



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>SEPTEMBER 24, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>OCTOBER 1, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 4716 VERONA ROAD  
Project Title (if any): U-HAUL / AMERCO REAL ESTATE

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP) ALTERATION TO PREVIOUSLY APPROVED SIGN PLAN
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

- Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: MR. DAVID POLLOCK Company: U-HAUL / AMERCO REAL ESTATE  
 Street Address: 2727 N. CENTRAL AVE City/State: PHOENIX, AZ Zip: 85004  
 Telephone: (602) 263-6502 Fax: (602) 277-1026 Email: david\_pollock@uhaul.com  
x615126

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.  
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713  
 Telephone: ( ) 271-7979 Fax: ( ) 271-7853 Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): SAME  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with HART TUCKER, AL MARTIN on 8-7-14.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant MARY BETH GROWNEY SELENE Relationship to Property SERVING AS OWNER'S AGENT

Authorized Signature Mary Beth Growney Selene Date 9-24-14

# Ryan Signs, Inc.

3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

September 24, 2014

**TO:** Mr. Al Martin, Secretary to the City of Madison Urban Design Commission  
**FROM:** Mary Beth Growney Selene, Serving as Agent to the Owner  
**RE:** **MINOR ALTERATION TO AN APPROVED PUD (GDP-SIP)**  
**U-HAUL/AMERCO REAL ESTATE CO.**  
**4716 VERONA ROAD**

## BACKGROUND

1. The site is zoned PD (PUD [GDP-SIP] as approved on May 25, 2011.
2. The original wall signage plan was approved by UDC on August 2, 2011.
3. The wall signage plan was amended to include the east elevation sign on March 7, 2012.

## REQUEST FOR FREESTANDING PYLON SIGN

To allow for one freestanding pylon sign to be located at site of former Cub Foods pylon. The existing foundation will be utilized for the new sign.

- |    |                                    |   |  |
|----|------------------------------------|---|--|
| 1. | 4'-6" x 22'-0" identification sign | = | 99 sf2 (which includes horizontal structural support element – 88 sf2 if signable area only is calculated) |
|    | 4'-3" x 8'-0" changeable copy sign | = | <u>34 sf2</u>  |
|    |                                    | = | 133 sf2  |
| 2. | Overall height not to exceed       | = | 30 vertical feet from grade  |

## CHANGE IN CIRCUMSTANCES

1. The Verona Road interchange is now well under construction.
2. The environment has changed and is a challenge (beyond U-Haul's control) with the increase in the height of the overpass.
3. There is a lack of clear visibility of the building signs with the new road grade (an increase of 12'-0" over the original grade).

## CONCERNS

1. The majority of those renting vehicles and returning vehicles to U-Haul are not familiar with the area.
2. It is critical that the sign is viewable and readable from distances that allow motorists to make sound and safe driving decisions as they navigate to the correct exit.

## URBAN DESIGN COMMISSION REQUEST FOR FINAL APPROVAL

1. To allow for freestanding pylon sign area to exceed code by (up to) 61 square feet for a maximum of 133 square feet.
2. To allow for freestanding pylon sign height to exceed code by 12 vertical feet, not to exceed 30'-0" overall height.

