

# Staff Summary Report



Development Review Commission Date: 07/26/11

Agenda Item Number: 3

**SUBJECT:** Hold a public meeting for a Development Plan Review for U-HAUL located at 2340 East Apache Boulevard.

**DOCUMENT NAME:** DRCr\_UHaul\_072611 **PLANNED DEVELOPMENT (0406)**

**COMMENTS:** Request for **U-HAUL (PL110154)** (Republic Western Insurance Co., property owner; Christopher Clark, U-Haul, applicant) consisting of an existing building on 1.68 net acres, located at 2340 East Apache Boulevard in the CSS, Commercial Shopping and Services District and within the Transportation Overlay District. The request includes the following:

**DPR11063** – Development Plan Review for building color modifications.

**PREPARED BY:** Ryan Levesque, Senior Planner (480-858-2393)

**REVIEWED BY:** Lisa Collins, Community Development Deputy Director (480-350-8989) 

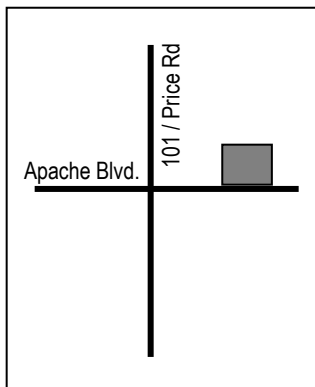
**LEGAL REVIEW BY:** N/A

**DEPARTMENT REVIEW BY:** N/A

**FISCAL NOTE:** N/A

**RECOMMENDATION:** Staff – Approval, subject to conditions

**ADDITIONAL INFO:** This request was previously heard by the Development Review Commission on May 10<sup>th</sup>, June 14<sup>th</sup>, and July 12, 2011.



This application is in response to a notice received from the Code Compliance Section regarding the repainting of a building without the proper approvals. The majority of the repaint appears to be completed and the application is requesting approval of a modified repaint design consisting of changes to the north elevation of the building.

- PAGES:**
1. List of Attachments
  2. Comments
  3. Conclusion / Conditions of Approval
  4. History & Facts

- ATTACHMENTS:**
1. Location Map
  2. Aerial Photo
  3. Letter of Explanation
  4. Current Photo Elevation
  - 5-9. Other U-Haul locations
  - 10-25. REVISED (7-1-11) Proposed Building Elevations / Design Concept**

**COMMENTS:**

This site is located along the north side of Apache Boulevard, east of the 101 freeway and Price Road. Directly south of the site is a Light Rail Transit Station. To the north is Esquer Park, a recently dedicated public park used by the Victory Acres neighborhood and surrounding area. Existing uses on the site include the U-Haul rental building and several outdoor rental vehicles, including trucks and trailers.

This application is in response to a notice received from the Community Development, Code Compliance Section, regarding the repainting of a building without the proper approvals. Most of the repaint appears to be completed based on the previous design proposal. The request for a building repaint approval is based on the elevations provided in this application.

For further processing, the applicant will need approval of a sign permit.

**DEVELOPMENT PLAN REVIEW, Building Elevations**

The requested building repaint can be described as a two-tone diamond patterned beige terminating at the midpoint of each side building face, with the remaining building walls currently painted white. An orange wave band accents the upper portion of the east and west building facades. The roof fascia, including the canopy and top of parapet has been painted with a forest green-like color.

Section 6-306 D Approval criteria for Development Plan Review:

1. Placement, form, and articulation of buildings and structures provide variety in the streetscape;
2. Building design and orientation, together with landscape, combine to mitigate heat gain/retention while providing shade for energy conservation and human comfort;
3. Materials are of a superior quality, providing detail appropriate with their location and function while complementing the surroundings;
4. Buildings, structures, and landscape elements are appropriately scaled, relative to the site and surroundings;
5. Large building masses are sufficiently articulated so as to relieve monotony and create a sense of movement, resulting in a well-defined base and top, featuring an enhanced pedestrian experience at and near street level;
6. Building facades provide architectural detail and interest overall with visibility at street level (in particular, special treatment of windows, entries and walkways with particular attention to proportionality, scale, materials, rhythm, etc.) while responding to varying climatic and contextual conditions;
7. Plans take into account pleasant and convenient access to multi-modal transportation options and support the potential for transit patronage;
8. Vehicular circulation is designed to minimize conflicts with pedestrian access and circulation, and with surrounding residential uses;
9. Plans appropriately integrate *Crime Prevention Through Environmental Design* principles such as territoriality, natural surveillance, access control, activity support, and *maintenance*;
10. *Landscape* accents and provides delineation from *parking, buildings, driveways and pathways*;
11. *Signs* have design, scale, proportion, location and color compatible with the design, colors, orientation and materials of the *building* or site on which they are located; and
12. Lighting is compatible with the proposed *building(s)* and adjoining *buildings* and uses, and does not create negative effects.

**UPDATE:**

On May 16, 2011, staff met with the applicant, Christopher Clark, to discuss commentary provided by the Commission and outlined some base recommendations addressing comments for the building repaint. Staff provided some suggestions that would address the recommendations outlined below.

