

AMERCO[®]

REAL ESTATE COMPANY

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Narrative Project Summary

AMERCO Real Estate Company (AREC) has prepared this narrative for the opportunity to receive the Bluffside Neighborhood Association's participation and counseling in regards to the property located at 2415 State Rd. AREC is the wholly owned real estate subsidiary of the U-Haul System.

The proposed 6.37-acre property is located at 2415 State Rd., formerly Kmart. U-Haul is proposing an adaptive reuse of the existing 85,500 SF building by converting it into a U-Haul Moving and Storage Store. Our uses consist of self-storage, U-Haul truck and trailer share, and related retail sales. The interior of the building will be retrofitted to house self-storage units. This infill development will allow U-Haul to better serve the storage needs of the community and activate a property that is currently vacant.

The property is currently zoned C1 (Local Business). In order to permit the use of self-storage and U-Haul truck and trailer share, we are required to rezone the property to Heavy Industrial and apply for a Conditional Use Permit. The city code only allows for "mini-warehousing" in the Heavy Industrial zoning district. U-Haul is proposing to apply for both a rezone and the Conditional Use Permit to allow these uses. The building will be used structurally as is with the exception of imaging and signage.

Custom site design for every U-Haul store assures that the facility complements the community it serves. Adherence to community objectives is key in order to ensure each U-Haul store is both a neighborhood asset and an economic success.

U-Haul is more of a commercial type use that serves the residential communities within a 3-5-mile radius. We feel the U-Haul would be an appropriate use for the property and there are proven benefits for allowing self-storage facilities in communities:

- Self-storage facilities are quiet
- They provide an excellent buffer between zones
- They create very little traffic
- They have little impact on utilities
- They have no impact on schools
- They provide a good tax revenue
- They provide a community service

U-Haul Moving and Storage is a convenience business. Our philosophy is to place U-Haul stores in high growth residential areas, where we fill a need for our products and services. Customers are made aware of the U-Haul store, primarily via drive-by awareness, much like that of a convenience store, restaurant or hardware store. Attractive imaging and brand name recognition bring in area residents — by our measures, those who live within a four-mile radius of the center.

The U-Haul Store:

U-Haul stores characteristically serve the do-it-yourself household customer. The U-Haul Store will be staffed with 10-15 employees, both full-time and part-time. Families will generally arrive in their own automobiles, enter the showroom and may choose from a variety of products and services offered there. When situated near public transit, approximately 50% of those families utilize alternative transportation to access U-Haul equipment and services.

- Families typically use U-Haul Self-Storage rooms to store furniture, household goods, sporting equipment, or holiday decorations. During transition periods between moves, moving to a smaller home, combining households, or clearing away clutter to prepare a home for sale, storage customers will typically rent a room for a period of two months to one year.
- U-Haul stores also provide truck and trailer sharing for household moving, either in-town or across country.
- Families who need packing supplies in advance of a move or to ship personal packages can choose from a variety of retail sales items, including cartons, tape and sustainable packing materials.
- Families who tow U-Haul trailers, boats, or recreational trailers can select, and have installed, the hitch and towing packages that best meet their needs.
- Moving and storage are synergistic businesses. Over half of our storage customers tell us they used U-Haul storage because of a household move. Customers will typically use U-Haul equipment or their personal vehicle to approach the loading area and enter the building through the singular customer access. All new U-Haul stores are designed with interior storage room access, giving the customer the added value of increased security, and the community the benefit of a more aesthetically pleasing exterior.

Significant Policies:

- Hours of Operation:

Mon. - Thurs.	7:00 a.m. to 7:00 p.m.
Fri.	7:00 a.m. to 8:00 p.m.

Sat.	7:00 a.m. to 7:00 p.m.
Sun.	9:00 a.m. to 5:00 p.m.

