

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 16, 2011
TITLE: 4716 Verona Road – Modified PUD(GDP-SIP), “U-Haul” Rental/Storage/Warehouse, Pylon Signs and Wall Signage. 10 th Ald. Dist. (21680)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 16, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, and R. Richard Wagner.

SUMMARY:

At its meeting of March 16, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a modified PUD(GDP-SIP) located at 4716 Verona Road. Appearing on behalf of the project was David Pollock, representing U-Haul. U-Haul is seeking to acquire the property at 4716 Verona Road, along with an additional lot, on which they would introduce their reuse program, which takes an existing building, redevelop it as a U-Haul center and at the same time eliminate a vacant building. The business would deal with equipment rental and storage. They have met with both the neighborhood and the Ald. Solomon and both are in favor of the project. The project includes 19 exterior storage units at 12-feet tall with masonry materials. The increase in traffic to this area will nil. Staff distributed a memo from Heather Stouder, Planner II, containing issues that are yet to be addressed with the modified PUD(GDP-SIP) with this project. Comments and questions from the Commission were as follows:

- I think you could do a much better job of organizing things in a better location that somehow enhances the façades and the mass that you are reclaiming.
- The idea of someone reusing this empty building, I think we need to give you a lot of credit for that.
- You’ll need a tree at every 12 stalls in the parking lot.
- We’ll need to see context information on the surrounding areas.
- The location of the storage units; they look like obstacles. I’d rather see them placed somewhere else and use that area for green. I don’t know though how it would look with the change in grade.
- Bring a massing study of the exterior storage units, provide an architectural solution to screen the units.
- There is a Jiffy Lube shop on Fish Hatchery Road near the Beltline; it’s modern, it has an architectural form, it’s a showpiece. I’m thinking about a huge artistic overhang that makes your storage units a modern gem. If the storage units are really an architectural piece and something interesting, I think this body would be more interested.
- Identify where your bus stop locations are; if the storage units now have a shelter or the back of them now becomes the bus stop, you’re offering an amenity to the City. I would encourage bike parking near the front of the street. Think about the college students who will be using your services in August.
- Can you have some affiliation with a deletion program for recycling?

- We have a very large reuse center inside the building. We also offer a ride-share program and a program called “Rent a Truck, Share a Truck” for people who need a rental for only part of the day. We also have a new program coming to the Midwest called “College Move.” We go to your dormitory, we pack your stuff, we move it and store your stuff; when it’s time to move back you call us and we’ll take it back.
- Try to get some windows for the storage units and offices upstairs.
- The functional plan for your operation needs to be more flexible to locate items to meet and address PUD standards; organize in locations that enhances the façade and mass. Credit for use of site but no free pass.
- Provide sections through site to show its relationship between building, site, and adjacent properties elevations.
- Green up longitudinal landscape strip located between stalls at the center of the surface parking area.
- Provide bike parking and bus access amenities in combination with on-site development.
- Building signage should be restricted on the building which is offset by signage on vehicles.
- Modernize hip roof canopy cover; incorporate into architectural solution for storage units.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4716 Verona Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	7	7

General Comments:

- Reuse is much appreciated. Consider adding windows to second floor windows at office space.
- Review placement of storage units, propane tank.
- U-Haul reusing a vacant big box site is welcome.