

AMERCO[®]

REAL ESTATE COMPANY

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Narrative Project Summary

AMERCO Real Estate Company (AREC) has prepared this application package for the opportunity to receive the Town of West Seneca's participation and counseling in regards to a Rezone for the property located at 2970 Transit Rd. AREC is the wholly owned real estate subsidiary of the U-Haul System.

The proposed 10.27-acre property is located at 2970 Transit Rd. U-Haul is proposing an adaptive reuse of the existing 90,773 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. Additionally, we are proposing an approximately 12,000 SF storage building along Transit Rd and approximately 10,200 SF of exterior 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. The use of self-storage and U-Haul truck and trailer share requires a rezone to C2. U-Haul is proposing to apply for this rezone to allow for 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 a commercial use that blends well with other retail / commercial uses. Each store serves the residential communities within a 3-5-mile radius. We feel that U-Haul would be an appropriate use for the property as 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.

Adaptive Reuse & Sustainable Practices:

Our proposal to convert this building through an adaptive reuse is in line with our long and proud history of revitalizing vacant 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 the community's moving and storage needs without compromising the resources and land associated with new construction. The adaptive reuse of this property will help enhance and preserve the economic value of the neighborhood by building within the existing fabric of the local community.

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.

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.

Community Benefits:

U-Haul is committed to our obligation to the communities we serve and for many years we have focused on the endorsement of social programs by partnering with agencies and events that directly serve the most basic human needs: food, clothing, and shelter. As a veteran-founded company, U-Haul also has an established commitment to supporting many military and veterans' organizations that benefit the community as a whole. U-Haul helps the organizations we support through in-kind donations of equipment, self-storage, and merchandise.

U-Haul is part of the web of essential infrastructure designed to help communities in need of disaster relief. It is our long-standing policy to assist those in need during natural disasters & crisis by providing 30 days of free self-storage at participating U-Haul stores. During these times of crisis, U-Haul also partners with the American Red Cross, military, governmental agencies, local police and fire departments, and other organizations to help and support the victims of disasters.

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 non-smoking facilities.
- U-Haul will provide added services and assistance to our customers with disabilities.

Security Features:

- “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
- 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

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 Town of West Seneca as you consider the Rezone we are currently submitting.

Sincerely,

Stephany Sheekey
AMERCO Real Estate - Planner