



Department of City Development  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

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Commissioner

Vanessa L. Koster  
Deputy Commissioner

2<sup>nd</sup> Ald. District  
Ald. Chambers

**CITY PLAN COMMISSION  
ZONING REPORT**

**File Nos.** [221406](#) (deviation from performance standards) and [221407](#) (overall project approval)

**Location:** 5825 West Hope Avenue (former Walmart)

**Applicant/  
Owner:** Double T Real Estate Investments (applicant); AFS Milwaukee, LLC (owner)

**Current  
Zoning:** Regional Business (RB2) within the Midtown Center Development Incentive Zone (DIZ)

**Background:  
Development Incentive  
Zone and TID:**

Capitol Court was one of the City's first shopping malls when it opened in 1956. At its peak, the shopping mall had over 700,000 sf of retail and office space, and during the 1990's, faced a decline in occupancy, rents, and sales, and lost its status as a regional shopping center. A market study found that the key ingredients for the successful redevelopment of this important area are present, including a strong buying power of the site's primary trade area and the size of the redevelopment site. The redevelopment strategy that grew into Midtown Center brought the street grid system into the project site and created a main street feel to the shopping area while accommodating various tenant spaces including big box retailers.

The Common Council approved Tax Incremental District (TID) #42 known as Capitol Court/Midtown Center in 2000 as a means to support the redevelopment of the former Capitol Court regional shopping center and adjacent parcels located along one of Milwaukee's main east-west routes. The detailed objectives of the TID Project Plan include:

1. Strengthen the economic vitality of the near north side and Capitol Court (Midtown Center) by introducing a town center concept, utilizing a main street approach to development in this part of Milwaukee.

2. Promote the coordinated development of vacant or underutilized land, and vacant or underutilized space within buildings, for appropriate, commercial/office, commercial/service, retail and/or public use.
3. Provide public improvements that are not feasible without public/private cooperation, including, but not limited to, the creation of new public streets to re-connect the street grid pattern in the surrounding neighborhood, and the installation of streetscape amenities.
4. Impose mandatory standards for property rehabilitation and development, including the aesthetic treatment of large buildings and parking lots to connect with potential pedestrian activity.
5. Eliminate obsolete conditions, blighting influences and environmental deficiencies that impede development and detract from the functionality, aesthetic appearance and economic welfare of this important section of the city.
6. Create new employment opportunities

To help carry out the priorities set forth in the TID Project Plan and promote the intention of the comprehensive plan, the Common Council also approved the establishment of the Midtown Center Development Incentive Zone (DIZ) overlay in 2000 as a zoning tool to guide development from a use and design standpoint in a manner that fosters an active and engaging retail center. In 2002, Midtown Center opened with anchors including Walmart, Pick N Save, and various service, apparel and restaurant retailers.

**Proposal:**

The subject files refer to the proposed remodel of an existing building (formerly Walmart) within Area B of the Midtown Center DIZ, with the introduction of new uses. File 221406 relates to the request to deviate from the performance standards of the DIZ to allow indoor self-storage to be a permitted use within a portion of this existing building. File number 221407 relates to the approval of site and building changes proposed in this development with respect to the DIZ standards. Where the overlay is silent, the base (Regional Business, RB2) zoning standards continue to apply.

The applicant is proposing to renovate the existing 150,000 sq. ft. building that formerly served as a Walmart but is now vacant. The renovated building would include indoor self-service storage (107,500 sf) and four smaller commercial spaces on the north side of the building (fronting on West Hope Avenue; approx. 42,500 sf). The applicant has not identified any tenants that have committed to filling the commercial/retail spaces at the time the self-storage use would occupy 2/3 of the building.

A drive-through component is proposed to serve the indoor storage use, with driveway access and a glass overhead door being added on the north side of the building. A new entrance for the storage facility would be added on the west side of the building. The existing greenhouses at the northwest corner of the building would be removed. Applicant notes that storage would only occur on the interior of the building and estimates there would be 850 units inside the climate-

controlled storage facility for individual rentals. Other facilities owned by the applicant have an average monthly move-in/out rate of 50-60 units per month, and the average rental time of one space by an individual is 365 days. Most tenants access their units on a low frequency averaging 1-4 times during their stay. The storage facility would be staffed 7 days a week and accessible by tenants from 6 am to 10 pm, 7 days per week. Applicant would install 60 high-definition cameras for security purposes. Approximately 5-10 vehicles per day are expected to access the facility, and the drive-in door and path would have an estimated 70-80 cars per month. Semi-trucks would not be allowed.

