

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 2-6-12
UDC MEETING DATE: 2-15-12
Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 4716 VERONA ROAD
ALDERMANIC DISTRICT: 10

OWNER/DEVELOPER (Partners and/or Principals) AMERCO ARCHITECT/DESIGNER/OR AGENT: DAVID POLLOCK

CONTACT PERSON: DAVID POLLOCK
Address: 2727 N CENTRAL AVE
PHX. AZ. 85004
Phone: 602-465-6502
Fax: 602-277-1026
E-mail address: david_pollock@uhaul.com

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

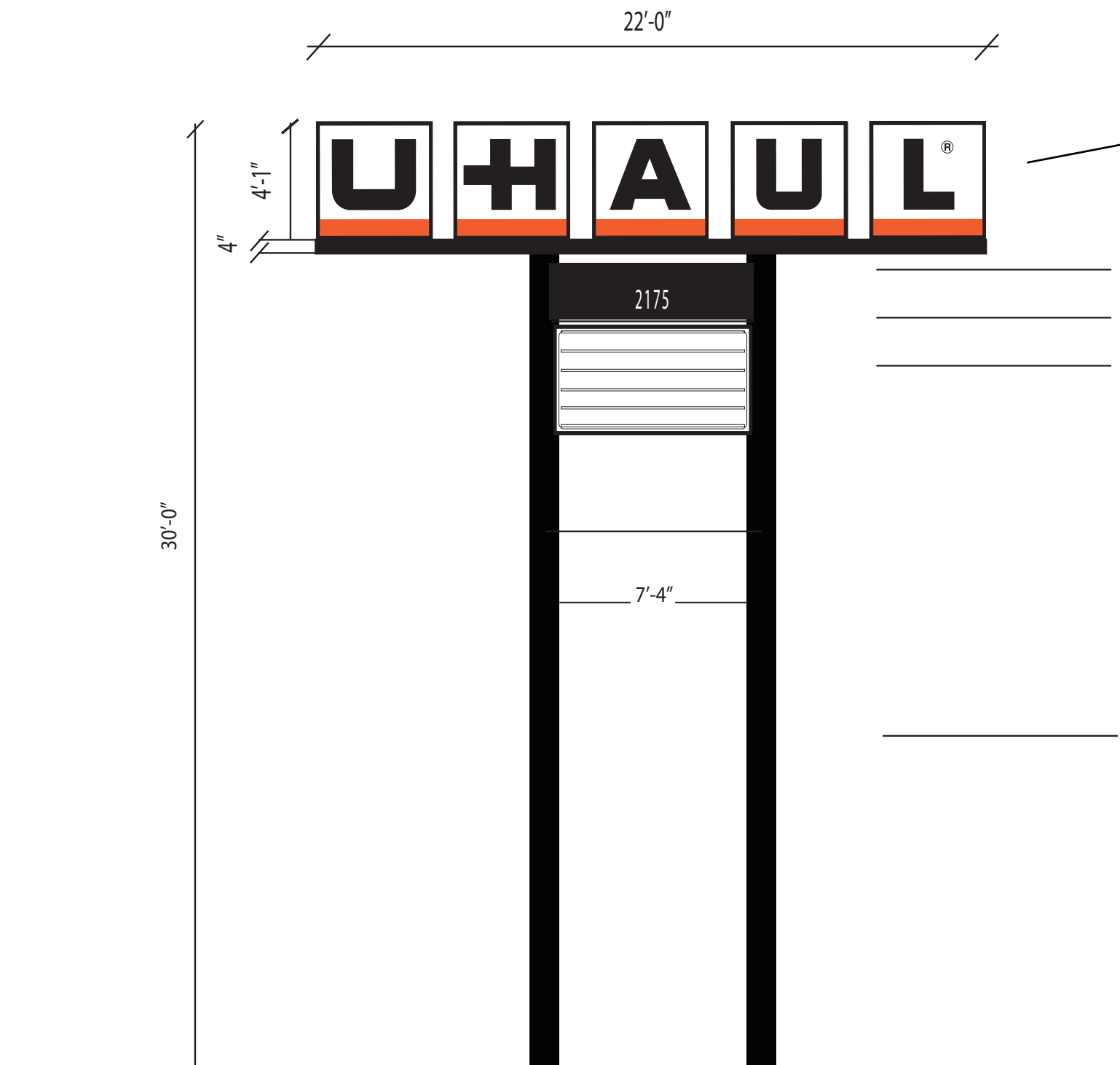
- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



$4'-5'' \times 22'-0'' = 97.15 \text{sf}$

Vacuum formed/embossed Lexan brand faces with Opaque background, so that only letter stroke illuminates

$4'' \times 8'-0'' = 2.64 \text{sf_open space}$

$2'-0'' \times 8'-0'' = 16 \text{sf_hoist-chain crossmember}$

$4'-3'' \times 8'-0'' = 34 \text{sf illuminated}$

Reader board sign, Lexan brand faces

16" x 1/2" THK. Wall steel pipe
Paint Black SW Egg Shell #62603

Total Sign Area 150 sf x 2 = 300 sf total both sides of sign

GENERAL NOTES:

REVISIONS:

NO.	DATE	INITIALS	NOTES
1			
2			
3			
4			
5			
6			

PROFESSIONAL SEAL:

ARCHITECT LOGO:

AMERCO
REAL ESTATE COMPANY
CONSTRUCTION & RENOVATION
2727 NORTH CENTRAL AVENUE
PHOENIX, ARIZONA 85004
P: (602) 263-6502
F: (602) 277-1026

