URBAN DESIGN COMMISSION APPLICATION



City of Madison Planning Division Madison Municipal Building, Suite 017 215 Martin Luther King, Jr. Blvd. P.O. Box 2985 Madison, WI 53701-2985 (608) 266-4635



FOR OFFICE USE ONLY:		
Date Received9/22/25	Initial Submittal	
	Paid	Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Kooq Npaj (Planning Division) (608) 266-4635.

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1.	Project Information				
	Address (list all addresses on the pr	oject site):			
	Title:				
•					
۷.	Application Type (check all that	,			
	UDC meeting date requested				
	New development	Alteration to an existing	or previo	ously-approved development	
	Informational	Initial Approval		Final Approval	
3.	Project Type				
	Project in an Urban Design Dist	rict	Signage		
	Project in the Downtown Core I Mixed-Use District (UMX), or Mix			Comprehensive Design Review (CDR)	
	Project in the Suburban Employment Center District (SEC)			Modifications of Height, Area, and Setback	
	Campus Institutional District (C District (EC)		Oth	Sign Exceptions as noted in <u>Sec. 31.043(3)</u> , MGO	
	Planned Development (PD)		Othe		
	General Development Pla	n (GDP)		Please specify	
	Specific Implementation Plan (SIP)				
	Planned Multi-Use Site or Residential Building Complex				
4.	Applicant, Agent, and Property	Owner Information			
	Applicant name		Com	pany	
	Street address		_ City,	/State/Zip	
	Telephone Project contact person		–		
			Company		
	Street address		_ City,	/State/Zip	
	Telephone		_ Ema	il	
	Property owner (if not applicant)				
	Street address		_ City,	/State/Zip	
	Telephone		Ema	il	

URBAN DESIGN COMMISSION APPROVAL PROCESS



Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient
 and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- <u>Informational Presentation</u>. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- <u>Initial Approval</u>. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- <u>Final Approval</u>. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informa	tional Presentation			
	Locator Map)	Requirements for All Plan Sheets	
	Letter of Intent (If the project is within		1. Title block	
	an Urban Design District, a summary of how the development proposal addresses		2. Sheet number	
	the district criteria is required)	Providing additional information beyond these	3. North arrow	
	Contextual site information, including	minimums may generate	4. Scale, both written and graphic	
	photographs and layout of adjacent buildings/structures	a greater level of feedback	5. Date	
	Site Plan	from the Commission.	Fully dimensioned plans, scaled at 1"= 40' or larger	
	Two-dimensional (2D) images of		** All plans must be legible, including	
_	proposed buildings or structures.	J	the full-sized landscape and lighting plans (if required)	
2. Initial A	pproval			
	Locator Map)	
	Letter of Intent (If the project is within a development proposal addresses the distri		ry of <u>how</u> the Providing additional	
	Contextual site information, including photogr	aphs and layout of adjacent building	gs/structures information	
	Site Plan showing location of existing and bike parking, and existing trees over 18" dia		minimums may	
	Landscape Plan and Plant List (must be legi	ble)	generate a greater level of	
	Building Elevations in both black & white ar and color callouts	nd color for all building sides, inclu	duding material feedback from the Commission.	
	PD text and Letter of Intent (if applicable)		J	
3. Final Ap	proval			
All the r	equirements of the Initial Approval (see above	ve), plus :		
	Grading Plan			
	Lighting Plan, including fixture cut sheets a	nd photometrics plan (must be le	egible)	
	Utility/HVAC equipment location and scree	ning details (with a rooftop plan i	if roof-mounted)	
	Site Plan showing site amenities, fencing, to	rash, bike parking, etc. (if applical	ble)	
	PD text and Letter of Intent (if applicable)			
	Proposed sign areas and types (if applicable	e)		
4. Signage	Approval (Comprehensive Design Review (CDR), Sign Modifications, and Sig	gn Exceptions (per <u>Sec. 31.043(3)</u>)	
	Locator Map			
	Letter of Intent (a summary of <u>how</u> the proposed			
	Contextual site information, including pho project site			
	Site Plan showing the location of existing si driveways, and right-of-ways	gnage and proposed signage, dim	nensioned signage setbacks, sidewalks	
	Proposed signage graphics (fully dimension	-	· ·	
	Perspective renderings (emphasis on pedes		·	
	Illustration of the proposed signage that me	•	- ·	
	Graphic of the proposed signage as it relate	es to what the <u>Ch. 31, MGO</u> would	d permit	

5. Required Submittal Materials

Application Form

A completed application form is required for <u>each</u> UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
- For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals <u>must</u> be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to <u>UDCapplications@cityofmadison.com</u>. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that <u>an individual email cannot exceed 20MB</u> and <u>it is the responsibility of the applicant</u> to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

• Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

j.	Applicant Declarations	
	 Prior to submitting this application, the applicant is required to dis This application was discussed with 	
	The applicant attests that all required materials are included in t is not provided by the application deadline, the application wi consideration.	, ,
	Name of applicant	Relationship to property
	Authorizing signature of property owner Makkoll	Date
,	Application Filing Food	

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to City Treasurer, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per §33.24(6) MGO).