Based on the Development Review Commission input on May 10, 2011 and follow-up feedback with the applicant regarding the building repaint proposal staff recommends addressing the following items to the U-Haul repaint proposal:

1. *Provide a consistent and complementary treatment on all four elevation sides.*
2. *The combinations of multiple accent colors should be simplified.*
3. *Upper mechanical screen should also be simplified so as to not draw attention.*

The applicant has responded to the recommendations and the design team has provided to the Commission a revised proposal for your consideration. Staff recommends approval, subject to the conditions in this report, which would modify the applicant's current design proposal. Changes recommended by staff include repainting of the entire mechanical roof screen to a single color beige, changing the color of the roof accent green to a darker beige and painting the remaining white building walls a complimentary beige.

Included in this report are additional images of other U-Haul facilities previously mentioned in the meetings and sites currently located in the City of Tempe.

**SHOULD A DECISION BE MADE TO APPROVE THIS REQUEST, THE FOLLOWING CONDITIONS SHALL APPLY****CONDITIONS OF APPROVAL:**

EACH NUMBERED ITEM IS A CONDITION OF APPROVAL. THE DECISION-MAKING BODY MAY MODIFY, DELETE OR ADD TO THESE CONDITIONS.

1. The materials and colors are approved as listed:  
Diamond pattern façade – Sherwin Williams – “August Moon” SW2199  
Diamond pattern façade – Sherwin Williams – “Yellow Stone” SW2197  
North building wall and transition façade (where currently white) – “August Moon” SW2199  
Mechanical Screen walls – Sherwin Williams – “August Moon” SW2199  
Fascia trim and canopy– Sherwin Williams –darker beige than existing colors  
Wave ribbon band – “Sierra Sunset” (orange)  
Specific colors and materials exhibited on the materials sample board may require modifications.
2. The existing white building walls on the north elevation and portions of the east and west elevation “curved arcs” shall be painted to match the existing building paint color, “August Moon” SW2199.
3. Roof fascia and freestanding canopy roof shall be modified from the existing “forest green” and painted a complementary darker beige than existing colors, with a light reflectance value less than (30) thirty. Subject to review and approval by Planning staff.
4. Canopy support posts shall be painted to match the building color, “Yellow Stone” SW2197.
5. Roof mechanical screen wall shall be painted on all sides to match the existing building paint color, “August Moon” SW2199.
6. All bay doors shall be painted to match the adjacent building colors.
7. Provide an address sign on the building elevation facing the street to which the property is identified. Compose of a 12” high, individual mount characters, in contrast with the proposed background colors.
8. A sign permit is required for the current signs located on the south building elevation. Contact Dean Miller for processing at 480-350-8435.