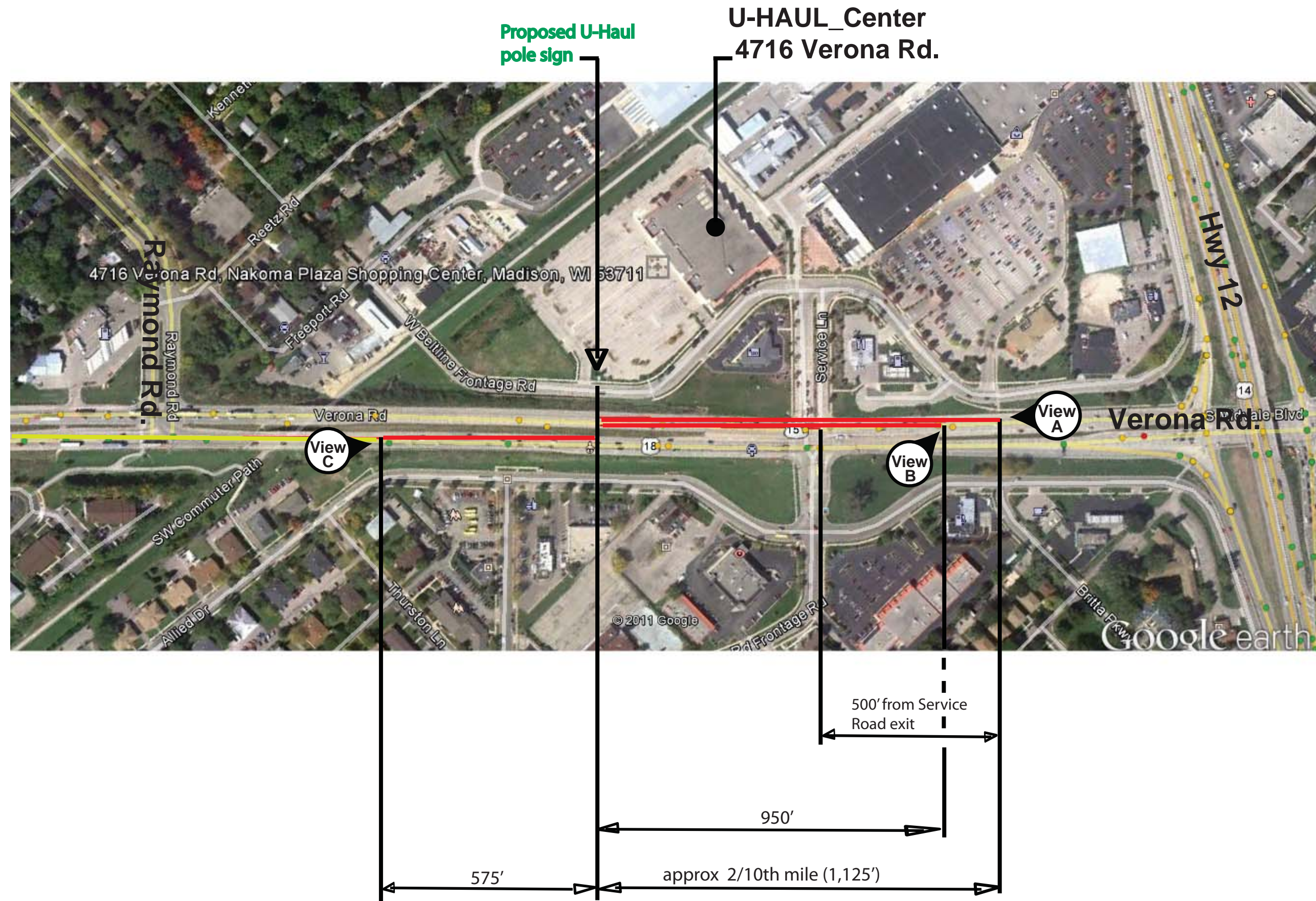
SITE ADDRESS:
U-Haul #749032
4716 E. Verona Rd
Madison, WI

