

MARSHALLTOWN

IOWA

PLAN ZONING COMMISSION

Notice of Special Meeting

Thursday, January 17, 2019 at 5:00 PM

10 W. State Street - Council Chambers

1. Call To Order & Roll Call

Bloomquist

Boston

Brodin

Deimerly-Snyder

Lins-Eich

Greer

Valbracht

2. Amendment To The RC, Regional Commercial District - Permitted & Special Uses

Motion to set Public Hearing for February 14, 2019

Documents:

[011719_PZ_MEMO_RC_USES.PDF](#)

[RC ZONING AMENDMENT_01-2019.PDF](#)

[U-HAUL PRESENTATION.PDF](#)

3. Rezoning Discussion Of Properties Along Highway 14 Corridor Area To A Commercial District With Possible Text Amendments

Motion to set Public Hearing for February 14, 2019.

Documents:

[011719_PZ_MEMO_ECKLOR.PDF](#)

[ECKLOR DEVELOPMENT CONCEPTS.PDF](#)

2019 Proposed Meeting Schedule

2/14/19 3/14/19 4/11/19 5/16/19 6/13/19

7/11/19 8/15/19 9/12/19 10/10/19 11/14/19 12/12/19

MARSHALLTOWN

I O W A

TO: Plan Zoning Commission

FROM: Michelle Spohnheimer, Housing & Community Development Director

DATE: January 17, 2019 – Meeting Date

Regional Commercial District Table of Permitted and Special Uses Ordinance Change

A Zoning Ordinance Change application has been submitted to amend the table of permitted uses for the RC, Regional Commercial District that affects the Meadow Lane Mall location and Marshall Town Center location. The request is being made by AMERCO Real Estate Company (U-Haul) to add an allowable use to the district.

The proposed language would be to allow:

Personal storage rental spaces which are primarily accessed from the interior of a building with no more than three exterior accessed storage buildings.

Their application and presentation are attached. Representatives also held a neighborhood meeting to discuss the proposal.

Recommendation: Request a motion to set a public hearing on the amendment for February 14, 2019

Date Submitted & Fee Paid: _____

HOUSING & COMMUNITY DEVELOPMENT DEPARTMENT

36 North Center Street, Marshalltown, IA 50158

Ph: 641-754-5756 Fax: 641-754-5742

www.ci.marshalltown.ia.us

Zoning Ordinance Change Application Packet

All items listed must be submitted with this application:

Failure to complete and submit all the required materials as a part of this application will result in a delay in accepting your application until it is complete. In addition, other information may be requested at the required public meetings.



Application fee. A \$500 fee is required payable to "City of Marshalltown." The fee must be paid when the application is submitted to the Zoning Office.



Description of Ordinance Change. Please attach a sheet of paper explaining in detail why you are seeking an ordinance change. Information should include how proposed changes would affect other properties.

Please type or print legibly in ink.

Requester's Name:

AMERCO Real Estate Company- Holly Reading

Mailing Address:

2727 N Central Ave. Suite 500, Phoenix, AZ 85004

Phone:

602-263-6649

Email:

holly_reading@uhaul.com

Current Zoning Classification of Property in Question (if related to ordinance change) :

RC- Regional Commercial

Current Use (if related to ordinance change):

Vacant Big Box

Proposed Use (if related to ordinance change):

U-Haul Truck and Trailer Sharing Self-Storage and related retail sales.

Signature and Date:



1/9/19

Marshalltown, IA

Re: AMERCO Request for Text Amendment for the RC- Regional Commercial Zone.

Text Amendment Request Verbiage:

"Personal storage rental spaces which are primarily accessed from the interior of a building with no more than three exterior accessed storage buildings."

AMERCO

REAL ESTATE COMPANY

2727 North Central Avenue, 5-N • Phoenix, Arizona 85004
Phone: 602.263.6555 • Fax: 602.277.5824 • Email: holly_reading@uhaul.com

Approval Criteria of Zoning Text Amendment

Master Plan Consistency

Our uses are consistent with the policy and purpose of the Master Plan, as the intent of the Regional Commercial district is to “provide a larger, planned regional commercial centers”. U-Haul will be providing a valuable service to the city, as we are a one-stop shop for the moving and storage needs of our customers. We not only offer the service of self-storage and U-Haul truck and trailer share, but we also will have a retail showroom where moving supplies can be purchased. By integrating U-Haul’s uses into the shopping plaza, we are adhering to the intent of the RC zoning district which “encourages the creation of a unified and coordinated development.”

Changed Conditions

It is important to recognize the significant economic and community development changes that have occurred throughout the city and across America when it comes to retail stores. A perfect example of this is the outdated “big-box” retailer such as Kmart. These retailers are closing at a rapid pace leaving behind large buildings that then remain vacant for years at a time. A text amendment favors the redevelopment of this property, allowing it to be revitalized while remaining structurally as-is.

Health, Safety, and Welfare

The growth in population of Marshelltown is a direct indicator of a substantial public need for the services offered by U-Haul. Our proposed use will not adversely affect the existing use or usability of adjacent or nearby properties as we are complimentary to existing commercial uses. Self-storage acts as an excellent buffer between commercial and residential zones as it is quiet in nature and generates far less traffic than other commercial uses. U-Haul Self-storage facilities are safe and secure, with state of the art security systems in all our locations.

