as defined in the latest principles and standards of the American Institute of Electrical Engineers, the Institute of Radio Engineers, and the Electronic Industries Association. In case of any conflict between the latest standards and principles of the above groups, the following precedence in the interpretation of the standards and principles shall apply: (1) American Institute of Electrical Engineers, (2) Institute of Radio Engineers, and (3) Electronic Industries Association.

(f) **Glare and Heat Standards.**

(1) **Purpose**. The purpose of this Section is to regulate the creation of glare or heat which adversely aeffects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.

(2) **Applicability**. The requirements of this Section apply to all land uses and activities, except that these standards shall not apply to glare created during the construction of the principal use on the subject property, or by incidental traffic, parking, loading, or maintenance operations.

(3) **Standards**. No direct or sky-reflected glare, whether from floodlights or from temperature processes such as combustion or welding or otherwise, so as to be visible at the lot line of the subject property shall be permitted. (See also, Section 13-1-286.) Furthermore, there shall be no transmission of heat or heated air so as to be discernible (by a healthy observer such as the Zoning Administrator or a designee) at the lot line. Solar systems regulated by Sec. 66.03, Wis. Stats., shall be entitled to the protection of its provisions.

(g) **Fire and Explosion Standards**.

(1) **Purpose**. The purpose of this Section is to regulate the creation of fire and/or explosion hazards which adversely effect adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.

(2) **Applicability**. The requirements of this Section apply to all land uses and activities.

(3) **Standards**. Any use involving materials which could decompose by detonation shall locate such materials not less than 400 feet from any residential or office zoning district (see Section 13-1-41), except that this standard shall not apply to the storage or usage of liquefied petroleum or natural gas for normal residential or business purposes. All activities and storage of flammable and explosive materials at any point shall be provided with adequate safety and fire fighting devices in accordance with all fire prevention codes of the State of Wisconsin.

(h) **Outdoor Solid Fuel Fire Heating Device or Solid Fuel Unit**. Outdoor solid fuel fire heating devices or solid fuel units are prohibited in all zoning districts. An "outdoor solid fuel fire heating device or solid fuel unit" is defined as "an outdoor device or structure designed for solid fuel combustion for the purpose of providing indoor heat to a residence or other building, including, but not limited to, solid fuel fired stoves and

Commented [JW27]: Existing language from 13-1-192

Commented [JW28]: Existing language from 13-1-293

combustion fuel furnaces or boilers which burn solid fuel (such as firewood or coal)". A solid fuel fire heating device or solid fuel unit is considered outdoor if it is not located inside a residence or other building, thereby making the solid fuel fire heating device or solid fuel unit subject to the Wisconsin Uniform Dwelling Code.**Toxic or Noxious Materials**.

(1) **Purpose**. The purpose of this Section is to regulate the handling of toxic or noxious material which adversely effects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.

(2) **Applicability**. The requirements of this Section apply to all land uses and activities.

(3) **Standards**.

a. No use shall discharge across the boundaries of the subject property, or through percolation into the subsoil, toxic or noxious material in such concentration as to be detrimental to, or endanger, the public health, safety, comfort, or welfare, or cause injury or damage to the property or business.

(i) No use shall discharge at any point into any public or private sewage disposal system or stream, or into the ground, any liquid or solid materials except in accordance with the regulations of the Wisconsin Department of Public Health.**Waste Materials**.

(1) **Purpose**. The purpose of this Section is to regulate the handling of waste material which adversely effects adjoining properties in order to prevent the creation of nuisances and to promote the general welfare of the public.

(2) **Applicability**. The requirements of this Section apply to all land uses and activities.

(3) **Standards**.

a. No use shall discharge across the boundaries of the subject property, or through percolation into the subsoil, toxic or noxious material in such concentration as to be detrimental to, or endanger, the public health, safety, comfort, or welfare, or cause injury or damage to the property or business.

(j) No use shall discharge at any point into any public or private sewage disposal system or stream, or into the ground, any liquid or solid materials except in accordance with the regulations of the Wisconsin Department of Natural Resources.**Hazardous Materials**.

(1) **Purpose**. The purpose of this Section is to provide information to the City regarding the nature of land uses which involve research, production, storage, disposal, handling, and/or shipment of hazardous materials.

(2) **Applicability**. The requirements of this Section apply to all land uses and activities involving any one or more of the following:

a. **Micro-Organism Cultures** subject to Sec. 94.65, Wis. Stats.;

b. **Pesticides** subject to Sec. 94.67(25), Wis. Stats.;

c. **Biological Products** subject to Sec. 95.39, Wis. Stats.;

d. **Hazardous Substances** subject to Sec. 100.37(1)(c), Wis. Stats.;

e. **Toxic Substances** subject to Sec. 101.58(2)(j), Wis. Stats.;

f. **Infectious Agents** subject to Sec. 101.58(2)(f), Wis. Stats. or;

g. **Materials Requiring Fire Department Notification**. Any material for which the State of Wisconsin requires notification of a local fire department;

h. **Other Materials**. Any other uses, activities, or materials which are subject to County, State, or Federal hazardous, or related, materials regulations.

Standards. All land uses involving such hazardous materials shall submit a written description of such materials and the operations involving such materials conducted on their property as part of the required site plan submittal. (See Section 13-1-366.)

Commented [JW29]: Existing language from 13-1-294

Commented [JW30]: Existing language from 13-1-298

References to be Updated

Article Seven – Sign Standards

7-1 - Purpose and Intent

(a) **Purpose**. The purpose of Article is to set out regulations for the erection and maintenance of signs while preserving the right of free speech and expression.

(b) **Scope**. The regulations of Article shall provide a balanced and fair legal framework for design, construction, and placement of signs that:

(1) Promotes the safety of persons and property by ensuring that signs do not create a hazard by:

a. collapsing, catching fire, or otherwise decaying;

b. confusing or distracting motorists; or

c. impairing drivers' ability to see pedestrians, obstacles or other vehicles, or to read traffic signs; and

(2) Promotes the efficient communication of messages, and ensures that persons exposed to signs:

a. are not overwhelmed by the number of messages presented; and

b. are able to exercise freedom of choice to observe or ignore said messages according to the observer's purpose; and

(3) Protects the public welfare and enhances the appearance and economic value of the landscape by protecting scenic views and avoiding sign clutter that can compromise the character, quality, and viability of commercial corridors;

(4) Ensures that signs are compatible with their surroundings, and prevents the construction of signs that are a nuisance to occupants of adjacent and contiguous property due to brightness, reflectivity, bulk, or height;

(5) Promotes the use of signs that are aesthetically pleasing, of appropriate scale, and integrated with the built environment, in order to meet the objectives related to the quality and character of development set forth in the Comprehensive Plan of the City of Verona;

(6) Enhances property values and business opportunities;

(7) Assists in wayfinding; and

(8) Provides fair and consistent permitting and enforcement.

(c) **Authority**. The Common Council finds that:

(1) This Article advances important and substantial governmental interests;

(2) The regulations set out in this Article are unrelated to the suppression of constitutionally-protected free expression and do not involve the content of protected messages which may be displayed on signs, nor do they involve the viewpoint of individual speakers;
(3) The incidental restriction on the freedom of speech is no greater than is essential to the furtherance of the interests protected by this Article; and
(4) Certain types of speech are not protected by the First Amendment due to the harm that they cause to individuals or the community, and speech that is harmful to minors may be prohibited in places that are accessible to minors.

(d) General Findings of Fact. The Common Council finds that:
(1) The ability to display signs of reasonable size and dimensions is vital to the health and sustainability of many businesses, and the display of signs with noncommercial messages is a traditional component of the freedom of speech, but the constitutional guarantee of free speech may be limited by appropriate and constrained regulation that is unrelated to the expression itself;
(2) The City has an important and substantial interest in preventing sign clutter (which is the proliferation of signs of increasing size and dimensions as a result of competition among property owners for the attention of passing motorists), because sign clutter degrades the character of the community, makes the community a less attractive place for commerce and private investment, and dilutes or obscures messages displayed along the City's streets by creating visual confusion and aesthetic blight;
(3) Sign clutter can be prevented by regulations that balance the legitimate needs of individual property owners to convey their commercial and noncommercial messages against the comparable needs of adjacent and nearby property owners and the interest of the community as a whole in providing for a high quality community character;
(4) Temporary signs that are not constructed of weather-resistant materials are often damaged or destroyed by wind, rain, and sun, and after such damage or destruction, degrade the aesthetics of the City's streets if they are not removed;
(5) The City has an important and substantial interest in keeping its rights-of-way clear of obstructions and litter;
(6) The City has an important and substantial interest in protecting the health of its tree canopy, which contributes to the character and value of the community; and
(7) The uncontrolled use of off-premises outdoor advertising signs and their location, density, size, shape, motion, illumination and demand for attention can be injurious to the purposes of this Article, and destructive to community character and property values, and that, as such, restrictions on the display of off-premises commercial messages are necessary and desirable.

7-2 - Limit on Sign Area

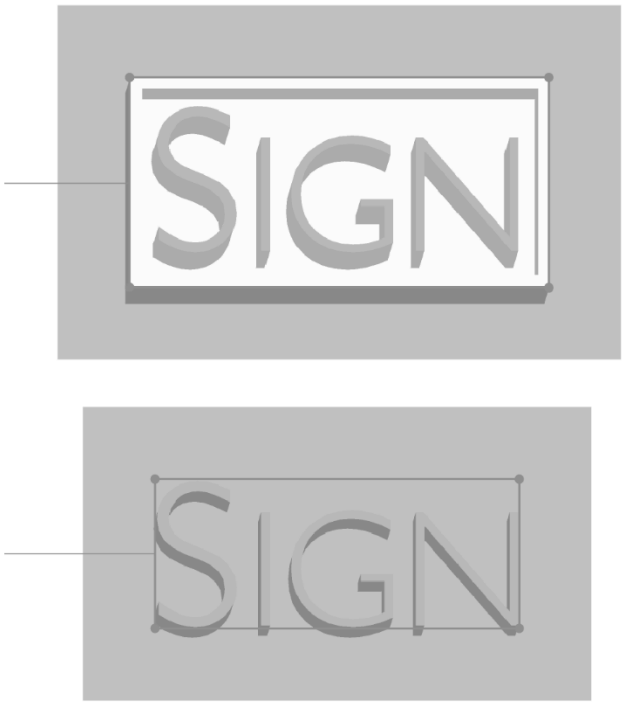
(a) **Permanent Sign Area Limit.** Each lot shall be allowed one (1) square foot of aggregate sign area per linear foot of lot frontage for permanent signs authorized with or without a permit.
(b) **Temporary Sign Area Limit.** Each lot shall be allowed one-half (0.5) foot of aggregate sign area per linear foot of frontage for temporary signs.
(c) **Premises Having Frontage on More Than One Dedicated Street**. Premises having frontage on more than one dedicated street will be allowed an additional one-half (0.5) square feet of aggregate sign area for each lineal foot of the secondary lot frontage; however additional sign area shall only be displayed on the secondary frontage.

