



City of Madison

Conditional Use

Location
2701 Packers Avenue

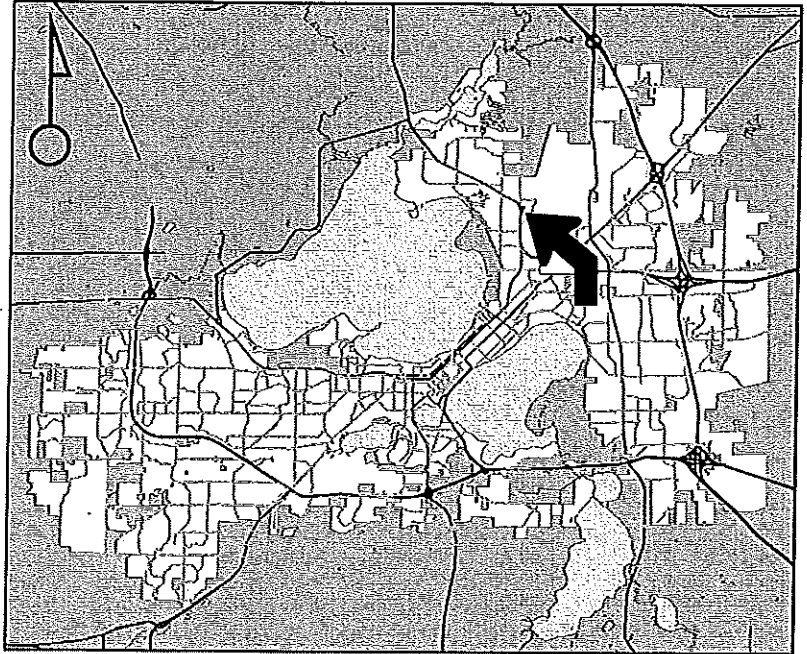
Project Name
U-Haul Storage Facility

Applicant
Carlos Vizcarra, Amerco Real Estate Company/
Stephany Sheekey, Amerco Real Estate Company

Existing Use
Warehouse

Proposed Use
Convert existing commercial building into personal indoor storage facility

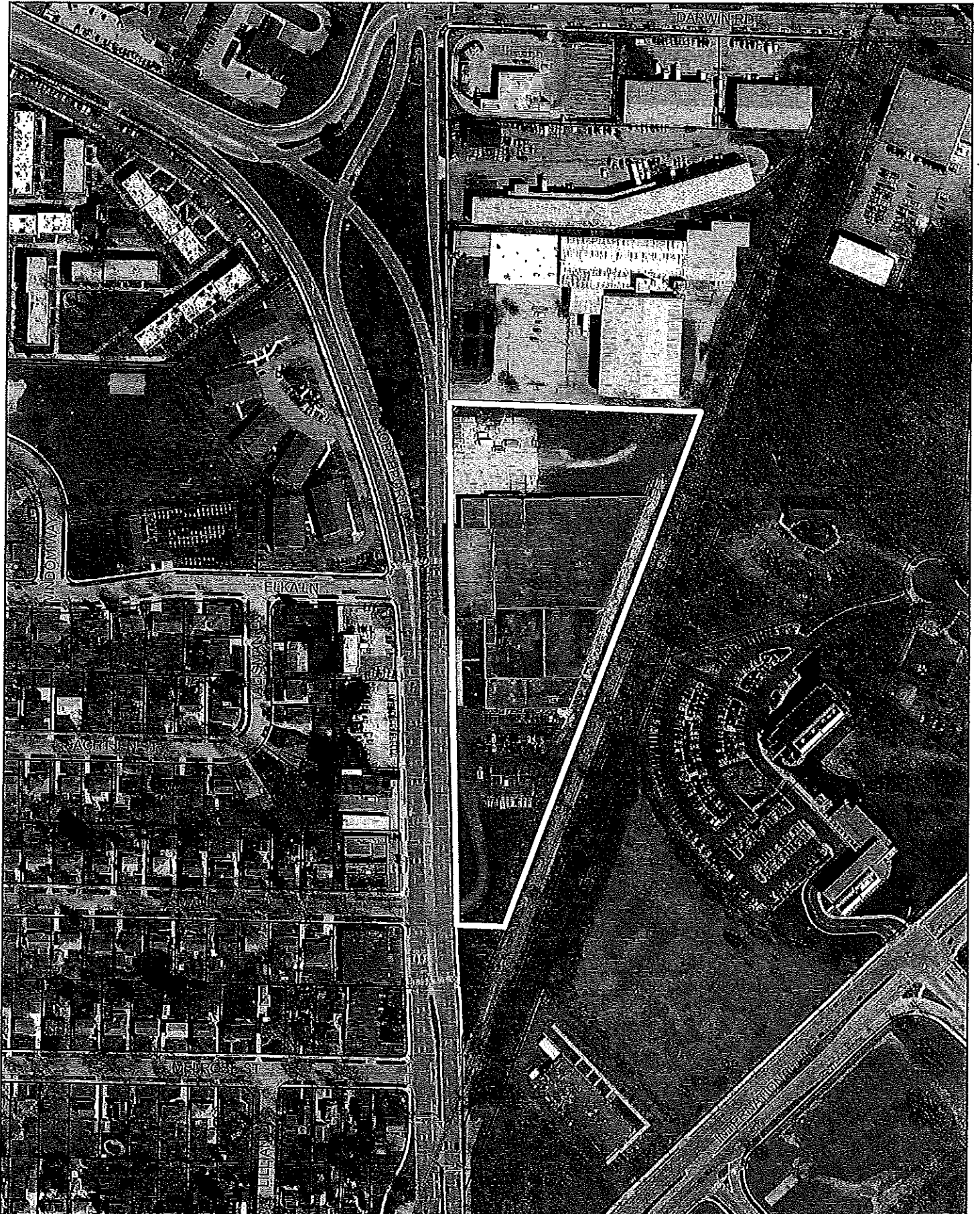
Public Hearing Date
Plan Commission
19 June 2017