On average, roughly 31 trips are made on a weekday and 53 trips on a weekend. These trips are typically made during the hours of 7 a.m. and 7 p.m. Nearby residential areas

will benefit from our uses as we provide a valuable service to growing communities, like Marshalltown, by offering residents the services of storing and moving their household items. It is our goal to work with the City to ensure our U-Haul store is characteristic of the neighborhood.

Other Factors

By converting this building through an adaptive reuse, we are continuing a long and proud history of revitalizing commercial properties. We have been met with great success in turning these properties into productive businesses that both provide jobs and help promote infill development. Through reuse, we are able to meet citizen's needs without compromising the resources and land associated with new construction. Our company prides itself in our award-winning sustainable practices, which we strive to incorporate into all aspects of our business. We embrace our responsibility to act as a good corporate citizen and are continually refining our products, services, and activities to reflect that. From products such as biodegradable packing peanuts and furniture pads made from recycled denim, to programs such as take-a box, leave-a-box, we do our best to meet our customer's present needs without compromising needs of future generations. Additionally, we have partnered with the Conservation Fund's 'Go Zero' program to plant trees to help offset our carbon footprint.



U-Haul Neighborhood Stores

**Partnering with Cities and Towns to
Support Sustainable, Resilient
Communities**

**Presented to:
City of Marshalltown**

U-Haul Supports the City of Marshalltown

It would be a great honor and privilege for U-Haul to partner with such a thoughtful community in creating a sustainable future for Marshalltown.

Sustainability efforts at U-Haul include:

- ❑ Truck & Trailer Sharing
- ❑ Neighborhood Dealers
- ❑ Green Building Features
- ❑ Product Stewardship
- ❑ Reuse Programs
- ❑ Sustainable Retail Products
- ❑ Tree Planting Partnerships



Designed by TownMapsUSA.com



U-Haul Extends Social and Economic Sustainability

- More than 18 million customers shared U-Haul trucks and trailers in 2017. U-Haul provides positive economic support to a community by attracting customers from different regions.
- This added customer base increases awareness of other nearby merchants, and fosters relationships that may bring new business to the community, ensuring a viable, expanding local economy.
- Increased business traffic may require hiring additional employees, improving the quality of life for residents needing work to support themselves and/or their families.