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150

(per §33.24(6)(b) MGO)

Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



2727 N. CENTRAL AVE., PHOENIX, AZ 85004 PHONE: (602) 263-6555 • FAX: (602) 277-5824 • EMAIL: Sahithya cheruku@uhaul.com

July 8th, 2025

To.

Urban Design Commission Secretary Planning Division 215 Martin Luther King Jr. Blvd Madison, WI 2985

Subject: UDC Submittal-4716 Veron Rd, Madison, WI

Letter of Intent

AMERCO Real Estate Company (AREC) has prepared this application package for the opportunity to receive the City of Madison's participation and counseling regarding a proposed expansion of our operation at the property located at 4716 Verona Rd Madison, WI. AREC is the wholly owned real estate subsidiary of the U-Haul System.

The subject property is currently zoned Planned Development. We are proposing to expand our existing operation at this location by adding a U-Box facility in the area designated for future development location. This expansion plan will fully comply with all applicable design guidelines and ordinance requirements, and we have incorporated valuable feedback and suggestions provided by City staff throughout the design review process.

We appreciate the opportunity to engage with the City of Madison on this request and look forward to working collaboratively with city planning staff throughout the review process.

AMERCO Real Estate Company - Planner Sahithya Cheruku

4716 Verona Rd, Madison WI 53711









Ground Ups

Adaptive Reuse

Historic Revitalization



Locator Map





Project Description

Address: 4716 Verona Rd, Madison WI 53711

Project size: +/- 17,012 G.S.F.

Zoning: PD Planned Development

 Existing Uses: Indoor climatized self-storage, U-move, and related retail.

Proposed Use: U-Box

 AMERCO Real Estate Company (AREC) is planning to expand our existing U-Haul Moving and Storage center located at 4716 Verona Rd, Madison, WI, by adding a 17,012 GSF U-Box self-storage building to the site. (Please refer to the attached site plan)

• 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.



Planned Development District – Design Guidelines

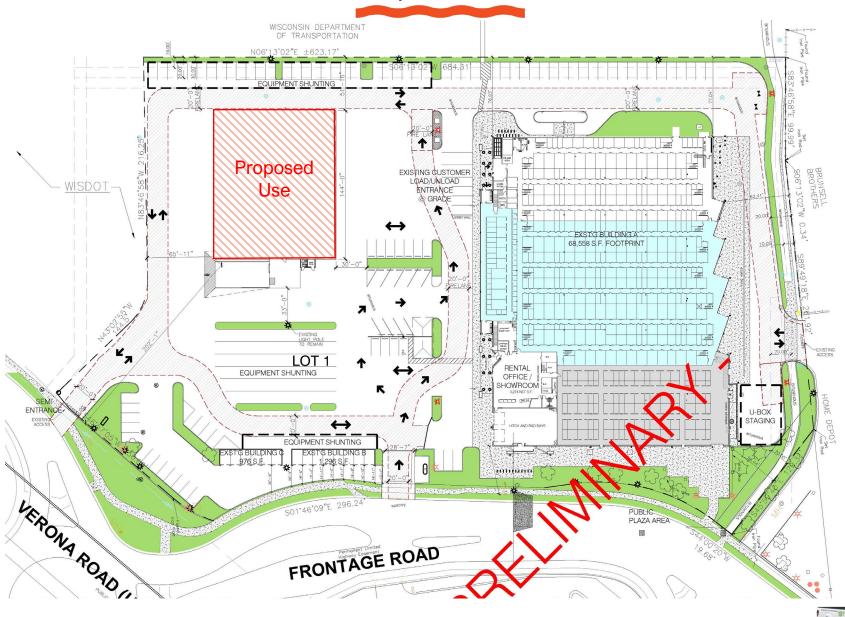
- The proposed U-Haul storage facility has been designed to align with the purpose and standards of the PD Guidelines by emphasizing high-quality architecture, Contextual Compatibility, and urban design Commission input, Neighborhood & Plan Conformance.
- High-Quality Architecture & Materials; Elevation redesign includes improved façade, materials, articulation, and detailing.
- Contextual Compatibility; Building form and massing adjusted to better match surrounding uses and neighborhood character.
- Flexible Site-Specific Design; Custom design adapted to site constraints and project needs beyond base zoning.
- Urban Design Commission Input; Elevation updates incorporate feedback to enhance visual quality and contextual fit.