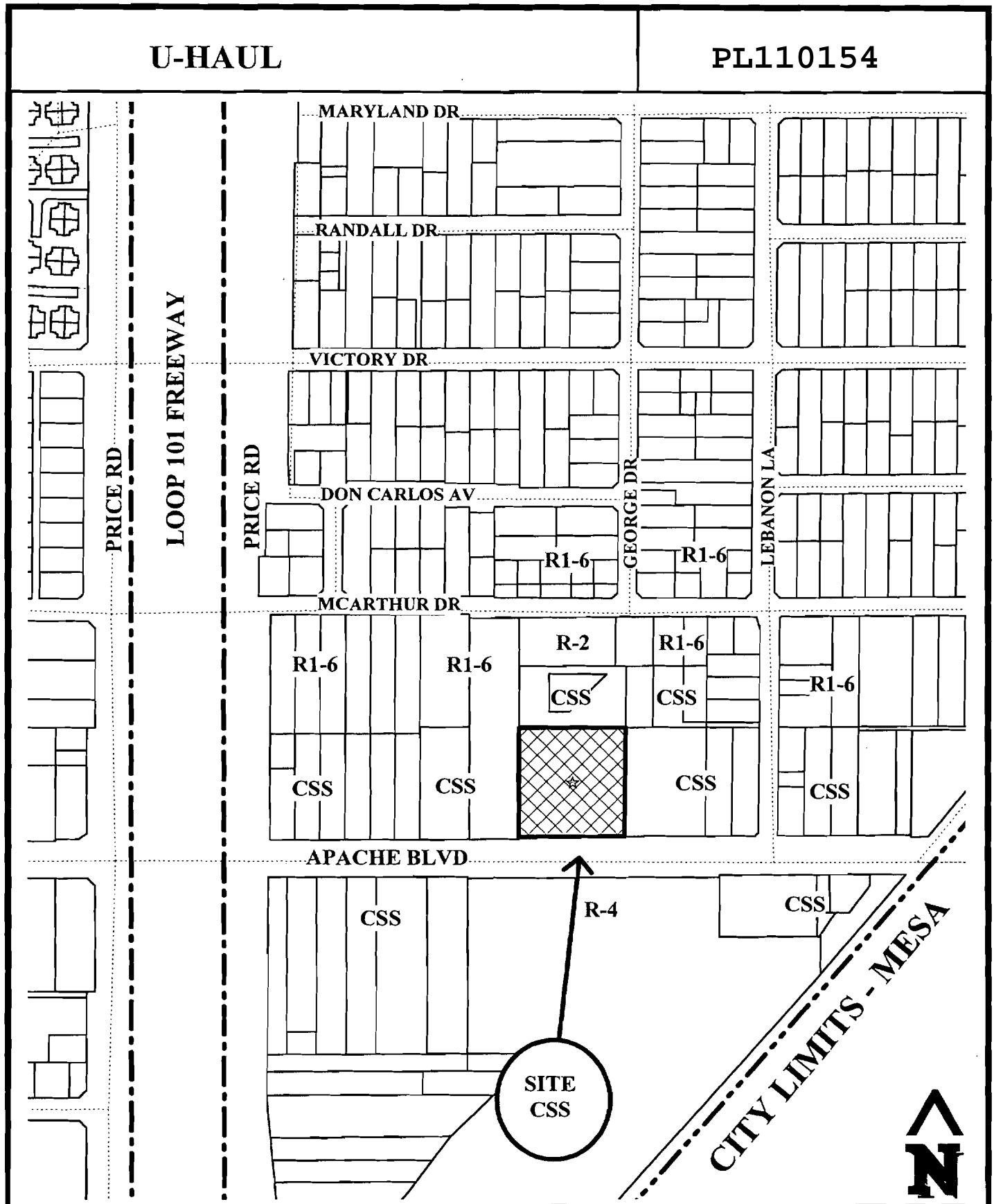
**CODE/ORDINANCE REQUIREMENTS:**

THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCES THAT PLANNING STAFF OBSERVES ARE PERTINENT TO THIS CASE. THE BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT AND ARE NOT AN EXHAUSTIVE LIST.

- **SIGNS:** Separate Development Plan Review process is required for signs in accordance with requirements of ZDC Part 4 Chapter 9 (Signs). Obtain sign permit for identification signs. Directional signs (if proposed) may not require a sign permit, depending on size. Directional signs are subject to review by planning staff.

**HISTORY & FACTS:**

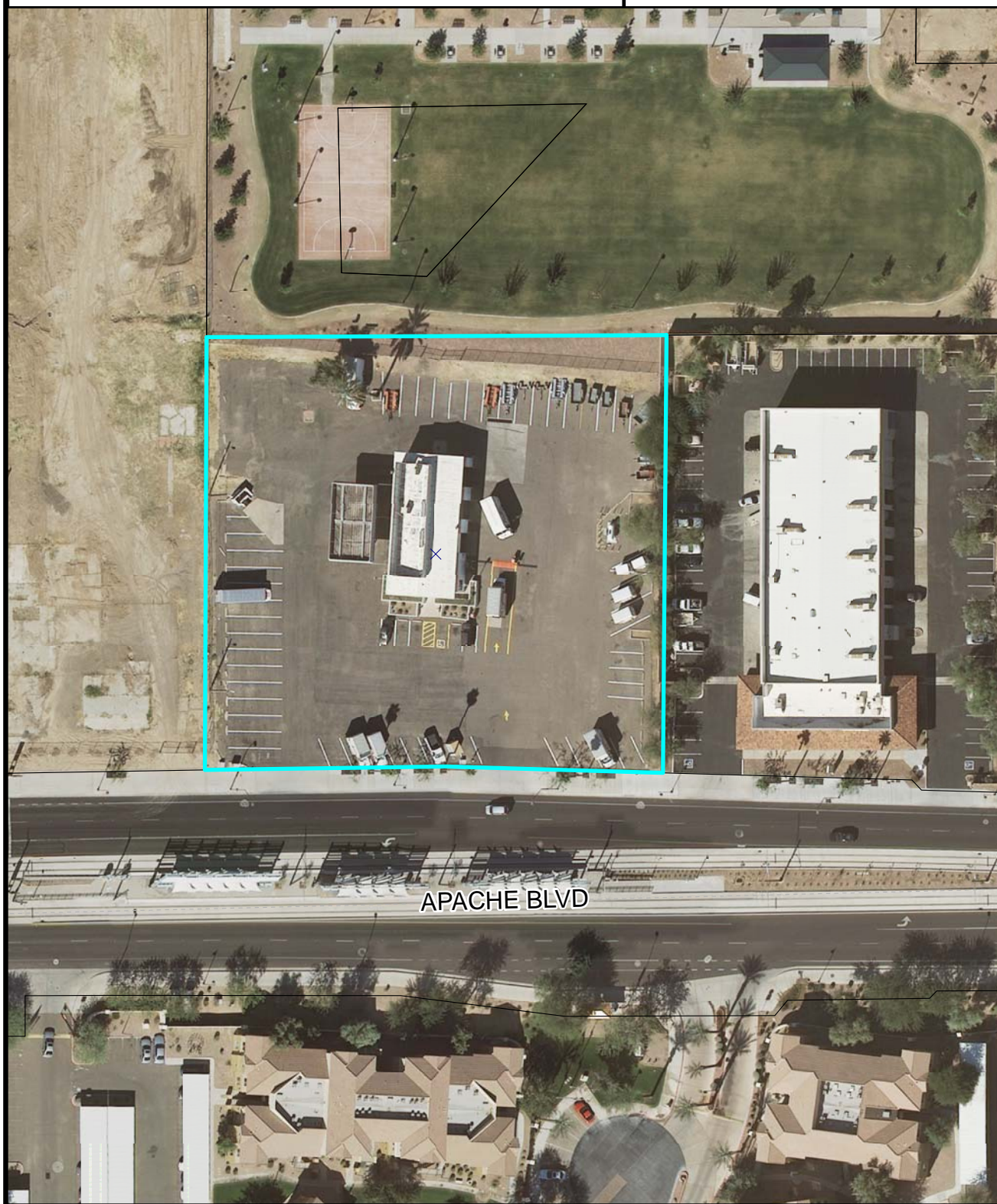
February 6, 1975	Construction finalized for the U-Haul warehouse building existing on site.
March 29, 2011	Code Compliance cited 2340 East Apache Boulevard (U-Haul) for a building repaint without city approval.
April 20, 2011	Application submittal received for repaint at 2340 East Apache Boulevard.
May 14, 2011	Development Review Commission continued the request by U-HAUL for a building repaint located at 2340 East Apache Boulevard to its June 14, 2011 meeting.
June 14, 2011	At the request of the applicant, Development Review Commission continued the request for U-HAUL, for a building repaint, located at 2340 East Apache Boulevard, to its July 12, 2011 meeting.
July 12, 2011	At the request of the applicant, Development Review Commission continued the request for U-HAUL,, to its July 26, 2011 meeting.



