

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: 1-25-2012

Action Requested

___ Informational Presentation

Initial Approval and/or Recommendation

___ Final Approval and/or Recommendation

UDC MEETING DATE: 2-1-2012

PROJECT ADDRESS: U-Haul_4716 Verona Rd.

ALDERMANIC DISTRICT: 10

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

Amerco Real Estate

President Carlos Vizcarra

CONTACT PERSON: John Planert

Address: U-Haul_2727 N. Central Ave

Phoenix, AZ 85004

Phone: (602)263-6502 cell (480)316-4597

Fax: (602)277-1026

E-mail address: John_Planert@UHaul.com

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:)

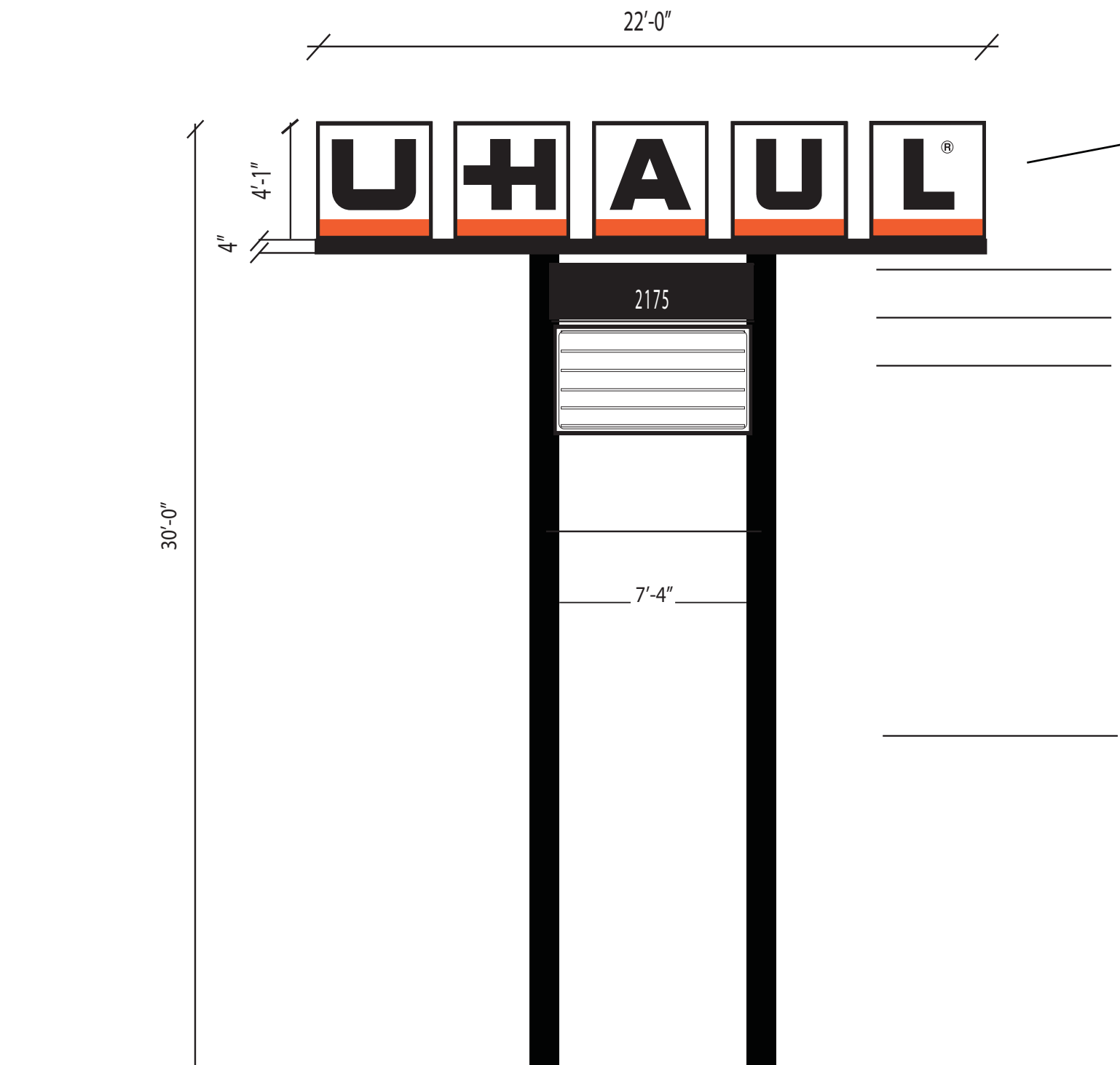
___ Comprehensive Design Review* (Fee required)