Conclusion:

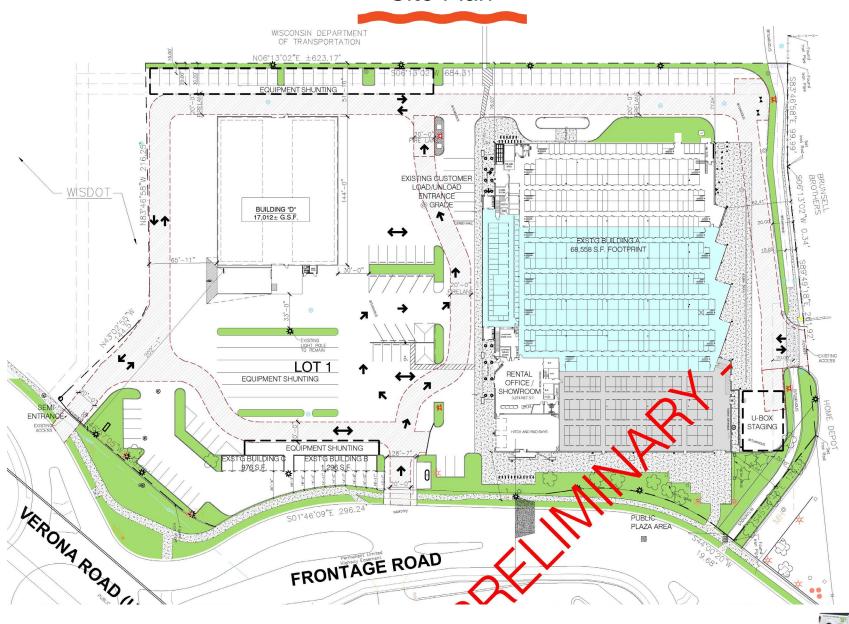
The updated U-Box building elevations fully support the goals of the Planned Development District by enhancing design quality, fitting the neighborhood context, and utilizing the flexibility intended by the PD zoning process.



Location of Proposed Use on Site Plan



Site Plan



Surrounding Properties

- North of property
- Industrial Business: Brunsell Lumber & Millwork





Surrounding Properties

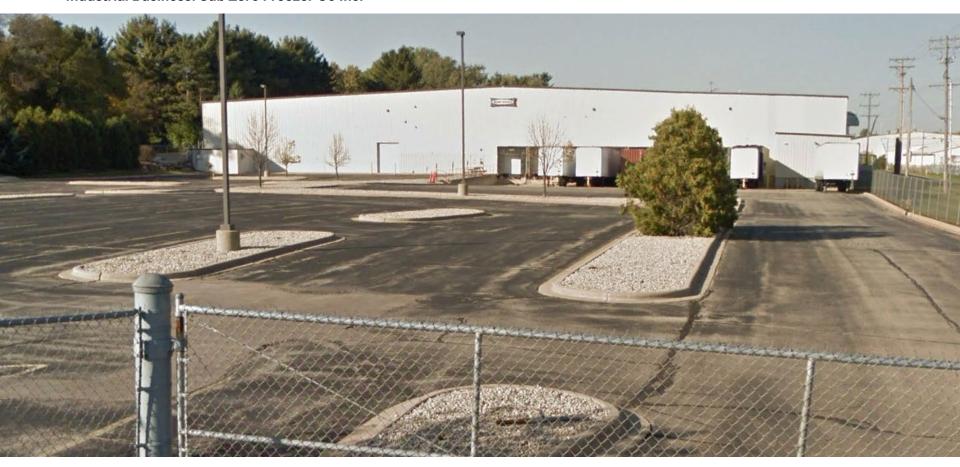
- North of Property
- Commercial Business: Home Depot





Surrounding Properties

- West of Property
- Industrial Business: Sub Zero Freezer Co Inc.