- All U-Haul storage customers are issued a card-swipe style identification card that must be used to gain access to their room. This is but one of many security policies which protect the customer's belongings and decrease the ability of unauthorized access to the facility.
- It is against policy for a business to be operated from a U-Haul storage room.
- Customers and community residents who wish to use the on-site dumpsters for disposing of refuse must gain permission to do so, and are assessed an additional fee.
- Items that may not be stored include: chemicals, flammables, and paints.
- U-Haul stores are protected by video surveillance.
- U-Haul stores are non-smoking facilities.
- U-Haul will provide added services and assistance to our customers with disabilities.

Traffic Study:

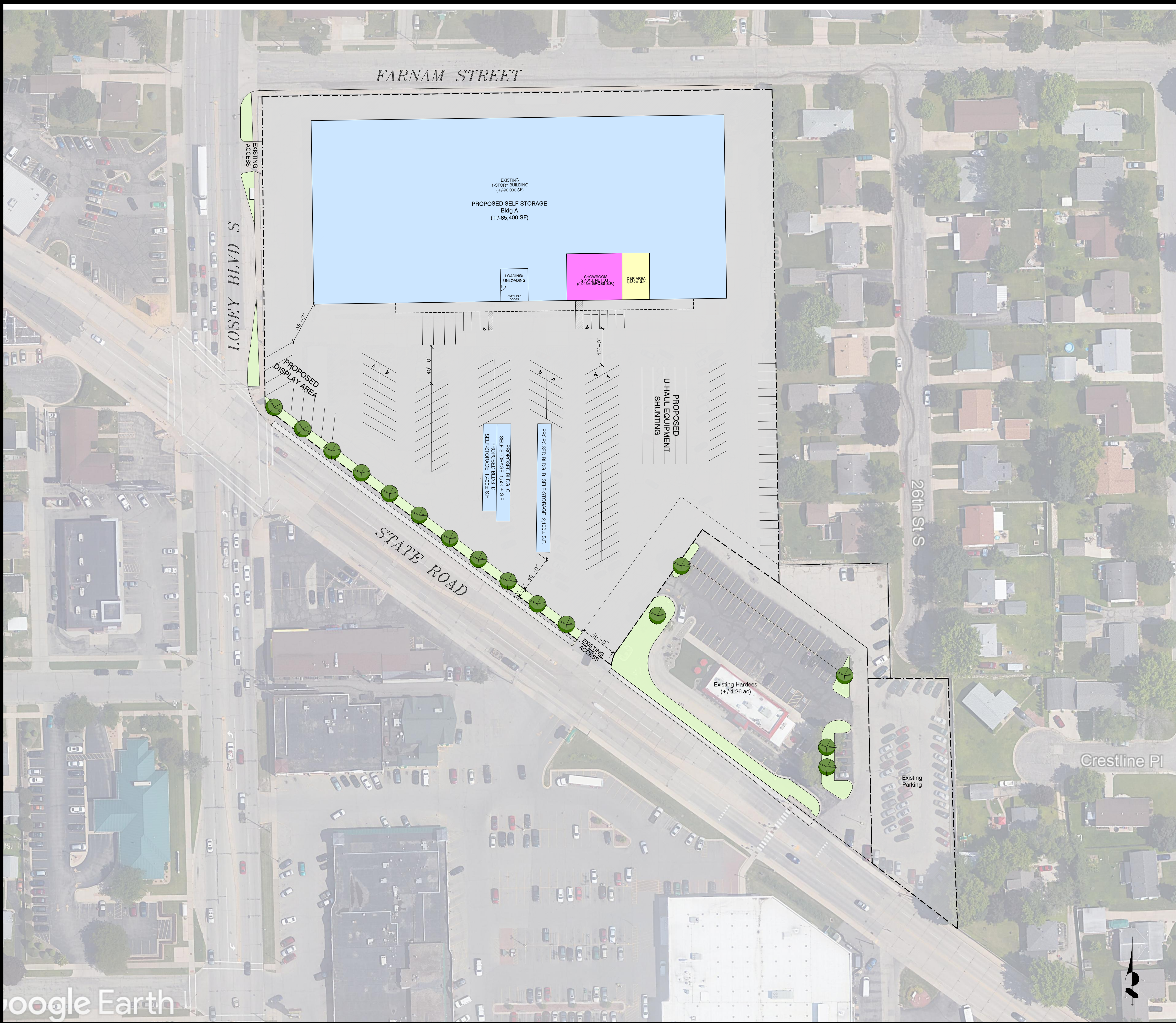
- U-Haul stores generate less vehicular traffic volume while still embodying an active-use site. Truck and trailer sharing and self-storage all represent dynamic transitions from one customer to another. DIY moving customers are presented with opportunities to utilize equipment and storage on a temporary basis, supporting a shared-economy, an effective economic model and an environmentally-sound way to conduct business.

