

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # 21680

DATE SUBMITTED: 2-28-2012

Action Requested

- Informational Presentation  
 Initial Approval and/or Recommendation  
Final Approval and/or Recommendation

UDC MEETING DATE: 3-7-2012

PLEASE PRINT!

PROJECT ADDRESS: 4116 VERONA ROAD

ALDERMANIC DISTRICT: 10

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

PLEASE PRINT!

CONTACT PERSON: DAVID POLLOCK

Address: 2727 N CENTRAL AVE.  
PHX. AZ. 85004

Phone: 602 263 6502

Fax: 602 277 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.



**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)

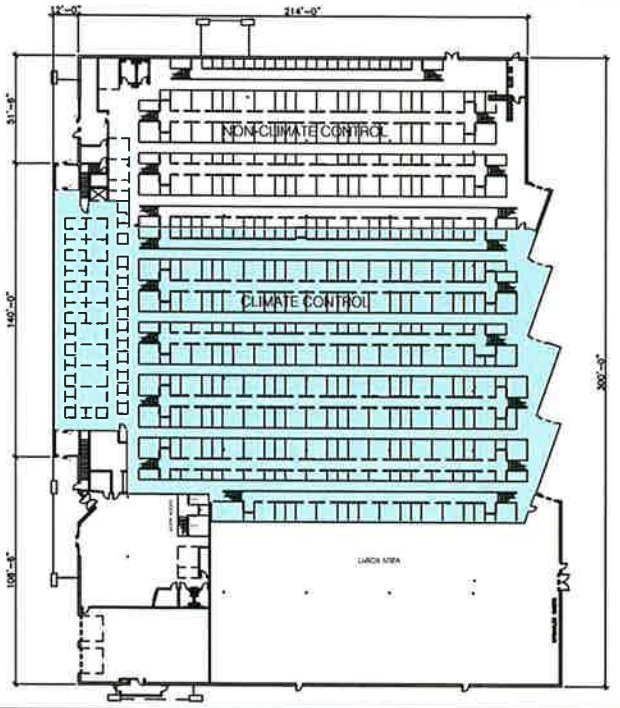
	REQUIRED	PROPOSED
BUSINESS OFFICE = 5,023 S.F. 1 SP/400 S.F.	13 SPACES	14 SPACES
RETAIL = 3,274 S.F. 1SP/ 300 S.F.	11 SPACES	26 SPACES
STORAGE/ WAREHOUSE = 1 SP/ 2 EMPLOYEES	05 SPACES	39 SPACES
LOADING SPACES	00 SPACES	07 SPACES
DISPLAY SPACES	00 SPACES	13 SPACES
TOTAL SPACES	29 SPACES	99 SPACES

\*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	TOTAL QTY.	SQ. FT.	NO. OF ROOMS	TOTAL QTY.	SQ. FT.	TOTAL QTY.	SQ. FT.	TOTAL QTY.	SQ. FT.	%	
5x5	47	53	1,325	29	63	105	0	0	158	3,950	7%	
5x10	50	110	5,500	11	103	186	0	0	296	14,800	26%	
5x15	0	0	0	0	1	75	0	0	1	75	0%	
8x10	0	0	0	0	0	0	0	0	0	0	0%	
10x10	2	34	90	5	71	161	0	0	251	25,100	44%	
10x15	1	15	2,400	4	51	8,250	14	2,100	85	12,750	23%	
TOTAL	103	209	18,225	49	233	508	14	2,100	791	56,675	100%	

