



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 2701 Packers Avenue (12<sup>th</sup> Aldermanic District, Ald. Palm)  
**Application Type:** Conditional Use  
**Legistar File ID #** [47308](#)  
**Prepared By:** Chris Wells, Planning Division  
Report Includes Comments from other City Agencies, as noted  
**Reviewed By:** Kevin Firchow, AICP, Principal Planner

## Summary

**Applicant & Property Owner:** Carlos Vizcarra; Amerco Real Estate Company; 2727 N. Central Ave 5N; Phoenix, AZ 85004  
**Contact:** Stephany Sheekey; Amerco Real Estate Company; 2727 N. Central Ave 5N; Phoenix, AZ 85004

**Requested Action:** The applicant requests approval of a conditional use to convert an existing commercial building into a personal indoor storage facility in the IL (Industrial-Limited) zoning district at 2701 Packers Avenue.

**Proposal Summary:** The applicant proposes to convert an existing commercial building into a personal indoor storage facility. No exterior changes to the building are included in this request and only minor site changes, including parking lot resurfacing and restriping, are proposed.

**Applicable Regulations & Standards:** This proposal is subject to the standards for Conditional Uses [MGO §28.183], as §28.082(1) of the Zoning Code lists *Storage facility, personal indoor storage* as a Conditional Use in the IL (Industrial-Limited) district. The Supplemental Regulations [MGO §28.151] contain further regulations for this use.

**Review Required By:** Plan Commission (PC)

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the approval standards for a Conditional Use are met and **approve** the request to convert an existing commercial building into a personal indoor storage facility at 2701 Packers Avenue. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

## Background Information

**Parcel Location:** The project site is located on the east side of Packers Avenue, in between International Lane and Darwin Road; within Aldermanic District 12 (Ald. Palm); within Tax-Increment Finance District #40; and within the Madison Metropolitan School District.

**Existing Conditions and Land Use:** The 323,350-square-foot (7.4-acre) site includes an existing one-story warehouse/office building with a footprint of roughly 120,000 square-feet. City Assessor's records indicate the subject building was constructed in 1946 and last remodeled in 2000. It is centrally located on the site with surface parking lots to the north and south. 10,000 square-feet of office space (2,000-square-feet of which is currently being utilized) is located at the southeast corner of the building and accessed via the southern parking lot. This lot has roughly 82 parking stalls (two of which are accessible) while the northern lot is unstriped. Both parking lots have two-way access to/from Packers Avenue.

**Surrounding Land Use and Zoning:**

North: A vacant, one-story warehouse building, zoned Industrial-Limited (IL);

South: Across the Railroad Tracks is an office building, zoned Suburban Employment (SE);

East: Across the Railroad Tracks are various office buildings as well as a vacant lot, all zoned SE; and

West: Across Packers Avenue are multi-family residences, zoned Suburban Residential – Varied 2 (SR-V2); and two auto repair shops, an automobile sales facility, and an indoor personal self-storage facility, all zoned Commercial Corridor – Transitional (CC-T).

**Adopted Land Use Plan:** The [Comprehensive Plan \(2006\)](#) recommends Employment uses for the site. The [Northport-Warner Park-Sherman Neighborhood Plan \(2009\)](#), while not providing a specific recommendation for the site, does have a large employment emphasis for the area.

**Zoning Summary:** The project site is currently zoned Industrial-Limited (IL).

Requirements	Required	Proposed
Lot Area (sq. ft.)	20,000 sq. ft.	323,354.35 sq. ft.
Lot Width	75'	1,067'
Front Yard Setback	None	None
Side Yard Setback	Greater of 15' or 20% building height	Adequate
Rear Yard Setback	30'	Existing setback
Maximum Lot Coverage	75%	Less than 75% <i>(See Comment #10)</i>
Maximum Building Height	None	Existing 1-story building
Number Parking Stalls	No minimum	23
Accessible Stalls	Yes	1
Loading	None	Existing loading facility
Number Bike Parking Stalls	<b>General retail:</b> 1 per 2,000 sq. ft. floor area (1) <b>Heavy traffic vehicle sales and rental:</b> 1 per 5 employees (3) <b>Personal indoor storage facility:</b> 1 per 10 employees (4 total)	None <i>(See Comment #11)</i>
Landscaping and Screening	Not Required	Existing landscaping <i>(See Comment #13)</i>
Lighting	Not Required	Existing lighting <i>(See Comment #14)</i>
Building Forms	Not Required	Existing building
<b>Other Critical Zoning Items</b>	Barrier Free (ILHR 69); Utility Easements	