USE COMPARISON					
Use	Square Feet	Traffic	Volume	Typical Hours	Days
		Weekday	Weekend		
Fast Food Restaurant	3,000 sq ft	3,161 trips	3,430 trips	18 hours - 24 hours	7
Gas Station w/ Convenience Store	2,200 sq ft	1,200 trips	2,200 trips	18 hours - 24 hours	7
Hotel	50,000 sq ft	905 trips	901 trips	24 hours	7
Casual Dining	5,000 sq ft	1,075 trips	1,258 trips	11 am - 11 pm 12 hours	7
U-Haul Center	80,000 sq ft	31 trips	53 trips	7 am - 7 pm 12 hours	7

U-Haul looks forward to working with the Bluffside Neighborhood Association as you consider our proposal.

Sincerely,

Stephany Sheekey
AMERCO Real Estate - Planner



CONCEPTUAL SITE PLAN

SCALE: 1" = 50'-0"



AERIAL

SCALE: NTS

ZONING INFORMATION

PROJECT NAME: U-Haul of La Crosse
MUNICIPALITY: City of La Crosse
PROJECT ADDRESS: 2415 State Road
LaCrosse, WI 54601

ACRE: +/-6.38 ac
ZONE: C-1 (Local Business)
PROPOSED USES: Self-storage, Truck & Trailer Share

SHEET NOTES:

REVISIONS:

NO.	DATE	INITIALS	NOTES
1	-	-	-
2	-	-	-
3	-	-	-
4	-	-	-
5	-	-	-
6	-	-	-
7	-	-	-
8	-	-	-

PROFESSIONAL SEAL:

PRELIMINARY DOCUMENTS;
NOT FOR CONSTRUCTION;
FOR INFORMATION ONLY.

ARCHITECT: JGO:

AMERCO
REAL ESTATE COMPANY

CONSTRUCTION DEPARTMENT
2727 NORTH CENTRAL AVENUE
PHOENIX, ARIZONA 85004
P: (602) 263-6502

SITE ADDRESS:
U-HAUL OF LaCrosse
2415 State Road
La Crosse, WI 54601

SHEET CONTENTS:
Conceptual
Site Plan

DRAWN: zl
CHECKED: pb
DATE: 11-06-20

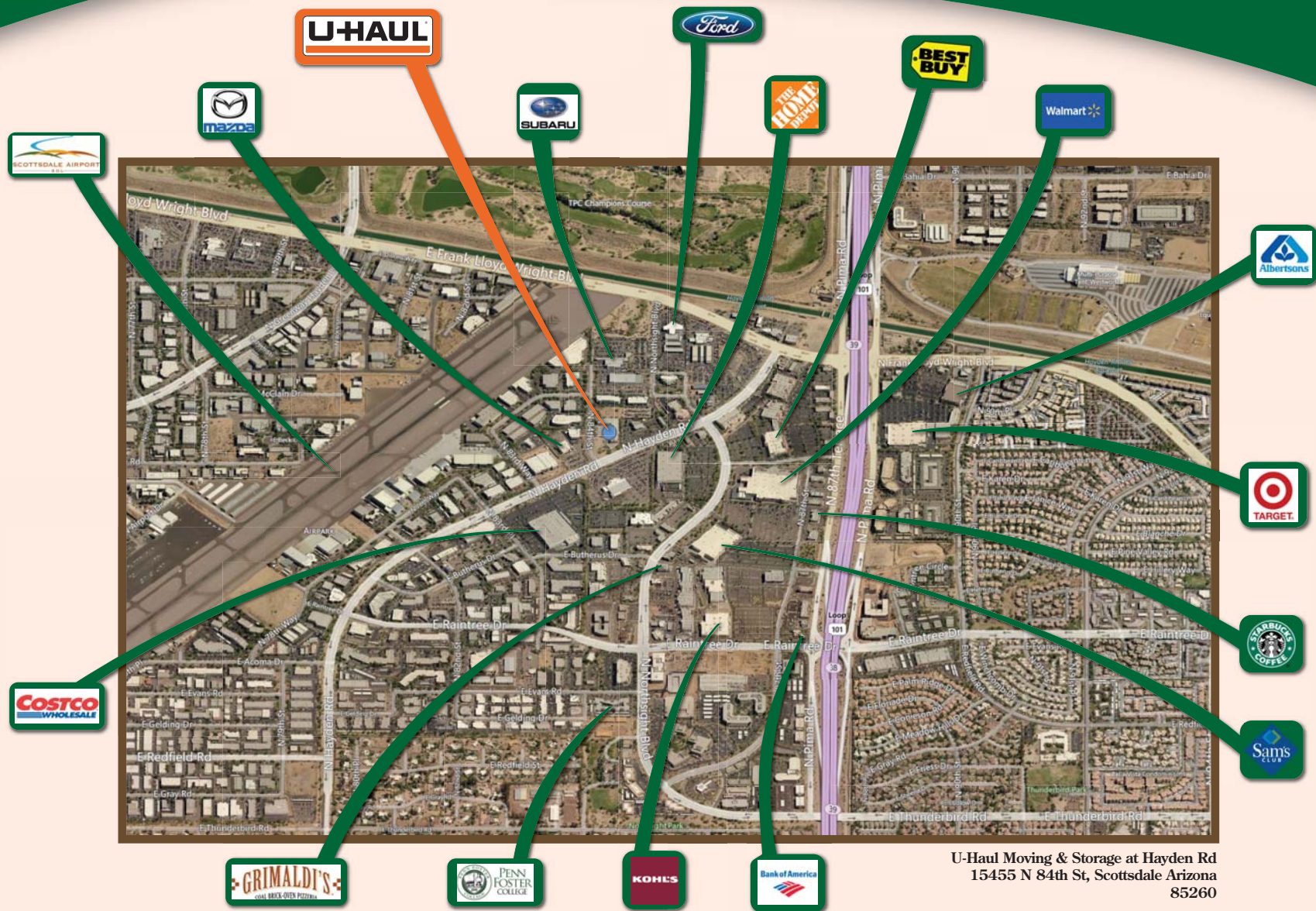
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CONCEPTUAL

Partners For A Dynamic Community



U-Haul has a successful and reliable track record of stability and reliability and is a devoted neighbor in over 1,000 communities in North America.

An Established Reputation Serving Your Community



Colorado Springs, Co

U-Haul strives to raise standards and provide a desired and essential product to the communities in which it serves.

For over 50 years, U-Haul has been recognized as a symbol of quality and reliability throughout the United States and Canada.

An Asset to Your Community



Burnsville, MN

With your input, U-Haul ensures that it builds and operates retail centers that are aesthetically pleasing.

Ground Up- New Builds



Libertyville, IL

Ground Up- New Builds



Mesa, AZ

Ground Up- New Builds



Minneapolis, MN

U-Haul's Adaptive Reuse of Closed Kmart's

Former Kmart's the U-Haul currently owns as of May of 2018.