CLIMATE CONTROL - 508 ROOMS, 36,350 S.F. = 64%  
 NON-CLIMATE CONTROL - 209 ROOMS, 18,225 S.F. = 36%



SC-10 UPPER LEVEL

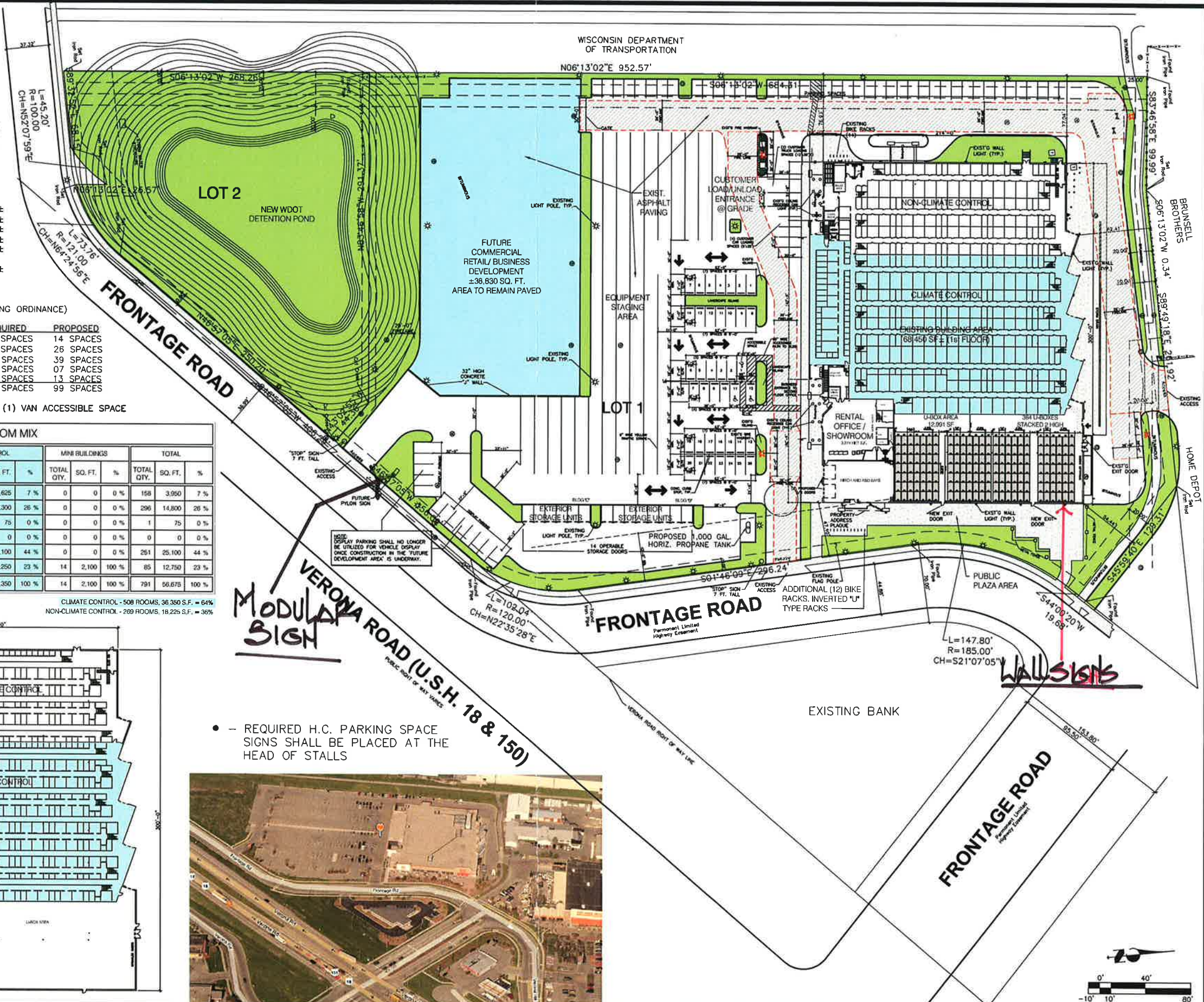
Scale: 1" = 40'-0"



AERIAL IMAGE nts

DEVELOPMENT SITE PLAN

Scale: 1" = 40'-0"



**MODULAR SIGN**

**WALL SIGNS**

- REQUIRED H.C. PARKING SPACE SIGNS SHALL BE PLACED AT THE HEAD OF STALLS

**GENERAL NOTES:**

**REVISIONS:**

NO.	DATE	DESCRIPTION
1	01/26/11	UDC SUBMITTAL
2	08/22/11	RECORDING APPROVAL
3	10/04/11	FINAL CITY SITE PLAN REVIEW

**PROFESSIONAL SEAL:**

**ARCHITECT LOGO:**

**AMERCO REAL ESTATE COMPANY**  
 CONSTRUCTION DEPARTMENT  
 2727 NORTH CENTRAL AVENUE  
 PHOENIX, ARIZONA 85004  
 P: (602) 283-6502  
 F: (602) 277-1028