7-3 - Sign Measurement

(a) **Sign Height**. Sign height shall be measured by the total distance between the highest point on the sign to the average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other areas shall be considered as the ground level.

(b) **Sign Area**. Unless otherwise defined, sign area is determined by the total area enclosed by a continuous perimeter along the edges of a sign, including any frame or border. The area of a sign composed of individually-affixed letters is determined by the total area of the smallest geometric shape enclosing the copy. A maximum of two (2) geometric shapes may be utilized. The calculation for a double-faced sign shall be the area of one (1) face only.

EXAMPLE GRAPHIC ONLY



7-4 - Permitted Sign Types

(a) The following key is to be used in the interpretation of Table 7-4 below.

(1) **Permitted Sign Types.** Sign types marked as "P" in the table shall be permitted subject to all applicable regulations of this Ordinance.

(2) **Prohibited Sign Types.** A blank space in the table indicates that a sign type is not allowed in the respective zoning district.

Table 7-4: Permitted Sign Types by District

Sign Type	NR	MR	UR	RA	SC	CC	NO	SO	SI	UI	PI
Permanent Signs											
Wall Sign	P[1]	P[1]	P[1]	P[1]	P	P	P	P	P	P	P
Single-Tenant Monument Sign	P[1, 2]	P[1, 2]	P[1, 2]	P[1]	P		P	P	P	P	P
Multi-Tenant Monument Sign					P			P	P	P	P
Awning or Canopy Sign					P	P			P	P	P
Projecting Sign					P	P	P				
On-Site Traffic Directional Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Temporary Signs											
Wall Mounted Banner Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Ground Mounted Banner Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Feather Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Sidewalk Sign						P	P	P	P	P	P
Window Sign	P[1]	P[1]	P[1]	P[1]	P	P	P	P	P	P	P
Yard Sign	P	P	P	P	P	P	P	P	P	P	P
Notes											
1. Sign shall be permitted for nonresidential and multifamily uses only.											
2. Sign shall be permitted at entryways or gateways to subdivisions or neighborhoods.											

7-5 - Standards for Permanent Signs

(a) **Wall Signs.**

(1) **Sign Area**.

a. The maximum permitted sign area of wall signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed five (5) percent of the total area of the face of the wall on which the sign is to be located.

b. The maximum permitted sign area of wall signs in the SC, SO, SI, UI, and PI Districts shall not exceed ten (10) percent of the total area of the face of the wall on which the sign is to be located.

(2) **Height**. No wall sign shall protrude above the highest roofline or the top of the parapet wall or mansard roof.

(3) **Projection**. A wall sign shall not extend more than six (6) inches from the wall of the building or structure to which it is attached and shall maintain a minimum vertical clearance of ten (10) feet.

(4) **Number of Signs**. A maximum of one (1) wall sign shall be permitted per lot frontage of a single-tenant building or unit of a multi-tenant building.

a. A maximum of three (3) secondary wall signs may be authorized for buildings with lineal frontage in excess of seventy-five (75) feet by the Zoning Administrator provided such additional signage is:

1. In keeping with the overall design and architecture of the building;
2. A minimum of twenty (20) feet from the primary wall sign and other secondary wall signs;
3. A maximum of fifty (50) percent of the size of the primary wall sign;
4. Accessory to the building's primary wall sign; and
5. The total area of all primary and secondary wall signs does not exceed the maximum wall sign area as established in Section 7-5(a)(1).

(5) **Sign Copy**. All sign copy featured on wall signs shall either be individually affixed letters, appear to be individually affixed letters, or be printed, etched, or otherwise incorporated directly on the sign's backing plate. Box signs shall be prohibited.

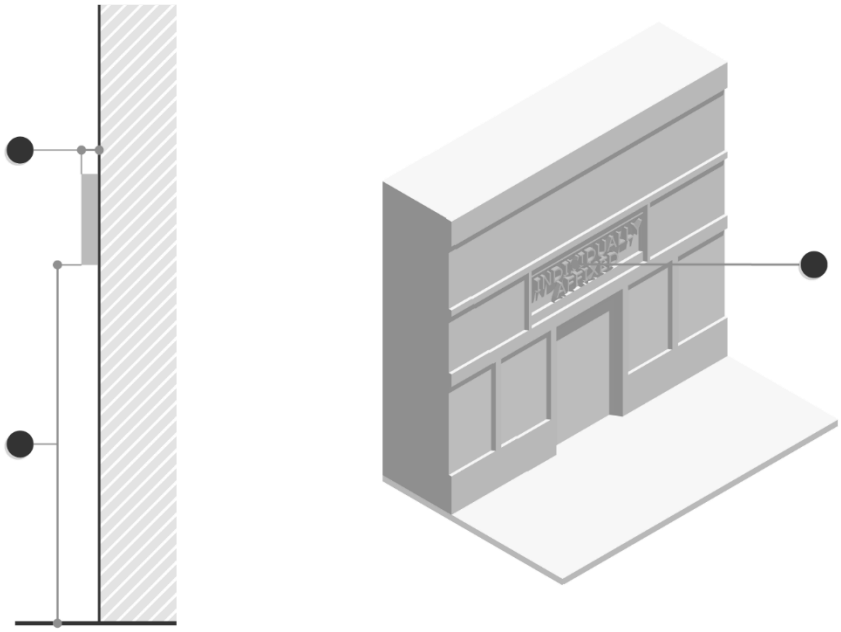
(6) **Other Provisions**.

a. No wall sign shall cover any architectural features (architectural features shall include but not be limited to, pediment, cornice, belt course, pier, windows, pilaster, roof, decorative stone or inlay, kick plate/bulkhead, raised or colored brick pattern, and corbel) of the building to which it is affixed.

b. Outlot retail buildings may display one (1) additional wall sign oriented towards the main parking area of the development and not oriented towards a street.

c. No wall sign shall be affixed to HVAC screening, elevator overrun, or other features protruding from the roof of the structure.

EXAMPLE GRAPHIC ONLY



EXAMPLE GRAPHIC ONLY

(b) **Single-Tenant Monument Signs.**

(1) **Sign Area**.

a. The maximum permitted sign area of single-tenant monument signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed twenty-five (25) square feet.

b. The maximum permitted sign area of single-tenant monument signs in the SC, SO, and PI Districts shall not exceed fifty (50) square feet.

c. The maximum permitted sign area of single-tenant monument signs in the SI and UI, Districts shall not exceed seventy-five (75) square feet.

(2) **Height**.

a. The maximum permitted height of single-tenant monument signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed five (5) feet.

b. The maximum permitted height of single-tenant monument signs in the SC, SO, PI, SI, and UI Districts shall not exceed eight (8) feet.

(3) **Number of Signs.** A maximum of one (1) single-tenant monument sign shall be permitted per lot frontage.

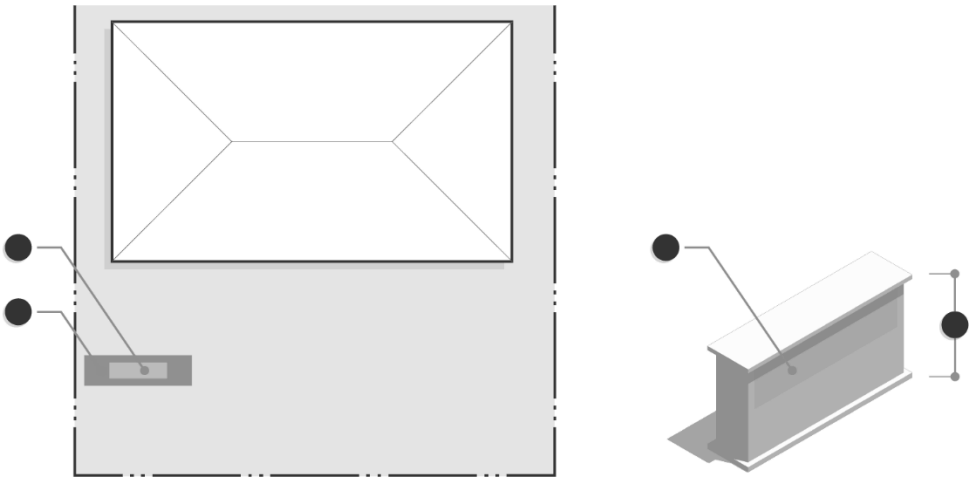
(4) **Location**. Single-tenant monument signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Sign Copy.** All sign copy featured on single-tenant monument signs shall either be individually affixed letters, appear to be individually affixed letters, or be printed, etched, or otherwise incorporated directly on the sign's backing plate. Box signs shall be prohibited.

(6) **Sign Materials**. Single-tenant monument signs shall be constructed from masonry, stone, or similar high quality material in keeping with the materials and design of the principal building of the lot.

(7) **Landscape Requirement.** All single-tenant monument signs shall be required to plant and maintain a landscape area at the base of the sign. The minimum area of the landscape area shall be equal to the square footage of the sign area of the sign it serves.

EXAMPLE GRAPHIC ONLY



(c) **Multi-Tenant Monument Signs.**

(1) **Sign Area.** The maximum permitted sign area of multi-tenant monument signs shall be as detailed in Table 7-5(c)(1) below.

Table 7-5(c)(1): Multi-Tenant Monument Sign Area Maximum		
	Speed Limit of Fronting Street	
# of Tenants	0-34 mph	35+ mph
2 to 4	56 sqft	72 sqft
5 to 7	72 sqft	88 sqft
8 or more	88 sqft	104 sqft

(2) **Height.** The maximum permitted height of multi-tenant monument signs shall be as detailed in Table 7-5(c)(2) below.