___ 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" x 22'-0" = 97.15sf

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

4" x 8'-0" = 2.64 sf_open space

2'-0" x 8'-0" = 16 sf_hoist-chain crossmember

4'-3" x 8'-0" = 34 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
CHK'D BY:
DATE: 1-13-2012

UDC

U-HAUL - Madison, WI

VISIBILITY ANALYSIS - Dec 27, 2011

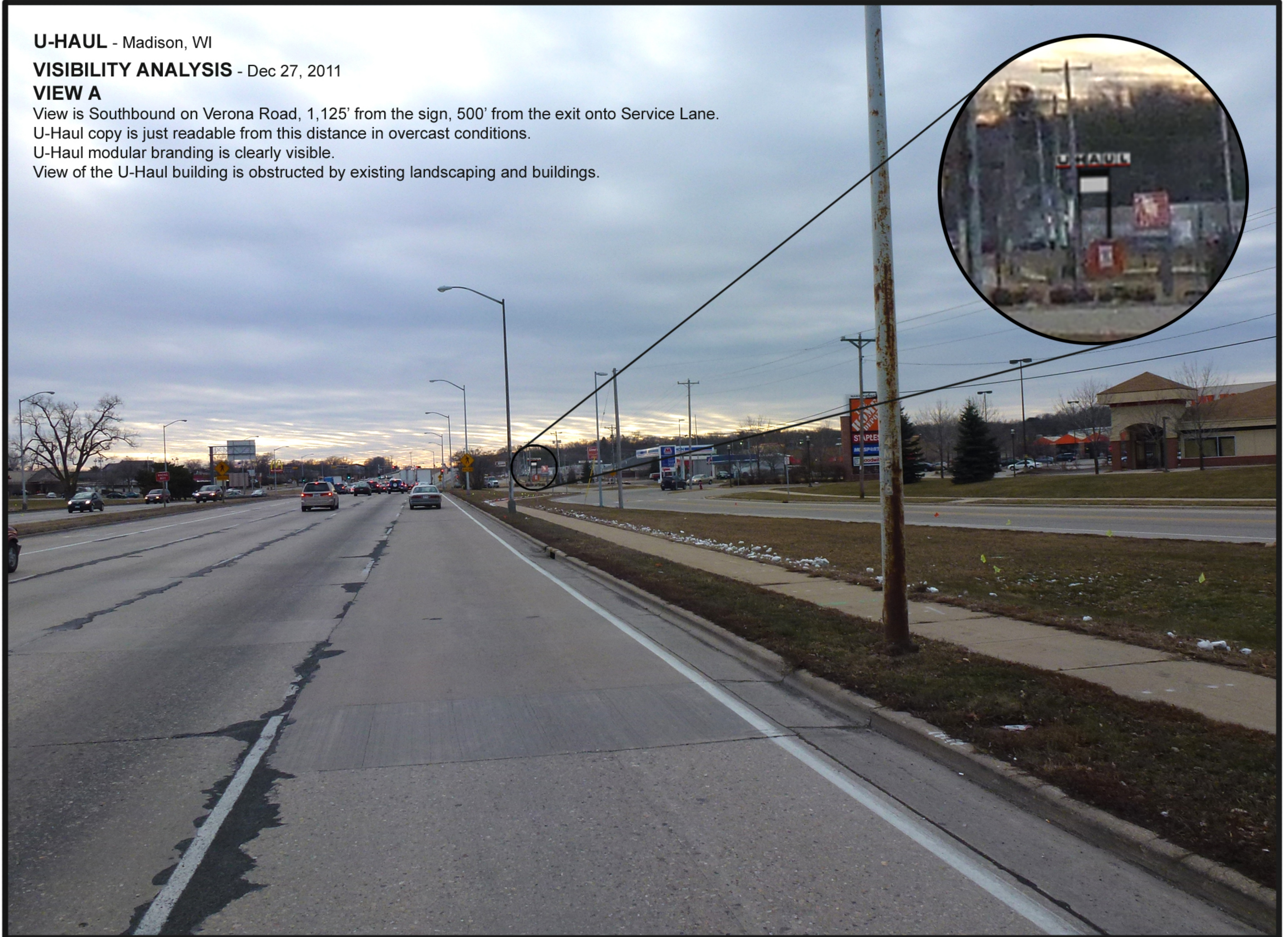
VIEW A

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

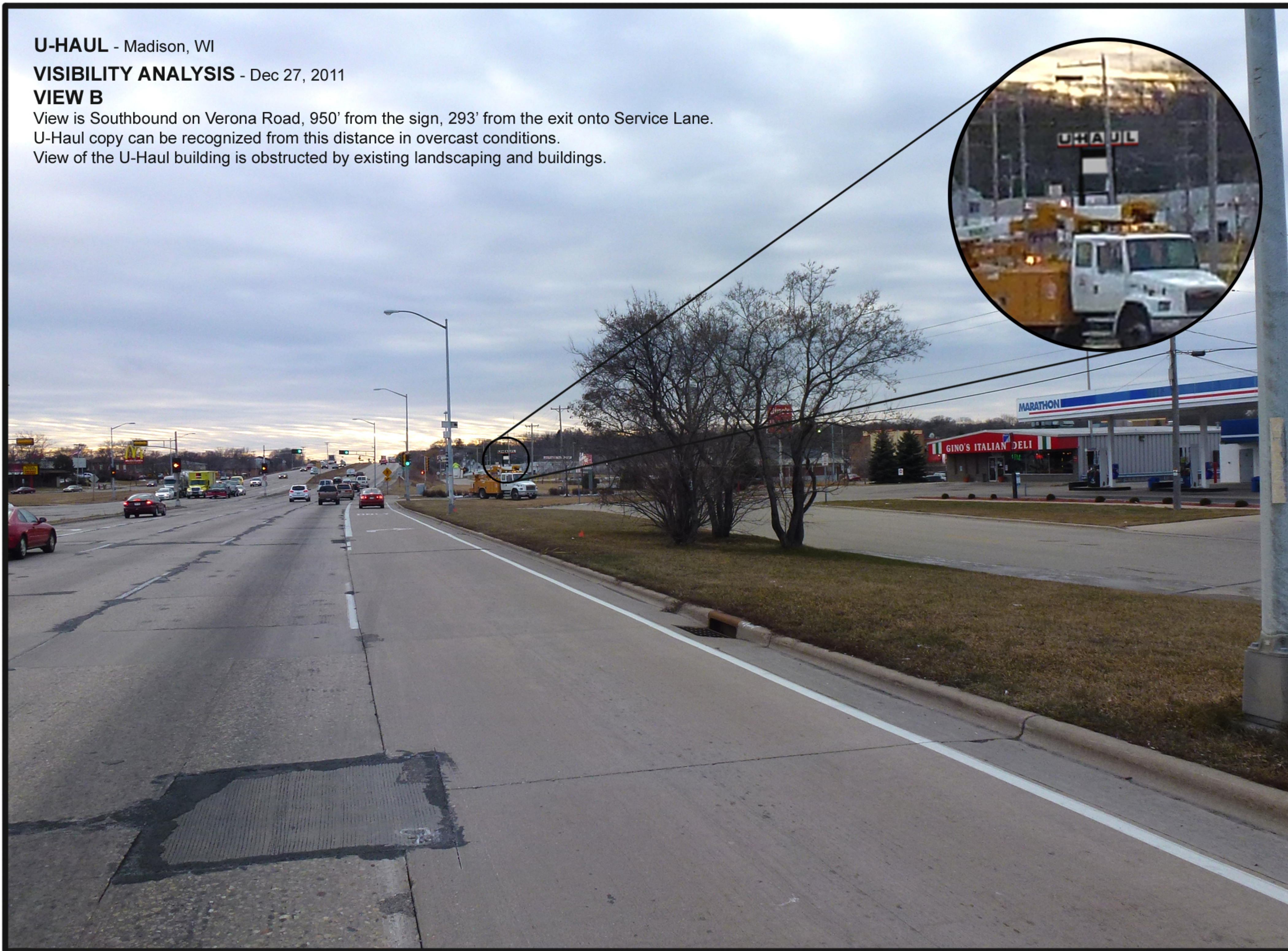
VISIBILITY ANALYSIS - Dec 27, 2011

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.



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AMERCO REAL ESTATE COMPANY • 2727 N. CENTRAL AVE. • PHOENIX, AZ 85004

PHONE: (602) 263-6502 x 615125 • FAX: (602) 277-1026

John_Planert@UHaul.com

Jan 12, 2012

City of Madison
UDC Council
Mr. Al Martin

Dear Mr. Martin:

Amerco Real Estate is seeking approval for a U-Haul modular style pylon sign to replace the existing Cub Foods pylon sign at our newly renovated facility for the above referenced property.

