

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>3/8/2011</u>	<input checked="" type="checkbox"/> Action Requested
UDC MEETING DATE: <u>3/16/2011</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4716 VERONA ROAD
ALDERMANIC DISTRICT: SOLOMON

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
AMERCO REAL ESTATE DAVID POLLOCK
UHAUL INTERNATIONAL
PHX, AZ.

CONTACT PERSON: DAVID POLLOCK
Address: 2727 N CENTRAL AVE
PHOENIX, AZ 85004
Phone: 602 213 6502
Fax: 602 211 1026
E-mail address: DAVID_POLLOCK@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.



U-HAUL INTERNATIONAL • 2727 N. CENTRAL AVE. • PHOENIX, AZ 85004 • (602) 263-6502 • FAX NO. (602) 277-1026

March 7, 2011

To: Urban Design Commission

Re: U-Haul Madison, Verona Road – “Informational Presentation” Narrative

U-Haul International is respectfully requesting the City of Madison, Urban Design Commission to consider our request to be placed on the March 16, 2011 Urban Design Commission agenda in order to provide an “Informational Presentation” for our proposed development project located at 4716 Verona Road.

This property located at 4716 Verona Road, is another potential acquisition opportunity that will allow U-Haul to implement its “Re-Use” Development Corporate philosophy. Our current development plan is to acquire the existing building, both parcels of land (Lots 1 & 2) and amend the current PUD / GDP / SIP by requesting the following Uses be approved and adapted. (Rental of Equipment and Storage / Warehousing of Business & Household items).

Also, we are seeking approval for the dispensing of Propane, the installation of a new Pylon Sign, Building Wall Signs along with the Repainting / Building Imaging / Corporate Branding

Please refer to the attached exhibits that reflect our current requests

We look forward to the Urban Design Commission consideration to place us on the March 16 agenda

Respectively,

A handwritten signature in black ink, appearing to read "David B. Pollock". The signature is stylized and somewhat cursive.

David B Pollock, Staff Architect / Senior Planner
U-Haul International / AMERCO Real Estate Company

ASS

HAUL



PROPANE

PLEASE TURN OFF ENGINE WHEN PASSENGERS PLEASE STEP OUTSIDE VEH



Tanks Filled Here 7 DAYS A WEEK

FLAMMABLE GAS PROPANE BOTTLES FILLED

HAUL

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 2 358,063 S.F.± (8.22 ACRES)
 TOTAL AREA 655,631.76 S.F.± (15.05 ACRES)

ZONING: PUD / GDP / SIP
 EXISTING BUILDING: 73,473± S.F.
 PROPOSED USES:
 RETAIL/RENTAL 2,299 S.F.±
 OFFICE/BUSINESS 3,023 S.F.±
 SELF-STORAGE AREA 45,335 S.F.±
 WAREHOUSE AREA (U-BOX) 15,132 S.F.±
 EXTERIOR STORAGE 2,850 S.F.±

LANDSCAPE & OPEN SPACE:
 EXIST. PUD / GDP / SIP: 36,992 S.F.
 LOT 1 = 36,992 S.F.
 LOT 2 = 12,500 S.F.
 TOTAL = 49,492 S.F. OR 14%
 PROPOSED PUD / GDP / SIP = 97,595 S.F.