The development would also include de-paving a portion of the existing surface parking lot, which would occur in Spring 2024. Permits for the build-out of the indoor drive-in climate-controlled self-storage facility, demising wall, and façade improvements would be applied for at the same time.

No information has been provided for the existing greenspace to the east of the building, other than to note that additional building wall lighting adjacent to the space and three replacement trees (from the west side of the site) would be added. Existing fencing would be retained along the north side of the space and the chain link along the south side would be replaced with decorative fencing.

**Alignment with DIZ Design Standards:**

DCD staff have evaluated the degree to which the applicant’s proposal meets the criteria for approval within the design standards established for this DIZ. This analysis is in the table below. The applicant is also seeking a deviation from the DIZ requirements to allow a prohibited use (self-storage) within the DIZ, which is evaluated in the subsequent section of the staff report.

**Building Placement, Access, Circulation and Parking:** Create a balanced circulation system that accommodates mobility choices; encourage shared uses; enhance linkages to surrounding uses, especially public services and amenities.

DIZ Standard	Proposal
<p>Type 3 street frontage (along N. 60<sup>th</sup> St) must meet the minimum landscape requirements of the zoning code.</p> <p>Type 1 street frontage (along W. Hope extended) must be occupied with buildings except for drive openings.</p>	<p>Applicant notes that existing landscaping would remain. Applicant proposes to remove a portion of the building arcade where the building steps back.</p> <p>Staff analysis:</p> <ul style="list-style-type: none"> <li>N. 60<sup>th</sup> St.: It appears insufficient landscaping currently exists along N. 60<sup>th</sup> Street and does not meet the zoning code standards. Previous guidance was given to the applicant that Type A landscaping is required adjacent to the building (staggered row of shrubs and trees spaced 25’ on center) and Type B along the parking (where the fence currently is). Landscape plan is noted as conceptual and does not show existing and proposed new landscaping.</li> </ul>

	<ul style="list-style-type: none"> <li>W. Hope Av.: Removal of the arcade where it is not attached to the building (at the setback) might be appropriate, as it would provide more visibility to the new commercial tenant spaces; however, insufficient information is included in the submitted plan set on the new storefront entrance designs and how the setback space between the building and W. Hope Av. would be activated to determine compliance with DIZ standards. Planters were noted in the narrative as being added but are not shown on the site or landscape plan.</li> </ul>
Minimize number of curb cuts and widths of driveways.	Existing curb cuts to be utilized; one additional curb cut proposed for the drive-through for the storage use.
Align new driveways with driveways across streets where possible.	N/A
<p>Pedestrian connections:</p> <ul style="list-style-type: none"> <li>Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.</li> <li>Provide direct pedestrian connections from parking areas to building entrances. It is preferable that these crosswalks are delineated in a different material (which is now required by the zoning code).</li> </ul>	<p>Applicant states that existing direct pedestrian connections would remain. Where drive-in curb cut access is proposed, sidewalk would remain at current grade or be ADA compliant for any curb cuts. Pedestrian connections from parking areas to building entrances would remain.</p> <ul style="list-style-type: none"> <li>Staff analysis: Pedestrian connections through the site, along the building and parking areas are not shown on the site plan, nor labeled. Detail has not been provided to show sidewalk across the new drive-through entrance to the building. Pedestrian connection from sidewalk to new entrance on west façade is not shown.</li> </ul>
<p>Applicable Parking Areas standards:</p> <ul style="list-style-type: none"> <li>Provide shared parking where possible.</li> <li>Provide shared service areas where possible.</li> <li>In interior parking lot areas, provide curbed islands with landscaping. At a minimum, 1 tree per every 15 spaces to be provided.</li> </ul>	<p>Parking appears to be shared between the storage use and future commercial tenant spaces. Applicant cites a current standard of 1 tree per 20 spaces, and that it would be maintained.</p> <ul style="list-style-type: none"> <li>Staff analysis: Landscape plan lacks sufficient detail and does not appear to meet the minimum 1 tree per 15 parking spaces standard. Number of parking spaces remaining on the north and west sides of the building is not noted.</li> </ul>

**Site Improvements:** Minimize impacts on adjacent properties and uses; locate site elements to define street edges and corners; coordinate landscaping and site

improvements with building features; enhance the pedestrian experience; relate to the physical character and scale of the neighborhood.