**Location Map**

**U-HAUL**

**PL110154**



**Aerial Map**



U-HAUL COMPANY OF PHOENIX METRO

2626 EAST INDIAN SCHOOL ROAD • PHOENIX, ARIZONA 85016 • (602) 977-0729 • FAX (602) 954-0506

This letter is in regards to obtaining the proper permit to repaint the U-Haul facility located at 2340 E Apache Blvd. There was a miss communication between center manager and painters that led to the project being started before the permit was obtained from the city. With the light rail in front of our building and the new renovations that are taking place around the facility the manager was excited about getting his building up to neighborhood standards. We became the eye sore of the block and instead wanted to blend in with the new updated look of the community. The building now looks like a respectable place of business and we will continue to keep the facility looking good in hopes of attracting more business to the area.

Thank you for your considerations, please contact me with questions if they do come up.

Christopher Clark  
Company President of  
U-Haul Phoenix.  
Cell 480-628 6140  
Office 602-977 0729

*Moving Made Easier* SM



Other Location: 800 N. McClintock Dr. Tempe (not approved)



Other Location: 500 N. Scottsdale Rd. Tempe (approved)

Other Location: 500 N. Scottsdale Rd. Tempe (approved)



Other Location: 500 N. Scottsdale Rd. Tempe (approved)

Other Location: 3033 N. Scottsdale Rd. Scottsdale, AZ



Other Location: 3033 N. Scottsdale Rd. Scottsdale, AZ

Other Location: 4007 E. Camelback Rd. Phoenix, AZ  
(Street facing side)



Other Location: 4007 E. Camelback Rd. Phoenix, AZ  
(Side facing canal)

Other Location: 4007 E. Camelback Rd. Phoenix, AZ  
(Rear alley side)



Other Location: 4007 E. Camelback Rd. Phoenix, AZ  
(40th street side)