Surrounding Properties

- East of Property
- Commercial Property: BMO Harris Bank







Preliminary Drawings

Project Designed By

AAM ASSOCIATES, INC.
2727 N. CENTRAL AVENUE
PHOENIX, ARIZONA 85004
P. 602.285.6941

Project - Client

at Verona Road Madison, WI (749032)

Preliminary Proposal



Preliminary Drawings

Project Designed By

A&M ASSOCIATES, INC. 2727 N. CENTRAL AVENUE PHOENIX, ARIZONA 85004 P: 502.283.6841

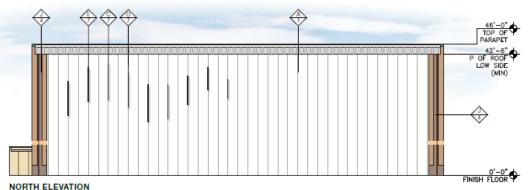
Project - Client



Composite Rendering Southeast Elevation



Scale: 1" = 20"



COLORS		MATERIALS		
Α		REGAL WHITE (MP CUSTOM COLOR)	1	42"W METLSPAN SANTA FE STUCCO EMBOSSED VERTICAL IMP
В		SANDSTONE (MPCUSTOM COLOR)		HORIZONTAL LAP SIDING
С		DESERT JEWEL P62	3	2"W GALVANIZED TRIM ON SIDES OF WALNUT PANELS
D		SW 6884 OBSTINATE ORANGE P63	4	PAINT DETAIL
Е		SW 6451 NURTURE GREEN P61	5	10"H TRIM TYP.
F		SIERRA SUNSET P6	6	10"H x 3"D ARCHITECTURAL DETAILS
G		SW EGGSHELL BLACK P100	7	9"D LYRICAL ARTICULATED ACCENT FIN (DESIGN ELEMENT)
Н		IRONWOOD (FAUX WOODGRAIN FINISH)	8	8'H x 30'W FAUX WINDOW DECALS ON ALUMINUM
1	£3003	GALVANIZED	9	
J		TO MATCH COLORS OF EXISTING BLDG	10	

GENERAL NOTES:

THIS PROJECT WAS DESIGNED USING METL-SPAN METAL PRODUCTS, DEVIATING FROM METL-SPAN PANELS WILL ALTER THE FINAL APPROVED DESIGN OF YOUR BUILDING(S). PLEASE CONSULT WITH THE A&M FACILITY IMAGING TEAM IF A DIFFERENT SUPPLIER IS BEING USED.

D1 - THE PROPOSED IMP USES FULL-WIDTH PANELS. DO NOT CUT IMP DUE TO PAINT VARIATIONS. CONTACT THE DESIGNER AT A&M ASSOCIATES TO FIND A SOLUTION. P: 602.623.6841

D2 - THE PROPOSED PROJECT CONSISTS OF 42" WIDE IMP. DEVIATING FROM THIS SIZE PANEL WILL ALTER THE LYRICAL FIN DESIGN. PLEASE CONTACT THE DESIGNALED AT A AM THE DESIGNER AT A&M ASSOCIATES SO THE PLAN DRAWINGS CAN BE UPDATED. P: 602.623.6841

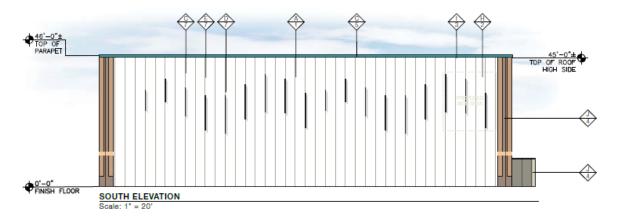
Project Designed By **Preliminary Drawings**

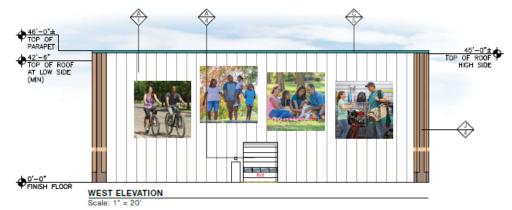


Project - Client



Colors & Materials





-	COLORG			
COLORS		MATERIALS		
Α		REGAL WHITE (MPCUSTOM COLOR)	1	42"W METLSPAN SANTA FE STUCCO EMBOSSED VERTICAL IMP
В		SANDSTONE (IMPCUSTOM COLOR)	2	HORIZONTAL LAP SIDING
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D2 - THE PROPOSED PROJECT CONSISTS OF 2" WIDE IMP. DEVATING FROM THIS SIZE PANEL WILL ALTER THE LYRICAL FIN DESIGN. PLEASE CONTROCT THE DESIGNER AT A&M ASSOCIATES SO THE PLAN DRAWINGS CAN BE UPDATED. P: 602.623.6841

Project Designed By

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PHOENIX, ARIZONA 85004

P: 602.263.6841

Project - Client

at Verona Road Madison, WI (749032) Colors & Materials