U-Haul modular pylon

The U-Haul modular pylon sign proposal for this center will feature our standard 4'-1" tall fluorescent illuminated aluminum "U-Haul" modular letter cabinets with vacuum formed/embossed faces along with a 4'-3"x 8'-0" manual reader board mounted on a double pole structure. The faces will have an opaque background, allowing only the letter to illuminate in keeping with Madison night sky ordinance.. The total sign area for the pylon will be reduced from the existing 348 square foot sign that was approved in UDC for Cub Foods, to 300 square feet, representing a 48 square foot reduction in sign area from the existing sign structure.

The original design has been revised so that the area between the poles is the equivalent of 1/3 the length of the sign, recognizing the city's aesthetic requirements for double pole sign structures, in contrast with the existing structure where the poles are spaced so that they are 2/3 the length of the sign.

The modular style cabinet letters are our standard sign design that we use to identify U-Haul centers across North America. Our reader board will primarily serve to advise customers of product services and special pricing.

The sign is proposed to be located along the Verona road frontage to replace the existing Cub Foods double pole pylon sign.

Pylon visibility under typical Site Conditions:

Visibility charts show that a 27" tall Helvetica style black letter can first be seen and recognized from a distance of 1,125 feet.

Given a typical pylon sign placement near the right of way, research by the United States Sign Council has determined that it takes the average motorist, traveling on a multi-lane road at a speed of 40 mph, **10-12 seconds** to recognize and react to pylon sign identification.

Moving Made EasierSM

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John_Planert@UHaul.com

View A: The photo for “view A” was taken looking southbound down Verona Road, from 1,125' away from our proposed sign placement.

Observations:

The motorist will be traveling at a speed of 40 mph moving at a rate of 58.8' per second. Given **10 seconds**, using the rate of 58.8' per second, this allows the driver 588' to **recognize, make lane adjustments and exit on to Service Road.**

Photo A was taken 1,125' from the sign which leaves a distance of only **500' for our driver to recognize, react and exit on to Service Lane.**

We are only leaving our driver 500' to make adjustments and exit where the recommendation is 588'.

For safety reasons we're requesting to use our modular style sign, giving the driver a chance to recognize our branding at a distance, even before the driver would be able to read the sign copy.

View B: This photo was taken looking southbound on Verona, from a distance of 950' from sign placement.

Observations: The sign is visible and legible at this distance. The building is blocked by landscaping and buildings.

View C: This photo was taken looking northbound on Verona, from a point 575' from the sign,

Observations: Sign is visible and legible at 30' overall height.

We respectfully request approval for a 30' tall double pole U-Haul ID sign with reader board for our center. The new sign branding will address safety issues for our customers, is an important part of U-Haul's overall business plan for new centers and is a strategic element for the success of our local business in the community.

Respectfully Submitted,

John Planert, Corporate Sign Planner
U-Haul International
2727 N. Central Avenue 9N
Phoenix, AZ. 85004
Off: 602-263-6502 x 615125