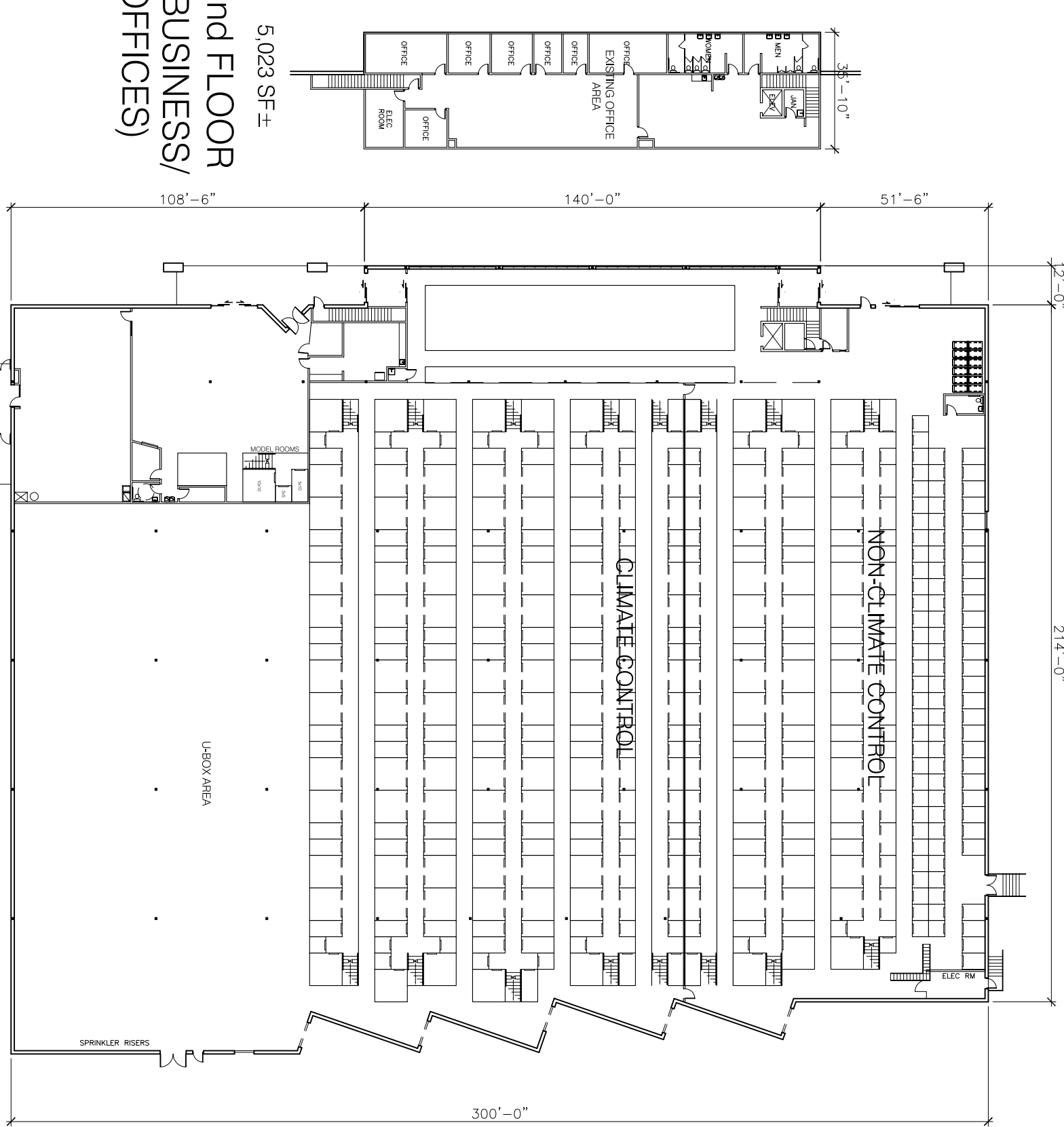
PARKING:
 EXISTING (LOT 1 & 2) = 506 SPACES
 PARKING: (PER SECTION 28.11 CITY OF MADISON ZONING ORDINANCE)

REQUIRED	PROPOSED
BUSINESS OFFICE = 5,023 S.F. 1 SP/400 S.F.	13 SPACES
RETAIL = 2,299 S.F. 1SP / 300 S.F.	08 SPACES
STORAGE / WAREHOUSE = 1 SP / 2 EMPLOYEES	05 SPACES
TOTAL SPACES	26 SPACES