Table 7-5(c)(2): Multi-Tenant Monument Sign Height Maximum		
	Speed Limit of Fronting Street	
# of Tenants	0-34 mph	35+ mph
2 to 4	8 ft	12 ft
5 to 7	9 ft	13 ft
8 or more	10 ft	14 ft

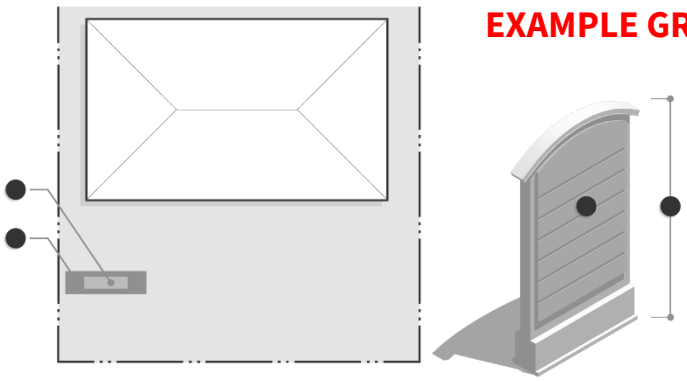
(3) **Number of Signs.** A maximum of one (1) multi-tenant monument sign shall be permitted per lot frontage.

(4) **Location**. Multi-tenant monument signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Sign Copy.** All sign copy featured on multi-tenant monument signs shall either be individually affixed letters, appear to be individually affixed letters, or be printed, etched, or otherwise incorporated directly on the sign's backing plate. Box signs shall be prohibited.

(6) **Sign Materials**. Multi-tenant monument signs shall be constructed from masonry, stone, or similar high quality material in keeping with the materials and design of the principal building of the lot.

(7) **Landscape Requirement.** All multi-tenant monument signs shall be required to plant and maintain a landscape area at the base of the sign. The minimum area of the landscape area shall be equal to the square footage of the sign area of the sign it serves.



EXAMPLE GRAPHIC ONLY

(d) **Awning or Canopy Signs.**

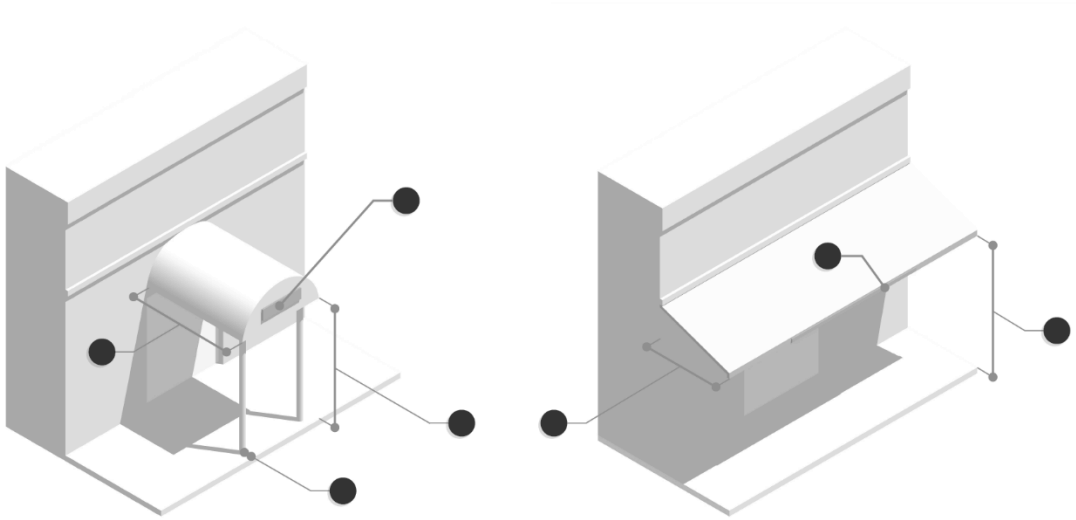
(1) **Sign Area.** The maximum permitted sign area of awning or canopy signs shall be fifty (50) percent of the face of the awning or canopy upon which the sign shall be printed or affixed. The area of the awning or canopy sign shall count towards the maximum amount of sign area permitted for wall signs as detailed in Section 7-5(a)(1).

(2) **Other Provisions.**

a. Awning or canopy signs shall only be permitted on awnings or canopies extending above ground floor entrances or windows.

b. Awning or canopy signs may be internally illuminated; however, no light shall be permitted to be visible through the material of the awning or canopy.

EXAMPLE GRAPHIC ONLY



(e) **Projecting Signs.**

(1) **Sign Area.** The maximum permitted sign area of projecting signs shall be six (6) square feet.

(2) **Height.** Projecting signs shall not extend above the roofline of the building to which it is attached, or a maximum of twelve (12) feet, whichever is less, and shall maintain a minimum vertical clearance of ten (10) feet.

(3) **Number of Signs.** A maximum of one (1) projecting sign shall be permitted per ground floor nonresidential tenant space. A projecting sign and a wall sign may be displayed on the same building frontage. A projecting sign and an awning or canopy sign shall not be displayed on the same building frontage.

(4) **Projection.** Projecting signs shall horizontally project a maximum of four (4) feet from the mean elevation of the building to which it is attached.

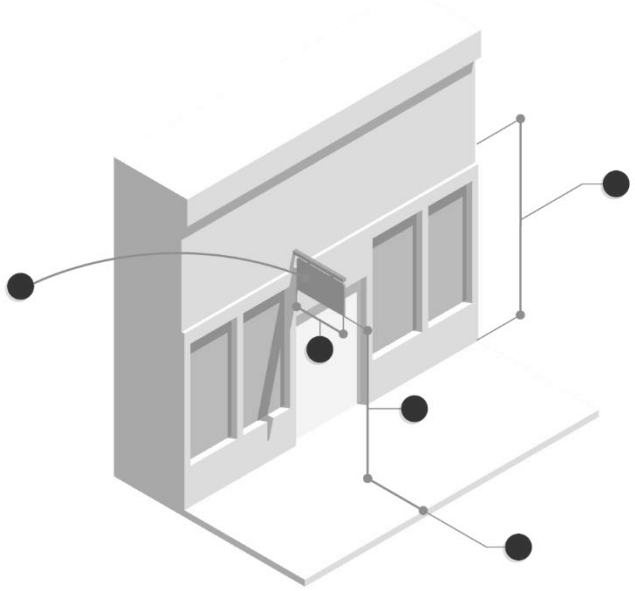
(5) **Other Provisions.**

a. The property owner shall be required to provide a release or hold harmless to the City prior to the display of any signs located within a public right-of-way.

b. Projecting signs shall not be illuminated.

c. Projecting signs may encroach upon, extend, or project over a public sidewalk.

EXAMPLE GRAPHIC ONLY



(f) **On-Site Traffic Directional Signs.**

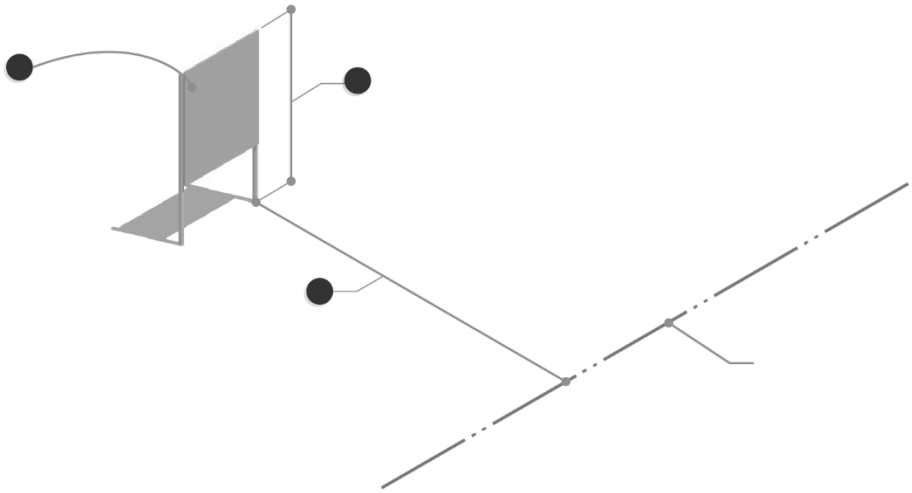
(1) **Sign Area.** The maximum permitted sign area of an on-site traffic directional sign shall be six (6) square feet.

(2) **Height.** The maximum permitted height of an on-site traffic directional sign shall be four (4) feet.

(3) **Number of Signs.** A maximum of four (4) on-site traffic directional signs shall be permitted per lot. Additional on-site traffic directional signs may be approved by the Zoning Administrator as necessary to assist in the safe movement of vehicular and pedestrian traffic on a property.

(4) **Location**. On-site traffic directional signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

EXAMPLE GRAPHIC ONLY



7-6 - Standards for Temporary Signs

(a) **Wall Mounted Banner Signs.**

(1) **Sign Area.**

a. The maximum permitted sign area of wall mounted banner signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed two and one-half (2.5) percent of the total area of the face of the wall on which the sign is to be located.

b. The maximum permitted sign area of wall mounted banner signs in the SC, SO, SI, UI, and PI Districts shall not exceed five (5) percent of the total area of the face of the wall on which the sign is to be located.

(2) **Height.** No wall mounted banner sign shall protrude above the highest roofline or above the top of the parapet wall or mansard roof.

(5) **Number of Signs.** A maximum of one (1) wall mounted banner sign shall be permitted per lot frontage of a single-tenant building or unit of a multi-tenant building.

(3) **Location.** Wall mounted banner signs shall be affixed to a building.

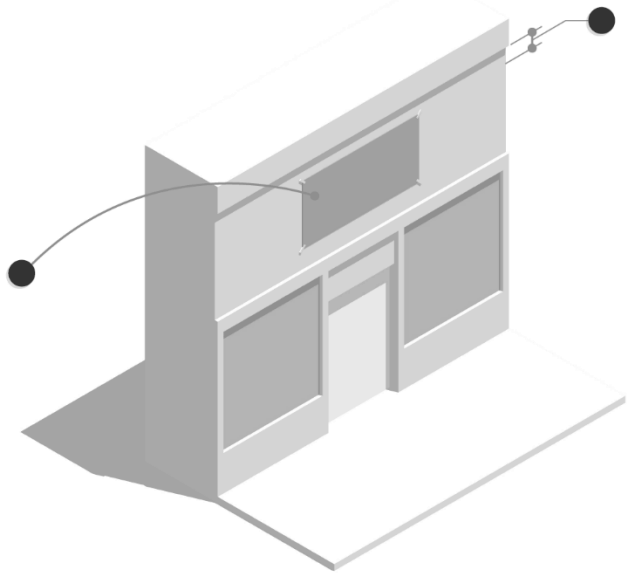
(4) **Projection.** Wall mounted banner signs shall be affixed flat against the building to which they are mounted.