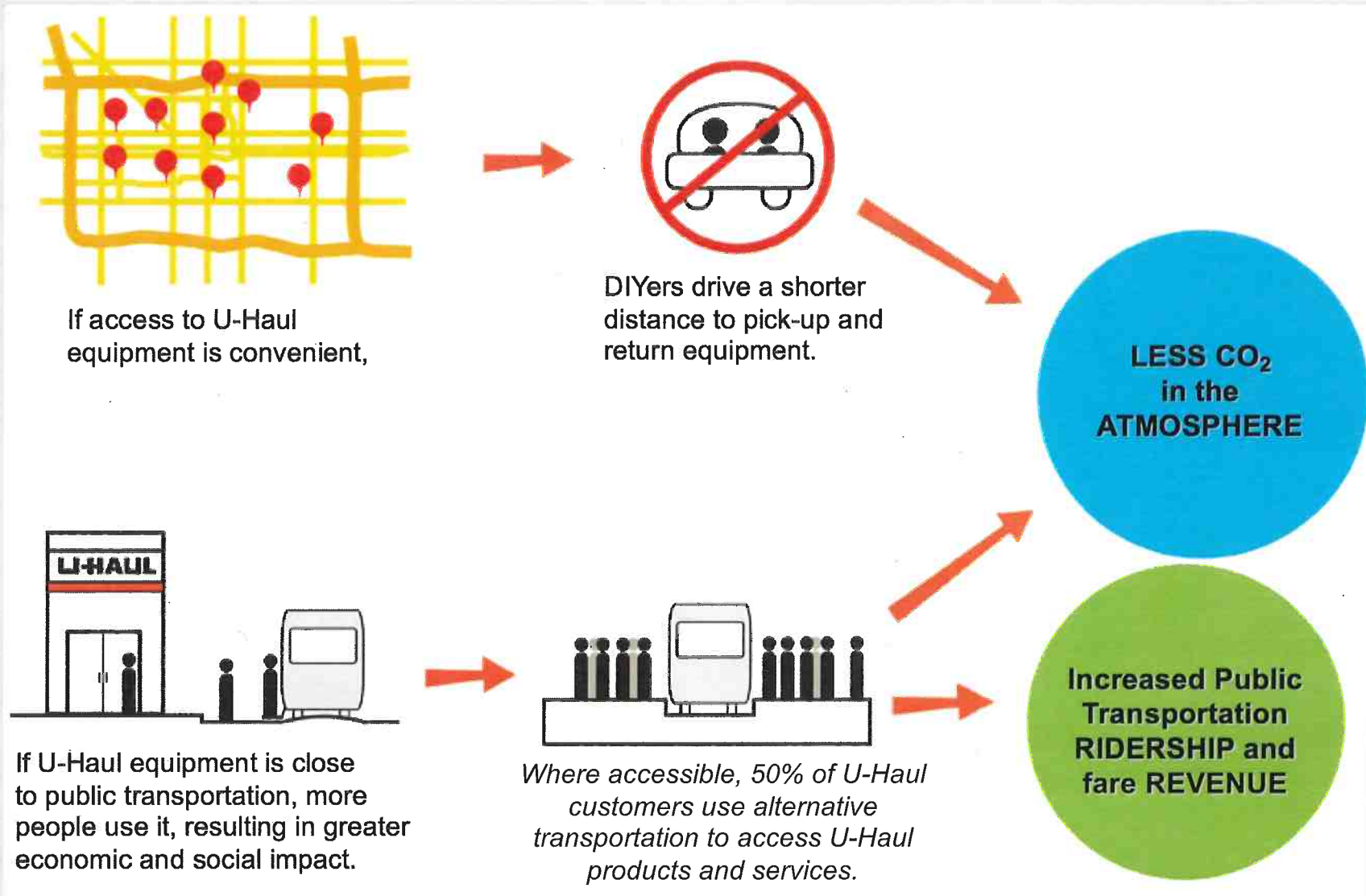


U-Haul Truck Sharing is the Sustainable Option

- ❑ Residents reserving one properly-sized U-Haul truck will eliminate numerous trips with a personal pickup truck or other vehicle, reducing emissions and minimizing traffic congestion.
- ❑ Drivers tend to plan trips more carefully and drive less when they pay for mileage and are held to a specific reservation.



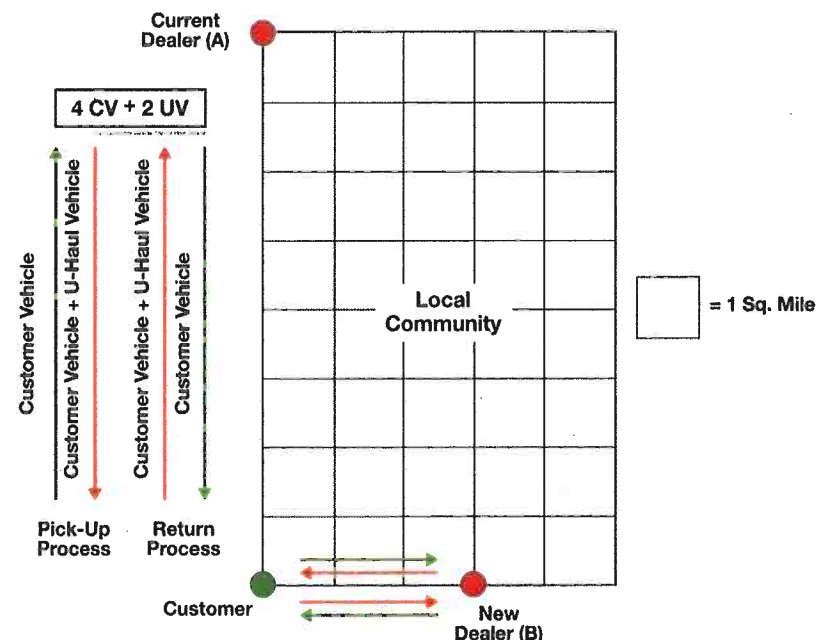
Truck Sharing: Essential to the Public Transportation Infrastructure



Strategic Locations Ensure Lowered Emissions

- ❑ The conveniently located neighborhood Dealer ensures less customer travel, less CO₂ emissions into the air and less traffic congestion.
- ❑ The closer equipment and storage is to citizens' pickup and drop off locations, the fewer miles traveled and the less fuel ultimately burned. Less fuel burned means less CO₂ put into the atmosphere. **Every mile closer eliminates 12 pounds of carbon dioxide emissions.**

U-Haul® Sustainable Neighborhood Dealerships



Per Transaction	Dealer A	Dealer B
Total Miles Driven (pick-up + return)	48 miles	18 Miles
Total Gas Driven (CV*: 17 mpg; UV**: 7 mpg)	4.2 Gallons	1.6 Gallons
Total CO ₂ Emitted (19.6 lbs/gallon)	82 lbs	31 lbs

✓ Dealer B helps reduce greenhouse gas emissions by 62% per transaction.

(*CV=Customer Vehicle, **UV=U-Haul Vehicle)