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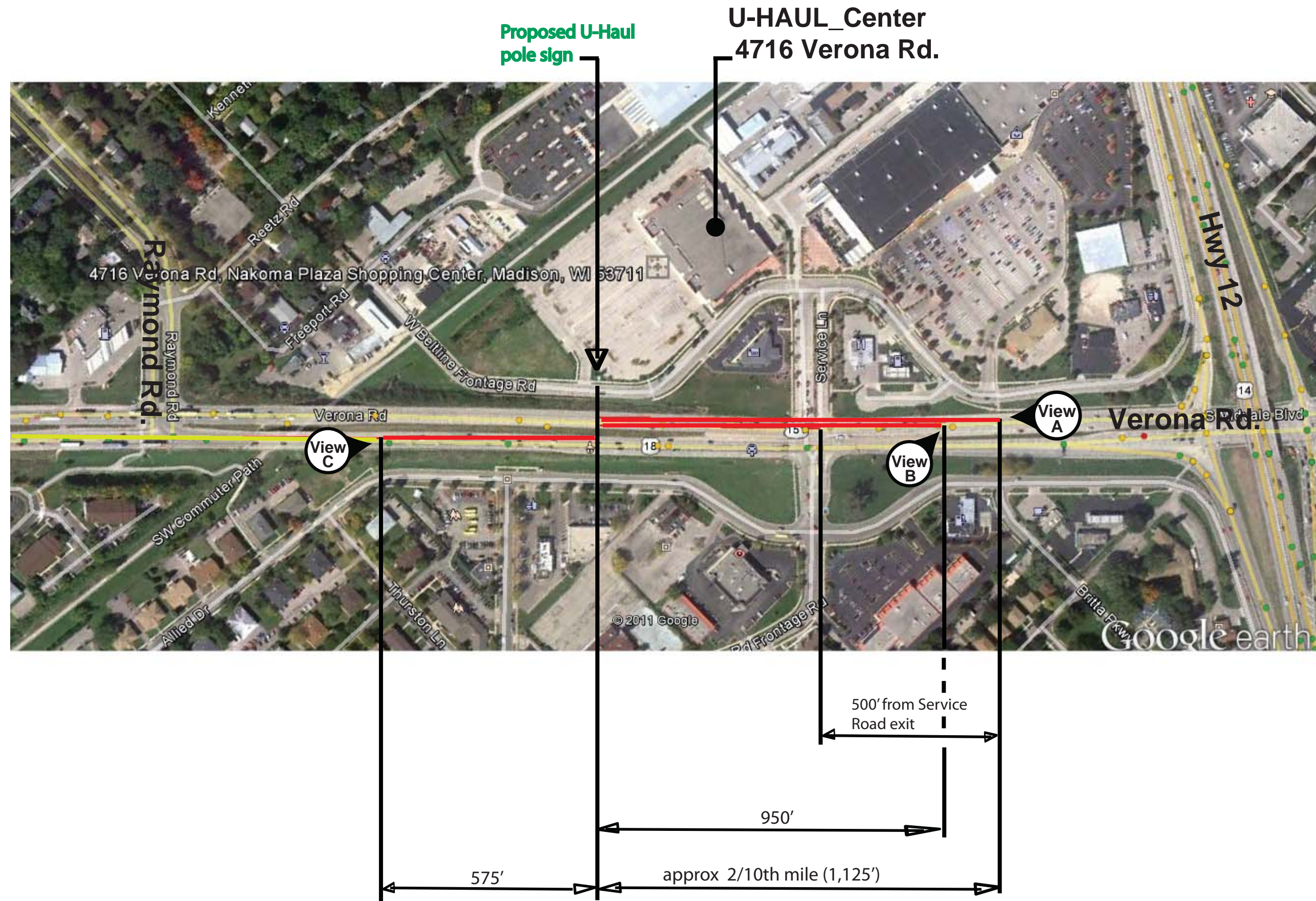
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PHONE: (602) 263-6502 x 615125 • FAX: (602) 277-1026