ROOM SIZE	NON-CLIMATE CONTROL			CLIMATE CONTROL			MINI BUILDINGS			TOTAL		
	STAKE ROOM COUNT	TOTAL SQ. FT.	%	SPACE COUNT	TOTAL SQ. FT.	%	TOTAL COUNT	TOTAL SQ. FT.	%	TOTAL SQ. FT.	%	
5X6	61	24.4	18%	23	33	62	1,550	5%	0	0	0%	
5X7	29	29	9%	0	0	0	0	0%	0	0	0%	
5X10	0	0	0%	0	0	0	0	0%	0	0	0%	
5X15	0	0	0%	0	0	0	0	0%	0	0	0%	
10X10	0	0	0%	0	0	0	0	0%	0	0	0%	
10X15	0	0	0%	0	0	0	0	0%	0	0	0%	
TOTAL	90	113	100%	50	191	176	417	31,325	100%	19	2,850	
										942	55,505	

PROPOSED ROOM MIX

5,023 SF ±
 2nd FLOOR (BUSINESS/ OFFICES)



SC-10 UPPER LEVEL

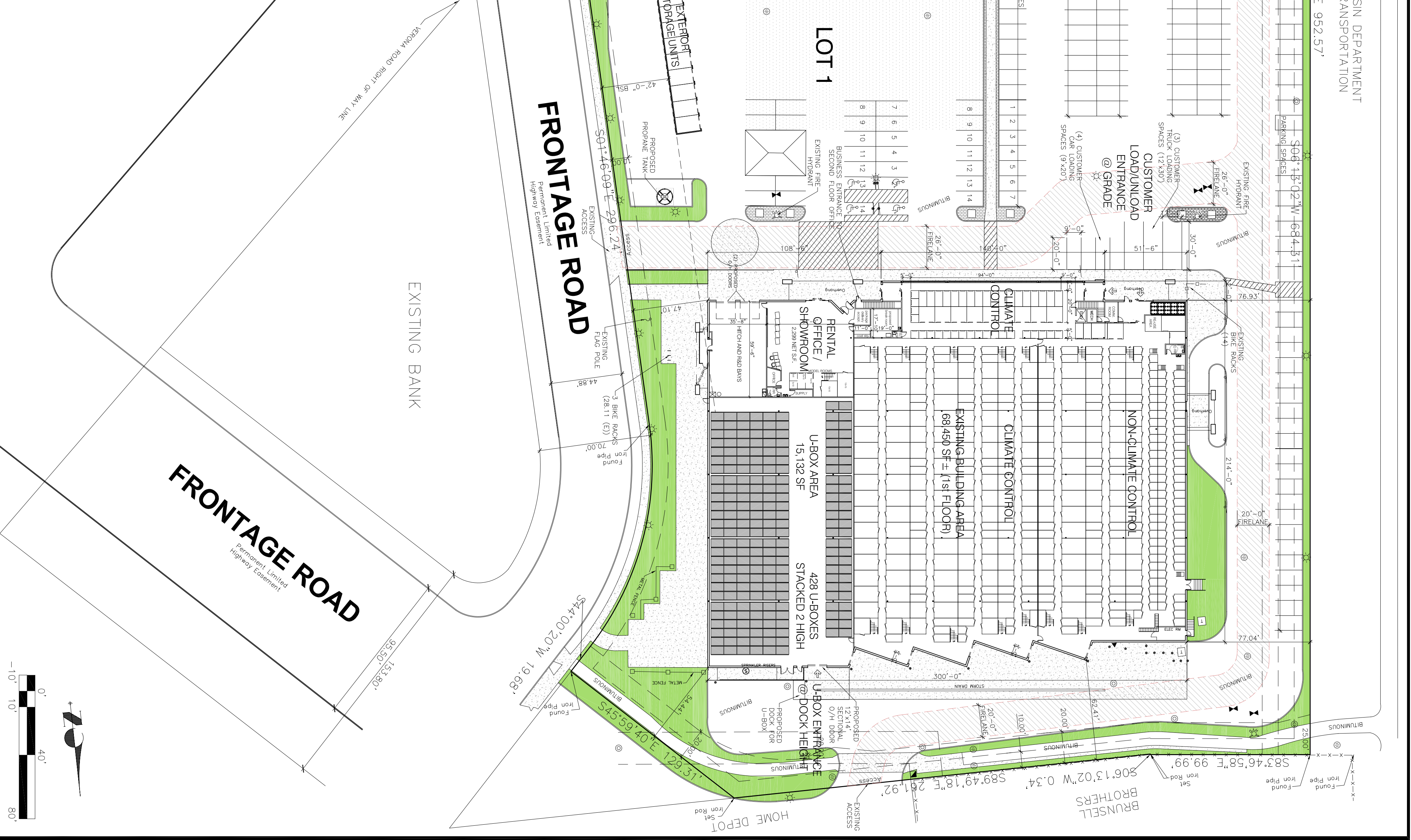
Scale: 1" = 40'-0"