(5) **Other Provisions**.

a. Wall mounted banner signs shall be on-premises signs only.

(6) **Duration of Display.** A wall mounted banner sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

EXAMPLE GRAPHIC ONLY



(b) **Ground Mounted Banner Signs.**

(1) **Sign Area**. The maximum permitted sign area of ground mounted banner signs shall be thirty-two (32) square feet.

(2) **Height**. The maximum permitted height of a ground mounted banner sign shall be six (6) feet.

(3) **Number of Signs**. A maximum of one (1) ground mounted banner sign shall be permitted per lot frontage.

(4) **Location**. Ground mounted banner signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Other Provisions**.

a. Ground mounted banner signs shall be on-premises signs only.

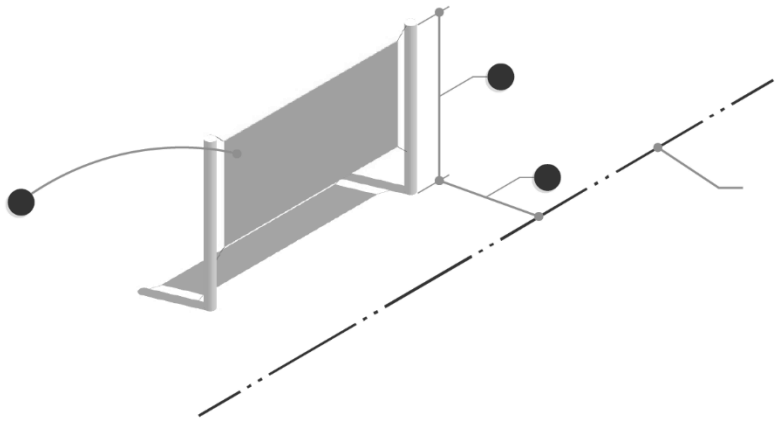
b. Ground mounted banner signs shall be securely anchored into the ground or secured in a portable base designed for such function.

c. Ground mounted banner signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.

d. Ground mounted banner signs and feather signs shall not be displayed concurrently.

(6) **Duration of Display.** A ground mounted banner sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

EXAMPLE GRAPHIC ONLY



(c) **Feather Signs**.

(1) **Sign Area**. The maximum permitted sign area of feather signs shall be twelve (12) square feet.

(2) **Height**. The maximum height of a feather sign shall be eight (8) feet.

(3) **Number of Signs**. A maximum of one (1) feather sign shall be permitted per lot frontage.

(4) **Location**. Feather signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Other Provisions**.

a. Feather signs shall be on-premises signs only.

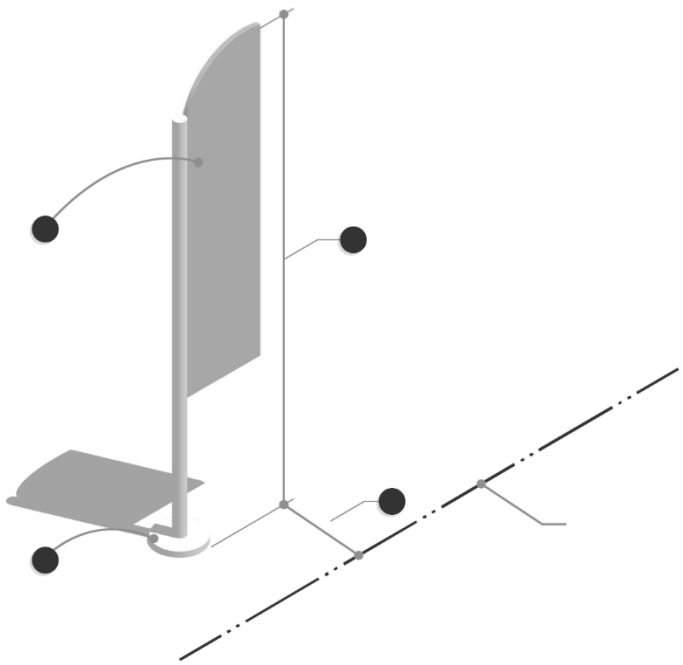
b. Feather signs shall be securely anchored into the ground or secured in a portable base designed for such function.

c. Feather signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.

d. Feather signs and ground mounted banner signs shall not be displayed concurrently.

(6) **Duration of Display.** A feather sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

EXAMPLE GRAPHIC ONLY



(d) **Sandwich Board Signs.**

(1) **Sign Area.** The maximum permitted sign area of sandwich board signs shall be six (6) square feet.

(2) **Height.** The maximum permitted height of a sandwich board sign shall be three (3) feet.

(3) **Number of Signs.** A maximum of one (1) sandwich board sign shall be permitted per lot frontage of a single-tenant building or unit of a multi-tenant building.

(4) **Location.**

a. Sandwich board signs shall be placed in a manner that preserves a continuous sidewalk width of a minimum of three (3) feet.

b. No part of any sandwich board sign shall block points of ingress or egress.

c. Sandwich board signs shall be placed no more than one (1) foot from the wall of the building or unit of a building to which the sign is associated.

d. Sandwich board signs shall be placed no less than three (3) feet and no more than six (6) feet from the entrance of the building or unit of a building to which the sign is associated.

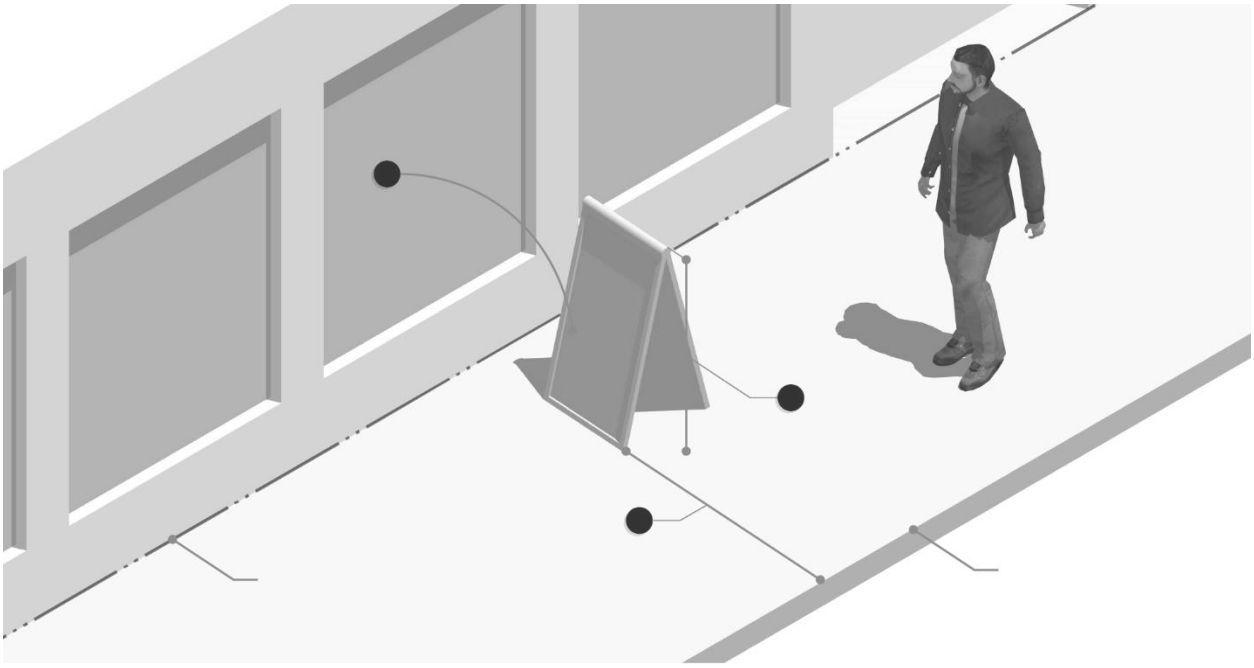
(5) **Other Provisions**.

a. Sandwich board signs shall be on-premises signs only.

b. The property owner shall be required to provide a release or hold harmless to the City prior to the display of any signs located within a public right-of-way.

(6) **Duration of Display.** The display of sandwich board signs shall only be permitted during the operating hours of the use to which the sign is associated.

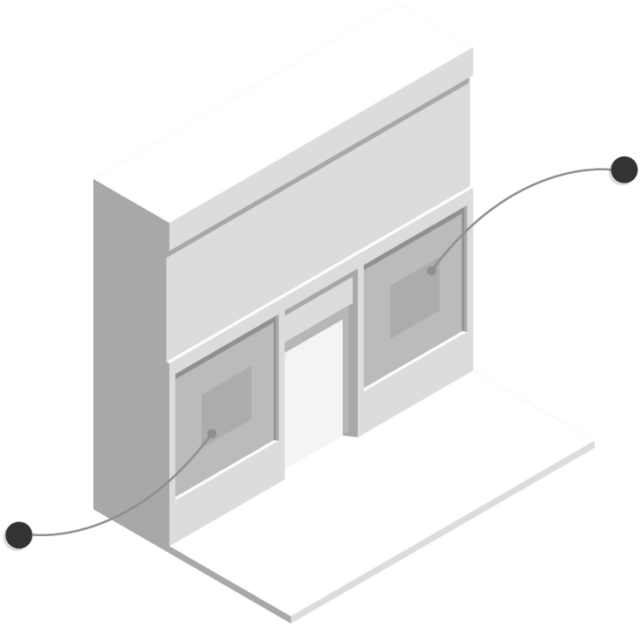
EXAMPLE GRAPHIC ONLY



(e) **Window Signs.**

(1) **Sign Area.** The maximum permitted sign area of a window sign shall be twenty-five (25) percent of the square footage of the window on which the sign shall be located.

EXAMPLE GRAPHIC ONLY



(f) **Yard Signs.**

(1) **Sign Area.**

a. The maximum permitted sign area of yard signs in the NR, MR, UR, RA, CC, and NO Districts shall be four (4) square feet.

b. The maximum permitted sign area of yard signs in the SC, SO, SI, UI, and PI Districts shall be twelve (12) square feet.

(2) **Sign Height.**

a. The maximum permitted height of yard signs in the NR, MR, UR, RA, CC, and NO Districts shall be three and one-half (3.5) feet.

b. The maximum permitted height of yard signs in the SC, SO, SI, UI, and PI Districts shall be six (6) feet.

