



Project Address: 4716 Verona Road

Application Type: Informational Presentation for a Major Amendment to an Existing Planned Development-General Development Plan (PD-GDP) for the Expansion of U-Haul Storage Facility
UDC will be an Advisory Body

Legistar File ID #: [90065](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Sahithya Cheruku, Amerco Real Estate Company

Project Description: The applicant is proposing the construction of a 17,012 square foot storage building.

Approval Standards: The UDC will be an **advisory body** on this request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in PD Standards for Approval (attached for reference), but including more specifically:

PD Standard (e), which generally speaks to coordinating “...*architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.*”

Summary of Design Considerations

Staff recommend that the UDC provide feedback on the development proposal regarding the aforementioned standards as it relates to the design considerations noted below.

- **Building Design and Composition.** The project site is located with frontage on Verona Road, Verona Road Frontage Road and along the Southwest Commuter Path. As such, the project site and the proposed building will be visible from multiple vantage points. In addition, there are multiple existing buildings on the project site today. As such, consideration should be given to the design and composition of the proposed building not as it relates to utilizing four-sided architecture, but also as it relates to creating a cohesive collection of buildings across the development.

Staff request the Commission’s feedback on the overall building design and composition as it relates to the following:

- Utilizing the same level of design and detail across all elevations,
- Maintaining a consistent application of materials and incorporating changes in plane where materials and/or material colors transition to add interest,
- Minimizing blank walls, especially those elevations that will be visible from the street and path,
- Incorporating building modulation or architectural detailing to breakdown the overall mass and scale, as well as add interest,

- In addition, it is unclear based on the level of detail provided if the glazing shown on the east elevation are transparent vision glass, spandrel with graphics, or just applied graphics similar to the mural artwork on the west elevation. Staff recommend the UDC address this in their comments and discussion, and
 - Potential design parameters/details for the art installation on the back (Commuter Path elevation) of the building that could add interest and articulation (i.e., framing, lighting, medium (i.e., panels, vinyl), etc.). While staff recognize that there are design options that could include larger scale artwork as a tool for minimizing blank walls, consideration should also be given to the artwork being an integral part of the building design and composition, and materials, providing articulation, color, texture, etc. In addition, if the murals do not come to fruition, consideration should also be given to the design and detailing of the blank wall.
- **Building Materials.** Based on the materials schedule and perspective drawings, the proposed material palette appears to be primarily comprised of stucco and horizontal lap siding (insulated metal panel (IMP)). Staff requests the commission's feedback on the overall material palette as it relates to maintaining consistency across the collection of buildings, as well as the PD standards that speak to creating an environment of sustained aesthetic desirability.
- **Site Planning Considerations - Building Orientation.** As shown on the site plan, the building is located significantly setback from the street and with a significant amount of vehicle infrastructure located between the building and the street. Consideration should be given to utilizing a more building-forward site design. Doing so could result in a more positive building relationship with the street and in better screening for the auto-oriented uses, which would be located behind the building. Staff request the Commission's feedback on the proposed building location.
- **Landscape and Screening.** As indicated on the site plan there are areas on the site that are intended to receive some level of landscape treatment. Staff request the Commission's feedback related to softening hardscape areas, appropriate plant selections, and providing year-round screening, color and texture.
- **Signage.** Staff note, and the applicant is advised, that while sign areas are shown on the building, a separate review and approval is required for all new signage. As shown, the proposed signage **would not** comply with Sign Code requirements related to quantity and size. The applicant is encouraged to continue to coordinate with Zoning staff to review signage for compliance with the Sign Code.

ATTACHMENT
PD Zoning Statement of Purpose and Standards

28.098 (1) Statement of Purpose.

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.
- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.
- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.
- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.
- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.
- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

28.098(2) Approval Standards for Project

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:
 - 1. Site conditions such as steep topography or other unusual physical features; or
 - 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.
- (b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
- (c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

- (d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.
- (e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.
- (f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.
- (g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.
- (h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:
 - 1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
 - 2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
 - 3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.
 - 4. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.
- (i) When applying the above standards to an application to reduce or eliminate setbacks required by Section 28.071(2)(c) Downtown Stepback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate setbacks may be granted unless it finds that all of the following conditions are present:
 - 1. The lot is a corner parcel.
 - 2. The lot is not part of a larger assemblage of properties.
 - 3. The entire lot is vacant or improved with only a surface parking lot.
 - 4. No principal buildings on the lot have been demolished or removed since the effective date of this ordinance.