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

SHEET CONTENTS:  
 Development  
 Site Plan

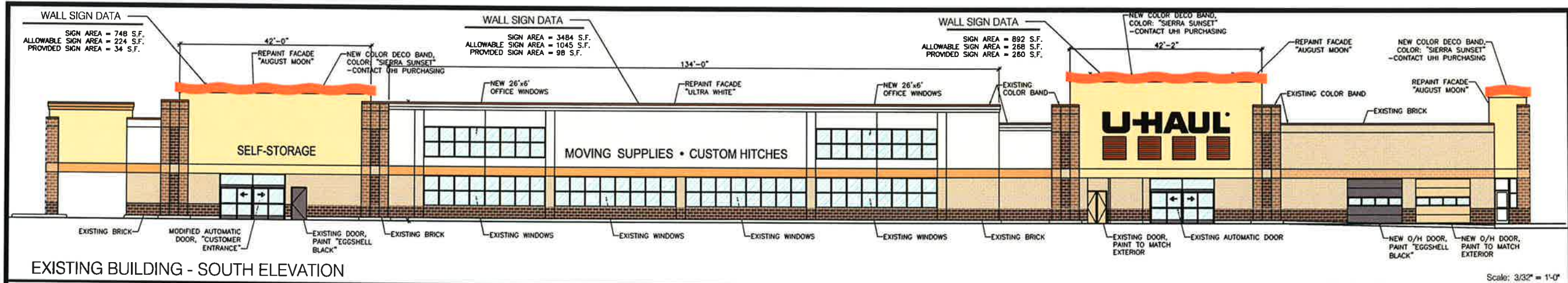
**749032**

DRAWN: JRG  
 CHECKED: DP  
 DATE: 10/04/11

**A-1**

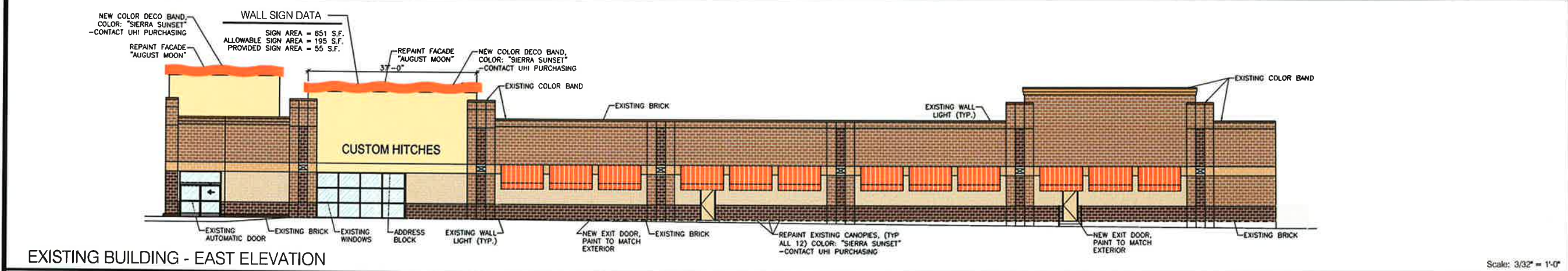
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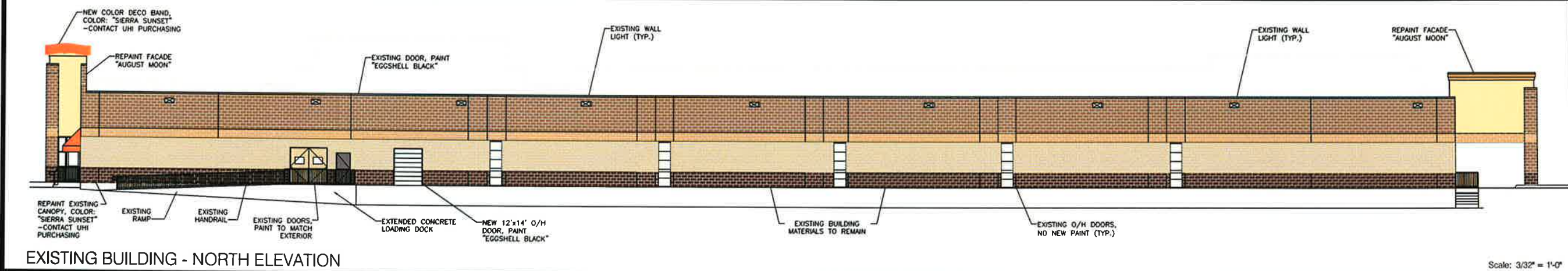
EXISTING BUILDING - SOUTH ELEVATION

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



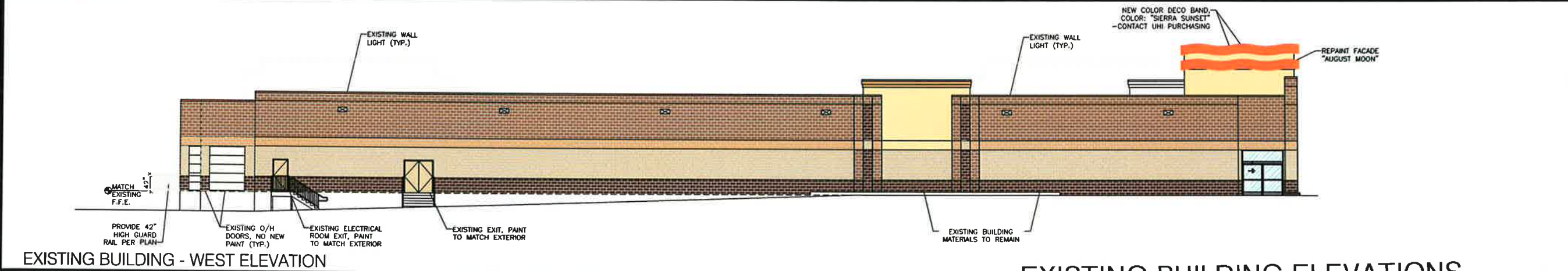
EXISTING BUILDING - EAST ELEVATION

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



EXISTING BUILDING - NORTH ELEVATION

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



EXISTING BUILDING - WEST ELEVATION

EXISTING BUILDING ELEVATIONS

GENERAL NOTES:

NO. DATE INITIALS NOTES  
 1 07/25/11 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

REVISIONS:

NO.	DATE	INITIALS	NOTES
1	07/25/11	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

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

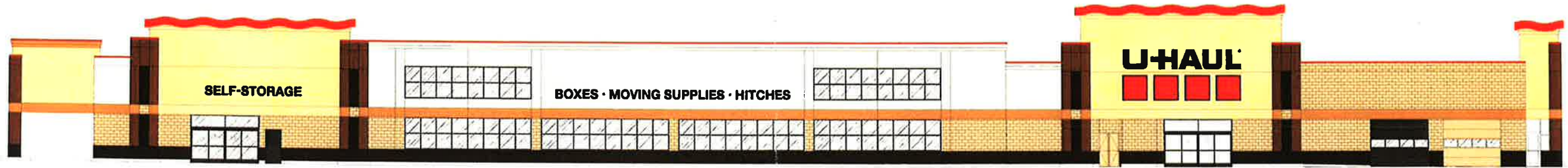
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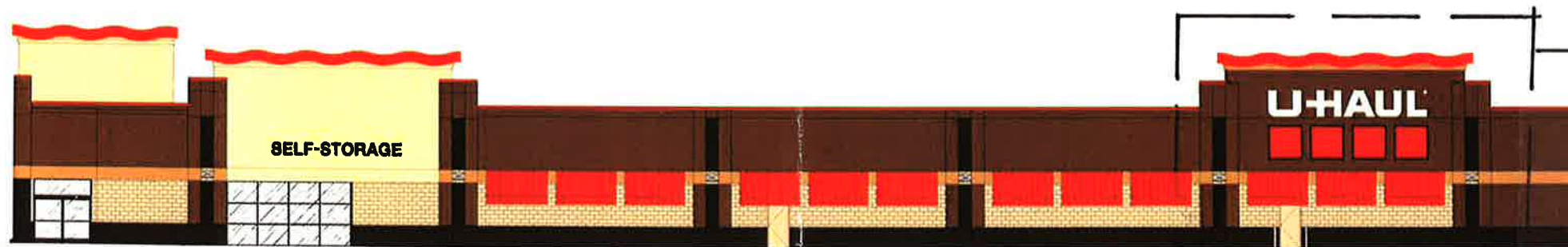
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SOUTH ELEVATION

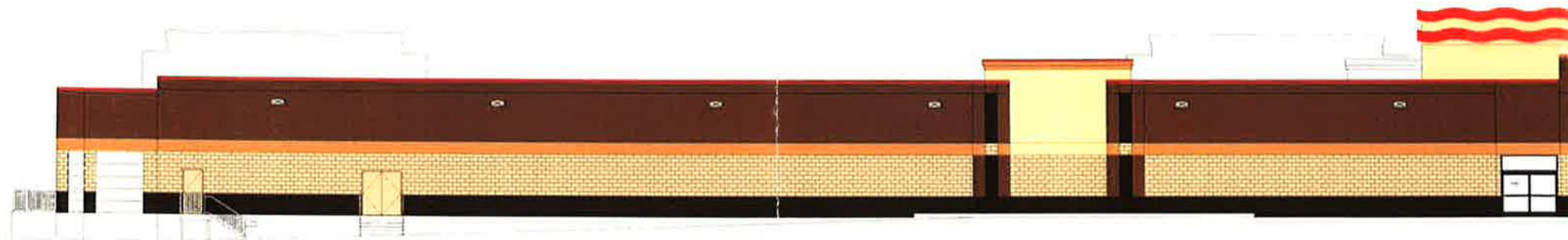


EAST ELEVATION

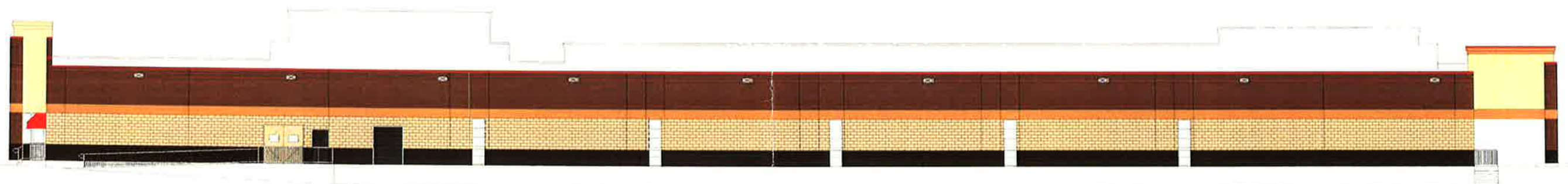
Signable Area: 37ft x 19'-4" = 651SF  
 New Sign Request:  
 Sign Dim. 10'- 6 1/2" x 24' - 8 7/8"  
 Sign Area 262 SF