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Architectural Designer

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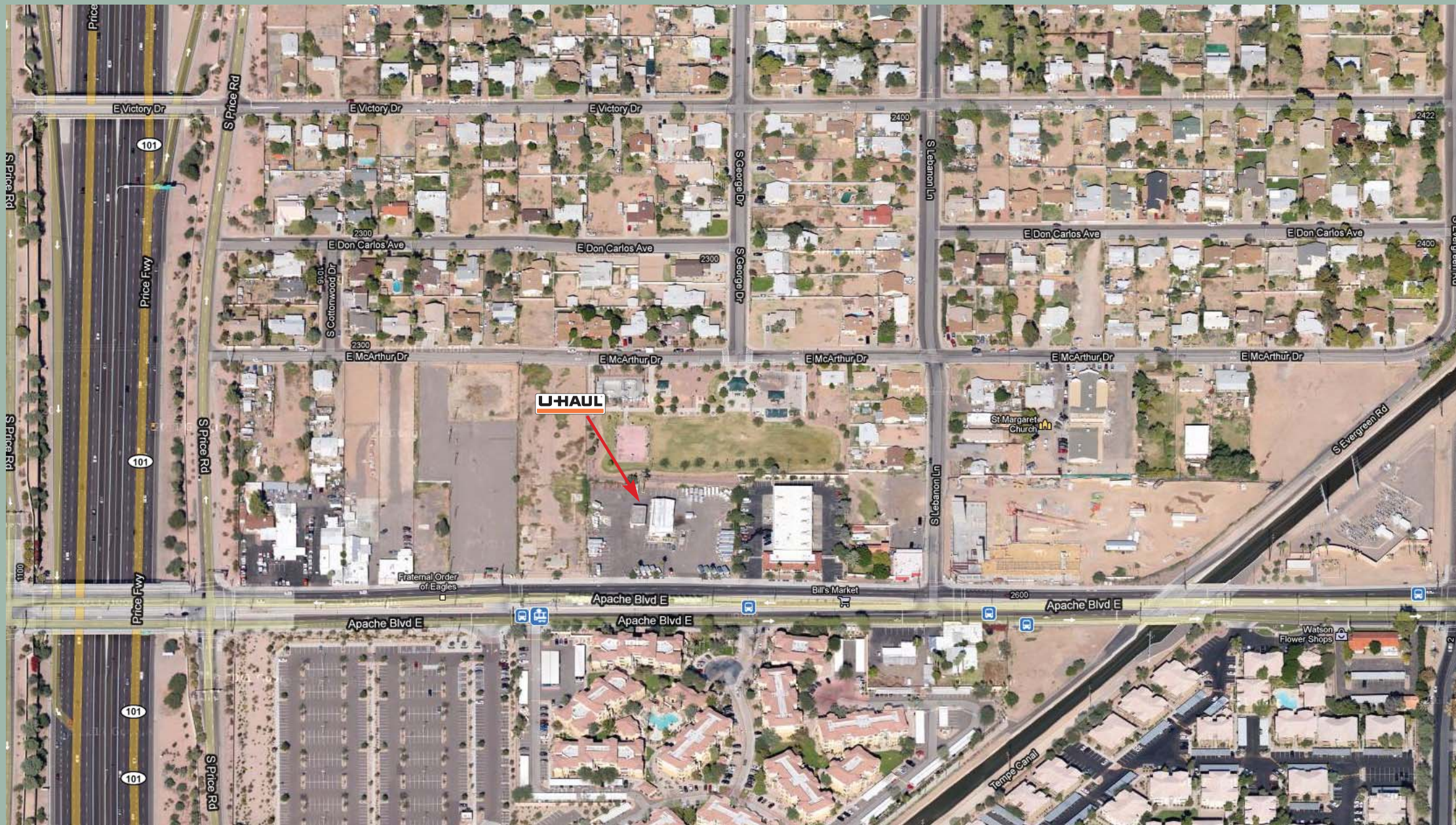
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# Aerial View



**am**  
&  
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# Letter from the Chairman



U-HAUL INTERNATIONAL • 2727 N. CENTRAL AVE. • P.O. BOX 21502, PHOENIX, AZ • 85004-1502  
Telephone: 602-263-6805 • Fax: 602-263-6889

June 24, 2011

City of Tempe  
Planning and Zoning Division  
31 East 5<sup>th</sup> Street  
Tempe, AZ 85281

Dear Fellow Citizens,

U-Haul has been pleased to be a corporate citizen of Tempe for 34 years at 2340 E. Apache Blvd. We purchased the site in 1977. In 1978, we were awarded "Best Appearing New Business in Tempe" for our work improving this location.

U-Haul is North America's premier provider of self store and self move products. The facility at 2340 E. Apache Blvd. was our first such facility in Tempe. Residents have responded and patronized our location. Since opening, one hundred thirty thousand (130,000) people have used this U-Haul location to move within, in and out of Tempe. Our managers and staff have put their children through school and sports. U-Haul is part of your community.

With the passage of time and advent of light rail the U-Haul facility's appearance came in need of a major upgrade. The facility had lost its front end, and U-Haul's application to build out on 1.8 acres to the west was denied by Tempe. The decision was then made to upgrade the appearance of the existing facility to meet or exceed current community standards.

A&M Associates design team was given the assignment to bring this facility into the new Millennium and beyond. Just as East Apache Blvd. has changed, so can our facility. In addition to an exterior re-mage, U-haul has conducted a sustainability review.

- U-Haul has aligned its fleet, precipitating a reduction of 304 large capacity vehicles in the community. This reduced annual CO<sub>2</sub> emissions by 1,169 metric tons.
- This store provides a "take a box/leave a box" program encouraging customers to pass along their packing boxes at no charge to other customers. Nationally this program has reused 2,500,000 boxes. U-Haul Apache Blvd. is doing its fair share.
- An energy audit of the physical plant has been completed that will yield electrical energy savings.
- U-Haul has funded a study of the compatibility of U-Haul's product/service offerings with the transportation choices of its customers. U-Haul's self move and self store uses are in fact highly compatible with the light rail corridor. U-Haul is most properly thought of as a private

*Moving Made Easier*  
1



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extension of the public transportation system. The 2340 E. Apache Blvd. facility is well positioned to both bus and light rail to provide this service to the community.

- This location is part of the Nation's largest propane refilling network. As an alternative fuel propane is cleaner than gasoline.