John_Planert@UHaul.com

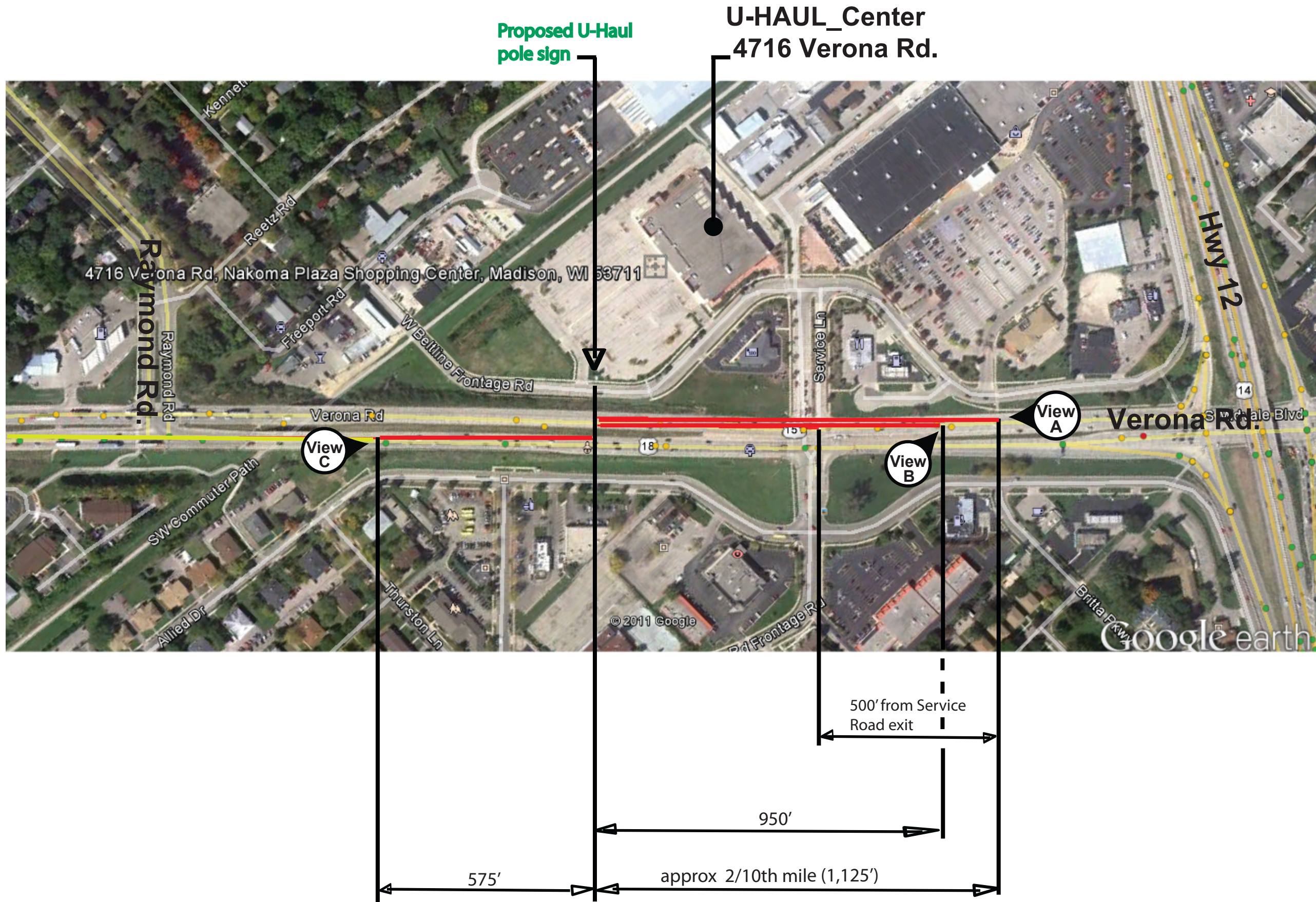
Moving Made EasierSM

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 Aerial					
Exhibit A1					
DRAWN:	JP				
CHK'D BY:		UDC			
DATE:	12-20-2011				

Distances and Visibility



GENERAL NOTES:					
REVISIONS:					
NO.	DATE	INITIALS	NOTES		
1					
2					
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4					
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ARCHITECT LOGO:					
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SITE ADDRESS: UHAUL_749032 4716 Verona Rd. Madison, WI					
SHEET CONTENTS: Distances and Visibility Arial					
Exhibit A1					
DRAWN:	JP	UDC			
CHK'D BY:					
DATE:	12-20-2011				

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: 297,568.76 S.F.± (6.83 ACRES)
 LOT 1 60,603.72 S.F.± (1.39 ACRES)
 LOT 2 60,603.72 S.F.± (1.39 ACRES)
 TOTAL AREA 358,063 S.F.± (8.22 ACRES)