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

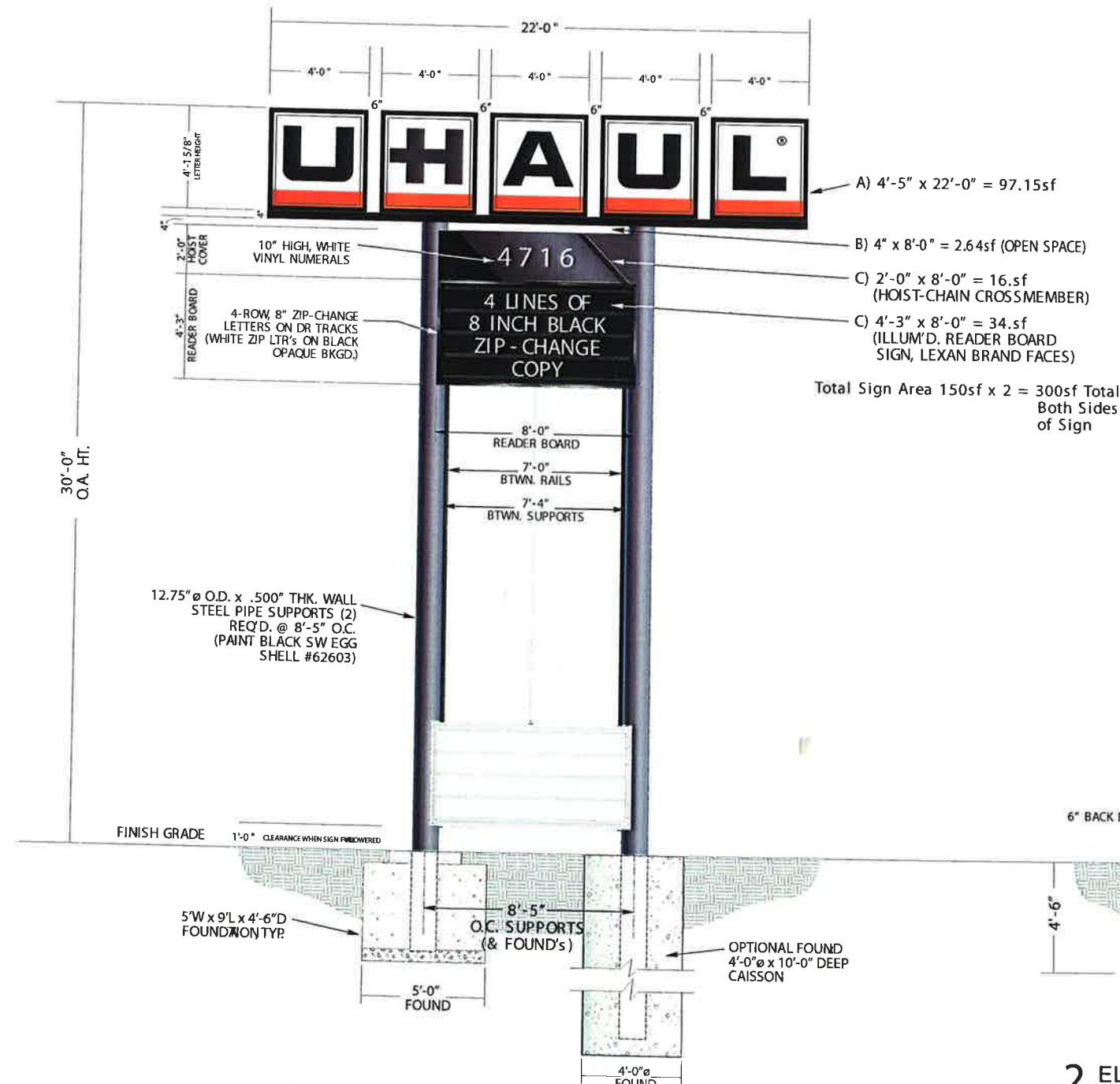


NORTH ELEVATION

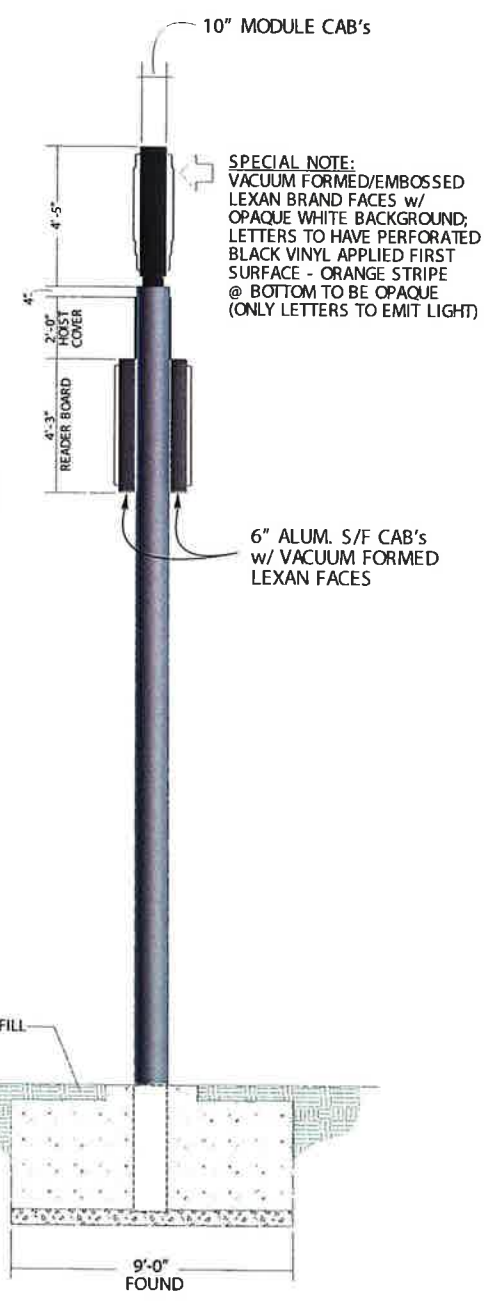
U-HAUL WALL SIGNS

PP

12/26/11



**1 ELEVATION - D/F H.O.-Illum'd. Pylon Sign**  
 ONE (1) REQ'D. 3/16"=1'-0"



**2 ELEVATION - End View Detail**  
 3/16"=1'-0"

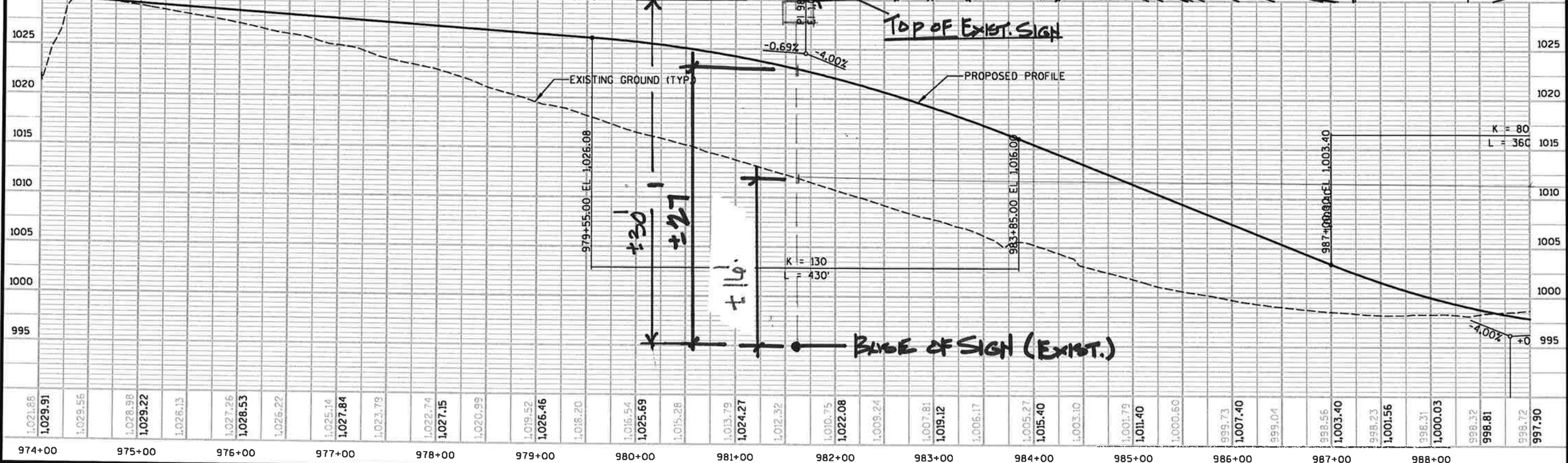
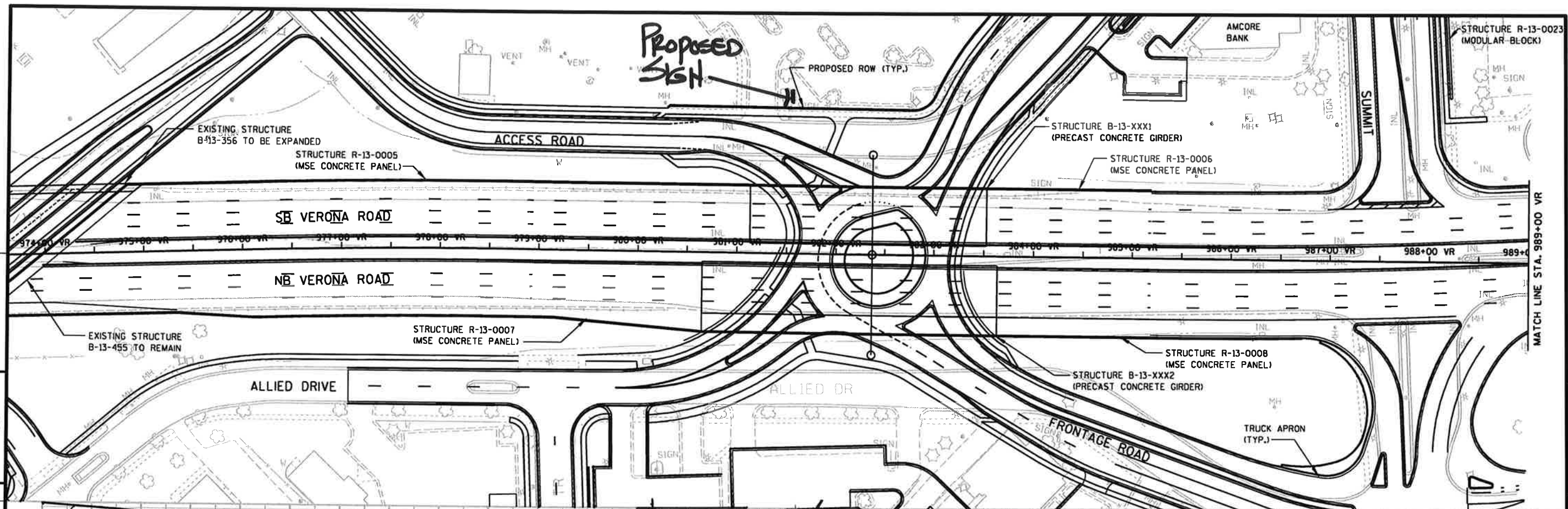
- STANDARD U-HAUL MODULAR SIGN CABINET INFORMATION**
- ALL ALUMINUM CABINET SECTIONS - WELDED - NOT BOLTED OR SCREWED TOGETHER (UNLESS NOTED OTHERWISE) WITH ADDITIONAL WELDED CORNER SUPPORTS.
  - INTERIOR ELECTRICAL TO BE WITHIN ENCLOSED STANDARD RACEWAY.
  - RETAINERS TO HAVE ONE END BOLTED/SCREWED ON FOR EASY FACE REPLACEMENT.
  - ONE FACE HINGES (HINGE ON TOP) FOR EASY SERVICE.
  - ALL BOLTS, NUTS, WASHERS, SCREWS, ETC. ARE ZINC PLATED FOR RUST AND CORROSION PROTECTION.
  - CABINET EXTERIOR TO BE PROPERLY PREPARED, PRIMED AND PAINTED U-HAUL EGGSHELL BLACK (UHPN 62603).
  - FACES ARE U-HAUL STANDARD MODULAR FACE SPECIFICATIONS.
  - FOR SINGLE-FACED CABINETS, FRONT SIDE TO HAVE HINGED RETAINER FOR ACCESS AND BACK SIDE TO HAVE NO RETAINER WITH ALUMINUM FLAT BACKING PANEL.