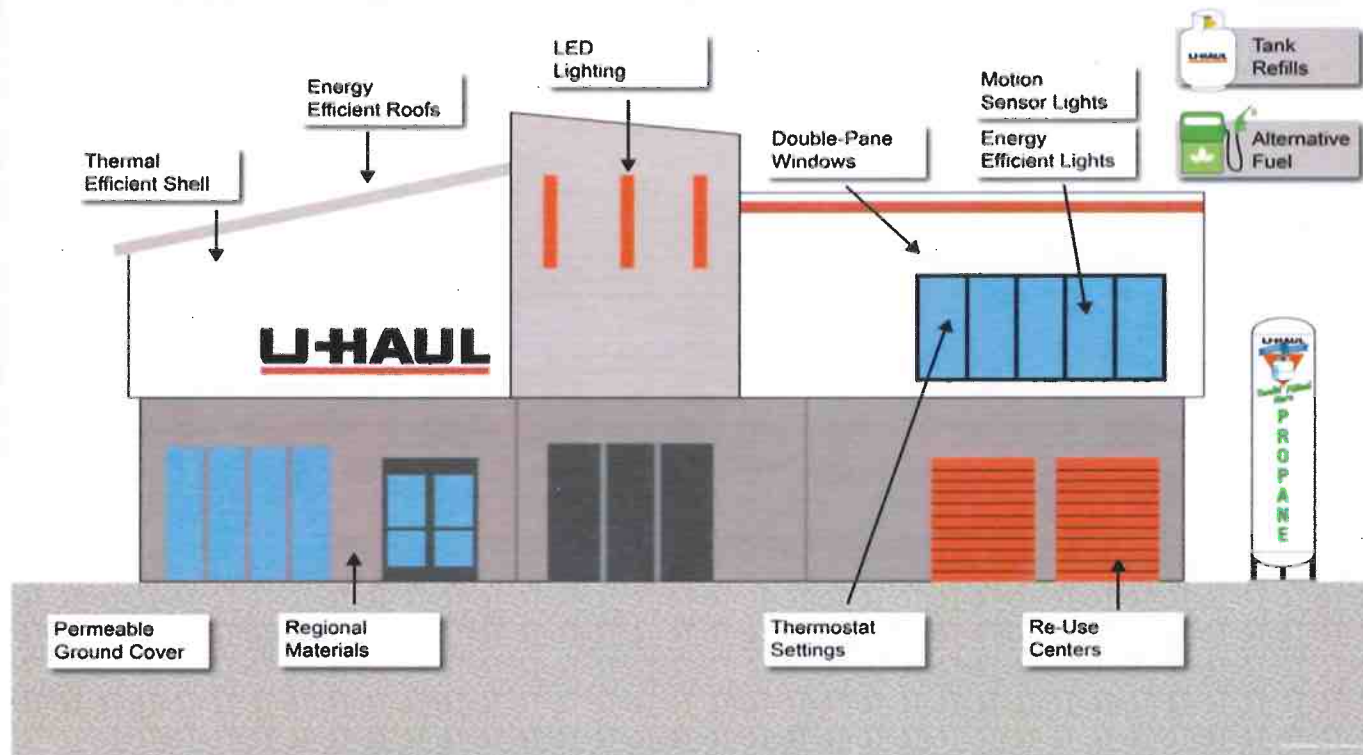




"Over time, every U-Haul vehicle placed in a community serves as a potential substitute for 19 personally owned large-capacity vehicles."

—Allan Yang, U-Haul chief sustainability scientist

Integrating Green Building Practices



The majority of U-Haul owned locations currently employ these principles:

- ❑ **Reduce:** Water consumption with low-flow aerators, efficient plumbing devices and irrigation systems, and native landscape requiring infrequent watering
- ❑ **Reduce:** Energy consumption with energy-efficient lighting, HVAC systems and day-lighting. To date, energy-efficient projects save more than 42,000,000 kWh every year.
- ❑ **Reuse:** Reclaimed rainwater with permeable ground cover parking lots
- ❑ **Recycle:** Building and operation materials such as steel, aluminum, wood, paper, glass and plastics

U-Haul Store Adaptive Reuse Building Conversions



A fundamental policy in U-Haul property development is to rehabilitate existing buildings in lieu of building anew. Adaptive reuse promotes infill development and enables resources to be focused on opportunities to rehabilitate buildings with environmentally thoughtful features rather than creating waste in the form of demolition, preserving valuable natural resources and land normally required for new construction.

Adaptive Reuse **Building Conversions**

Property is 12.48 acres with a single-story concrete building constructed in 1972. This property will be converted to a U-Haul center offering truck and trailer rental, self-storage and U-Box storage.



U-Haul Moving & Storage of Sioux City
5700 Gordon Dr. Sioux City, IA

Adaptive Reuse **Building Conversions**

Property is 10.04 acres with a 86,815 sf one-story block building. This property was formerly a K-Mart store. It was converted to a U-Haul center offering truck and trailer rental, self-storage and U-Box storage. Storage construction including a new 2,800 sf mini-storage building was completed in Spring 2016.



U-Haul Moving & Storage of West Davenport
3616 W Kimberly Rd. Davenport, IA

Adaptive Reuse **Building Conversions**

Property is 10.81 acres with a single-story concrete block building.
Property formerly operated as a K-Mart and will be converted to a U-Haul center offering truck and trailer sharing, self-storage and U-Box storage.



U-Haul Moving & Storage of Decatur
1155 E Pershing Rd. Decatur, IL 62526

Adaptive Reuse Building Conversions

Property is 11.49 acres with 2 buildings totaling 109,815 sf single-story building. The building was converted to a U-Haul center offering truck and trailer sharing, U-Box storage and interior heated and climate controlled self-storage.



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

Adaptive Reuse **Building Conversions**

Property is 11.840 acres with a single-story concrete block building.
Property formerly operated as a K-Mart and will be converted to a U-Haul center offering truck and trailer sharing, self-storage and U-Box storage.



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

Adaptive Reuse Building Conversions



BEFORE



AFTER

U-Haul converted a vacant Kmart into a new, inviting business location which serves the Sierra Vista community.

Potential U-Haul Store at 1720 S Center St.