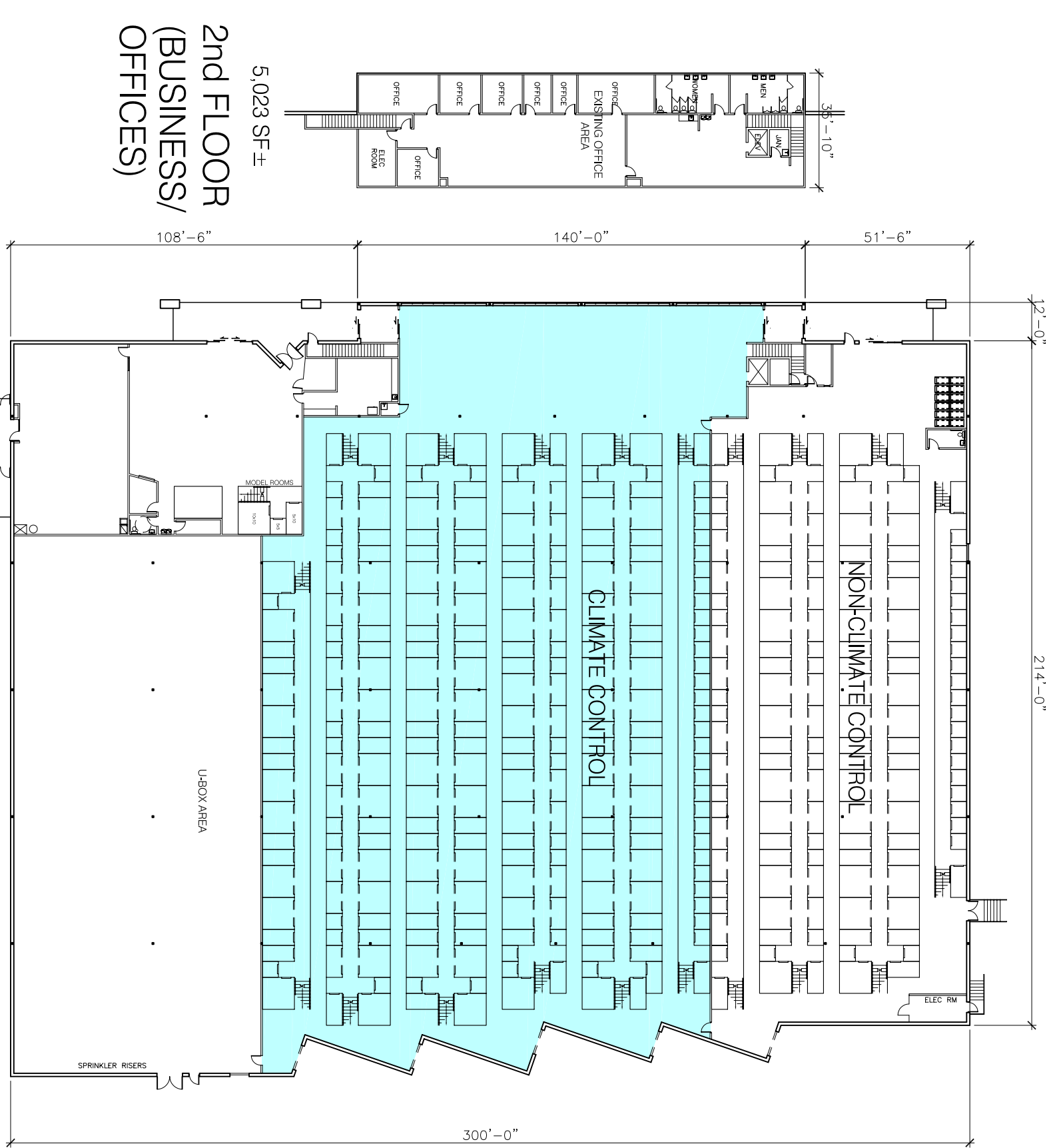
ZONING: PUD / GDP / SIP
 EXISTING BUILDING: 73,473± S.F.
 PROPOSED USES:
 RETAIL/RENTAL 2,299 S.F.±
 OFFICE/BUSINESS 5,023 S.F.±
 SELF-STORAGE AREA 47,489 S.F.±
 WAREHOUSE AREA (U-BOX) 12,978 S.F.±
 EXTERIOR STORAGE 2,850 S.F.±
 PROPOSED FUTURE COMMERCIAL RETAIL/BUSINESS DEVELOPMENT 75,000 S.F.±

PARKING:
 EXISTING (LOT 1 & 2) = 506 SPACES
 PARKING: (PER SECTION 28.11 CITY OF MADISON ZONING ORDINANCE)

BUSINESS OFFICE = 5,023 S.F. 1 SP/400 S.F. REQUIRED 14 SPACES
 RETAIL = 2,299 S.F. 1SP/300 S.F. 08 SPACES
 STORAGE/ WAREHOUSE = 1 SP/2 EMPLOYEES 05 SPACES
 TOTAL SPACES 26 SPACES
 PROPOSED 26 SPACES
 82 SPACES
 122 SPACES
 + STORAGE
 LOADING SPACES

ROOM SIZE	NON-CLIMATE CONTROL			CLIMATE CONTROL			MINI BUILDINGS			TOTAL		
	SCHEMATIC LEVEL	TOTAL SQ. FT.	%	SCHEMATIC LEVEL	TOTAL SQ. FT.	%	TOTAL QTY.	TOTAL SQ. FT.	%	TOTAL QTY.	TOTAL SQ. FT.	%
5x5	0	47	6	31	63	13	107	2,675	7	0	0	0
5x10	7	54	113	10	103	72	166	9,290	26	0	0	0
5x15	0	0	0	0	0	0	1	75	0	0	0	0
8x10	1	0	0	0	0	0	0	0	0	0	0	0
10x10	2	34	54	5	77	79	161	16,100	44	0	0	0
10x15	1	0	0	4	0	51	55	8,290	23	0	0	0
TOTAL	11	133	128	50	243	216	509	36,390	100	14	2,100	100