AERIAL IMAGE nts



SITE PLAN AND PROPOSED STORAGE LAYOUT

Scale: 1" = 40'-0"



WISCONSIN DEPARTMENT OF TRANSPORTATION

NO6:13.02"E 952.57'



<p>GENERAL NOTES:</p>			
<p>REVISIONS:</p>			
NO.	DATE	INITIALS	NOTES
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<p>PROFESSIONAL SEAL:</p>			
<p>ARCHITECT 10003</p>			
<p>AMERCO REAL ESTATE COMPANY</p>			
<p>CONSTRUCTION DEPARTMENT 2727 NORTH CENTRAL AVENUE PHOENIX, ARIZONA 85004 P: (602) 263-6502 F: (602) 277-1026</p>			
<p>SITE ADDRESS: Proposed Acquisition 4716 Verona Road Madison, WI</p>			
<p>SHEET CONTENTS: Site Plan Proposed Storage</p>			
<p>887052</p>		<p>DATE: 08/07/11 CHECKED: pp DRAWN: JB A1</p>	
<p>© 2010 AMERCO REAL ESTATE COMPANY</p>			

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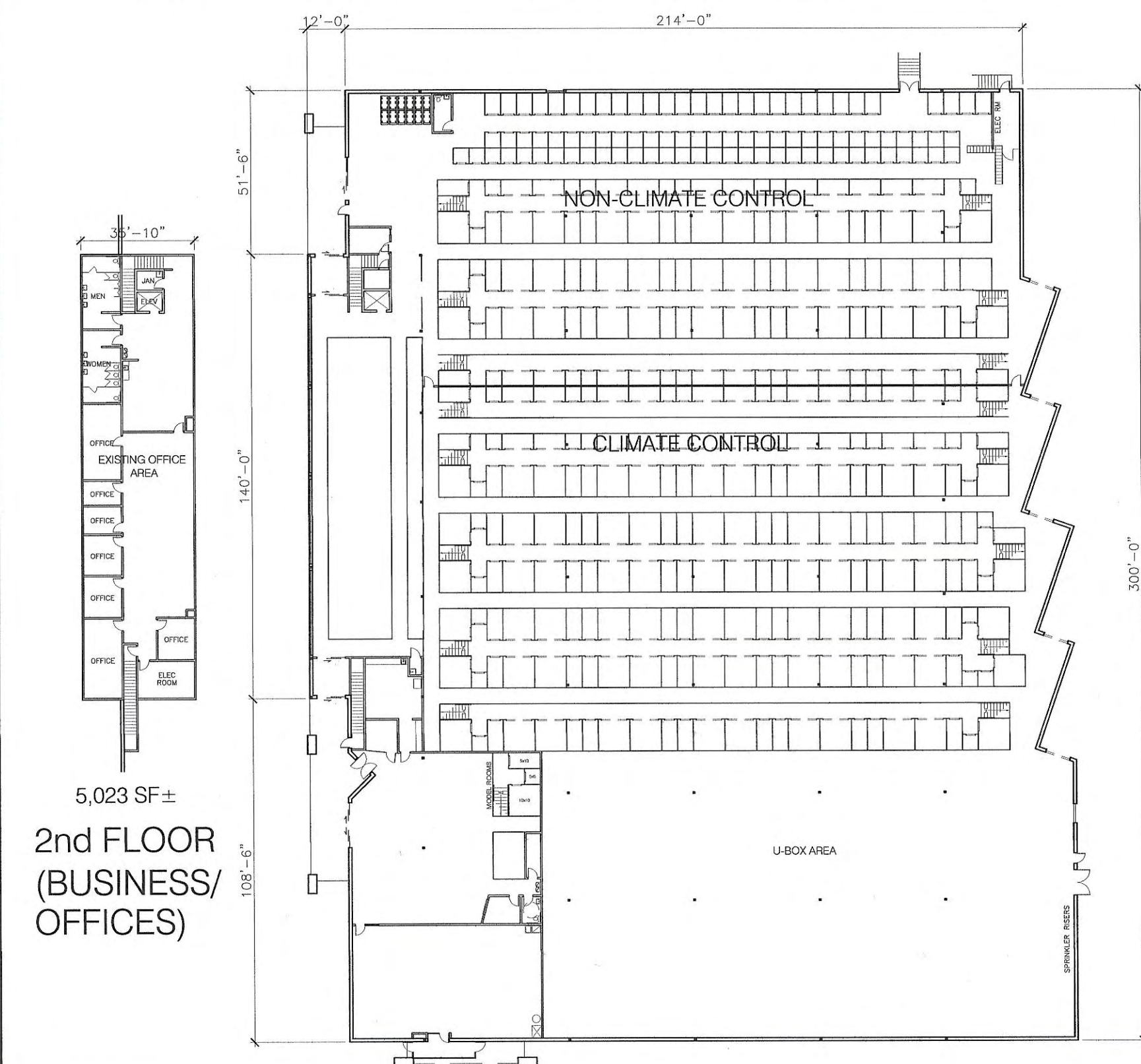
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RETAIL = 2,299 S.F. 1SP/ 300 S.F.	08 SPACES	14 SPACES
STORAGE/ WAREHOUSE = 1 SP/ 2 EMPLOYEES	05 SPACES	202 SPACES
TOTAL SPACES	26 SPACES	230 SPACES

