## **Land Use/Design Concerns and Considerations**

As indicated during the DAT meeting, planning staff believes that the proposed use of this property can be consistent with our Comprehensive Plan recommendation for General Commercial land uses, but we will need to see <u>significant</u> aesthetic improvements to the existing site plan in order to support it. This location is indeed a gateway to the City in many respects, and the predominance of outdoor storage units and loosely programmed equipment storage is unacceptable in this location (and also reduces the consistency of the use with the recommendation for General Commercial uses). Here are some initial thoughts we would like for you to consider with the project team, although more may emerge as the proposal changes:

- 1) After our Dec. 15 meeting, staff was not anticipating the predominance of equipment near the frontage road, nor the presence of the outdoor storage rooms and propane tank on the site. Staff strongly recommends removing the outdoor storage units from the proposal and accommodating all storage within the building. If they are absolutely critical to keep as part of the proposal, the outdoor storage units should be relocated (along with the propane tank) to a more appropriate location at the rear of the site.
- 2) For screening, we will be recommending a new, high-quality fence and significant landscaping between the frontage road and the parking lot along the southern portion of the property a black aluminum fence (the "wrought iron" look) is advised.
- 3) At our Dec. 15 meeting, we mentioned that perhaps a few trucks could be staged near the front of the property, but did not anticipate the equipment shunting area as shown in the latest draft. For your submittal, we will need to see a detailed list of the types and arrangement of equipment that could be stored in the "shunting" area, and this should generally be limited to U-Haul's own trucks and trailers (any storage of customer equipment such as boats, trailers, etc. will not be permitted in the parking lot). Staff recommends dividing the "shunting area" with a significant landscaped strip which would allow for display of a few equipment items in front, but generally screen the majority of the "shunting area" from view.
- 4) Please contemplate U-Haul's future needs for equipment maintenance and cleaning on the site, and be sure you are able to show where this will occur and what will be involved. (The future addition of a canopy area, which was mentioned in the DAT meeting, would require an amendment to the PUD-SIP in the future, and may not be supportable). Please make every effort to accommodate maintenance and cleaning either within or behind the building (perhaps a second area similar to the hitch installation room would be a good way to accommodate this), making sure that all proper wastewater and other environmental regulations are followed.
- 5) Please keep in mind that new landscaped areas within the parking lot will be an important part of the review by both Planning staff and the Urban Design Commission.

## Heather Stouder, AICP

Madison Municipal Building, Ste. LL-100 215 Martin Luther King, Jr. Blvd. PO Box 2985 Madison, Wisconsin 53701-2985