CLIMATE CONTROL - 509 ROOMS, 36,390 S.F. = 63%
 NON-CLIMATE CONTROL - 286 ROOMS, 21,800 S.F. = 37%



SC-10 UPPER LEVEL

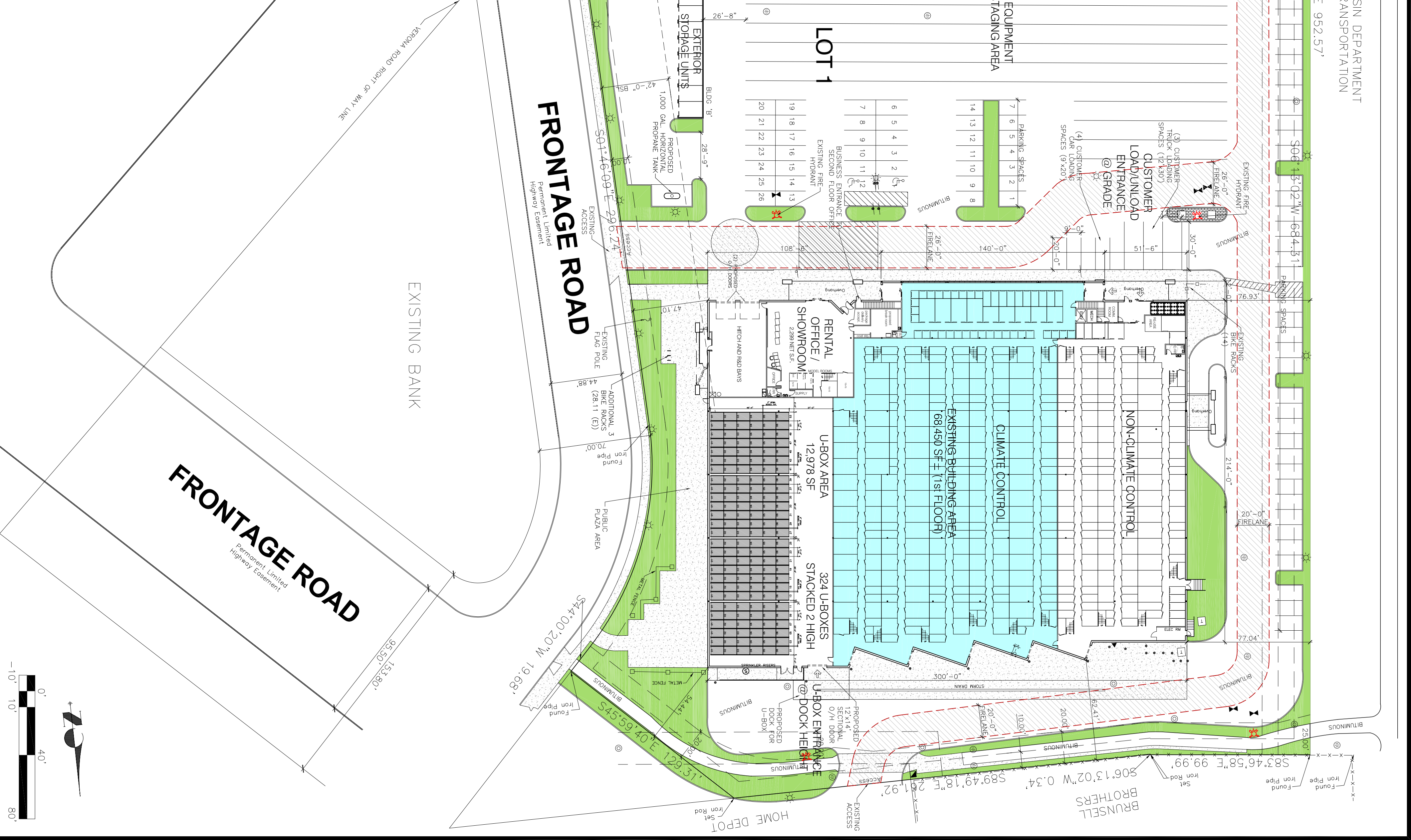
Scale: 1" = 40'-0"

AERIAL IMAGE nts



SITE PLAN AND PROPOSED STORAGE LAYOUT

Scale: 1" = 40'-0"



GENERAL NOTES:

NO.	DATE	INITIALS	NOTES
1	07/20/11	DP	DETENTION POND
2			
3			
4			
5			
6			
7			
8			

ARCHITECT 10030

AMERCO
 REAL ESTATE COMPANY

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

SITE ADDRESS:
 Proposed Acquisition
 4716 Verona Road
 Madison, WI

SHEET CONTENTS:
 Site Plan
 Proposed Storage

887052

DRAWN: BLC
 CHECKED: PP
 DATE: 07/31/11
 A1