U-Haul proposed new construction development in 2005 on the abutting acres. U-Haul remains committed to developing the abutting parcel to the west should a use be found that U-Haul sees as economically viable and the city staff considers acceptable. At that time, both this facility and the new construction could be visually harmonized.

The attached reimage brings a retail look (see Tempe Marketplace) to the area, while minimizing the automotive use appearance of the rear of the structure. It additionally harmonizes with the light rail designs, new multifamily development on Apache Blvd. and the park to the north. Finally, the three different architectural styles of the present facility are brought into concert.

As you can see, U-Haul is very deliberate about positioning our location to be of service to Tempe for decades to come.

Sincerely,

*EJ Shoen*

E.J. Shoen  
Chairman

See the following documents attached:

1. A&M Associates exterior image update

cc: Hugh Hallman, Mayor  
City of Tempe  
P.O. Box 5002  
Tempe, AZ 85280

# Project Overview

*Built in 1974, U-Haul originally developed and converted this property between 1978 & 1982 and added a 840sq. ft. addition in 1983, the exterior paint scheme has remained the same grey and white colors. Recently, a re-image packet was deployed to reflect the surrounding retail community with the goal of refreshing the exterior elevations and blending harmoniously within The City of Tempe's thriving urban environment.*

*Based upon a field survey of the surrounding neighborhood and also influenced by The City of Tempe's identity as one of the ten most enlightened Suburbs in America for its redevelopment and historic preservation efforts in the Mill Avenue & Town Lake areas, a palette of neutral earth tones was created to complement the natural surrounding features synonymous with Tempe and its retail sector. This palette complements the existing Desert Landscape features.*

*The proposed re-imaging of the North elevation of this facility, will result in a more finished revitalized look that the community will appreciate. It is our hope that our revitalized efforts are welcomed as an aesthetically pleasing building within the retail community.*

City of Tempe Inspirations



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Retail Stores at Tempe Marketplace



Retail Store at Tempe Marketplace



Retail Stores at Tempe Marketplace



Retail Store at Tempe Marketplace



Retail Stores at Tempe Marketplace

City of Tempe Inspirations



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Building 1 Block E. of U-Haul Center