(3) **Number of Signs**. A maximum of two (2) yard signs may be displayed concurrently.

(4) **Location.** Yard signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; or be placed in any sidewalk or pedestrian walkway.

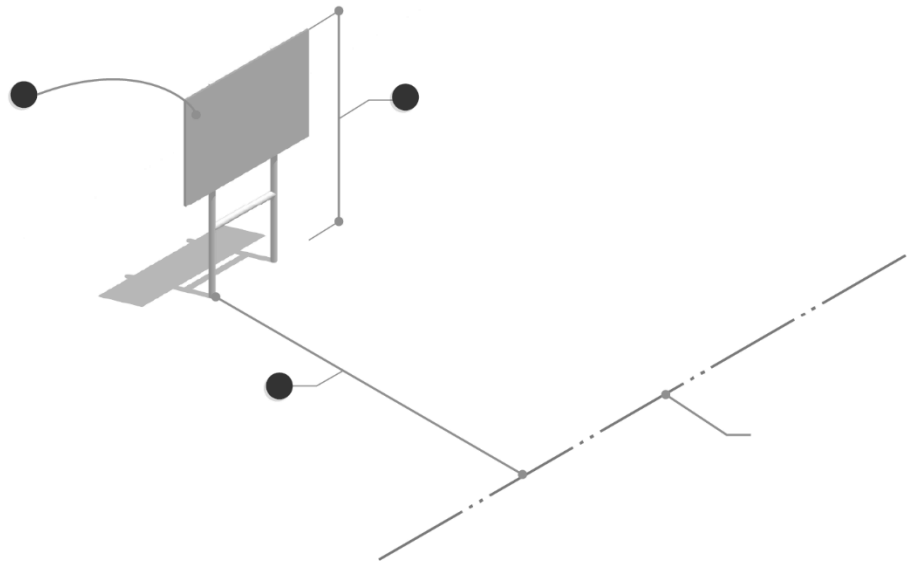
(5) **Other Provisions.**

a. Yard signs shall be securely anchored into the ground or secured in a portable base designed for such function.

b. Yard signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.

(6) **Duration of Display.** A wall mounted banner sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

EXAMPLE GRAPHIC ONLY



7-7 - General Sign Regulations

(a) **Sign Prohibitions and Limitations.**

(1) No fluttering, undulating, swinging, rotating, or otherwise moving signs, pennants, or other decorations shall be permitted except for feather signs as detailed in Section 7-6(c) or electronic message boards as detailed in Section 7-8(x).

(2) No illuminated flashing signs shall be permitted.

(3) No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting element is not visible from any property within a residential zoning district (per Section 13-1-41). All illuminated signs shall comply with the State Electrical Code and limited to the hours of customer access. The City may require photometric plans demonstrating compliance with illumination standards as a condition to the issuance of a sign permit.

(4) Mobile or portable signs will only be permitted as specified in this Article.Off-premises directional signs will only be permitted governmental uses. No inflatable signs shall be permitted.

(5) No pylon or pole signs shall be permitted.

(6) No box signs shall be permitted.

(7) No billboards shall be permitted.

(b) **Sign Location Requirements.**

(1) No sign shall be erected or maintained at any location where by reason of its position, wording, illumination, size, shape, or color may obstruct, impair, obscure, interfere with the view, or be confused with, any authorized traffic control sign, signal, or device.

(2) No sign shall be located within a required landscape area (see Section 13-1-84).

(3) No sign shall be mounted on a roof.

(4) No sign, temporary or otherwise, shall be affixed to a tree or utility pole unless otherwise authorized by the Director of Public Works.

(5) Projecting signs located over a vehicle circulation area shall not be permitted with the exception of overhead warning / clearance signs.

(c) **Illumination.**

(1) **Location and Design of Light Source.** Whenever an external artificial light source is used for a sign, such source shall be located, shielded, and directed so as not to be directly visible from any public street or private residence. No receptacle or device housing a permitted light source for a sign shall protrude more than twelve (12) inches from the face of the sign or building to which it is attached except if such light source is ground mounted, locked in place, and cannot be redirected.

(2) **Level of Illumination.** In no event shall the illumination of any sign, resulting from any internal or external artificial light source, exceed the exterior lighting standards detailed in Section 6-9(a). All artificial illumination shall be so designed, located, shielded, and directed as to prevent the casting of glare or direct light upon adjacent property or streets.

(3) **Signs Adjacent to Residential Areas.** Any illuminated sign located on a lot abutting or across a street from, and visible from, any residentially zoned area shall not be illuminated between the hours of eleven (11) o'clock P.M. and seven (7) o'clock A.M. except that such sign may remain illuminated during such time as the activity to which the sign pertains is open for business so long as such sign is not a public or private nuisance.

(d) **Electronic Message Boards.** Single-tenant and multi-tenant monument signs may incorporate electronic message boards in accordance with the following.

(1) The area of the sign devoted to the electronic message board shall not exceed forty (40) percent of the sign area of which it is a part.

(2) The area of the sign devoted to the electronic message board shall be part of, not in addition to, the maximum permitted sign area.

(3) The electronic message format shall conform to the following requirements:

a. The message shall contain a static message or image only and not have movement, or the appearance of movement, during the static display period.

b. The transition to change from one message or image to another shall be instant and not dissolve, fade, scroll, travel, or have similar transitions.

c. The message shall not change more frequently than once every thirty (30) seconds.

(4) The illumination of an electronic message board shall not exceed 0.3 footcandles.

(5) All electronic message boards shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions.

EXAMPLE GRAPHIC ONLY

(e) **Prohibited Content**.

(1) The following content is prohibited without reference to the viewpoint of the individual speaker:

a. text or graphics of an indecent or immoral nature and harmful to minors;

b. text or graphics that advertise unlawful activity;

c. text or graphics that are obscene, fighting words, defamation, incitement to imminent lawless action, or true threats; or

d. text or graphics that present a clear and present danger due to their potential confusion with traffic control signs or signs that provide public safety information (for example, signs that use the words "Stop," "Yield," "Caution," or "Danger," or comparable words, phrases, symbols, or characters in such a manner as to imply a safety hazard that does not exist).

(2) The narrow classifications of content that are prohibited by this subsection are either not protected by the United States or Wisconsin Constitutions, or are offered limited protection that is outweighed by the substantial governmental interests in protecting the public safety and welfare. It is the intent of the Common Council that each paragraph of this Subsection be individually severable in the event that a court of competent jurisdiction were to hold one or more of them to be inconsistent with the United States or Wisconsin Constitutions.

7-8 - Construction and Maintenance of Signs

(a) All signage within the jurisdiction of this Chapter shall remain in a state of proper maintenance. (See Subsection (b), below.)

(b) Proper maintenance shall be the absence of loose materials (including peeling paint, paper or other material), the lack of excessive rust, the lack of excessive vibration or shaking, and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof.

(c) The repainting, changing of parts, and preventive maintenance of signs which completely conform to the requirements of this Chapter, and result in absolutely no change in the appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.

(d) The owner, lessee, or manager of a sign, and the owner of the land on which the same is located, shall keep grass or weeds and other growth cut and debris and rubbish cleaned up and removed from the lot on which the sign is located. Required landscaping areas surrounding single-tenant and multi-tenant monument signs shall be kept trimmed and in good repair. If the landscaping installed at the time of sign approval dies, said landscaping shall be replaced immediately or as soon as weather permits.

(e) Any signs which may be, or may hereafter become rotted, unsafe, or in a state which is not properly maintained shall be repaired or removed by the licensee or owner of the sign, or owner of the property upon which the sign stands upon notice of the Zoning Administrator.

(f) If the Zoning Administrator finds a sign unsafe and an immediate peril to persons or property, they shall act to have the sign removed or altered summarily and without notice at the owner's expense. Such sign may be removed or altered by the City and a lien placed on the property for the full cost of such action, including administration, legal, and overhead costs.

(g) Sign copy shall be removed and in the case of a wall sign, the building façade shall be repaired, by the owner or lessee of the premises upon which the sign is located when the use to which the sign is associated is no longer conducted on the premises. The sign copy shall be removed within thirty (30) days of when the use ceases to operate. If the owner or lessee fails to remove the sign copy, the Zoning Administrator shall give the owner thirty (30) days written notice to remove it. Upon failure to comply with the notice, the Zoning Administrator may have the sign removed and a lien placed on the property for the full cost of such action, including administration, legal, and overhead costs.

(h) All signs shall be constructed and mounted to withstand a wind pressure of thirty (30) pounds per square foot.

(i) Signage found to violate the provisions of this Article shall be subject to the provisions of Section 13-1-377.

Color Code
Original Text
Additions
Deletions
References to be Updated

Article Seven – Sign Standards

7-1 - Purpose and Intent

~~(a) **Purpose**. The purpose of this Article is to indicate the requirements for signage for all properties within the jurisdiction of this Chapter. (See Section 13-1-9.)~~

(a) ~~**Rationale**. This Article regulates the location, type, size, and height of signage within the jurisdiction of this Chapter. This Article is designed to ensure the implementation of the Comprehensive Plan of the City of Verona, particularly in regard toregarding the implementation of the desired overall character of the community, and its constituent zoning districts. Both the Chamber of Commerce and the City of Verona have worked together creating the sign regulations. The ordinances presented below in this Article are intended to provide the City of Verona's residents and businesses with a set of standards for achieving quality signs.~~ **Purpose**. The purpose of Article is to set out regulations for the erection and maintenance of signs while preserving the right of free speech and expression.

(b) **Scope**. The regulations of Article shall provide a balanced and fair legal framework for design, construction, and placement of signs that:

(1) Promotes the safety of persons and property by ensuring that signs do not create a hazard by:
   a. collapsing, catching fire, or otherwise decaying;
   b. confusing or distracting motorists; or
   c. impairing drivers' ability to see pedestrians, obstacles or other vehicles, or to read traffic signs; and

(2) Promotes the efficient communication of messages, and ensures that persons exposed to signs:
   a. are not overwhelmed by the number of messages presented; and
   b. are able to exercise freedom of choice to observe or ignore said messages according to the observer's purpose; and

(3) Protects the public welfare and enhances the appearance and economic value of the landscape by protecting scenic views and avoiding sign clutter that can compromise the character, quality, and viability of commercial corridors;

Commented [JW1]: Existing language from 13-1-320

Commented [JW2]: we recommend including detailed findings on the purpose and intent of the sign regulations to ensure that they are as legally defensible as possible.