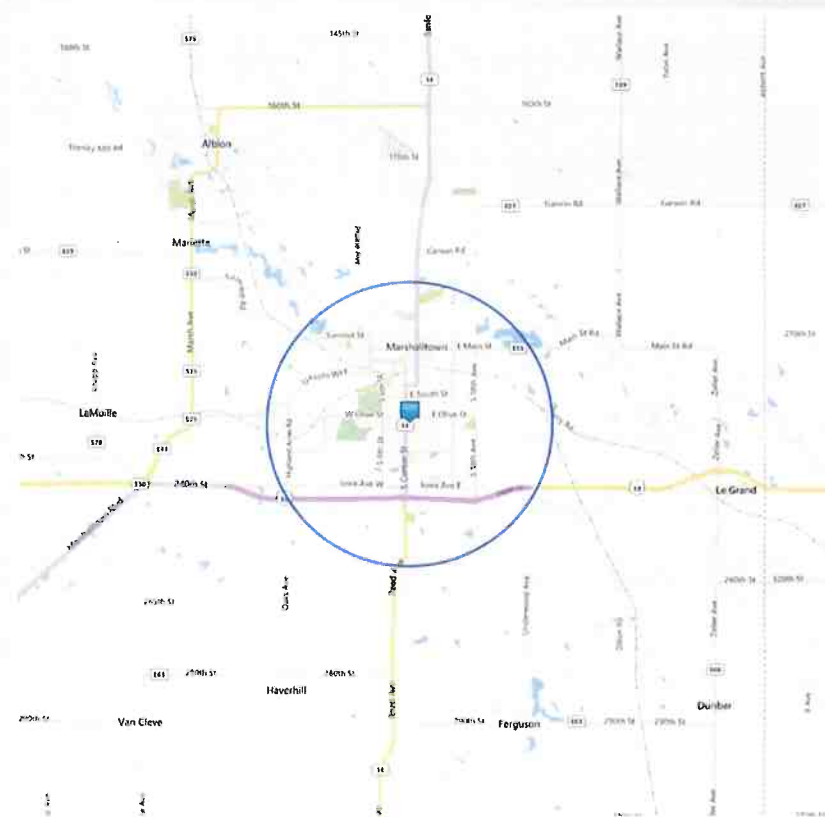
VISION:

U-Haul Company's success with adaptive reuse and infill development is a true testament to public and private interests working together to create a sustainable, modern and thriving community. 1720 S Center St. was a former Kmart that is now vacant. This site can be transformed into a successful, truck sharing, self storage and retail destination.

Potential U-Haul Store at 1720 S Center St.

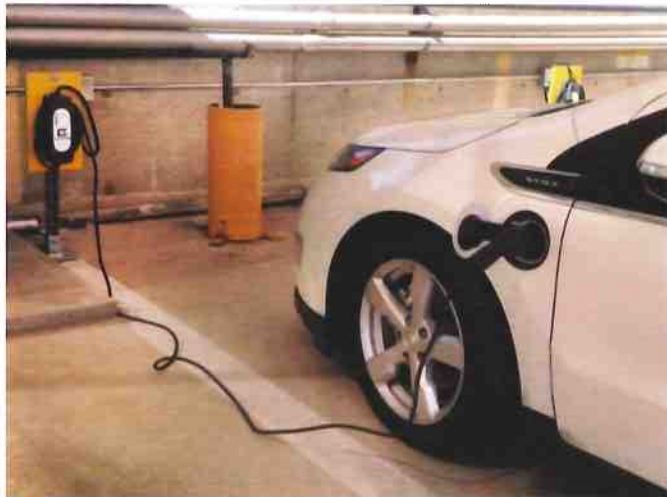
**1720 S Center St.
Marshalltown, IA**

- ❑ A U-Haul Store at this location will proudly serve the Marshalltown community. This store will employ 10-12 local team members to retail truck and trailer sharing, self storage and quality moving supplies and services.
- ❑ This store anticipates averaging 200-300 monthly rental transactions, which would contribute to the economic stability of the Marshalltown community and support the local tax base.
- ❑ This location can bring added exposure and support to neighboring businesses, also adding to their economic success and resiliency.
- ❑ This location is conveniently located near public transit, which offers the convenience of alternative transportation options to pick up or return equipment.



Incorporating Green Building Features & Sustainable Development

It is our desire to improve the quality of the existing property by implementing environmentally thoughtful features. This location may be eligible for sustainable building upgrades such as **energy-efficient lighting upgrades, dual pane window replacements, energy efficient HVAC units, electric vehicle charging stations and alternative fuel propane stations.**



U-Haul Equipment Shunting

SHUNT (verb):

To travel back and forth, as in 'to shunt between the two towns'.

The truck shunting practice presents a real-world example of efficient land use.

- ❑ U-Haul Stores serve as dynamic shunting areas instead of static parking lots.
- ❑ In other words, it allows U-Haul to keep our shared-use vehicles in use, never parked in one spot for a long time. Once a customer returns the truck, it's cleaned and maintained and presented to the next customer without sitting parked in a lot for any length of time.



Product Stewardship: U-Haul Trucks

- ❑ U-Haul moving trucks have a low profile, rounded corners and advanced chassis skirts to reduce wind drag and improve fuel economy up to 20%.
- ❑ Fuel Economy Gauges are installed in every new-production U-Haul truck to provide real-time feedback to drivers to help optimize fuel consumption.
- ❑ U-Haul trucks are painted with 3-Wet Paint technology allowing three layers of wet paint to be applied one on top of another and baked once, eliminating two paint ovens and resulting in a smaller, more energy-efficient paint shop.
- ❑ U-Haul rental trucks use cheaper, cleaner and more convenient unleaded fuel.
- ❑ Properly inflated radial tires and specially engineered Gentle-Ride Suspension ensure a smooth ride.
- ❑ U-Haul trucks have more safety features than any other rental trucks in the industry.