Retail Store at Tempe Marketplace



Retail Store at Tempe Marketplace



Building Across Street of U-Haul Center

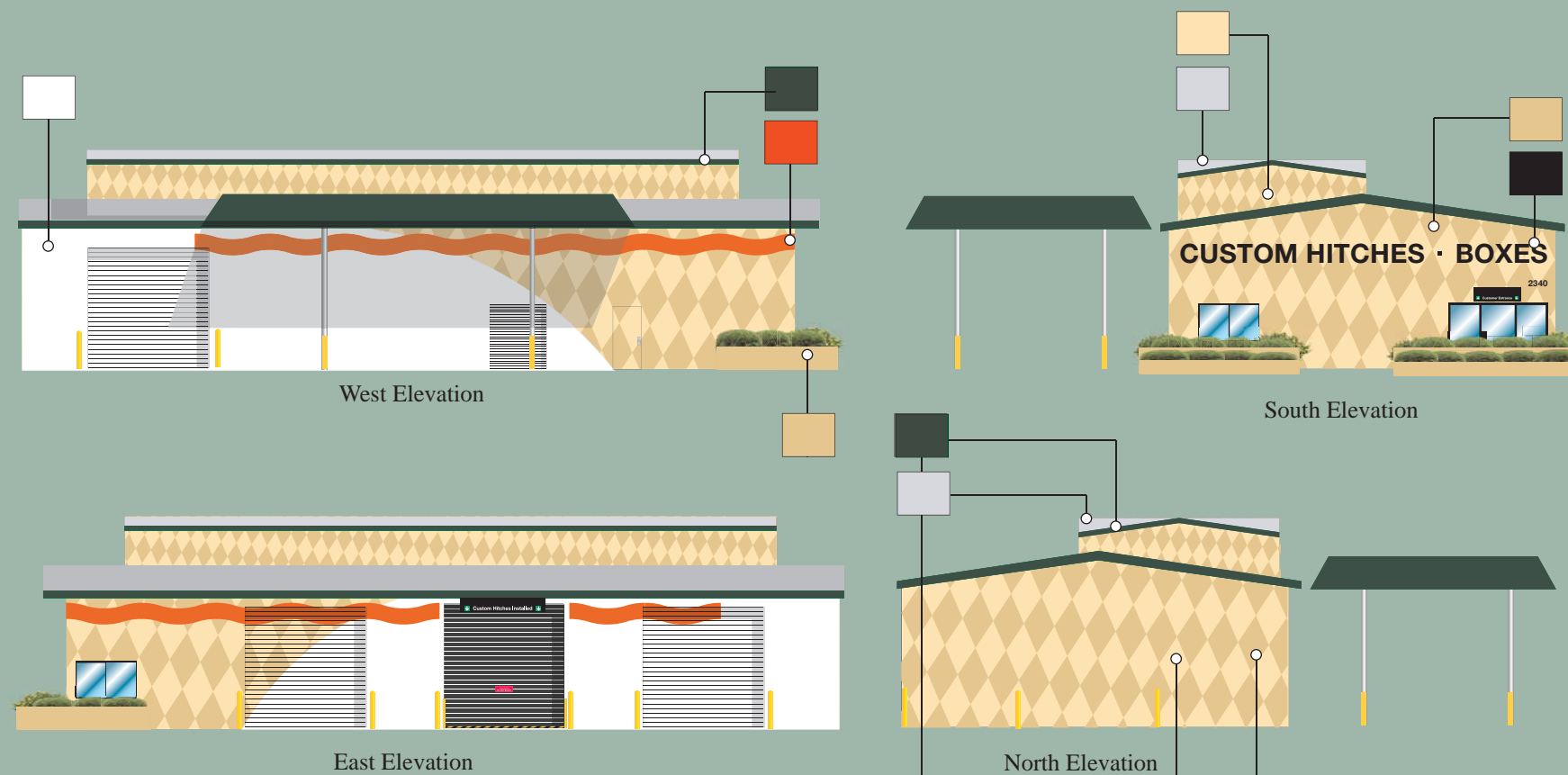


Retail Store at Tempe Marketplace



Retail Store at Tempe Marketplace

# Illustration Representation Permit Submittal



## Depiction of Colors

- Enrich Existing Wall Color*  
*August Moon-Sherwin Williams*
- Architectural Desert Accent*  
*Yellow Stone-Sherwin Williams*
- Environmental Accent*  
*Forest Green-Sherwin Williams*
- Atmospheric Sky Grey*  
*Light Grey-Sherwin Williams*
- Architectural Design Accent*  
*Sunset Orange-Sherwin Williams*
- Existing Signage*  
*High Gloss Black-Sherwin Williams*
- Directional Arcs & Walls*  
*Ultra White-Sherwin Williams*



Modified Image Example  
North Elevation, Pending Permit

*Mimic the Architectural peaked roof from the North Elevation to complement the accent of the lower roof line*

*North Elevation walls top and bottom with August Moon and Yellow Stone Diamond Pattern to reflect the rest of the buildings Architectural Design Desert Accents*