(4) Ensures that signs are compatible with their surroundings, and prevents the construction of signs that are a nuisance to occupants of adjacent and contiguous property due to brightness, reflectivity, bulk, or height;
(5) Promotes the use of signs that are aesthetically pleasing, of appropriate scale, and integrated with the built environment, in order to meet the objectives related to the quality and character of development set forth in the Comprehensive Plan of the City of Verona;
(6) Enhances property values and business opportunities;
(7) Assists in wayfinding; and
(8) Provides fair and consistent permitting and enforcement.

(c) **Authority**. The Common Council finds that:
(1) This Article advances important and substantial governmental interests;
(2) The regulations set out in this Article are unrelated to the suppression of constitutionally-protected free expression and do not involve the content of protected messages which may be displayed on signs, nor do they involve the viewpoint of individual speakers;
(3) The incidental restriction on the freedom of speech is no greater than is essential to the furtherance of the interests protected by this Article; and
(4) Certain types of speech are not protected by the First Amendment due to the harm that they cause to individuals or the community, and speech that is harmful to minors may be prohibited in places that are accessible to minors.

(d) General Findings of Fact. The Common Council finds that:
(1) The ability to display signs of reasonable size and dimensions is vital to the health and sustainability of many businesses, and the display of signs with noncommercial messages is a traditional component of the freedom of speech, but the constitutional guarantee of free speech may be limited by appropriate and constrained regulation that is unrelated to the expression itself;
(2) The City has an important and substantial interest in preventing sign clutter (which is the proliferation of signs of increasing size and dimensions as a result of competition among property owners for the attention of passing motorists), because sign clutter degrades the character of the community, makes the community a less attractive place for commerce and private investment, and dilutes or obscures messages displayed along the City's streets by creating visual confusion and aesthetic blight;
(3) Sign clutter can be prevented by regulations that balance the legitimate needs of individual property owners to convey their commercial and noncommercial messages against the comparable needs of adjacent and nearby property owners and the interest of the community as a whole in providing for a high quality community character;
(4) Temporary signs that are not constructed of weather-resistant materials are often damaged or destroyed by wind, rain, and sun, and after such damage or destruction, degrade the aesthetics of the City's streets if they are not removed;
(5) The City has an important and substantial interest in keeping its rights-of-way clear of obstructions and litter;
(6) The City has an important and substantial interest in protecting the health of its tree canopy, which contributes to the character and value of the community; and
~~(1)~~(7) The uncontrolled use of off-premises outdoor advertising signs and their location, density, size, shape, motion, illumination and demand for attention can be injurious to the purposes of this Article, and destructive to community character and property values, and that, as such, restrictions on the display of off-premises commercial messages are necessary and desirable.

7-2 - Limit on Sign Area

(a) **Permanent Sign Area Limit.** Each lot shall be allowed one (1) square foot of aggregate sign area per linear~~l~~ foot of lot frontage for permanent signs authorized with or without a permit.

(b) **Temporary Sign Area Limit.** Each lot shall be allowed one-half (0.5) foot of aggregate sign area per linear foot of frontage for temporary signs.

(c) **Premises Having Frontage on More Than One Dedicated Street**. Premises having frontage on more than one dedicated street will be allowed an additional one-half (0.5) square feet of aggregate sign area for each lineal foot of the secondary lot frontage; however additional sign area shall only be displayed on the secondary frontage.

7-3 - Sign Measurement

(a) ~~**Ground Level**~~**Sign Height**. Sign height shall be measured by the total distance between the highest point on the sign to ~~T~~the average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other areas shall be considered as the ground level.

(b) **Sign Area** ~~shall be measured in the following manner:~~. Unless otherwise defined, sign area is determined by the total area enclosed by a continuous perimeter along the edges of a sign, including any frame or border. The area of a sign composed of individually-affixed letters is determined by the total area of the smallest geometric shape enclosing the copy. A maximum of two (2) geometric shapes may be utilized. The calculation for a double-faced sign shall be the area of one (1) face only.

~~(1) In the case of a sign placed within a frame, marquee sign, or other structure, sign area consists of the entire surface area of the sign on which copy could be placed. The supporting structure or bracing of a sign shall not be counted as a part of the sign face area unless such structure or bracing is made a part of the sign's message. Where a sign has 2 or more display faces, the combined total area of all faces shall be considered the sign face area, except where both faces are identical and only one face can be seen at a time.~~

~~(2) In the case of a sign whose message is fabricated together with the background which borders or frames that message, sign face area shall be the total area of the entire background.~~

~~(3) In the case of a sign whose message is applied to a background which provides no border or frame, sign face area shall be measured by taking the average height and length of the lettering, figures, emblems, and other elements of the sign message.~~

~~(4) Signs less than one square foot in area are not regulated by this Chapter.~~

~~(5) The illustrations below demonstrate how sign face area and related dimensional requirements shall be determined:~~

7-4 - Permitted Sign Types

(a) The following key is to be used in the interpretation of Table 7-4 below.

(1) **Permitted Sign Types.** Sign types marked as "P" in the table shall be permitted subject to all applicable regulations of this Ordinance.

(2) **Prohibited Sign Types.** A blank space in the table indicates that a sign type is not allowed in the respective zoning district.

(3) **Permanent Signs Requiring a Permit.** Sign types requiring a permit shall be permitted only after the issuance of a Sign Permit as detailed in Section #-# of this Ordinance.

Table 7-4: Permitted Sign Types by District											
Sign Type	**NR**	**MR**	**UR**	**RA**	**SC**	**CC**	**NO**	**SO**	**SI**	**UI**	**PI**
Permanent Signs Requiring a Permit											
Wall Sign	P[1]	P[1]	P[1]	P[1]	P	P	P	P	P	P	P
Single-Tenant Monument Sign	P[1, 2]	P[1, 2]	P[1, 2]	P[1]	P		P	P	P	P	P
Multi-Tenant Monument Sign					P			P	P	P	P
Awning or Canopy Sign					P	P			P	P	P
Projecting Sign					P	P	P				
On-Site Traffic Directional Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Temporary Signs											
Wall Mounted Banner Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Ground Mounted Banner Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Feather Sign	P[1]	P[1]	P[1]	P[1]	P		P	P	P	P	P
Sidewalk Sign						P	P	P	P	P	P
Window Sign	P[1]	P[1]	P[1]	P[1]	P	P	P	P	P	P	P
Yard Sign	P	P	P	P	P	P	P	P	P	P	P
Notes											
1. Sign shall be permitted for nonresidential and multifamily uses only.											
2. Sign shall be permitted at entryways or gateways to subdivisions or neighborhoods.											

7-5 - Standards for Permanent Signs Requiring a Permit

(a) **Wall Signs.**

(1) **Sign Area.**

a. The maximum permitted sign area of wall signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed five (5) percent of the total area of the face of the wall on which the sign is to be located.

b. The maximum permitted sign area of wall signs in the SC, SO, SI, UI, and PI Districts shall not exceed ten (10) percent of the total area of the face of the wall on which the sign is to be located.

(2) **Height**. No wall sign shall protrude above the highest roofline or the top of the parapet wall or mansard roof.

(3) **Projection**. A wall sign shall not extend more than six (6) inches from the wall of the building or structure to which it is attached and shall maintain a minimum vertical clearance of ten (10) feet.

(4) **Number of Signs**. A maximum of one (1) wall sign shall be permitted per lot frontage of a single-tenant building or unit of a multi-tenant building.

a. A maximum of three (3) secondary wall signs may be authorized for buildings with lineal frontage in excess of seventy-five (75) feet by the Zoning Administrator provided such additional signage is:

1. In keeping with the overall design and architecture of the building;
2. A minimum of twenty (20) feet from the primary wall sign and other secondary wall signs;
3. A maximum of fifty (50) percent of the size of the primary wall sign;
4. Accessory to the building's primary wall sign; and
5. The total area of all primary and secondary wall signs does not exceed the maximum wall sign area as established in Section 7-5(a)(1).

(5) **Sign Copy**. All sign copy featured on wall signs shall either be individually affixed letters, appear to be individually affixed letters, or be printed, etched, or otherwise incorporated directly on the sign's backing plate. Box signs shall be prohibited.

(6) **Other Provisions**.

a. No wall sign shall cover any architectural features (architectural features shall include but not be limited to, pediment, cornice, belt course, pier, windows, pilaster, roof, decorative stone or inlay, kick plate/bulkhead, raised or colored brick pattern, and corbel) of the building to which it is affixed.

b. Outlot retail buildings may display one (1) additional wall sign oriented towards the main parking area of the development and not oriented towards a street.

c. No wall sign shall be affixed to HVAC screening, elevator overrun, or other features protruding from the roof of the structure.

[Insert Wall Sign Area Graphic]
[Insert Secondary Wall Sign Area Graphic]

Commented [JW3]: Sign area maximums derived from existing Table 13-1-325(f) and revised for consistency

(b) **Single-Tenant Monument Signs.**

(1) **Sign Area.**

a. The maximum permitted sign area of single-tenant monument signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed twenty-five (25) square feet.

b. The maximum permitted sign area of single-tenant monument signs in the SC, SO, and PI Districts shall not exceed fifty (50) square feet.

c. The maximum permitted sign area of single-tenant monument signs in the SI and UI, Districts shall not exceed seventy-five (75) square feet.

(2) **Height.**

a. The maximum permitted height of single-tenant monument signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed five (5) feet.

b. The maximum permitted height of single-tenant monument signs in the SC, SO, PI, SI, and UI Districts shall not exceed eight (8) feet.

(3) **Number of Signs.** A maximum of one (1) single-tenant monument sign shall be permitted per lot frontage.

(4) **Location**. Single-tenant monument signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Sign Copy.** All sign copy featured on single-tenant monument signs shall either be individually affixed letters, appear to be individually affixed letters, or be printed, etched, or otherwise incorporated directly on the sign's backing plate. Box signs shall be prohibited.

(6) **Sign Materials**. Single-tenant monument signs shall be constructed from masonry, stone, or similar high quality material in keeping with the materials and design of the principal building of the lot.

(7) **Landscape Requirement.** All single-tenant monument signs shall be required to plant and maintain a landscape area at the base of the sign. The minimum area of the landscape area shall be equal to the square footage of the sign area of the sign it serves.