- 19990 Telegraph Rd. Detroit, MI 482019
- 2201 Main St. Green Bay, WI 54302
- 900 N Koeller St. Oshkosh, WI 54902
- 5700 Gordon Dr. Sioux City, IA 51106
- 222 N Point Blvd. Baltimore MD 21224
- 501 Marsilles Rd. Versailles, KY 40383
- 2809 North Ave. Grand Junction, CO
- 409 E Prairie View Rd. Chippewa Falls, WI
- 4211 Mobile Hwy. Pensacola, FL 32506
- 1320 E Grandview Blvd. Erie, PA 16504
- 4703 Babcock St. NE Palm Bay, FL 32905
- 424 Dairy Rd. Kahului, HI 96732
- 336 E Baseline Rd. Phoenix, AZ 85042
- 3616 W Kimberly Rd. Davenport, IA 52806
- 5101 E McGalliard Rd. Muncie, IN 47303
- 1810 W Ave. J Lancaster, CA 93534
- 8135-8171 W. Houghton Lake Dr. Houghton Lake, MI
- 3541 & 3547 Highland Rd. Waterford, MI 752074
- 2011 E Fry Blvd Sierra Vista, AZ 85635
- 133 Monarch Dr. Houma, LA 70364
- 1129 Morgan Blvd. Harlingen, TX 78550
- 304 E Nob Hill Yakima WA 98901
- 1712 Garfield Ave. Traverse City, MI
- 5808 S 144th St. Omaha, NE 68137

Big Box Conversion

Property is 11.25 acres with an 113,237 sf building onsite. This property is a former K-Mart and will be converted to a U-Haul center offering truck and trailer rental, self-storage and U-Box storage.



U-Haul Moving & Storage of Flint
3083 Miller Rd. Flint, MI 48507

Big Box Conversion

Property is 10.75 acres with an 103,990 sf building onsite. This property is a former K-Mart and will be converted to a U-Haul center offering truck and trailer rental, self-storage and U-Box storage.



U-Haul Moving & Storage of Oshkosh, WI
900 N Koeller St. Oshkosh, WI 54902

Big Box Conversion

Property was formerly a K-Mart and was converted to a U-Haul center offering truck and trailer sharing, interior heated and climate controlled self-storage and U-Box storage.



U-Haul Moving & Storage of Oshkosh West
900 N Koeller St. Oshkosh, WI 54902

Big Box Conversion

Property is 12.05 acres with an 86,080 sf building onsite. This property is a former K-Mart and will be converted to a U-Haul center offering truck and trailer rental, self-storage and U-Box storage.



U-Haul Moving & Storage of Veterans Park
2011 E Fry Blvd. Sierra Vista, AZ 85635

Big Box Conversion

Property was formerly a K-Mart and was converted to a U-Haul center offering truck and trailer sharing, interior heated and climate controlled self-storage..



U-Haul Moving & Storage of Westland
165 S Wayne Rd. Westland, MI 48186

Big Box Conversion

Property was formerly a K-Mart and was converted to a U-Haul center offering truck and trailer sharing, interior heated and climate controlled self-storage and U-Box storage. Two additional mini storage buildings were also added to the property.



U-Haul Moving & Storage of NW Detroit
19990 Telegraph Rd, Detroit, Michigan 48219

Big Box Conversion

Property is 22.58 acres of land with two single-story block buildings (former Carters store & former K-Mart). The former Carters was converted into a U-Haul showroom & hitch bay & also contains interior self storage. The former K-Mart was converted to interior heated RV/Boat/Vehicle parking.



U-Haul Moving & Storage of Houghton Lake
8135- 8171 W Houghton Lake Dr. Houghton Lake, MI 48629

Big Box Conversion

Property was formerly a Menards and was converted to a U-Haul center offering truck and trailer sharing, interior heated and climate controlled self-storage and U-Box storage.