For Questions Contact: Chris Wells at: 261-9135 or cwells@cityofmadison.com or City Planning at 266-4635



Scale: 1" = 400'





LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:
www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
Zoning District _____	
Special Requirements _____	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 2701 Packers Avenue
Project Title (if any): U-Haul of Madison

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from _____ to _____
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Carlos Vizcarra Company: Amerco Real Estate Company
 Street Address: 2727 N Central Ave SN City/State: Phoenix, AZ Zip: 85004
 Telephone: (602) 263-6555 Fax: (602) 277-5824 Email: carlos_vizcarr@uhaul.com

Project Contact Person: Stephany Sheekey Company: Amerco Real Estate Company
 Street Address: 2727 N Central Ave SN City/State: Phoenix, AZ Zip: 85004
 Telephone: (602) 263-6555 Fax: (602) 277-5824 Email: stephany_sheekey@uhaul.com

Property Owner (if not applicant): Same as applicant
 Street Address: " City/State: " Zip: "

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: We are proposing an adaptive reuse of the existing building for the use of indoor, personal self-storage.

Development Schedule: Commencement _____ Completion _____

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/alterd buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

Alder Larry Palm - 03/23/17 & 03/30/17 ; Berkley Oaks (Anita Lightfoot & Bev Metcalfe) - 03/23/17 & 03/30/17

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Chris Wells & Kevin Firchow Date: 03/30/17 Zoning Staff: unavailable Date: 03/30/17

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Carlos Vizcarra Relationship to Property: Owner

Authorizing Signature of Property Owner [Signature] Date 04/04/17

AMERCO[®]

REAL ESTATE COMPANY

2727 North Central Avenue, 5-N • Phoenix, Arizona 85004
Phone: 602.263.6555 • Fax: 602.277.5824 • Email: stephany_sheekey@uhaul.com

Narrative Project Summary

AMERCO Real Estate Company (AREC) has prepared this application package for the opportunity to receive the City of Madison's participation and counseling in regards to a Conditional Use Permit for the property located at 2701 Packers Avenue. AREC is the wholly owned real estate subsidiary of the U-Haul System.

The proposed 7.42 acre property is located at 2701 Packers Avenue. U-Haul is proposing an adaptive re-use of the existing 119,000 SF building by converting it into a U-Haul Moving and Storage Facility. Our uses consist of self-storage, U-Haul truck and trailer rental, and related retail sales. The interior of the building will be retrofitted to house self-storage units. This adaptable reuse will allow U-Haul to better serve the storage needs of the community and make use of a property that is currently underutilized.

The property is currently zoned IL (Industrial Limited District) and is already being utilized for U-Haul truck and trailer rental, as that is a permitted use. However, the use of self-storage requires a conditional use permit. U-Haul is proposing to apply for the permit to allow this use. The building will be used structurally as is with the exception of imaging and signage.

Custom site design for every U-Haul store assures that the facility compliments the community it serves. Adherence to community objectives is key in order to ensure each U-Haul store is both a neighborhood asset and an economic success.