[Insert Single-Tenant Monument Signs Graphic]

Commented [JW4]: Sign area maximums from existing Table 13-1-325(f)

(c) **Multi-Tenant Monument Signs.**

(1) **Sign Area.** The maximum permitted sign area of multi-tenant monument signs shall be as detailed in Table 7-5(c)(1) below.

Table 7-5(c)(1): Multi-Tenant Monument Sign Area Maximum

# of Tenants	Speed Limit of Fronting Street	
	0-34 mph	35+ mph
2 to 4	56 sqft	72 sqft
5 to 7	72 sqft	88 sqft
8 or more	88 sqft	104 sqft

(2) **Height.** The maximum permitted height of multi-tenant monument signs shall be as detailed in Table 7-5(c)(2) below.

Table 7-5(c)(2): Multi-Tenant Monument Sign Height Maximum

# of Tenants	Speed Limit of Fronting Street	
	0-34 mph	35+ mph
2 to 4	8 ft	12 ft
5 to 7	9 ft	13 ft
8 or more	10 ft	14 ft

(3) **Number of Signs.** A maximum of one (1) multi-tenant monument sign shall be permitted per lot frontage.

(4) **Location**. Multi-tenant monument signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Sign Copy.** All sign copy featured on multi-tenant monument signs shall either be individually affixed letters, appear to be individually affixed letters, or be printed, etched, or otherwise incorporated directly on the sign's backing plate. Box signs shall be prohibited.

(6) **Sign Materials**. Multi-tenant monument signs shall be constructed from masonry, stone, or similar high quality material in keeping with the materials and design of the principal building of the lot.

(7) **Landscape Requirement.** All multi-tenant monument signs shall be required to plant and maintain a landscape area at the base of the sign. The minimum area of the landscape area shall be equal to the square footage of the sign area of the sign it serves.

[Insert Multi-Tenant Monument Signs Graphic]

Commented [JW5]: Sign area maximums from Table 13-1-325(g)

Commented [JW6]: Sign height maximums from Table 13-1-325(g)

(d) **Awning or Canopy Signs.**

(1) **Sign Area.** The maximum permitted sign area of awning or canopy signs shall be fifty (50) percent of the face of the awning or canopy upon which the sign shall be printed or affixed. The area of the awning or canopy sign shall count towards the maximum amount of sign area permitted for wall signs as detailed in Section 7-5(a)(1).

(2) **Other Provisions.**

a. Awning or canopy signs shall only be permitted on awnings or canopies extending above ground floor entrances or windows.

b. Awning or canopy signs may be internally illuminated; however, no light shall be permitted to be visible through the material of the awning or canopy.

[Insert Awning or Canopy Signs Graphic]

(e) **Projecting Signs.**

(1) **Sign Area.** The maximum permitted sign area of projecting signs shall be six (6) square feet.

(2) **Height.** Projecting signs shall not extend above the roofline of the building to which it is attached, or a maximum of twelve (12) feet, whichever is less, and shall maintain a minimum vertical clearance of ten (10) feet.

(3) **Number of Signs.** A maximum of one (1) projecting sign shall be permitted per ground floor nonresidential tenant space. A projecting sign and a wall sign may be displayed on the same building frontage. A projecting sign and an awning or canopy sign shall not be displayed on the same building frontage.

(4) **Projection.** Projecting signs shall horizontally project a maximum of four (4) feet from the mean elevation of the building to which it is attached.

(5) **Other Provisions.**

a. The property owner shall be required to provide a release or hold harmless to the City prior to the display of any signs located within a public right-of-way.

b. Projecting signs shall not be illuminated.

c. Projecting signs may encroach upon, extend, or project over a public sidewalk.

[Insert Projecting Sign Graphic]

(f) **On-Site Traffic Directional Signs.**

(1) **Sign Area.** The maximum permitted sign area of an on-site traffic directional sign shall be six (6) square feet.

(2) **Height.** The maximum permitted height of an on-site traffic directional sign shall be four (4) feet.

(3) **Number of Signs.** A maximum of four (4) on-site traffic directional signs shall be permitted per lot. Additional on-site traffic directional signs may be approved by the Zoning Administrator as necessary to assist in the safe movement of vehicular and pedestrian traffic on a property.

(4) **Location**. On-site traffic directional signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

[Insert On-Site Traffic Directional Signs Graphic]

7-6 - Standards for Temporary Signs

(a) **Wall Mounted Banner Signs.**

(1) **Sign Area.**

a. The maximum permitted sign area of wall mounted banner signs in the NR, MR, UR, RA, CC, and NO Districts shall not exceed two and one-half (2.5) percent of the total area of the face of the wall on which the sign is to be located.

b. The maximum permitted sign area of wall mounted banner signs in the SC, SO, SI, UI, and PI Districts shall not exceed five (5) percent of the total area of the face of the wall on which the sign is to be located.

(2) **Height.** No wall mounted banner sign shall protrude above the highest roofline or above the top of the parapet wall or mansard roof.

(5) **Number of Signs.** A maximum of one (1) wall mounted banner sign shall be permitted per lot frontage of a single-tenant building or unit of a multi-tenant building.

(3) **Location.** Wall mounted banner signs shall be affixed to a building.

(4) **Projection.** Wall mounted banner signs shall be affixed flat against the building to which they are mounted.

(5) **Other Provisions.**

a. Wall mounted banner signs shall be on-premises signs only.

(6) **Duration of Display.** A wall mounted banner sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

[Insert Wall Mounted Banner Sign Graphic]

Commented [JW7]: Revised to not count towards permanent wall sign area max

(b) **Ground Mounted Banner Signs.**

(1) **Sign Area**. The maximum permitted sign area of ground mounted banner signs shall be thirty-two (32) square feet.

(2) **Height**. The maximum permitted height of a ground mounted banner sign shall be six (6) feet.

(3) **Number of Signs**. A maximum of one (1) ground mounted banner sign shall be permitted per lot frontage.

(4) **Location**. Ground mounted banner signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Other Provisions**.

a. Ground mounted banner signs shall be on-premises signs only.

b. Ground mounted banner signs shall be securely anchored into the ground or secured in a portable base designed for such function.

c. Ground mounted banner signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.

d. Ground mounted banner signs and feather signs shall not be displayed concurrently.

(6) **Duration of Display.** A ground mounted banner sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

[Insert Ground Mounted Banner Sign Graphic]

Commented [JW8]: Sign area maximum derived from Table 13-1-326(a) – most commonly used square footage for temporary free standing signs

(c) **Feather Signs**.

(1) **Sign Area**. The maximum permitted sign area of feather signs shall be twelve (12) square feet.

(2) **Height**. The maximum height of a feather sign shall be eight (8) feet.

(3) **Number of Signs**. A maximum of one (1) feather sign shall be permitted per lot frontage.

(4) **Location**. Feather signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; be placed in any sidewalk or pedestrian walkway, and shall not be located in a clear vision triangle as detailed in Section 6-6.

(5) **Other Provisions**.

a. Feather signs shall be on-premises signs only.

b. Feather signs shall be securely anchored into the ground or secured in a portable base designed for such function.

c. Feather signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.

d. Feather signs and ground mounted banner signs shall not be displayed concurrently.

(6) **Duration of Display.** A feather sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

[Insert Feather Sign Graphic]

(d) **Sandwich Board Signs.**

(1) **Sign Area.** The maximum permitted sign area of sandwich board signs shall be six (6) square feet.

(2) **Height.** The maximum permitted height of a sandwich board sign shall be three (3) feet.

(3) **Number of Signs.** A maximum of one (1) sandwich board sign shall be permitted per lot frontage of a single-tenant building or unit of a multi-tenant building.

Commented [JW9]: Match projecting sign language

(4) **Location.**

a. Sandwich board signs shall be placed in a manner that preserves a continuous sidewalk width of a minimum of three (3) feet.

b. No part of any sandwich board sign shall block points of ingress or egress.

c. Sandwich board signs shall be placed no more than one (1) foot from the wall of the building or unit of a building to which the sign is associated.

d. Sandwich board signs shall be placed no less than three (3) feet and no more than six (6) feet from the entrance of the building or unit of a building to which the sign is associated.

(5) **Other Provisions.**

a. Sandwich board signs shall be on-premises signs only.

b. The property owner shall be required to provide a release or hold harmless to the City prior to the display of any signs located within a public right-of-way.

(6) **Duration of Display.** The display of sandwich board signs shall only be permitted during the operating hours of the use to which the sign is associated.

[Insert Sidewalk Sign Graphic]

(e) **Window Signs.**

(1) **Sign Area.** The maximum permitted sign area of a window sign shall be twenty-five (25) percent of the square footage of the window on which the sign shall be located.

Commented [JW10]: Sign area maximum derived from Table 13-1-326(a)

[Insert Window Signs Graphic]

(f) **Yard Signs.**

(1) **Sign Area.**

a. The maximum permitted sign area of yard signs in the NR, MR, UR, RA, CC, and NO Districts shall be four (4) square feet.

b. The maximum permitted sign area of yard signs in the SC, SO, SI, UI, and PI Districts shall be twelve (12) square feet.

(2) **Sign Height.**

a. The maximum permitted height of yard signs in the NR, MR, UR, RA, CC, and NO Districts shall be three and one-half (3.5) feet.

b. The maximum permitted height of yard signs in the SC, SO, SI, UI, and PI Districts shall be six (6) feet.

(3) **Number of Signs**. A maximum of two (2) yard signs may be displayed concurrently.

(4) **Location.** Yard signs shall be located a minimum of five (5) feet from all property lines, rights-of-way, and utility easements; shall not block points of ingress or egress; or be placed in any sidewalk or pedestrian walkway.

(5) **Other Provisions.**

a. Yard signs shall be securely anchored into the ground or secured in a portable base designed for such function.

b. Yard signs shall be maintained in good condition and shall not sag, lie on the ground, be torn, or otherwise kept in a disorderly state.

(6) **Duration of Display.** A wall mounted banner sign may be displayed for a maximum of sixty (60) days per calendar year. However, a single display period shall not exceed thirty (30) consecutive days, unless approved by the Zoning Administrator.

[Insert Yard Signs Graphic]

7-7 - General Sign Regulations

(a) **Sign Prohibitions and Limitations.**

~~(1) No sign shall use any word, phrase, symbol, shape, form, or character in such manner as to interfere with moving traffic, including signs which incorporate typical street-type and/or traffic control-type signage designs and colors.~~

~~(2)~~(1) No fluttering, undulating, swinging, rotating, or otherwise moving signs, pennants, or other decorations shall be permitted except for ~~time and/or temperature signs~~feather signs as detailed in Section 7-6(c) or electronic message boards as detailed in Section 7-8(x).