U-Haul Locations Share U-Haul Cargo Vans, Pickups & Trailers

- ❑ A cargo van is a low-cost solution for both businesses and individuals who need to transport items within town limits. Ideal for local and in-town moves, all cargo vans have rub rails and tie downs, and are capable of transporting more than 3,500 lbs.
- ❑ Pickup trucks are perfect for individuals who solely own smaller vehicles, but need to move larger items from one place to another. Commonly, people reserve pickup trucks to help with home improvement projects.
- ❑ U-Haul pickup trucks are also popular with local businesses that don't want the added expense of owning a truck, but would like to utilize a truck for a limited time, once or a few times annually.
- ❑ If your car or moving truck is filled to capacity but you have items left over, hitch up a U-Haul trailer. Trailers reduce the environmental impact of moving because they do not emit CO₂ or other greenhouse gasses.



U-Haul Self-Storage

- ❑ In times of need, utilizing local self-storage space instead of one's own home enables a family to live in a more compact, affordable home.
- ❑ U-Haul storage buildings provide safe, dry, climate controlled and secure storage for all of our customers' possessions.
- ❑ Interior storage room access provides increased security, reduction of noise and a more aesthetically pleasing exterior.
- ❑ All storage managers are actively involved with local police to ensure security and safe access to customers' stored goods.



U-Haul Storage Re-Use Centers™

U-Haul has implemented more than 677 Storage Re-Use Centers across the United States and Canada.

Annually, this redistribution network supports local residents reusing more than 152,204 household goods, which equates to:

- Diverting **4.6 million pounds** of materials from local landfills
- Avoiding **720,000 pounds of GHG/CO₂** emissions being released into the atmosphere through eliminating municipal waste trucks transporting waste to landfills.



U-Haul Sells Sustainable Retail Products

Reducing waste in landfills

- ❑ **Biodegradable Packing Peanuts**
Made primarily of corn and potato starch, the peanuts dissolve/degrade in water as an eco-friendly alternative to Styrofoam. **This allows for the annual diversion of more than 407,000 cubic feet of materials formerly destined for landfills.**
- ❑ **Box Exchange & Take A Box Leave A Box**
Both programs encourage reuse of U-Haul boxes, which are built to be reused again and again. **Nearly 1 million boxes are reused every year.**
- ❑ **Recycled Moving Pads**
Contain 100% recycled content material formerly destined for landfills. **This allows for the annual diversion of 2.4 million pounds of recyclable materials from landfills.**



Additional Retail Options

Bicycle Racks & Accessories



Accessories for Towing Needs



Boxes and Moving Supplies



U-Haul Customers Offset Emissions

U-Haul and The Conservation Fund have worked together since 2007 to raise both money and awareness to address climate change by planting trees.

Together, we've engaged more than 1.7 million U-Haul customers to donate at checkout, raising more than \$6 million to plant 675,000 native trees at 10 National Wildlife Refuges; restore more than 1,800 acres of forest; trap an estimated 441,000 tons of carbon dioxide over the next 100 years; and build neighborhood Parks with Purpose in Atlanta, Detroit and Kansas City.



Photo Credit: Ivan LaBianca

THE
CONSERVATION FUND



U-Haul is the **Industry Leader in Sustainability**

- ❑ **2017** – The American Planning Association Sustainable Communities Division awarded U-Haul a partner award along with the Conservation Fund for Excellence in Sustainability
- ❑ **2015** – U-Haul was nominated as a “Healthy Community, Sustainable Workplace” finalist at **Arizona Forward’s Environmental Excellence Awards**.
- ❑ **2014** – U-Haul was named as a finalist for the **Platts 2014 Global Energy Awards** in the “Efficiency Initiative - Commercial End-User”.
- ❑ **2012** – One of twelve finalists for the world-class **Platts Global Energy Awards** for Corporate Social Responsibility award. As well as one of seven finalists for the **Platts Global Energy Award** for Energy Efficiency Program of the Year: Commercial End-User. Winner of **Valley Forward’s Crescordia Award** for Contributions to Environmental Education and Awareness.
- ❑ **2011** – Finalist of international **Platts Global Energy Awards** for Energy Efficiency Program of the Year: Commercial End-User award and winner of **Valley Forward’s Crescordia Award** for Energy Efficiency Program of the Year
- ❑ **2010** – Winner of **Alliance to Save Energy’s Galaxy Star of Energy Efficiency Award** and **The Conservation Fund’s Heroes of Go Zero® Award** for addressing climate change and restoring America’s forest legacy
- ❑ **2009** – **AAMVA’s Environmental Leadership Award** for Climate Change and Energy and Resource Conservation, **Valley Forward’s Environmental Stewardship Award of Merit**



**ARIZONA
FORWARD**



U-Haul is a Sustainable Choice

For years, U-Haul has been committed to preserving resources for future generations

- ☐ Truck and Trailer Sharing
- ☐ Neighborhood Dealerships
- ☐ Box Exchange Program
- ☐ Take A Box, Leave A Box
- ☐ Storage Re-Use Centers
- ☐ Green Building Practices
- ☐ Adaptive Reuse Locations
- ☐ Fuel Efficient Technologies
- ☐ Van Body Self-Storage
- ☐ Permeable Parking Areas
- ☐ Recycled Moving Pads
- ☐ pH Neutral Truck Wash Soap
- ☐ Biodegradable Packing Peanuts
- ☐ Bioremediation
- ☐ Energy Efficient Lighting and HVAC investments



Questions?