**SHERWIN WILLIAMS**

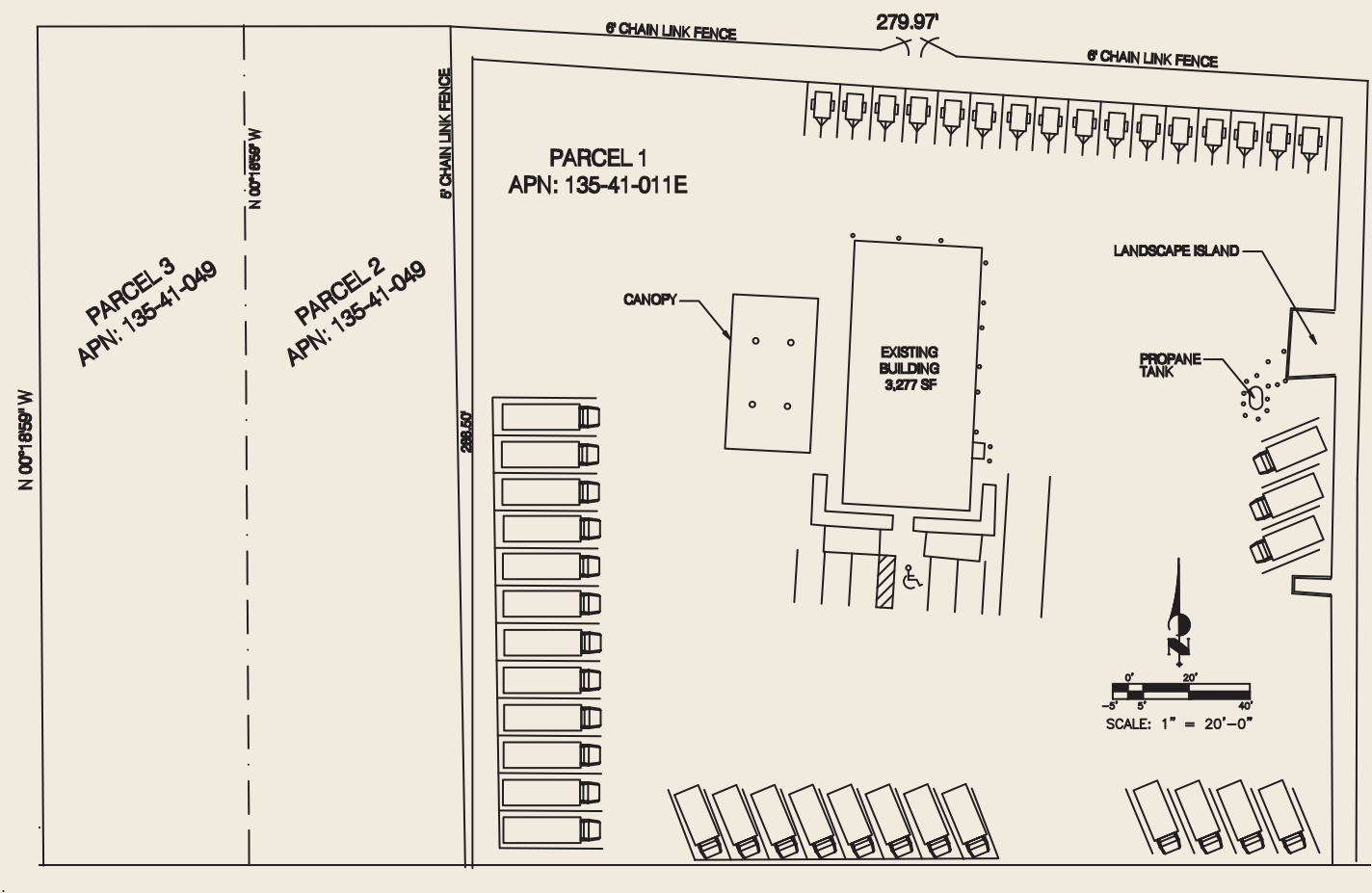


Site Plan



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GENERAL NOTES:



A&M ASSOCIATES, INC.

2727 North Central Avenue  
North Tower, Suite 700  
Phoenix, AZ 85004  
602-760-4983 office

U-HAUL CENTER #822053 OF  
TEMPE, ARIZONA  
2340 E. Apache Blvd.  
Tempe, AZ 85281  
COUNTY: MARICOPA

# Architectural Features

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*With this U-Haul Center located conveniently next to the Light Rail Train Platform, makes it a much more accessible retail business for consumers with the front of the store presenting a friendly retail appearance.*

*This, in conjunction with the City of Tempe being recognized by walkscore.com as one of the most walkable cities in Arizona, brings credence to this U-Haul Center being a staple within the retail sector of this community.*



## Architectural Accentuated Arcs

*The purpose of the architectural curved arcs, is to draw a “directional” and a “subliminal” message while minimizing the automotive use appearance of the rear of the structure.*

*The geometric circumference of each arc is based on a true circle design giving it an aesthetically pleasing look that only succeeds to tie-in and complement the architectural features of Tempe’s Light Rail Platforms curved canvas design.*



# Architectural Features

Based on the previous structures design with a square horizontal flat plane top, this visually fought with the structures design feature of the lower peaked roof. The idea behind this new design was to “hide” the imperfection and to have the top roof “blend” in with the environment and buildings around it.

The end results show an aesthetically pleasing design the blends in well with the lower roof line. This same design element will be carried over to the North Elevation side that faces Esquer Park pending permit approval. Again, also note the similar soft light and dark desert earth tone colors used in this design, reflecting the neighboring buildings.



*Architectural Accented Roof Design*

Neighboring Complex accross the street from U-Haul Center. Note the architectural design element of the peaked structure and the similar desert light and dark desert earth tone colors used. Incorporating this design feature was just one part used to create the peaked roof design.

# Sustainability

*Confronted with three achitectural styles and a corporate wide sustainability mandate, project requirements were challenging to create a pleasing retail aesthetic.*

*In accomplishing this vision, along with The City of Tempe's Green Initiative, the final results figures stronger in the process.*



*Prior Paint Scheme*



*Proposed Paint Scheme*

*Forest Green to Match Parks  
Architectural Accents, Benches  
and Canopies.*



*August Moon and Yellow Stone  
Diamonds to Accentuate the Architectural  
Design Elements from Neighboring Buildings.*

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*Rich Desert Earth Tone Colors*



*Dark Green Park Benches*

*Light and Dark Desert Earth Tones*



*Proposed Paint Scheme Pending Permit*



*Light and Dark Desert Earth Tone Colors*



*Dark Green Canopy with Tables and Benches*



*Dark Green Recreational Benches*



*Prior Paint Scheme*



*Current Paint Scheme*

*Rich Desert Colors that are Incorporated within this Design that will only Succeed to Enhance the Community around it.*



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*Arizona Sunset Orange Architectural Accent*



*Waves Represent a Flowing Ambiance that Complements the Environment within their design as Represented by the Four Peaks of the Superstition Mountains.*

NW Elevation



Prior Paint Scheme



Proposed Paint Scheme

NW Elevation



Prior Paint Scheme



Proposed Paint Scheme

# Material Samples



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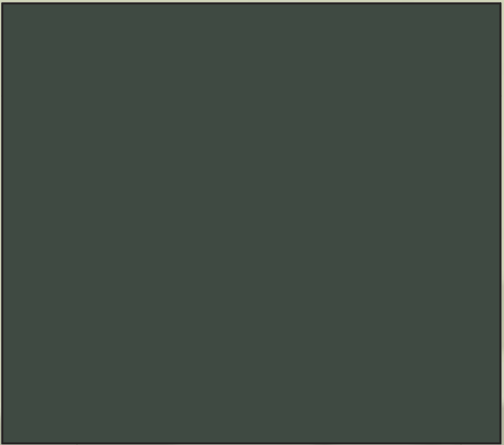
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August Moon



Yellow Stone



Forest Green



Light Sky Grey



Sunset Orange

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