DIZ Standard	Proposal
<p>Amenities along the east side of N. 56<sup>th</sup> Street extended from a point 450 feet north of W. Capitol Dr. to West Hope Av. extended, provide pedestrian seating and trash receptacles.</p>	<p>N/A</p>
<p>Screening:</p> <ul style="list-style-type: none"> <li>- Locate or screen dumpsters and service areas where they are not visible from public street.</li> <li>- Screen outdoor storage areas.</li> <li>- Screen service and loading areas with wing walls or landscaping.</li> <li>- Enclose and screen public dumpsters and recycling units with a board on board or masonry enclosure.</li> </ul>	<p>Applicant notes that the existing dumpster and brick screen wall on the south side of the building would remain. Applicant notes that new commercial storefront tenant spaces would have an access corridor at the rear (common area) that connects to the drive aisle through the self-storage facility leading to the existing screened dumpster and delivery area at the rear of the building.</p> <ul style="list-style-type: none"> <li>• Staff analysis: this corridor/access for the storefront tenants to access dumpster areas is not shown on the site plan.</li> </ul>
<p>Site signage:</p> <ul style="list-style-type: none"> <li>- Billboards and pylon signs are prohibited.</li> <li>- Up to 2 monument signs in Area B are permitted at the entrances to the project (and are existing). At least one of the signs must provide an overall development name and each sign may contain up to 3 tenant names.</li> </ul>	<p>N/A</p>
<p>Lighting:</p> <ul style="list-style-type: none"> <li>- Lighting within parking areas must be design and located to prevent glare onto adjoining properties.</li> <li>- Light poles within parking areas may not exceed 25' in height, and it is preferred that light poles along public ROW are 12' in height, but cannot exceed 18'.</li> </ul>	<p>Applicant notes that existing lighting for the walkways and parking lots would remain and be in proper working order. Wall packs would be installed on the east side of the building to provide additional lighting for the green space.</p>

**Building Design:** Relate to the physical character and scale of the neighborhood; define street edges and corners. Establish hierarchy between building elements

such as entrances and building corners. Enliven street frontages to enhance pedestrian experience.

DIZ Standard	Proposal
<p>Applicable façade standards:</p> <ul style="list-style-type: none"> <li>- Front facades shall be oriented to all streets including W. Hope Av.</li> <li>- Along W. Hope Av. extended, the front façade must be modulated with windows, articulated bays and/or an arcade with columns.</li> <li>- Building entrances shall be clearly identifiable and visible from streets, and easily accessible and inviting to pedestrians.</li> <li>- Blank, unarticulated walls facing streets are not permitted except for service areas. Modulate facades visible from public with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.</li> <li>- Use lighting to enhance the architecture of the building as well as provide security and visual interest.</li> </ul>	<p>Applicant notes that the brick areas of the building would remain brick, and the portion that is existing CMU block would remain CMU block and would be repainted the same color as current. Posts on the north side would be clad in stone as an accent for the building “to bring it closer to the current style and class of the remainder of the overlay area.” Existing windows would remain in place and new windows/doors would have storefront window systems with vision glass at the first level. New windows/doors would be installed at the time of initial build out. Sign band area and/or canopies would be provided for each new entrance space.</p> <p>Staff analysis:</p> <ul style="list-style-type: none"> <li>• While adding new storefronts on the north façade would be allowed under DIZ standards, insufficient information has been provided on the proposed building and material alterations (black stone veneer). No detail is provided on the entrance canopies, and the sign band areas appear to not be compliant, and auto- rather than pedestrian-oriented. As such, staff is unable to determine compatibility with the overlay principles and standards.</li> <li>• Elevations included in the proposal do not align with description of changes in the narrative with respect to glazing type and proportions, and signage type. Glazing system is shown to have a gridded mullion pattern and does not appear like traditional storefront glazing as is used in the balance of the shopping center. Proposed new windows and entrances are not dimensioned.</li> <li>• Removal of the arcade along the portions not attached to the building expose blank sections of the building façade (with the proposed addition of some new windows and entrances). This section of the building is also set back farther from Hope Av. No further detail has been provided on how these setback areas would be enhanced to meet the spirit and intent of the DIZ other than notes and</li> </ul>