TYP. SIGN MODULE AS APPEARS WHEN ILLUM'D.

GENERAL NOTES:	
REVISIONS:	
NO.	DATE
1	11/11/11
2	11/11/11
3	11/11/11
4	11/11/11
5	11/11/11
6	11/11/11
7	11/11/11
8	11/11/11
9	11/11/11
10	11/11/11
PROFESSIONAL SEAL:	
ARCHITECT LOGO:	
<b>AMERCO REAL ESTATE COMPANY</b> CONSTRUCTION & RENOVATION 2727 NORTH CENTRAL AVENUE PHOENIX, ARIZONA 85004 P: (602) 263-6502 F: (602) 277-1026	
SITE ADDRESS: U-Haul Moving & Storage 4716 Verona Rd. Madison, WI	
SHEET CONTENTS: PROPOSED SIGNAGE ENGINEERING	
Drawing# 749032	
DRAWN: JP	A-2
CHK'D BY:	
DATE: 2-13-2012	





1,021.88	1,029.91	1,029.56	1,028.98	1,029.22	1,026.13	1,027.26	1,028.53	1,026.22	1,025.14	1,027.84	1,023.79	1,022.74	1,027.15	1,020.99	1,019.52	1,026.46	1,018.20	1,016.54	1,025.69	1,015.28	1,013.79	1,024.27	1,012.32	1,010.75	1,022.08	1,009.24	1,007.81	1,019.12	1,006.17	1,005.27	1,015.40	1,003.10	1,001.79	1,011.40	1,000.60	999.73	1,007.40	999.04	998.56	1,003.40	998.23	1,001.56	998.31	1,000.03	998.32	998.81	998.72	997.90			
974+00	975+00	976+00	977+00	978+00	979+00	980+00	981+00	982+00	983+00	984+00	985+00	986+00	987+00	988+00	989+00	990+00	991+00	992+00	993+00	994+00	995+00	996+00	997+00	998+00	999+00	1000+00	1001+00	1002+00	1003+00	1004+00	1005+00	1006+00	1007+00	1008+00	1009+00	1010+00	1011+00	1012+00	1013+00	1014+00	1015+00	1016+00	1017+00	1018+00	1019+00	1020+00	1021+00	1022+00	1023+00	1024+00	1025+00