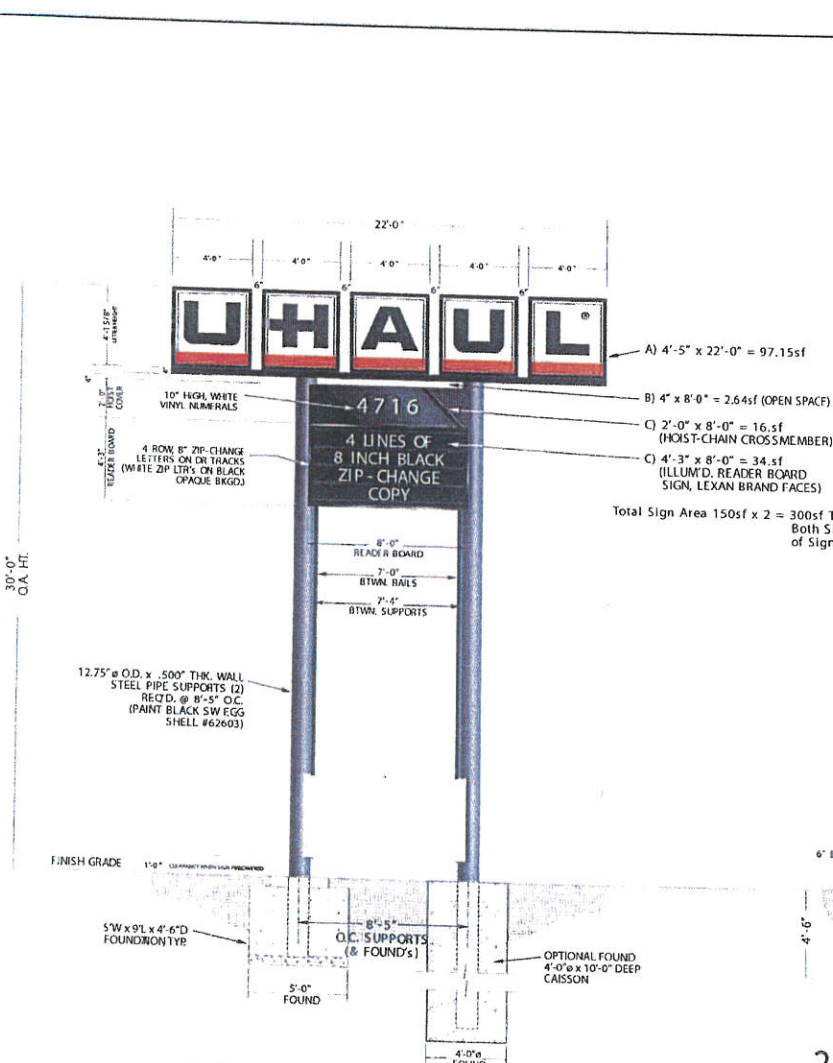
Respectfully Submitted,

**RYAN SIGNS, INC.**

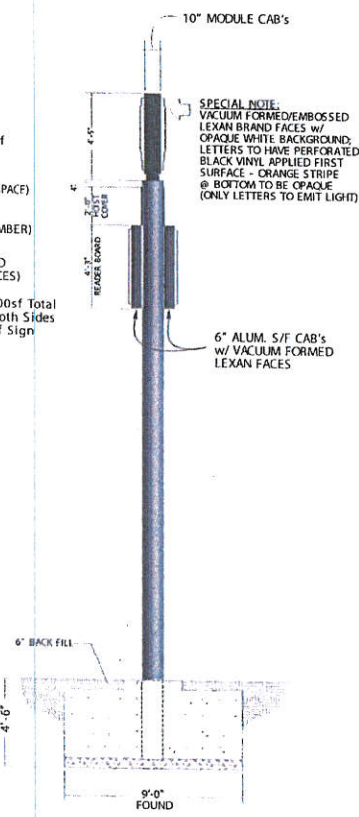


Mary Beth Growney Selene  
President  
Serving as Agent for the Owner





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 WITH 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 (UHPN62603)
  - FACES ARE U-HAUL STANDARD MODULAR FACT 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	DESCRIPTION

PROFESSIONAL SEAL:

ARCHITECT LOGO:

**AMERCO**  
REAL ESTATE COMPANY  
CONSTRUCTION & RENOVATION  
2227 NORTH CENTRAL AVENUE  
PHOENIX, ARIZONA 85004  
P. (602) 263-6502  
F. (602) 277-1626

SITE ADDRESS:  
111 Haul Moving & Storage  
4716 Verona Rd  
Madison, WI

SHEET CONTENTS:  
PROPOSED SIGNAGE ENGINEERING

Drawing# 749032

DRAWN:	JP
CHECKED BY:	
DATE:	2-13-2012

A-2



**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 60,403.72 S.F.± (1.39 ACRES)  
 TOTAL AREA 358,063 S.F.± (8.22 ACRES)