*Table Prepared by Jenny Kirchgatter, Assistant Zoning Administrator*

**Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services. Regarding Metro Transit service, the nearest stop with all-day service is located directly out front at the intersection of Packers Avenue with Elba lane.

**Project Description, Analysis, and Conclusion**

The applicant, AMERCO Real Estate Company (AREC), is the wholly-owned real estate subsidiary of U-Haul. They propose to establish a personal indoor storage facility within an existing, 190,000-square-foot warehouse building at 2701 Packers Avenue. The application is subject to Conditional Use standards as a *Storage facility, personal indoor storage* requires Conditional Use approval in the Industrial-Limited (IL) District and the

Supplemental Regulations [*MGO §28.151*] contain further regulations for this use. The applicant also plans to rent U-Haul trucks and trailers from this location, which are both permitted uses in the IL District.

Of the building's approximately 120,000 square-feet of area, the vast majority will be allocated for the personal indoor storage units. 10,000 square-feet of office space (2,000-square-feet of which is currently being utilized and is proposed to continue operating as such moving forward) is located at the southeast corner of the building. Aside from the addition of all of the interior storage units, the building will be used (structurally) as is. While there are large interior spaces along the western façade that are currently marked as 'Phase II' on the submitted materials, these are not currently programmed. If approved, an alteration to this conditional use may be required depending how this portion of the building gets built out and utilized.

There are no exterior changes proposed to the building. While there is no exterior signage proposed at this time, signage information is not approved by the Plan Commission and any eventual signage will require approval from the Zoning Administrator (per M.G.O. Section 31.043(3)).

There are two parking lots on the site. The northern lot is proposed to be restriped to accommodate the shunting of roughly 14 large trucks/semis. These spaces will be accessed via the right in/right out access from Packers Avenue. The southern lot, which currently has striping for roughly 82 automobile parking stalls, will be restriped to accommodate 24 automobiles (including one accessible) as well as the shunting of roughly 16 trucks. A roughly 3,600-square-foot portion of asphalt at the northeast corner of the southern lot is proposed to be regraded and resurfaced. Also proposed nearby is a canopy structure. The location of this element will require City approval prior to final sign off and its construction occurring. Lastly, an area where hitches will be installed, is proposed adjacent to the office, along its eastern wall.

The southern parking lot has two-way access from Packers Avenue. People who need to drop off items will drive from the southern lot, along a one-way drive aisle which follows the western property line, into an enclosed loading area. Here there are three elevated truck bays in addition to four automobile stalls. After the loading/unloading, cars will continue northward along a one-way drive aisle out of the enclosed loading area and into the north parking lot before existing northbound onto Packers Avenue.

Regarding the hours of operation, the applicant requests to operate as follows: 7:00 am – 7:00 pm, Monday to Thursday; 7:00 am – 8:00 pm, Friday; 7:00 am – 7:00 pm, Saturday; 9:00 am – 5:00 pm, Sunday. While the facility will be accessible 24/7 for those leasing storage units, security measures including the facility being under video surveillance and the requirement for customers to use card-swipe style identification cards to gain entry to their storage units.

This proposal is subject to the approval standards for Conditional Uses. In regards to the approval standards, the Plan Commission shall not approve a conditional use without due consideration of the City's adopted plan recommendations, design guidelines, and finding that all of the conditional use standards of MGO §28.183(6) are met. While storage uses are not typically considered employment uses, the Planning Division believes the request could be found compatible with the employment recommendation in the [Comprehensive Plan \(2006\)](#) for employment. Establishment of this use within an existing building is not anticipated to negatively impact surrounding buildings from maintaining or expanding employment uses. The [Northport-Warner Park-Sherman Neighborhood Plan \(2009\)](#) does not providing a specific recommendation for the site.