U-Haul Moving & Storage at Pendleton Pike & 38th St.
6800 Pendleton Pike, Indianapolis, IN 46226

Big Box Conversion

Property is a former Lowe's Store situated on Enchanted Parkway, which is the major commercial arterial in Federal Way. Improvements consist of a 109,304sf building converted to 59,836 net rentable sf of self storage (816 rooms).



U-Haul Moving & Storage of Federal Way
35205 Enchanted Pkwy S. Federal Way WA 98003

Big Box Conversion

U-Haul Moving & Storage at Verona Road was acquired in August of 2011.
The building grossed 68,612 SQFT, and was a former Cub Food Store.
This location also houses are local marketing company.



U-Haul Moving & Storage at Verona Road
4716 Verona Rd, Madison, Wisconsin 53711

Big Box Conversion

Property consists of two block buildings totaling 125,331 sf, on 7.043 acres.
The former Pathmark Grocery Store has been developed into a U-Haul center and climate controlled self-storage (SC-10s and lockers).



U-Haul Moving & Storage of North Bergen
6701 Tonnelle Ave. North Bergen, NJ 07047

U-Haul Renovations Revitalize



AFTER



BEFORE

Durham, NC

U-Haul Renovations Revitalize



BEFORE

Plymouth, MN

U-Haul Security Features

Security features found in U-Haul Centers

- “State-of-the-Art” Burglar/Max Alarm System, includes 24 Hour monitoring and interior motion detectors on all storage floors, stairwells and main showroom
- Hands Free Intercom System, able to communicate to all Max Stations throughout all floors of storage, specifically designed for customer use
- 24 Hour Digital, HD Video Surveillance, with remote & web base viewing
- Individually Alarmed Rooms, armed & disarmed by a Keypad/Card swipe
- Programmable, automatic security gates which only allow paying customers to access exterior storage.
- 16+ Color/ HD, Day and Night Cameras, will display facilities interior, exterior and elevator
- Multiple, Audible Sirens for Storage and Burglar Alarms
- The Exclusive U-Haul patented latch contact used in all storage units

U-Haul's Sustainability Programs

- **Box Exchange Program**
 - Facilitating Multiple Reuses
- **Fuel Economy Gages**
- **U-Car Share**
- **100% Biodegradable Packing Peanuts made of starch mixture, replacing styrofoam and reducing landfill waste**
- **Moving Blankets Manufactured from Denim and cotton/ polyester**
- **Re-Use Centers at Storage Locations**
- **Telecommute program**
- **The Conservation Fund- Go Zero**
- **Placing U-Haul Dealerships and equipment in neighborhoods, reducing customer fuel consumption and CO2 generation when obtaining and returning rental equipment**

U-Haul's Sustainable Development

Our centers are constructed with methods and products that reduce energy consumption:

- Using Butler MR-24 Metal Roof System has a life cycle of 35+ years, is Energy Star compliant, and recyclable
- Mobile storage rooms made from 95% reused material
- Motion Sensor Lighting in Storage Centers
- Permeable ground cover for rental equipment parking and self-storage drives. Reducing development footprint, recharging the ground water, and lowering impact on municipal water management systems
- Partnership with Arizona State University on incorporating sustainable architecture into U-Haul Centers
- Locating U-Haul Centers near public transportation lines to reduce customer fuel consumption and CO2 emissions

Traffic Studies & Commercial Uses

Our truck and self-storage uses generate less traffic than most other commercial uses.

USE COMPARISON					
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Benefits to Your City

- Promotes growth in your community.
- Promotes sustainability by reducing customer trip-length to obtain a shared truck – HUGE CO₂ savings. Shows leadership via us, public/private cooperation.
- The proposed U-Haul would add to the property value and increase the tax base which strengthens the economic base of the community.
- Promotes reuse programs and reduces tree harvesting, pulp manufacturing and shows leadership via public/private
- Promotes sustainability and generates less traffic than other retail or commercial uses, thus reducing congestion and pollution.
- The planned U-Haul expansion would adhere to City Code and standards, creating a new use for an existing site.