ZONING: PUD / GOP / 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)

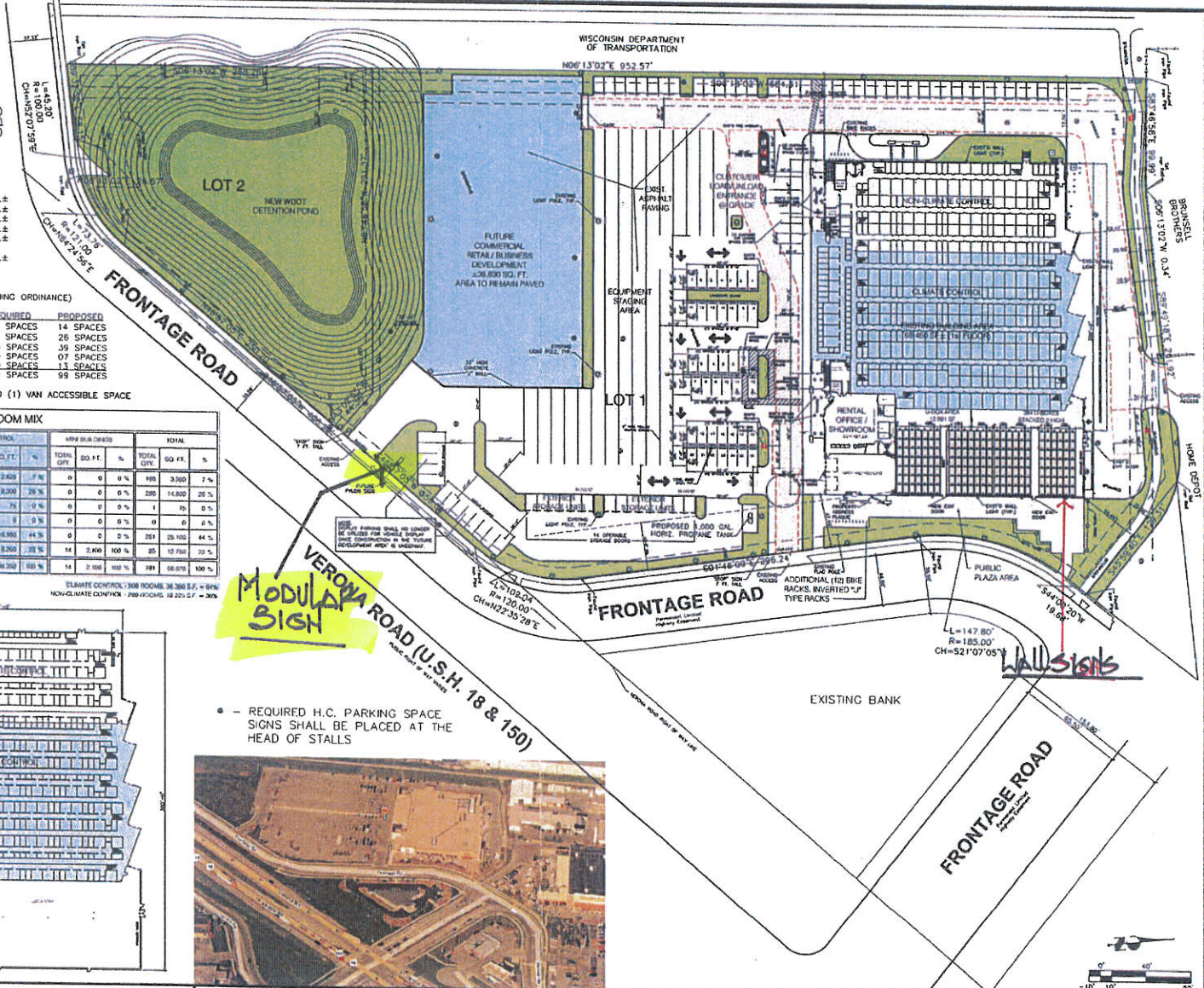
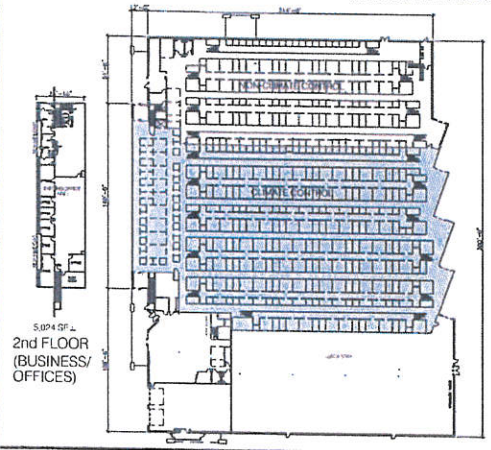
	REQUIRED	PROPOSED
BUSINESS OFFICE = 5,023 S.F. / 1 SP/400 S.F.	13 SPACES	14 SPACES
RETAIL = 3,274 S.F. / 1 SP/ 300 S.F.	11 SPACES	26 SPACES
STORAGE/ WAREHOUSE = 1 SP/ 2 EMPLOYEES	05 SPACES	39 SPACES
LOADING SPACES	00 SPACES	07 SPACES
DISPLAY SPACES	00 SPACES	13 SPACES
TOTAL SPACES	29 SPACES	99 SPACES