+STORAGE
+LOADING SPACES

PROPOSED ROOM MIX

ROOM SIZE	NON-CLIMATE CONTROL				CLIMATE CONTROL				MINI BUILDINGS				TOTAL			
	STACK LOCK	SC-10S	TOTAL QTY.	SQ. FT.	%	SINGLE	SC-10S	TOTAL QTY.	SQ. FT.	%	TOTAL QTY.	SQ. FT.	%	TOTAL QTY.	SQ. FT.	%
5X5	61	24	150	3,750	18 %	23	33	62	1,550	5 %	0	0	0 %	212	5,300	10 %
5X7	29	0	58	2,030	9 %	0	0	0	0	0 %	0	0	0 %	58	2,030	4 %
5X10	0	53	101	5,050	24 %	18	87	162	8,100	26 %	0	0	0 %	263	13,150	24 %
5X15	0	0	0	0	0 %	0	1	1	75	0 %	0	0	0 %	1	75	0 %
10X10	0	36	81	8,100	38 %	9	71	144	14,400	46 %	0	0	0 %	225	22,500	40 %
10X15	0	0	16	2,400	11 %	0	0	48	7,200	23 %	19	2,850	100 %	83	12,450	23 %
TOTAL	90	113	406	21,330	100 %	50	191	417	31,325	100 %	19	2,850	100 %	842	55,505	100 %



GENERAL NOTES:

REVISIONS:

NO.	DATE	INITIALS	NOTES
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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:
 Proposed Acquisition
 4716 Verona Road
 Madison, WI