SHEET CONTENTS:
PROPOSED
SIGNAGE RENDERING

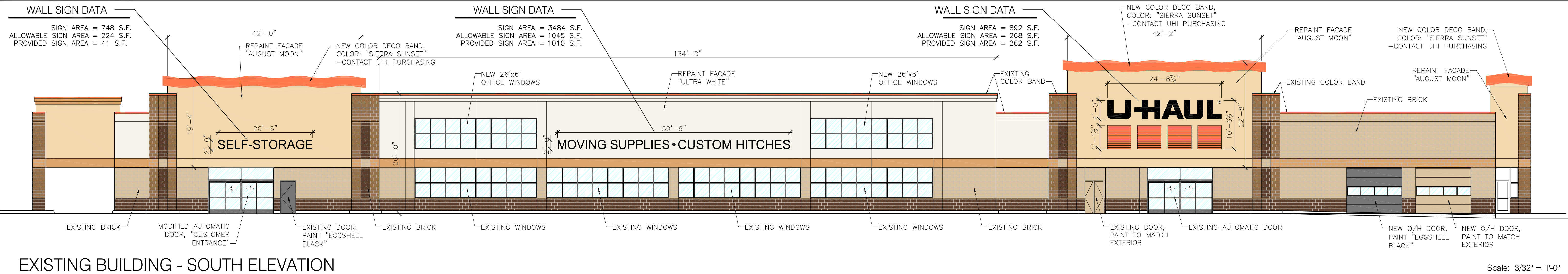
Exhibit A1

DRAWN:	JP	UDC
CHK'D BY:		
DATE:	1-13-2012	

Distances and Visibility

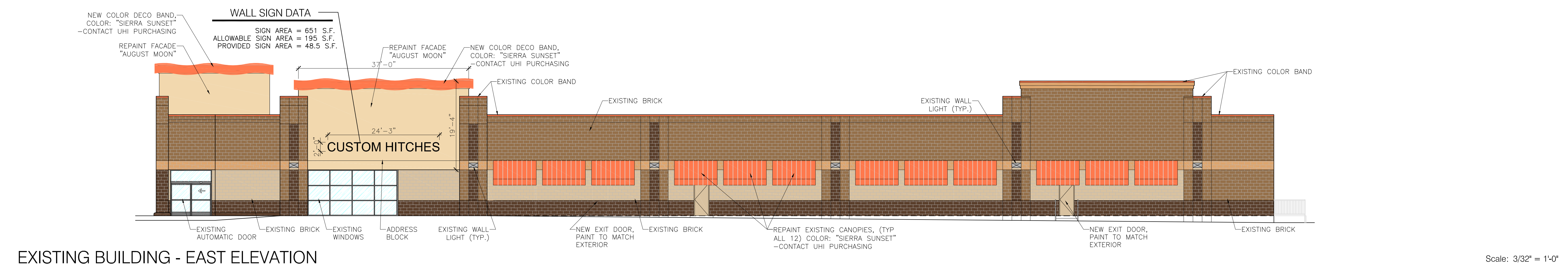


GENERAL NOTES:					
REVISIONS:					
NO.	DATE	INITIALS	NOTES		
1					
2					
3					
4					
5					
6					
PROFESSIONAL SEAL:					
ARCHITECT LOGO:					
AMERCO REAL ESTATE COMPANY CONSTRUCTION & RENOVATION 2727 NORTH CENTRAL AVENUE PHOENIX, ARIZONA 85004 P: (602) 263-6502 F: (602) 277-1026					
SITE ADDRESS: UHAUL_749032 4716 Verona Rd. Madison, WI					
SHEET CONTENTS: Distances and Visibility Arial					
Exhibit A1					
DRAWN:	JP				
CHK'D BY:		UDC			
DATE:	12-20-2011				



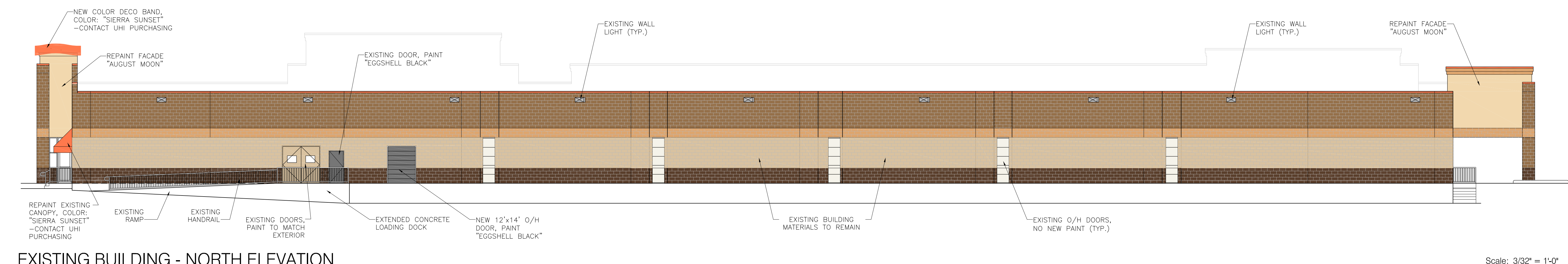
EXISTING BUILDING - SOUTH ELEVATION

Scale: 3/32" = 1'-0"



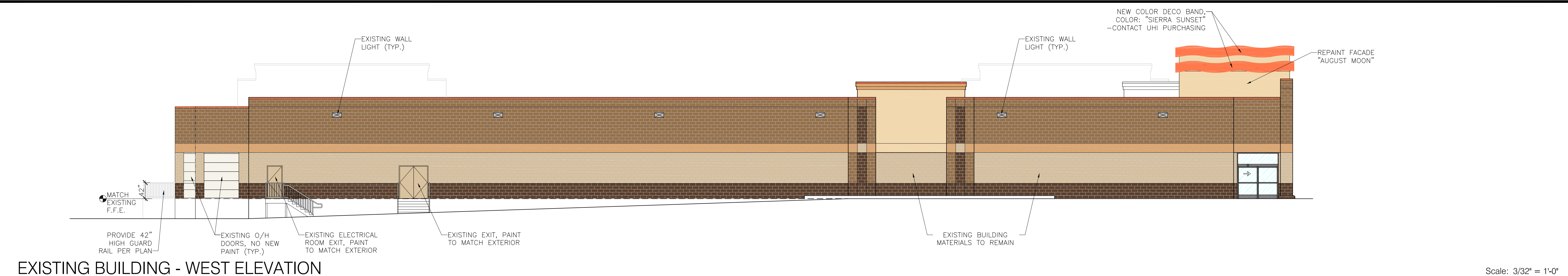
EXISTING BUILDING - EAST ELEVATION

Scale: 3/32" = 1'-0"



EXISTING BUILDING - NORTH ELEVATION

Scale: 3/32" = 1'-0"



EXISTING BUILDING - WEST ELEVATION

Scale: 3/32" = 1'-0"

GENERAL NOTES:

REVISIONS:

NO.	DATE	INITIALS	NOTES
1	07/26/11	DP	UDC SUBMITTAL
2	08/11/11	BLC	COLORS ADDED TO NOTE CALLOUTS
3	08/22/11	DP	REZONING APPROVAL
4	10/04/11	DP	FINAL CITY SITE PLAN REVIEW
5	11/08/11	DP	WALL PERMIT SUBMITTAL
6			
7			
8			

PROFESSIONAL SEAL:

ARCHITECT LOGO:

AMERCO
REAL ESTATE COMPANY

CONSTRUCTION DEPARTMENT
2727 NORTH CENTRAL AVENUE
PHOENIX, ARIZONA 85004
P: (602) 263-6502
F: (602) 277-1026

SITE ADDRESS:
U-Haul Moving & Storage
4716 Verona Road
Madison, WI 53711

SHEET CONTENTS:
Building Elevations
w/ Wall Signage

749032

DRAWN: JRG
CHECKED: DP
DATE: 10.18.11
A-3.1

749032A10.dwg

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U-HAUL - Madison, WI

VISIBILITY ANALYSIS - Dec 27, 2011

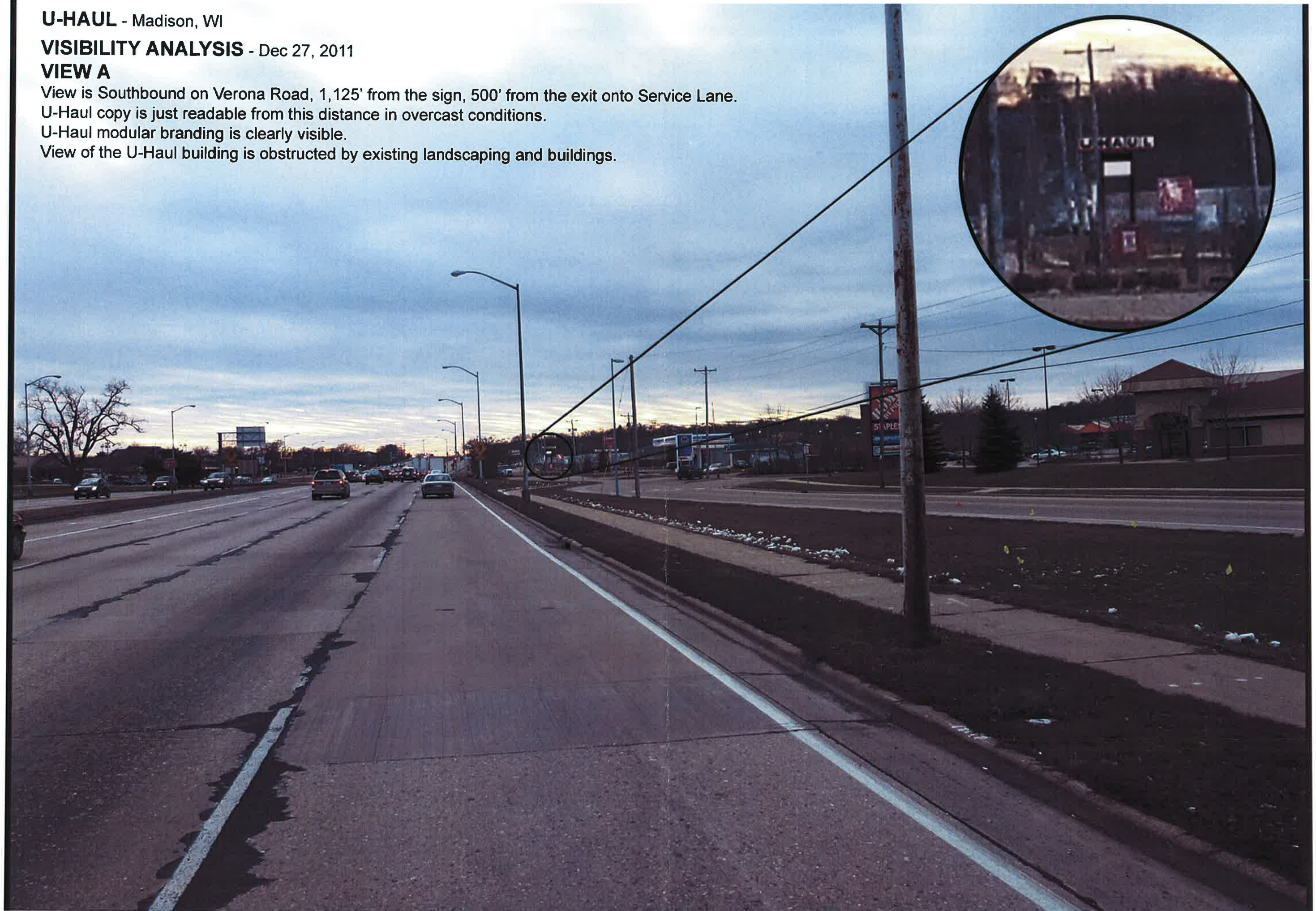
VIEW A

View is Southbound on Verona Road, 1,125' from the sign, 500' from the exit onto Service Lane.

U-Haul copy is just readable from this distance in overcast conditions.

U-Haul modular branding is clearly visible.

View of the U-Haul building is obstructed by existing landscaping and buildings.