Randy Dickson

Marketing Company President

U-Haul Company of Iowa

Phone: 515-270-1002

Randy_Dickson@uhaul.com

MARSHALLTOWN

I O W A

TO: Plan Zoning Commission

FROM: Michelle Spohnheimer, Housing & Community Development Director

DATE: January 17, 2019 – Meeting Date

Rezoning of certain properties along Highway 14 Corridor Area to a commercial district with possible text amendments - 108-114 N 3rd Avenue

The Highway 14 Corridor Study accepted by the City Council and prepared by Bolton & Menk included recommendations to rezone areas along the corridor to the Traditional Neighborhood District. The Commission has been working with Bolton & Menk to continue the zoning discussion with the possibility of a new district.

Shane & Christine Ecklor are looking to develop a new laundromat on the property at 108 & 110 N. 3rd Avenue with the possibility of additional development to the North. Currently the properties are zoned R-4, Medium Density Residential. We could look at rezoning to one of the following commercial districts but each district has some points to consider.

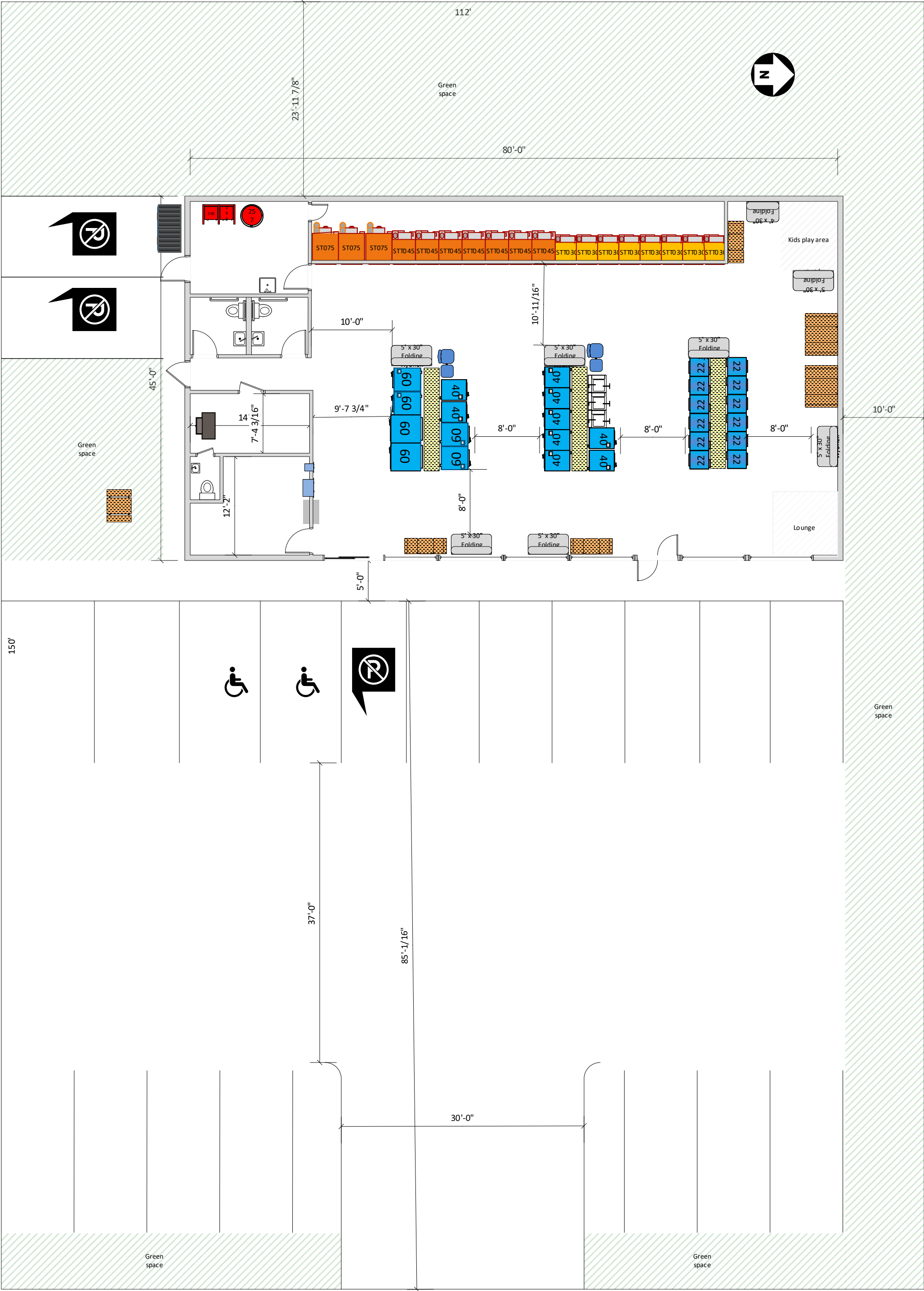
TN, Traditional Neighborhood District: This district was designed to address the 13th Street District and as we know does not fully fit the corridor. There are things that we can amend within the chapter to make it a little more accommodating while still keeping in line with the design elements we have discussed. Those items may include allowing a portion of parking to be to the side of a building provided it does not extend in front of the building or exceed a percentage of the overall parking. There is a building size limitation is also something that we should reconsider as we do have larger properties compared to the 13th Street area.

NC, Neighborhood Commercial District: This district may be an option for an area between commercial and residential. It does not include some of the design elements we have been discussing such as parking placement and exterior standards.

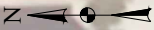
CBD, Central Business District: The CBD zone is just to the south of this area and could be extended.