~~(3)~~(2) No illuminated flashing signs shall be permitted. ~~Flashing signs are those which change their appearance more than once every 30 seconds.~~

~~(4)~~(3) No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting element is not visible from any property within a residential zoning district (per Section 13-1-41). All illuminated signs shall comply with the State Electrical ~~Code, and~~Code and limited to the hours of customer access. The City may require photometric plans demonstrating compliance with illumination standards as a condition to the issuance of a sign permit.

~~(5)~~ Mobile or portable signs will only be permitted as specified in this Article.~~No mobile or portable signs shall be permitted.~~

~~(6)~~ Off-premises directional signs will only be permitted governmental uses. ~~No off-premises directional signs shall be permitted for nongovernmental or or noninstitutional uses, or for any use outside of a public right-of-way. However, such signs are permitted within a public right-of-way per Subsection (b)(5), below, for government facilities, and schools.~~

~~(7) No advertising signs shall be permitted except for small blue background information signs as provided within the right-of-way per applicable Wisconsin Statutes. Rationale: The adoption of Subsection (a)(7), above, reflects a formal finding of fact on the part of the City of Verona Plan Commission and Common Council that the prohibition of advertising signage furthers 2 compelling government interests: (a) The general public interest of reducing visual clutter caused by advertising signage which the City has determined is a significant cause of unsafe traffic conditions; and (b) The public interest served by furthering the implementation of the purposes of this Chapter and the City of Verona Comprehensive Master Plan in terms of limiting the further spread of strip commercial development — of which advertising signs are a primary contributor. Furthermore, the City of Verona advocates that this regulation leaves ample and adequate alternative channels of commercial speech communication for the messages portrayable on such advertising signs — namely distributed print media, broadcast media, and point-of-purchase display, and is narrowly defined so as to limit said prohibition to commercial speech on exterior signage.)~~

(4) No inflatable ~~permanent~~ signs shall be permitted. ~~Temporary inflatable signs are permitted for a period of 10 days, 4 times a year. Inflatable signs shall be approved by the Plan Commission through the site plan approval process.~~

(5) No pylon or pole signs shall be permitted.

(6) No box signs shall be permitted.

~~(8)~~(7) No billboards shall be permitted.

(b) **Sign Location Requirements.**

(1) No sign shall be erected or maintained at any location where by reason of its position, wording, illumination, size, shape, or color ~~it~~ may obstruct, impair, obscure, interfere with the view, or be confused with, any authorized traffic control sign, signal, or device.

(2) No sign shall be located within a required ~~bufferyard~~ landscape area (see Section 13-1-84).

(3) No sign shall be mounted on a roof.

Commented [JW11]: Existing language from 13-1-323(a)

Commented [JW12]: some of the permitted temporary signs could be considered mobile or portable, so this just covers those signs.

Commented [JW13]: Existing language from 13-1-323(b)

(4) No sign, temporary or otherwise, shall be affixed to a tree or utility pole unless otherwise authorized by the Director of Public Works.

~~(5) Private signs shall be allowed within road right-of-way lines only per the regulations of the City of Verona Public Works Department.~~

~~(6)~~ Projecting signs located over a vehicle circulation area shall not be permitted with the exception of overhead warning / clearance signs.

(5) ~~Pylon signs are not permitted in any residential district and may only be used to identify group developments (see Section 13-1-41).~~

(c) **Illumination.**

(1) **Location and Design of Light Source.** Whenever an external artificial light source is used for a sign, such source shall be located, shielded, and directed so as not to be directly visible from any public street or private residence. No receptacle or device housing a permitted light source for a sign shall protrude more than twelve (12) inches from the face of the sign or building to which it is attached except if such light source is ground mounted, locked in place, and cannot be redirected.

(2) **Level of Illumination.** In no event shall the illumination of any sign, resulting from any internal or external artificial light source, exceed the exterior lighting standards detailed in Section 6-9(a). All artificial illumination shall be so designed, located, shielded, and directed as to prevent the casting of glare or direct light upon adjacent property or streets.

(3) **Signs Adjacent to Residential Areas.** Any illuminated sign located on a lot abutting or across a street from, and visible from, any residentially zoned area shall not be illuminated between the hours of eleven (11) o'clock P.M. and seven (7) o'clock A.M. except that such sign may remain illuminated during such time as the activity to which the sign pertains is open for business so long as such sign is not a public or private nuisance.

(d) **Electronic Message Boards.** Single-tenant and multi-tenant monument signs may incorporate electronic message boards in accordance with the following.

(1) The area of the sign devoted to the electronic message board shall not exceed forty (40) percent of the sign area of which it is a part.

(2) The area of the sign devoted to the electronic message board shall be part of, not in addition to, the maximum permitted sign area.

(3) The electronic message format shall conform to the following requirements:

a. The message shall contain a static message or image only and not have movement, or the appearance of movement, during the static display period.

b. The transition to change from one message or image to another shall be instant and not dissolve, fade, scroll, travel, or have similar transitions.

c. The message shall not change more frequently than once every thirty (30) seconds.

(4) The illumination of an electronic message board shall not exceed 0.3 footcandles.

(5) All electronic message boards shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions.

(e) **Prohibited Content**.

(1) The following content is prohibited without reference to the viewpoint of the individual speaker:

a. text or graphics of an indecent or immoral nature and harmful to minors;

b. text or graphics that advertise unlawful activity;

c. text or graphics that are obscene, fighting words, defamation, incitement to imminent lawless action, or true threats; or

d. text or graphics that present a clear and present danger due to their potential confusion with traffic control signs or signs that provide public safety information (for example, signs that use the words "Stop," "Yield," "Caution," or "Danger," or comparable words, phrases, symbols, or characters in such a manner as to imply a safety hazard that does not exist).

(2) The narrow classifications of content that are prohibited by this subsection are either not protected by the United States or Wisconsin Constitutions, or are offered limited protection that is outweighed by the substantial governmental interests in protecting the public safety and welfare. It is the intent of the Common Council that each paragraph of this Subsection be individually severable in the event that a court of competent jurisdiction were to hold one or more of them to be inconsistent with the United States or Wisconsin Constitutions.

~~7-4~~ 7-8 - Construction and Maintenance of Signs

(a) All signage within the jurisdiction of this Chapter shall remain in a state of proper maintenance. (See Subsection (b), below.)

(b) Proper maintenance shall be the absence of loose materials (including peeling paint, paper or other material), the lack of excessive rust, the lack of excessive vibration or shaking, and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof.

(c) The repainting, changing of parts, and preventive maintenance of signs which completely conform to the requirements of this Chapter, and result in absolutely no change in the appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.

(d) The owner, lessee, or manager of a sign, and the owner of the land on which the same is located, shall keep grass or weeds and other growth cut and debris and rubbish cleaned up and removed from the lot on which the sign is located. Required landscaping areas surrounding single-tenant and multi-tenant monument signs shall be kept trimmed and in good repair. If the landscaping installed at the time of sign approval dies, said landscaping shall be replaced immediately or as soon as weather permits.

(e) Any signs which may be, or may hereafter become rotted, unsafe, or in a state which is not properly maintained shall be repaired or removed by the licensee or owner of the sign, or owner of the property upon which the sign stands upon notice of the Zoning Administrator.

(f) If the Zoning Administrator finds a sign unsafe and an immediate peril to persons or property, they shall act to have the sign removed or altered summarily and without notice at the owner's expense. Such sign may be removed or altered by the City and a lien placed on the property for the full cost of such action, including administration, legal, and overhead costs.

(g) Sign copy shall be removed and in the case of a wall sign, the building façade shall be repaired, by the owner or lessee of the premises upon which the sign is located when the use to which the sign is associated is no longer conducted on the premises. The sign copy shall be removed within thirty (30) days of when the use ceases to operate. If the owner or lessee fails to remove the sign copy, the Zoning Administrator shall give the owner thirty (30) days written notice to remove it. Upon failure to comply with the notice, the Zoning Administrator may have the sign removed and a lien placed on the property for the full cost of such action, including administration, legal, and overhead costs.

~~(e)~~(h) All signs shall be constructed and mounted ~~so as~~ to withstand a wind pressure of thirty (30) pounds per square foot.

~~(f)~~(i) Signage found to ~~be in violation~~violate ~~of~~ the provisions of this Article shall be subject to the provisions of Section 13-1-377.

~~7-5 - Nonconforming Signs~~

~~(a) Nonconforming Signs.~~

(1) Signs existing as of the effective date of this Chapter (see Section 13-1-11) which do not conform to the provisions of this Article, shall be nonconforming signs and shall be subject to the provisions of Subsection (b) below. Nonconforming signs may be maintained. No nonconforming sign shall be altered or moved to a new location without being brought into compliance with the requirements of this Chapter (See Subsection (b)(1).

(2) Business signs on the premises of a nonconforming use or building may be continued per Subsection (b), but such signs shall not be allowed, nor shall expand in number, area, height, or illumination. New signs, not to exceed the maximum allowable aggregate sign area may be erected only upon the complete removal of all other signs existing at the time of adoption of this Chapter.

(3) Nonconforming signs shall be removed when the principal structure located on the premises undergoes a change of use, or shall be removed per Subsection (b). Closing businesses must remove their signs within 60 days of closing.

(4) Signage not in compliance with the provisions of this Section shall be subject to the provisions of Subsection (b).

(b) **Removal of Nonconforming Signs.**

(1) Alteration of signs is as follows:

a. For the purpose of this Article, alteration of a sign is considered to be any change to the exterior appearance of any part of the sign, its frame, its supporting structure, or its lighting including: changing the message (except for marquee signs), symbols, color, material, height, location, or any other alterations as determined by the Zoning Administrator.

b. Altering a sign does not include maintaining the existing appearance of the sign or replacing the sign face or the supporting structure with identical materials, colors, and messages nor changing the message of a marquee sign.

(2) All signs found not to be in compliance with the provisions of this Article shall be removed within 30 days of receiving written notice of noncompliance and removal from the Zoning Administrator.

(3)(1) The penalties of Section 13-1-377 shall be applicable to violations of the provisions of this Article.

Commented [JW14]: Text to be moved to Article 9: Administration and Enforcement Standards