SHEET CONTENTS:
 Site Plan
 Proposed Storage

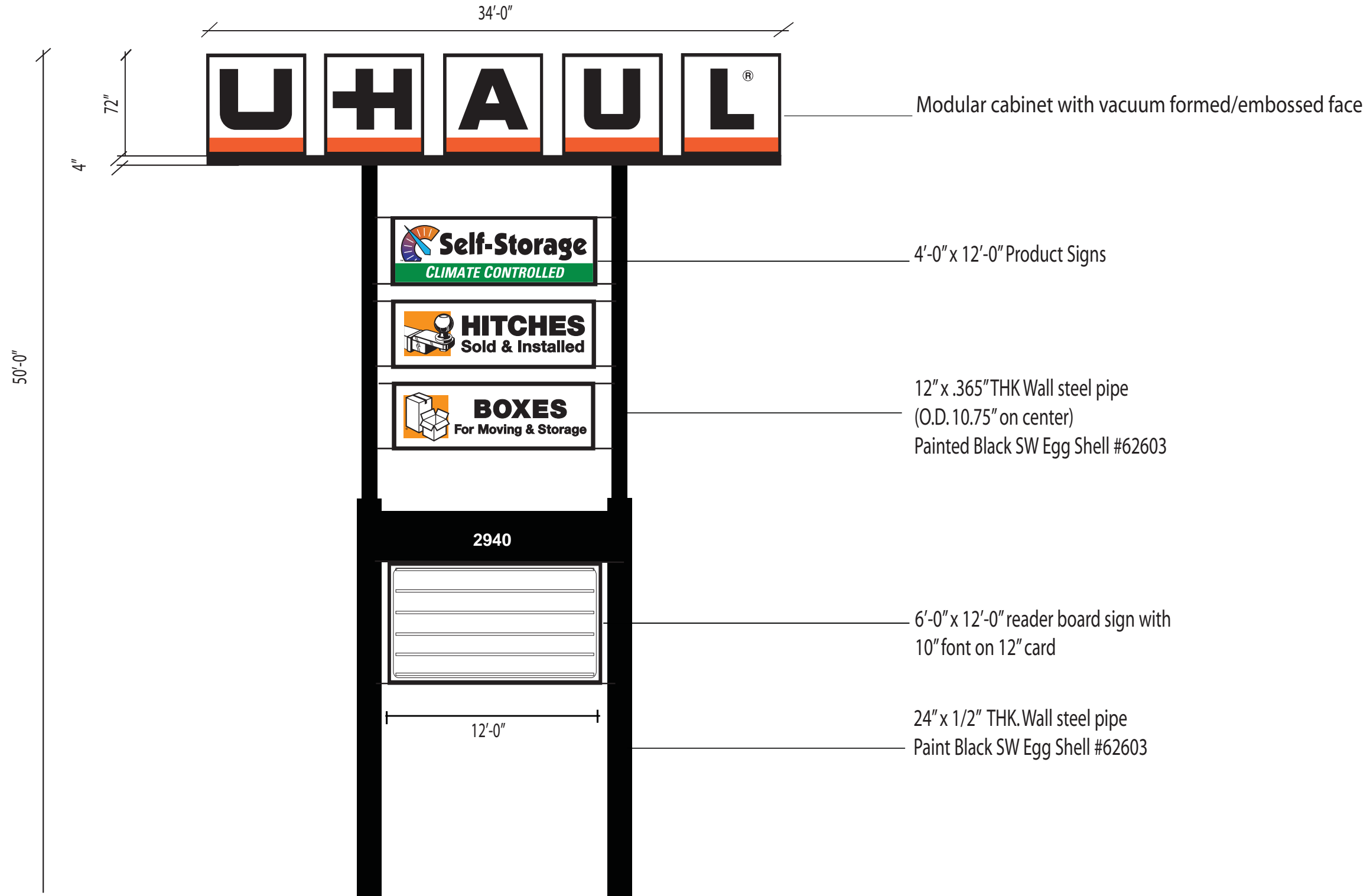
887052

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 CHECKED: DP
 DATE: 03/07/11

Scale: 1" = 40'-0"

PRELIM. LANDSCAPE PLAN

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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 Moving & Storage
1435 E. Main St
Madison, WI

SHEET CONTENTS:

PROPOSED
SIGNAGE RENDERING

887052

DRAWN: HRR
CHK'D BY: UDC
DATE: 3/3/2011

887052

Madison, WI



BEFORE



AFTER

887052

Madison, WI



BEFORE



AFTER

887052
Madison, WI



887052
Madison, WI



BEFORE



AFTER

U-HAUL
OPEN 7 DAYS



Tanks Filled
Here

PROpane

FLAMMABLE LIQUID
NO SMOKING
PROPANE



Ferrellgas



AKRON
America's Moving Adventure

RIGHT EQUIPMENT

RV 3936 E



U-HAUL
EPA DOLLY
2000+ Made Easier