U-HAUL - Madison, WI

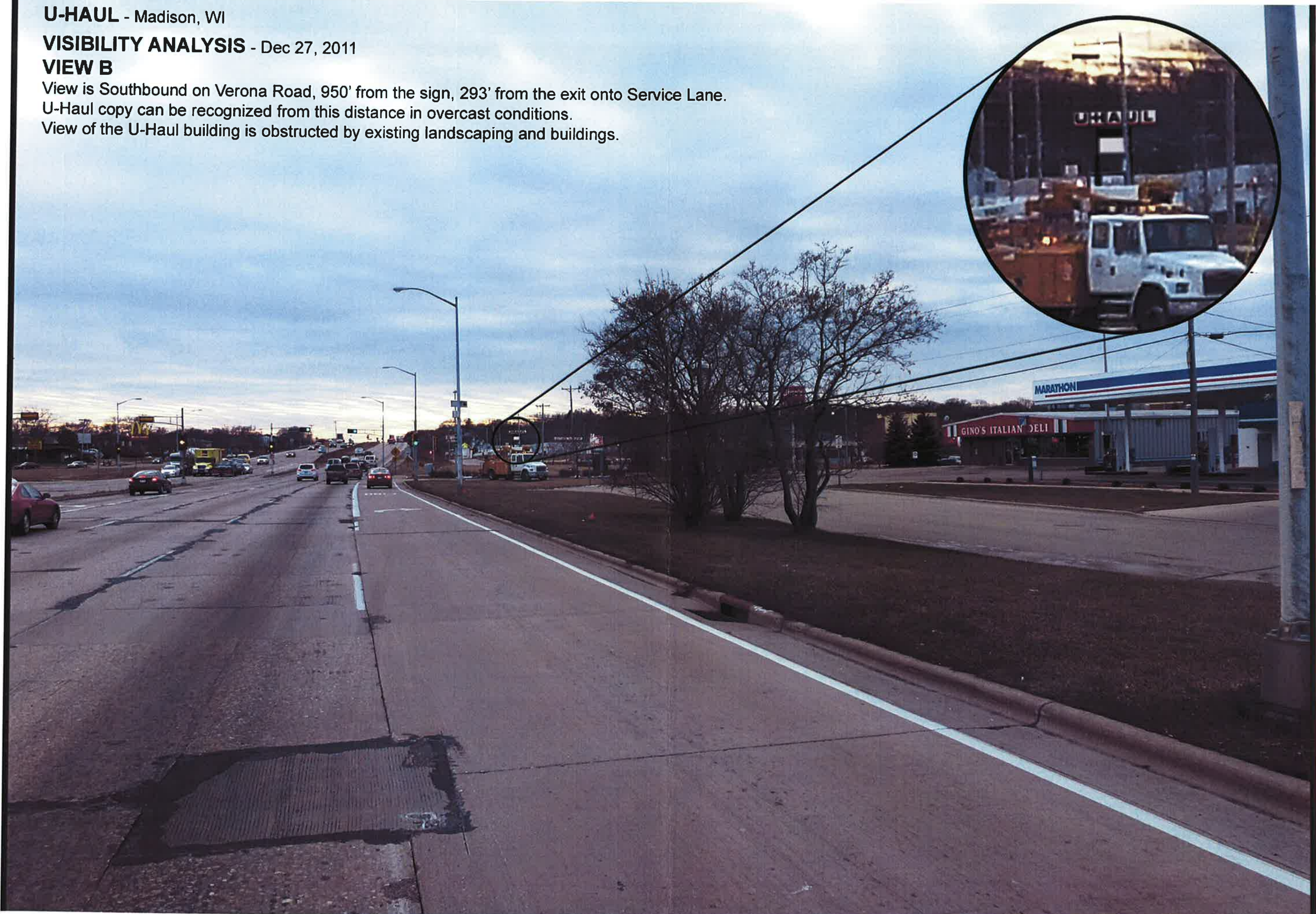
VISIBILITY ANALYSIS - Dec 27, 2011

VIEW B

View is Southbound on Verona Road, 950' from the sign, 293' from the exit onto Service Lane.

U-Haul copy can be recognized from this distance in overcast conditions.

View of the U-Haul building is obstructed by existing landscaping and buildings.