\*NOTE: SITE IS PROVIDED WITH (2) HANDICAPPED AND (1) VAN ACCESSIBLE SPACE

**PROPOSED ROOM MIX**

ROOM SIZE	NON-CLIMATE CONTROL			CLIMATE CONTROL			MIXED USE (RETAIL)			TOTAL
	SPACES	TOTAL SQ. FT.	%	SPACES	TOTAL SQ. FT.	%	SPACES	TOTAL SQ. FT.	%	
2-15	0	0	0%	28	1,008	2.65%	0	0	0%	28
2-10	0	0	0%	11	386	1.00%	0	0	0%	11
2-16	0	0	0%	0	0	0%	0	0	0%	0
3-10	0	0	0%	0	0	0%	0	0	0%	0
3-15	0	0	0%	0	0	0%	0	0	0%	0
10-19	2	88	0.24%	1	36	0.10%	0	0	0%	3
10-15	1	36	0.10%	4	144	0.40%	14	504	1.40%	19
TOTAL	3	124	0.34%	44	1,568	4.35%	14	504	1.40%	61

CLIMATE CONTROL: 308 ROOMS 36,286 S.F. = 94%  
 NON-CLIMATE CONTROL: 299 ROOMS 18,225 S.F. = 30%



**MODULAR SIGN**

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

**HAUL SIGNS**

SC-10 UPPER LEVEL

Scale: 1" = 40'-0"

DEVELOPMENT SITE PLAN

Scale: 1" = 40'-0"

GENERAL NOTES

REVISIONS

PROFESSIONAL SEAL

ARCHITECT LOGO

**AMERCO**  
 REAL ESTATE COMPANY  
 200 PROVISION DEPARTMENT  
 321 NORTH CENTRAL AVENUE  
 PHOENIX, ARIZONA 85004  
 P: (602) 263-6502  
 F: (602) 277-1028

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

SHEET CONTENTS:  
 Development  
 Site Plan

**749032**

DATE: 10/11

**A-1**

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# NORTHBOUND VISIBILITY SITE LINES



← Existing Pylon Sign Structure



← Existing Pylon Sign Structure









← Existing Pylon  
Sign Structure



← Existing Pylon  
Sign Structure





← Existing Pylon Sign Structure



← Existing Pylon Sign Structure



## SOUTHBOUND – NO SITE VISIBILITY



Southbound – No site visibility