The U-Haul Store:

U-Haul stores characteristically serve the do-it-yourself household customer. The U-Haul Store will be staffed with 10-15 employees, both full-time and part-time. Families will generally arrive in their own automobiles, enter the showroom and may choose from a variety of products and services offered there.

- Families typically use U-Haul stores to store furniture, household goods, sporting equipment, or holiday decorations. Often prompted by moving to a smaller home, combining households, or clearing away clutter to prepare a home for sale, storage customers will typically rent a room for a period of two months to one year.

- U-Haul stores also rent trucks and trailers for household moving, either in-town or across country.
- Families who need packing supplies in advance of a move or to ship personal packages can choose from a variety of retail sales items, including cartons, tape and packing materials.
- Families who tow U-Haul trailers, boats, or recreational trailers can select, and have installed, the hitch and towing packages that best meet their needs.
- Moving and storage are synergistic businesses. Over half of our storage customers tell us they used U-Haul storage because of a household move. Customers will typically rent U-Haul equipment or use their personal vehicle to approach the loading area and enter the building through the singular customer access. All new U-Haul stores are designed with interior storage room access, giving the customer the added value of increased security, and the community the benefit of a more aesthetically pleasing exterior.

Significant Policies:

- Hours of Operation:

Mon. - Thurs.	7:00 a.m. to 7:00 p.m.
Fri.	7:00 a.m. to 8:00 p.m.
Sat.	7:00 a.m. to 7:00 p.m.
Sun.	9:00 a.m. to 5:00 p.m.
- All U-Haul storage customers are issued a card-swipe style identification card that must be used to gain access to their room. This is but one of many security policies which protect the customer's belongings and decrease the ability of unauthorized access to the facility.
- It is against policy for a business to be operated from a U-Haul storage room.
- Customers and community residents who wish to use the on-site dumpsters for disposing of refuse must gain permission to do so, and are assessed an additional fee.
- Items that may not be stored include: chemicals, flammables, and paints.
- U-Haul stores are protected by video surveillance.
- U-Haul stores are non-smoking facilities.

- U-Haul will provide added services and assistance to our customers with disabilities.

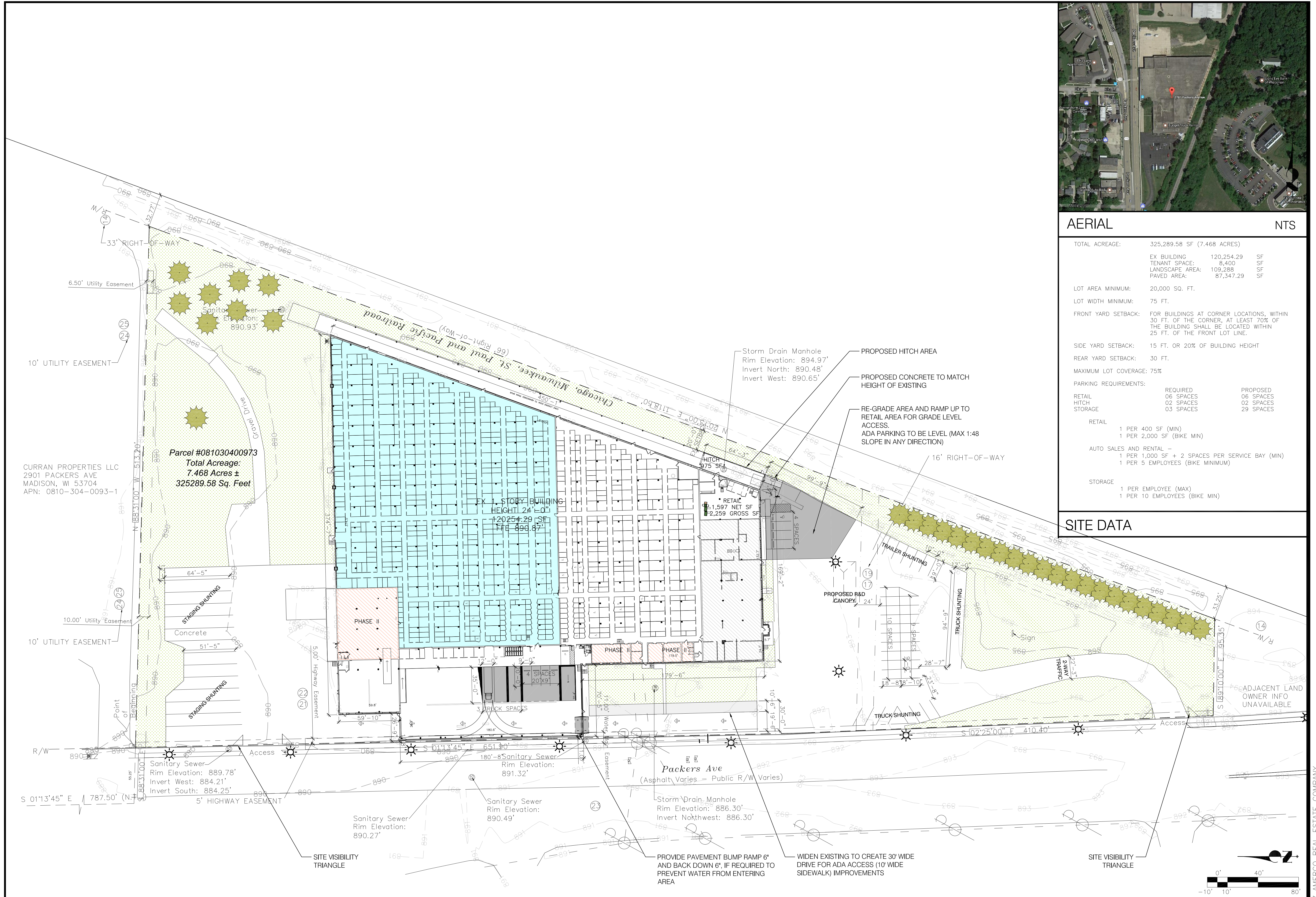
Traffic Study:

USE COMPARISON					
Use	Square Feet	Traffic Volume		Typical Hours	Days
		Weekday	Weekend		
Fast Food Restaurant	3,000 sq ft	3,161 trips	3,430 trips	18 hours - 24 hours	7
Gas Station w/ Convenience Store	2,200 sq ft	1,200 trips	2,200 trips	18 hours - 24 hours	7
Hotel	50,000 sq ft	905 trips	901 trips	24 hours	7
Casual Dining	5,000 sq ft	1,075 trips	1,258 trips	11 am - 11 pm 12 hours	7
U-Haul Center	80,000 sq ft	31 trips	53 trips	7 am - 7 pm 12 hours	7

U-Haul looks forward to working with the City of Madison as you consider the Special Land Use Permit we are currently submitting.

Sincerely,

Stephany Sheekey
AMERCO Real Estate - Planner



AERIAL NTS

TOTAL ACREAGE: 325,289.58 SF (7.468 ACRES)

EX BUILDING	120,254.29	SF
TENANT SPACE:	8,400	SF
LANDSCAPE AREA:	109,288	SF
PAVED AREA:	87,347.29	SF

LOT AREA MINIMUM: 20,000 SQ. FT.
 LOT WIDTH MINIMUM: 75 FT.
 FRONT YARD SETBACK: FOR BUILDINGS AT CORNER LOCATIONS, WITHIN 30 FT. OF THE CORNER, AT LEAST 70% OF THE BUILDING SHALL BE LOCATED WITHIN 25 FT. OF THE FRONT LOT LINE.
 SIDE YARD SETBACK: 15 FT. OR 20% OF BUILDING HEIGHT
 REAR YARD SETBACK: 30 FT.
 MAXIMUM LOT COVERAGE: 75%
 PARKING REQUIREMENTS:

	REQUIRED	PROPOSED
RETAIL	06 SPACES	06 SPACES
HITCH	02 SPACES	02 SPACES
STORAGE	03 SPACES	29 SPACES

RETAIL
 1 PER 400 SF (MIN)
 1 PER 2,000 SF (BIKE MIN)

AUTO SALES AND RENTAL -
 1 PER 1,000 SF + 2 SPACES PER SERVICE BAY (MIN)
 1 PER 5 EMPLOYEES (BIKE MINIMUM)

STORAGE
 1 PER EMPLOYEE (MAX)
 1 PER 10 EMPLOYEES (BIKE MIN)

SITE DATA

GENERAL NOTES:

REVISIONS:

NO.	DATE	INITIALS	NOTES
1		JRW	
2			
3			
4			
5			
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 of Warner Park
 2701 Packers Ave
 Madison, WI 53704

SHEET CONTENTS:
 Site Plan

749071

DRAWN: JW/AB
 CHECKED: NH/PB
 DATE: 04/04/17

Scale: 1" = 40'-0"

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SITE PLAN