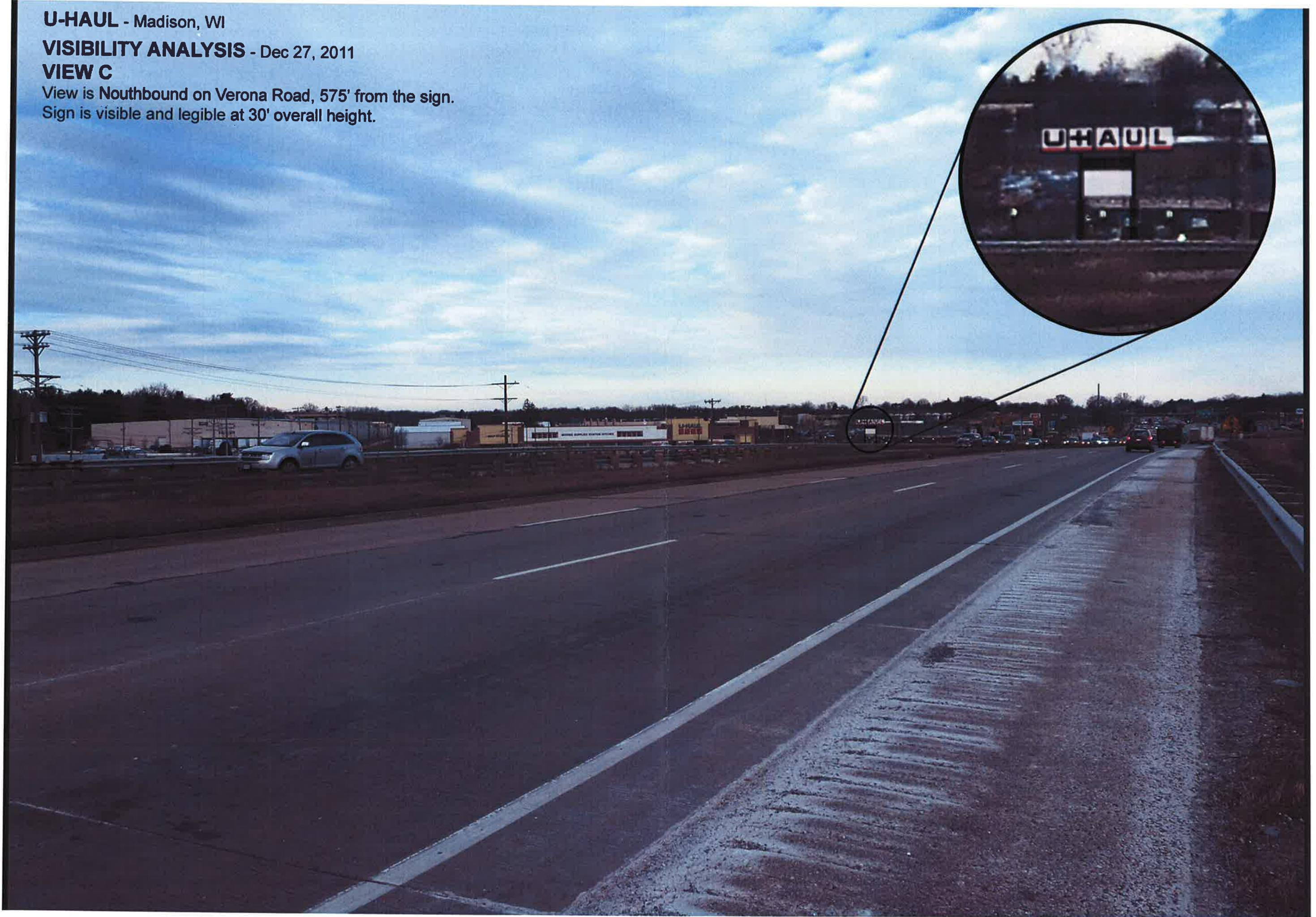


U-HAUL - Madison, WI

VISIBILITY ANALYSIS - Dec 27, 2011

VIEW C

View is Nouthbound on Verona Road, 575' from the sign.
Sign is visible and legible at 30' overall height.



SITE DATA

NAME OF PROJECT: U-HAUL MADISON
 PROJECT ADDRESS: 4716 VERONA ROAD
 PARCEL NO: 0709-323-0222-0
 PARCEL CLASS: COMMERCIAL
 LOT NO AND SIZE:
 LOT 1 297,568.76 S.F.± (6.83 ACRES)
 LOT 2 60,603.72 S.F.± (1.39 ACRES)
 TOTAL AREA 358,063 S.F.± (8.22 ACRES)
 ZONING: PUD / GDP / SIP
 EXISTING BUILDING: 73,473± S.F.
 PROPOSED USES:
 RETAIL/RENTAL 3,274 S.F.±
 OFFICE/BUSINESS 5,023 S.F.±
 SELF-STORAGE AREA 46,785 S.F.±
 WAREHOUSE AREA (U-BOX) 12,991 S.F.±
 EXTERIOR STORAGE 2,850 S.F.±
 PROPOSED FUTURE COMMERCIAL
 RETAIL/BUSINESS DEVELOPMENT 38,830 S.F.±
 PARKING:
 EXISTING (LOT 1 & 2) = 506 SPACES
 PARKING: (PER SECTION 28.11 CITY OF MADISON ZONING ORDINANCE)

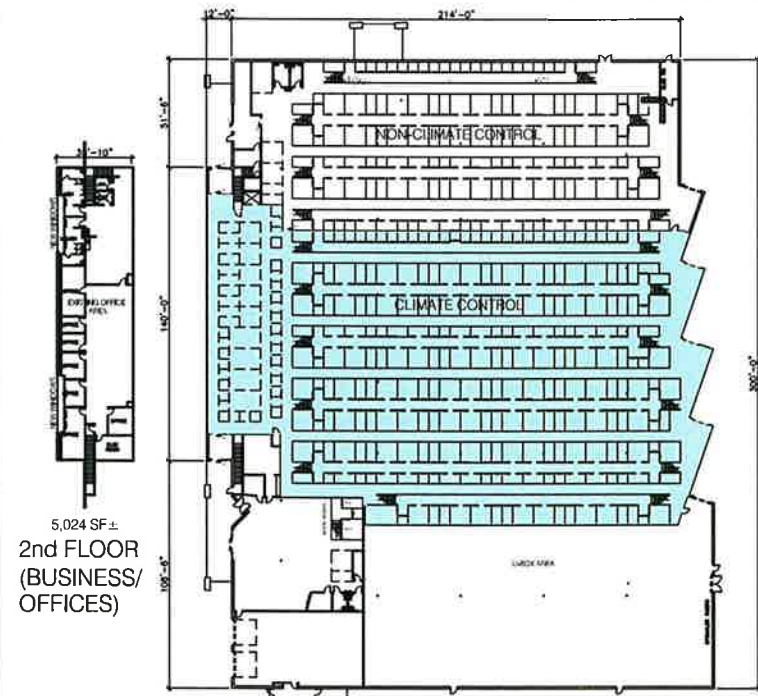
	REQUIRED	PROPOSED
BUSINESS OFFICE = 5,023 S.F. 1 SP/400 S.F.	13 SPACES	14 SPACES
RETAIL = 3,274 S.F. 1SP/ 300 S.F.	11 SPACES	26 SPACES
STORAGE/ WAREHOUSE = 1 SP/ 2 EMPLOYEES	05 SPACES	39 SPACES
LOADING SPACES	00 SPACES	07 SPACES
DISPLAY SPACES	00 SPACES	13 SPACES
TOTAL SPACES	29 SPACES	99 SPACES

*NOTE: SITE IS PROVIDED WITH (2) HANDICAPPED AND (1) VAN ACCESSIBLE SPACE

PROPOSED ROOM MIX

ROOM SIZE	NON-CLIMATE CONTROL				CLIMATE CONTROL				MINI BUILDINGS			TOTAL		
	NO. OF ROOMS	SQ. FT.	%	NO. OF ROOMS	SQ. FT.	%	TOTAL QTY.	SQ. FT.	%	TOTAL QTY.	SQ. FT.	%		
5x5	47	1,325	7%	29	105	7%	0	0	0%	158	3,950	7%		
5x10	52	110	5%	11	186	26%	0	0	0%	296	14,800	26%		
5x15	0	0	0%	0	1	0%	0	0	0%	1	75	0%		
8x10	0	0	0%	0	0	0%	0	0	0%	0	0	0%		
10x10	2	90	5%	5	161	44%	0	0	0%	251	25,100	44%		
10x15	1	16	1%	4	8,250	23%	14	2,100	100%	85	12,750	23%		
TOTAL	102	269	18.22%	49	508	36.35%	14	2,100	100%	791	56,675	100%		