Given the lack of exterior changes, surrounding land uses, internal nature of the use, the ample lot size as well as buffer between the subject building and the neighboring structures, staff believes that the standards of approval can be found met and does not believe the proposed personal indoor storage facility will result in significant negative impacts to the surrounding properties. If approved, the Plan Commission retains continuing jurisdiction over this conditional use, meaning that should complaints be filed, the Plan Commission could take further action on this conditional use as allowed in MGO §28.183(9)(d).

At the time of report writing, staff was not aware of any neighborhood concerns on this request.

## Recommendation

### Planning Division Recommendation (Contact Chris Wells, (608) 261-9135)

The Planning Division recommends that the Plan Commission find that the approval standards for a Conditional Use are met and **approve** the request to convert an existing commercial building into a personal indoor storage facility at 2701 Packers Avenue. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies.

### **Recommended Conditions of Approval** Major/Non-Standard Conditions are Shaded

### Traffic Engineering Division (Contact Eric Halvorson, (608) 266-6527)

1. The proposed R&D canopy appears to be in the MGO required back up for the adjacent parking stalls. The applicant shall either move the R&D canopy or remove the parking stalls.
2. The applicant shall note on the face all operational signage required for the site. Example: the 'One-Way' and 'Do Not Enter' signs for one-way operation in front of the existing facility.
3. The applicant shall clarify the use for the northern concrete region and include geometry with the final submittal for Plan Verification. Typically, this is done through the inclusion of intended customer/employee parking stalls and/or inventory parking and fencing.
4. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
5. The Developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the Developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.
6. The City Traffic Engineer may require public signing and marking related to the development; the Developer shall be financially responsible for such signing and marking.
7. All parking facility design shall conform to MGO standards, as set in section 10.08(6).
8. This applicant shall include 'Stop' signs on private property at all egress points for this site.

**Zoning Administrator** (Contact Jenny Kirchgatter, (608) 266-4569)

9. Show the parking lot and truck and trailer staging and shunting areas consistently throughout the plan set.
10. Provide a calculation for lot coverage with the final submittal. The lot coverage maximum is 75%. Lot coverage is defined as the total area of all buildings, measured at grade, all accessory structures, and all paved areas as a percentage of the total area of the lot, with the following exceptions: sidewalks or paved paths no wider than five (5) feet, pervious pavement, green roofs and decks.
11. Bicycle parking shall comply with the requirements of Sections 28.141(4)(g) and 28.141(11). Provide a minimum of four (4) short-term bicycle parking stalls located in a convenient and visible area on a paved or impervious surface. Bicycle parking shall be located at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance. Note: A bicycle stall is a minimum of two (2) feet by six (6) feet with a five (5) foot wide access area. Provide a detail of the proposed bike rack.
12. Identify the proposed "R & D Canopy" shown on the site plan. Provide details if a new structure is proposed.
13. Show the refuse disposal area on the site plan. If the refuse disposal area is located outside the building, it shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet. Submit a detail of the trash enclosure if provided outside the building.
14. Verify whether new parking lot or site lighting will be installed. New parking lot lighting must comply with City of Madison General Ordinances Section 10.085 outdoor lighting standards. If exterior site lighting is provided, submit an exterior lighting plan and fixture cut sheets with the final plan submittal.
15. No commercial transactions shall be permitted other than the rental of storage units.
16. Per Section 28.186(4)(b), the property owner or operator is required to bring the property into compliance with all elements of the approved site plans by the date established by the Zoning Administrator as part of the site and building plan approval. Work with Zoning staff to establish a final site compliance date.
17. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 Sign Codes of the Madison General Ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.

**Fire Department** (Contact Bill Sullivan, (608) 261-9658)

18. MFD does not object provided the fire protection systems are brought up to current standards due to repurposing the building usage to allow public access to the majority of the building.
19. Submit Fire Alarm, Fire Sprinkler, and any Access Control systems/hardware to MFD for review and approval prior to installation.