PROJECT NO: 1206-07-03      HWY: US 18/151      COUNTY: DANE      PLAN AND PROFILE: VERONA ROAD      SHEET      E

FILE NAME : s:\mcd\1000--1099\1089\251\micros\exhibits\hdu\ exhibits\050101\_vr\_pp.dgn      PLOT DATE : 3/4/2011      PLOT BY :      PLOT NAME :      PLOT SCALE :      PLOT STATUS :

# PROPOSED VERONA ROAD IMPROVEMENT ELEVATIONS



**U-HAUL** - Madison, WI

**VISIBILITY ANALYSIS** - Dec 27, 2011

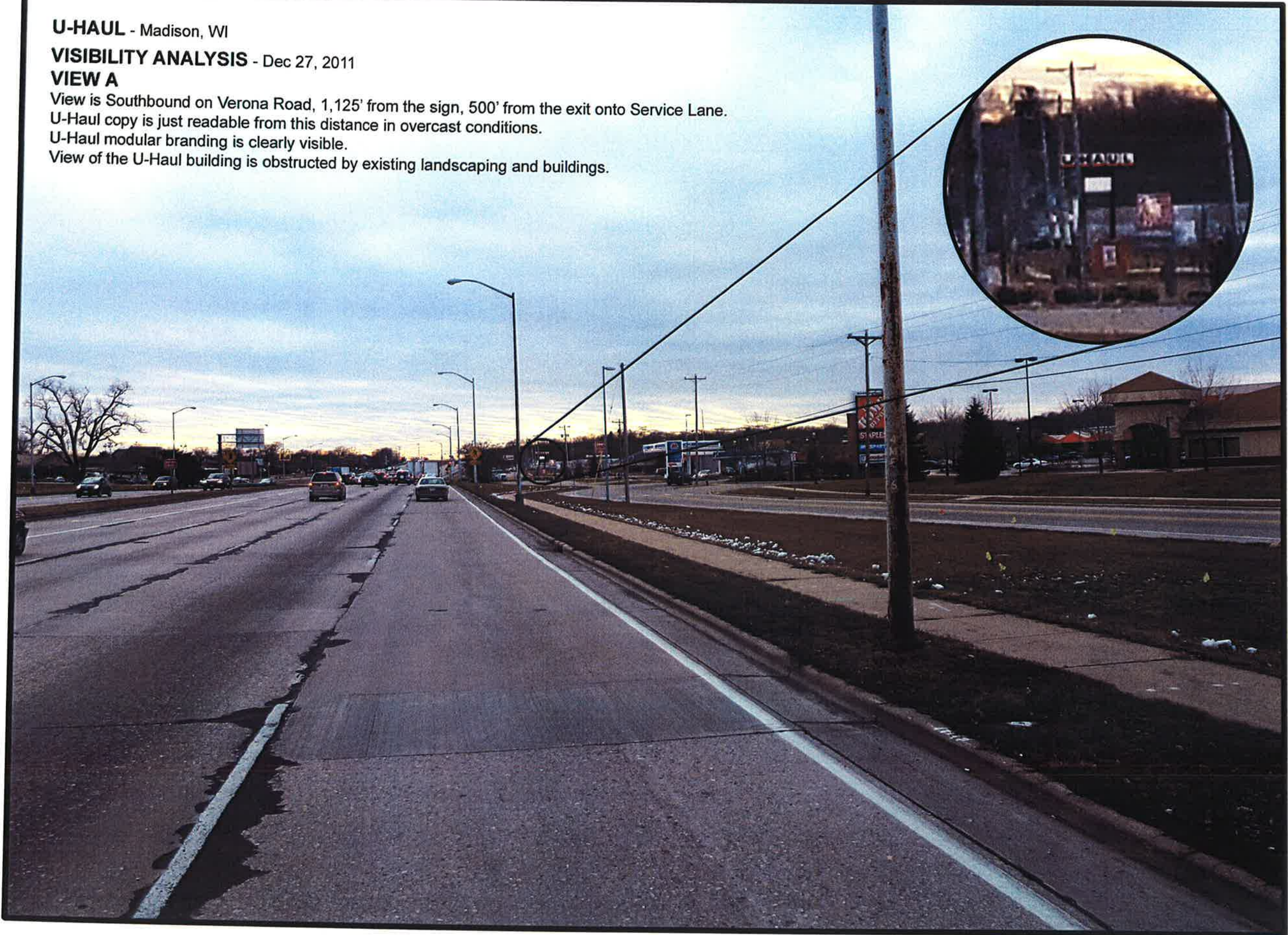
**VIEW A**

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.