CLIMATE CONTROL - 508 ROOMS, 36,350 S.F. = 64%
 NON-CLIMATE CONTROL - 269 ROOMS, 18,225 S.F. = 36%

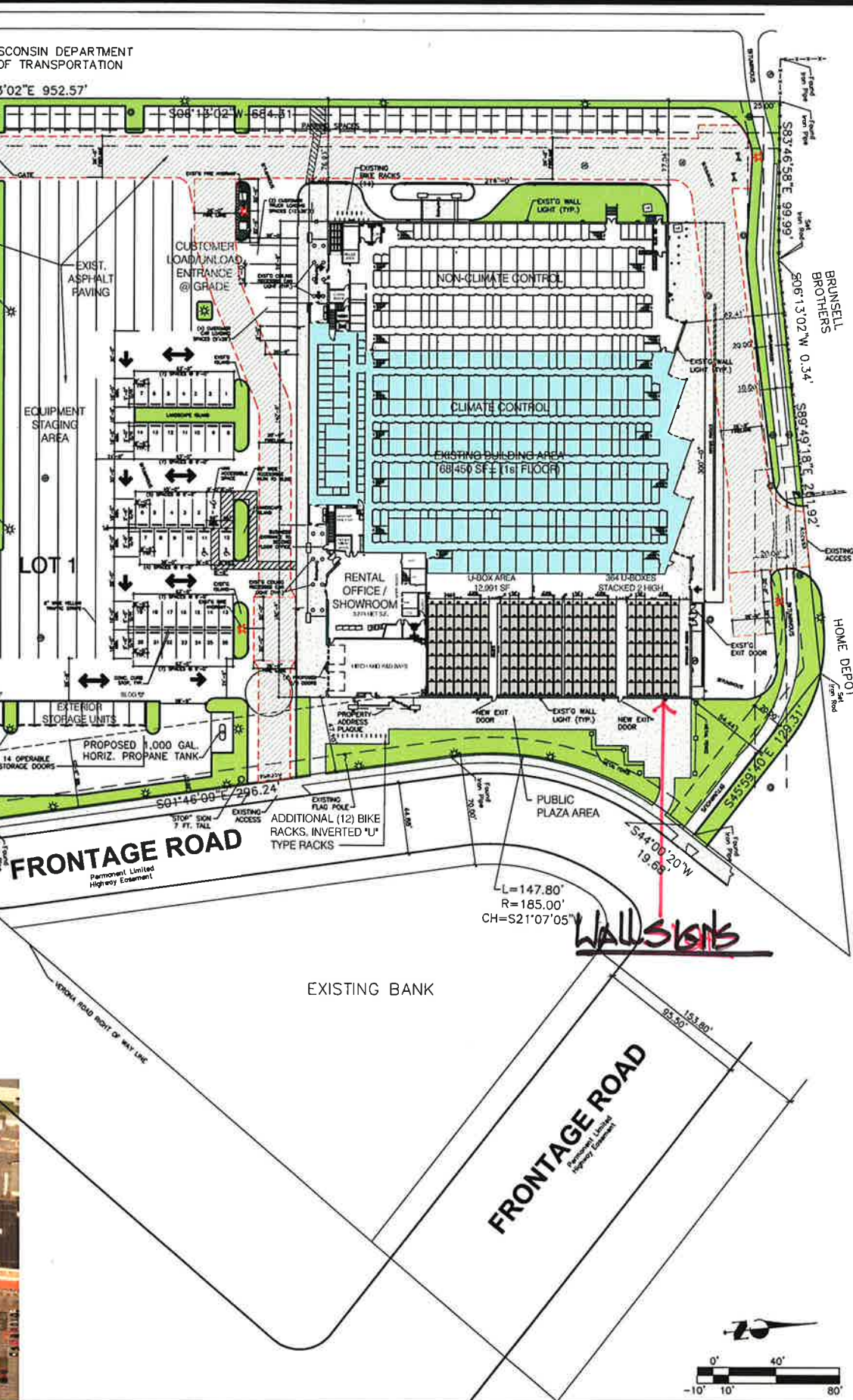


SC-10 UPPER LEVEL

Scale: 1" = 40'-0"



AERIAL IMAGE nts



DEVELOPMENT SITE PLAN

Scale: 1" = 40'-0"

GENERAL NOTES:

REVISIONS:

NO.	DATE	REVISIONS
1	07/26/11	UCC SUBMITTAL
2	08/22/11	DP REZONING APPROVAL
3	10/04/11	DP FINAL CITY SITE PLAN REVIEW
4		
5		
6		
7		

PROFESSIONAL SEAL:

NO.	DATE	REVISIONS	UCC SUBMITTAL	DP REZONING APPROVAL	DP FINAL CITY SITE PLAN REVIEW
1	07/26/11				
2	08/22/11				
3	10/04/11				
4					
5					
6					
7					

ARCHITECT LOGO:

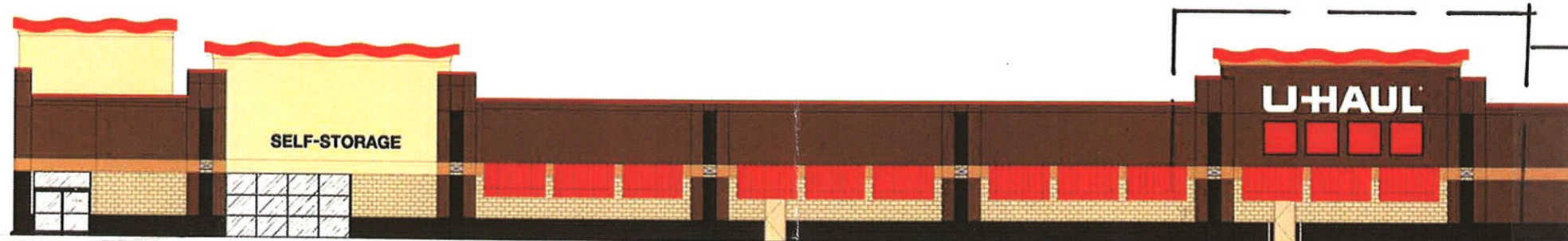
AMERCO REAL ESTATE COMPANY
 CONSTRUCTION DEPARTMENT
 2727 NORTH CENTRAL AVENUE
 PHOENIX, ARIZONA 85004
 P: (602) 263-6502
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SITE ADDRESS:
 U-Haul Moving & Storage
 4716 Verona Road
 Madison, WI
 SHEET CONTENTS:
 Development
 Site Plan

749032
 DRAWN: JRG
 CHECKED: DP
 DATE: 10/04/11
 749032A10.dwg



SOUTH ELEVATION

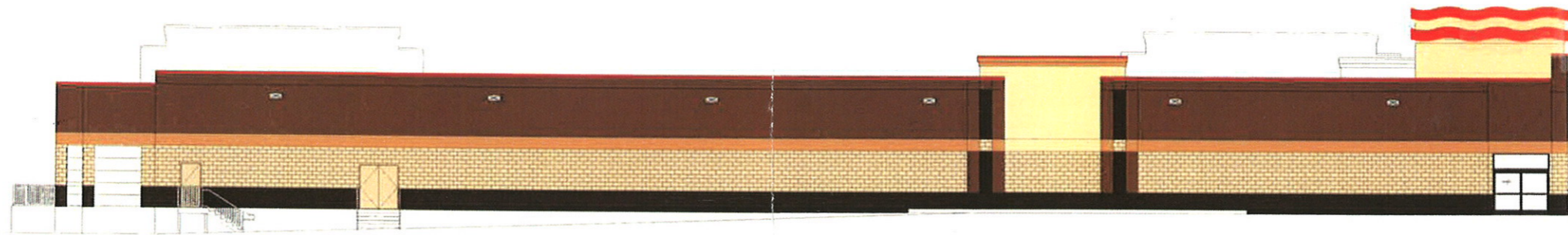


EAST ELEVATION

Signable Area: 37ft x 19'-4" = 651SF
New Sign Request:
Sign Dim. 10'- 6 1/2" x 24' - 8 7/8"
Sign Area 262 SF

Allowable Building Sign Area
285 LF x 24FT High = 6,840 SF
x 30% = 2,052 SF Sign Area

Sign Area Existing = 48.5 SF
New Sign Area = 262 SF
Total Sign Area Revised 310.5 SF



WEST ELEVATION



NORTH ELEVATION

U-HAUL WALL SIGNS

PP

12/20/11

AMERCO[®]

REAL ESTATE COMPANY

CONSTRUCTION DEPARTMENT

AMERCO REAL ESTATE COMPANY • 2727 N. CENTRAL AVE. • PHOENIX, AZ 85004
PHONE: (602) 263-6502 • FAX: (602) 277-1026

February 4, 2012

To: Urban Design Commission

Re: 4716 Verona Road – Modification PUD (GDP-SIP),
“U-Haul” Additional Building Wall Signs and Modular Pylon Sign

To whom it may concern:

Amerco Real Estate Company is seeking a modification to its approved PUD (GDP-SIP) for initial approval of additional wall signs and a modular pylon sign.

Wall Signs;

After a few months of business operations, it has been pointed out that our business is missing wall sign identification on the East Elevation. We are proposing to add another wall sign to the east elevation that was originally presented with a single sign.

The east building elevation has an overall length of 285 LF, a height of 24 feet which equals 6,840 total square feet of building area. Using the 30% allowable sign area, our East Building Elevation would be allowed 2,052 SF Sign Area

Currently, the existing wall sign installed covers an area of 48.5 SF. The proposed wall signs we are requesting initial approval for covers an area of 262 SF. (Refer to attached exhibits).

Modular Pylon Sign;

Initial approval is requested for a U-Haul modular style pylon sign to replace the existing 30ft high Cub Foods Store modular pylon sign.

The U-Haul modular pylon sign proposed will feature 4'-1" tall fluorescent illuminated aluminum “U-Haul” modular letter cabinets with vacuum formed / embossed faces. Also proposed is a 4'-3" x 8' manual reader board mounted on a double pole structure. The faces will have an opaque background, allowing only the letters to illuminate. (see exhibits)

The proposed modular pylon sign we are seeking initial approval for, will have a total sign area of only 300 square feet. The overall area will be a 16% reduction of the current Cub Foods sign. Our proposed modular pylon sign will be constructed so that the support poles are equivalent to 1/3 of the overall length of the sign. The current supports for the Cub Food sign are spaced 2/3 the length of the sign (see exhibits)

We respectfully request Initial Approval from the Urban Design Commission for Additional Walls signs and a Modular Pylon sign.

Respectfully Submitted;

John Planert, Corporate Sign Planner
David Pollock, Principle Planner / Staff Architect
U-Haul International / Amerco real Estate Company

Moving Made Easier.SM