We have included some of the proposals for reference and discussion. Based on the discussion the Ecklors will decide how they would like to proceed.

Recommendation: Request a motion to set a public hearing for February 14, 2019 to rezone properties along with possible text amendments if applicable.



Preliminary
01/14/2019 3:22:01 PM



3RD AVENUE

DRIVE ENTRANCE
OPTION B

DRIVE ENTRANCE
OPTION A



NO.	REVISION	BY	DATE	NO.	REVISION	BY	DATE



Clapsaddle-Garber Associates, Inc.
Toll Free (800) 542-7061
www.cgaconsultants.com

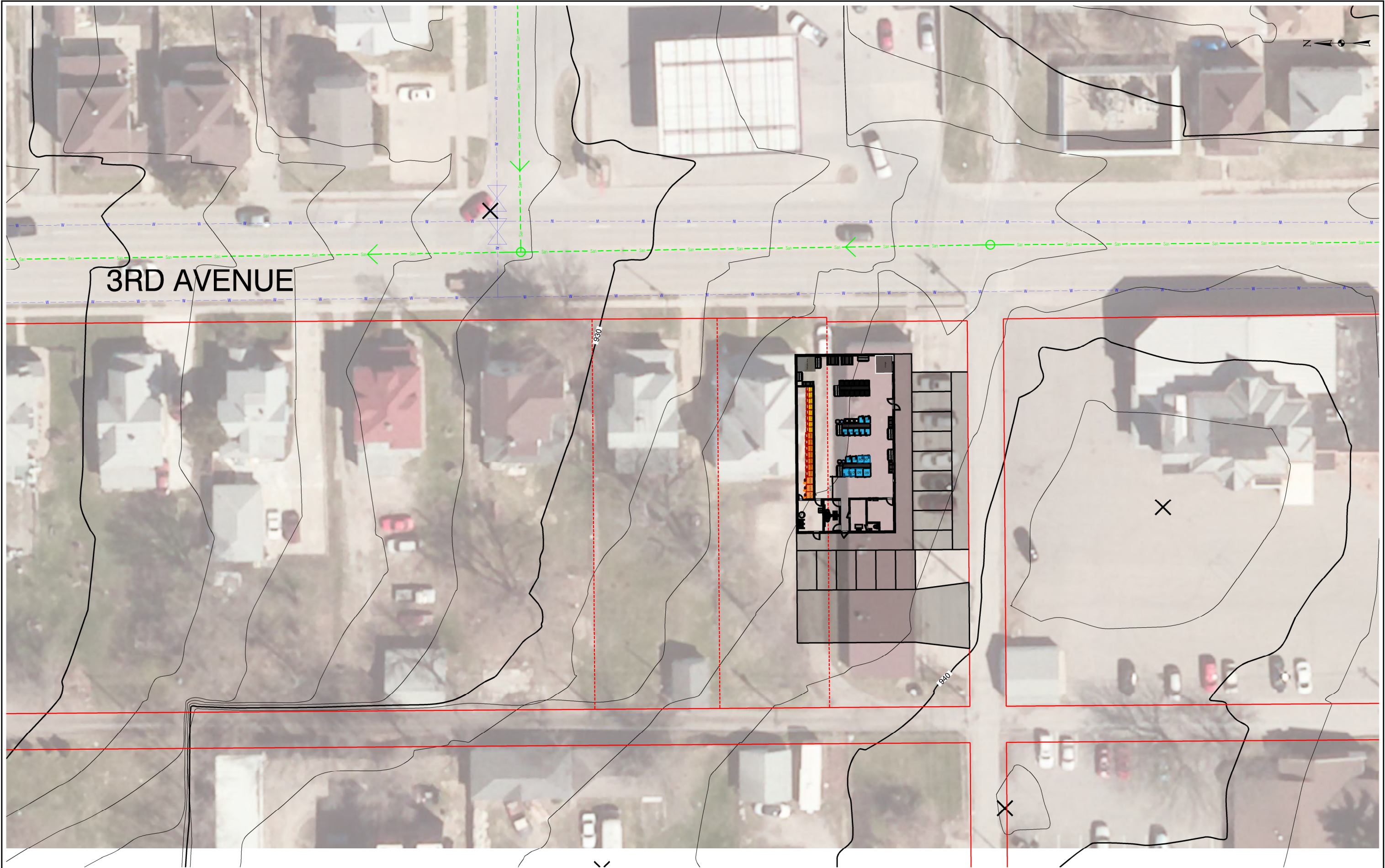
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APPROVED: ####	DATE: ####

Ecklor Laundry - 3rd Ave
MARSHALLTOWN, IOWA

CGA PRELIMINARY CONCEPT 1

PROJECT NO. BD - G0
SHEET NO. 1

K:\H. Thomas\BD - Project Planning & Proposals\Ecklor Laundry - Marshalltown 3rd Ave\Ecklor Laundry Concept 1.dwg - CGA Plan - 01-14-19 - 3:09pm - HAT323



NO.	REVISION	BY	DATE	NO.	REVISION	BY	DATE



Clapsaddle-Garber Associates, Inc.
Toll Free (800) 542-7961
www.cgaconsultants.com

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CHECKED: ###	DATE: ####
APPROVED: ###	DATE: ####

Ecklor Laundry - 3rd Ave

MARSHALLTOWN, IOWA

CGA PRELIMINARY CONCEPT 2

PROJECT NO. BD - GO
SHEET NO. 1