

TO:

Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701

RE:

Conditional Use Application Letter of Intent

Project:

Discovery Storage Madison
4409 Pflaum Road and 2505 Seiferth Road
Madison, WI 53716

The below information is submitted together with required design and engineering plans and other application information for review by staff and the Plan Commission. With this application we will be requesting approval of a conditional use for our project as well as a CSM to allow combination of the two existing lots that comprise our site into a single lot.

Owner/ Developer:

BSH Capital LLC
2970 Peachtree Road NW, Suite 350
Atlanta, GA 30305
Contact: Daniel McCoy
(303) 886-5900
dan@bshcompanies.com

Architect:

Kaufman Design Group
9415 E Harry St., Suite 405
Wichita, KS 67207
Contact: Sally Kaufman
(316) 618-0448
sally@kdginc.com

Engineer:

Ruekert-Mielke
4630 S. Biltmore Lane
Madison WI 53718
Contact: Jason Lietha
(262) 953-4154
jlietha@ruekert-mielke.com

Landscape Design:

Hitchcock Design Group
22 E. Chicago Ave., Suite 200A
Naperville IL 60540
Contact: Tim King
tking@hitchcockdesigngroup.com

Background:

This is currently an undeveloped site zoned industrial limited (I-L) and is more specifically known as parcel numbers 071021101010 (Pflaum) and 071021101028 (Seiferth), totaling 1.31 acres. The site is on the southeast corner of Pflaum and Seiferth Roads, directly east of Starbucks Coffee. The parcel is comprised of lots 1 and 2 of the Glendale Industrial Park, City of Madison.

The site is currently partially wooded and has a small existing asphalt parking lot with no buildings. The site has been filled in the past with fill material. It also has utility services for sewer and water extended into the site. There is no sidewalk along either street frontage.

Outdoor self-storage is a permitted use under I-L zoning and indoor personal self-storage is a conditional use in I-L zoning. Our proposal will maximize the density of storage on the site by building a multi-story indoor self-storage facility. Our development plans are in line with the uses intended within the I-L zone and in line with the existing uses present in the Glendale Industrial Park and adjacent to the site.

Project Description:

The proposed development consists of a single building, one basement level (partially underground due to sloping nature of site) with three above ground stories. The facility will be served by two elevators and will include an indoor, covered loading bay where customers can load and unload their belongs out of the elements and weather. Access will be achieved off Seiferth Road, where the parcel already has an existing use-by-right curb cut. This will be relocated farther to the south, away from the intersection of Pflaum/Seiferth to minimize traffic constriction and constraints at the Pflaum/Seiferth intersection and to also mitigate impact on the signaled intersection at Pflaum/Stoughton Roads directly adjacent to this site.

Approximately 700 indoor storage units of various sizes will be contained in the building. Discovery Storage Madison will also have a retail customer service office providing leasing and customer service functions for tenants, as well as selling a variety of moving related items and services including rental of Penske moving trucks to some customers. Building access will be key fob controlled on a 24-hour basis, monitored by digital security cameras and staff will be on site six days/week.

The property is in the alder district 16 represented by Jael Currie and is part of the Monona East Side Business district.

Site Development Data:

Densities:

Lot area	57,072 sf or 1.31 AC
Building footprint	27,100 sf
Site impervious	37,979 sf
Percent Lot impervious	66.54%
Percent building coverage	47.48%
Maximum lot coverage by code	75%

Site Development Data (cont.):

Building Height: 3 Stories above street grade with a partial lower level with an exposed face to east

Stories Floor Area Ratio:

Lower floor	20,437 gsf
First floor	27,100 gsf
Second floor	27,100 gsf
Third Floor	27,100 gsf
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Gross Floor Area	101,373 gsf
Floor Area Ratio	

Vehicle Parking Stalls:

Surface Parking	10
ADA (Van Accessible)	1

Loading Spaces

On-site loading (10' x 40')	1
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Bicycle parking stalls:

Surface Parking	2
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EV Parking requirements
Exempt for Storage use

Project Setbacks

After lot combination the front yard is requested to be off from Seiferth Road
Front yard – 5 feet (distance between curb and property line is <15')
Side yard – 0 feet (distance between curb and property line is >15')
Rear yard – 30 feet

Project Schedule

This project will be designed over the fall/winter of this year and early next, with target construction commencement in Spring or Summer of 2023.

Hours of Operation:

The storage facility will be a professionally managed property. The applicant is also owner of a self-storage facility at 5237 Verona Road, Fitchburg with a second location currently under construction at 2375 W. Main Street, Sun Prairie.

The building's on-site management office will be staffed from 8:30-5:30 Mon-Sat., with controlled building access available for tenants daily from 6AM-10PM to provide access to customer belongings.

Sincerely,

Daniel P. McCoy
Owner
BSH Capital LLC

Cc: Jason Lietha – Ruekert-Mielke Engineering
Sally Kaufman – Kaufman Design Group