

CITY PLAN COMMISSION --

Resolution approving the request for deviation from the performance standards established by the Layton Plaza Development Incentive Zone (DIZ) overlay for a proposed Golden Corral restaurant at 306 (AKA 300) West Layton Avenue, located on the north side of West Layton Avenue, east of South 5th Street, in the 13th Aldermanic District.

- Analysis -

This resolution approves the request to deviate from the Layton Plaza DIZ performance standards as they relate to building orientation, percentage of glazing, and building wall signage for a proposed Golden Corral sit-down restaurant.

Whereas, The City of Milwaukee has established performance standards for the review of new developments and site work on properties located within a Development Incentive Zone, generally bounded by Layton Avenue to the south, and South 5th Street on the west; and

Whereas, The Layton Plaza DIZ performance standards state that buildings shall be oriented toward Layton Avenue, the minimum percentage of glazing of primary (Layton Avenue) facade shall be 50 percent, and the wall signs shall not exceed 4 feet in height for the primary sign, and 3 feet in height and 51 square feet for secondary wall signs, and

Whereas, Golden Corral is requesting to deviate from these performance standard to allow its building to be oriented toward its parking lot, have a slight reduction in glazing along the primary façade (46 percent), and permit slightly larger building wall signage; and

Whereas, The deviation is being requested because the Golden Corral corporate standards require a building to be oriented toward its parking, though the façade facing Layton Avenue has been designed with substantial articulation, modulation and fenestration; the glazing along Layton Avenue is maximized given the floorplan and uses located behind the façade and is just slightly lower than the required percentage, and the building wall signage is high quality and integrated with the building design; and, therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the proposed deviation meets the criteria set forth in the ordinance that the purpose of the overlay zone has been met, the deviation improves the aesthetics of the site, addresses one or more unique site features that make the application of the standard impractical, and is consistent with the comprehensive plan, and is hereby approved; and, be it

Further Resolved, That the owner, or his assignees, are responsible for maintaining site improvements in accordance with approved plans; and, be it

Further Resolved, That the Department of City Development is authorized to review and approve minor modifications, such as building and site signage of said building deemed necessary to complete the development and which are consistent with the approved design guidelines and the Milwaukee Code.

CPC 03/13/17 APPROVED.