	<p>mentions of bicycle racks (as required) and picnic tables. Narrative indicates that additional planters would be added in these areas, but these are not shown on the site and landscape plans.</p>
<p>Applicable material standards:</p> <ul style="list-style-type: none"> <li>- All storefronts visible from W. Hope extended must contain the most architecturally significant materials and fenestration, including masonry and block, brick, cut stone, glass, architectural-finished metal cladding and architectural precast concrete panels.</li> <li>- Screen rooftop equipment that is visible at the pedestrian level with materials and color compatible with the structure.</li> <li>- Glazing on first floor of commercial buildings and entrances must be transparent, vision glass (low-E is acceptable with no tinting).</li> <li>- Samples of building materials must be submitted as requested.</li> </ul>	<p>Applicant has proposed additional glass on the north façade and a new entrance on the west, in addition to cladding the brick posts with black stone and removing a portion of the arcade on the north façade:</p> <p>Staff analysis:</p> <ul style="list-style-type: none"> <li>• No further information has been provided on the specific material specifications of the black stone veneer.</li> <li>• Storefront glass and windows are shown on the elevations and noted in the narrative are to be “vision glass” but it’s unclear whether the glass system would be consistent with the other commercial buildings with respect to height from grade and design. As presented on the elevations, the glass would have a gridded pattern which is not consistent with the adjacent buildings.</li> </ul>
<p>Applicable building signage standards:</p> <ul style="list-style-type: none"> <li>- Building signage shall not exceed 3’ in height or 100 sf in area per business.</li> <li>- Single user tenant larger than 10,000 sf may have one front entrance, vestibule sign with individual letters not to exceed 5’ in height.</li> <li>- Internally illuminated box signs are not permitted unless they are recessed into the building and are an integral part of the building design.</li> <li>- Individual pin-set metal letters that are halo-lit are the most desirable. Internally illuminated individual</li> </ul>	<p>Applicant notes that a sign band area and/or canopies with signage would be provided for potential future usage. West façade shows a proposed building wall sign for the new storage entrance.</p> <p>Staff analysis:</p> <ul style="list-style-type: none"> <li>• Insufficient detail is provided on the elevations with respect to the signage placement; therefore, staff is unable to determine compliance with the DIZ standards. Large rectangles appear to represent sign areas on the north façade but also insinuate large Type B signs. Signage areas do not provide dimensions to demonstrate compliance.</li> </ul>

letters are acceptable if raceways are not visible.	
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**Deviation Request:** Indoor self-service storage is a prohibited use in the Midtown Center DIZ as well as the base (Regional Business, RB2) zoning district. A deviation from the performance standards of the DIZ is necessary to allow for indoor self-service storage use. The zoning code outlines four criteria that the applicant must demonstrate are met when requesting a deviation. The applicant’s responses to these criteria are provided in the Deviation Narrative exhibit. Following is staff’s analysis of whether the proposal meets the required criteria for a deviation.

Deviation Criteria	Staff Analysis
The purpose of the overlay has been met.	<p>The purpose of the overlay is to guide development (use and design standards) in a way that fosters an active and engaging shopping center, as directed by the TID project plan. Uses should complement one another and drive additional foot traffic to nearby retailers.</p> <p>Per the applicant, this 107,500 sf storage facility would generate approx. 5-10 vehicle trips per day. This is far less than what an average retailer experiences daily in terms of customer visits. The drive-in model proposed for this facility does not require a self-storage customer to leave their vehicle to patronize the establishment. It is an auto-centric and internalized model.</p> <p>The exhibits provide no further information on how the outdoor space to the east of the building would be utilized and what would occur on the portion of parking lot that would be de-paved. Therefore, it does not appear these open spaces would add to the generation of activity to the balance of Midtown Center.</p> <p>There is no further information provided on when the retail spaces proposed in the north 1/3 of the building would be occupied and by whom. No marketing plan has been provided, and there is no indication that there has been an analysis done to identify viable uses for these spaces given the existing use restrictions set forth by the mall (beyond the zoning allowable use lists). For an unknown period of time, the self-storage use would be the sole use on the site with no assurance that the retail spaces on the north section of the building would be occupied.</p>



	<p>The proposal entails the removal of the arcade along the north portion of the building, leaving a large, exposed setback between the building and W. Hope Av. New windows and entrances to retail spaces are proposed in this portion of the building but it is unclear how this plan enhances this space sufficiently to make these new tenant spaces viable with respect to visibility, aesthetic and cohesiveness with the other shops in Midtown Center.</p> <p>For these reasons, staff does not find this criterion to be met.</p>
<p>The deviation improves the aesthetics of the site.</p>	<p>Proposed changes to the site and building are minimal, and include the addition of some windows and entrances along the north façade of the building and de-paving a portion of the parking lot. A portion of the arcade on the north side of the building is proposed to be removed, exposing the part of the building façade that is set back from W. Hope Av. While new windows and entrances are suggested by the applicant in this part of the façade, minimal detail has been provided to demonstrate how this space would meet the DIZ façade principles with respect to enlivening street frontages to enhance the pedestrian experience other than a general reference to bicycle parking and picnic tables. A new entrance for the storage facility is proposed to be added on the west side, facing N. 60<sup>th</sup> Street. Modest improvements to the existing building proposed by the applicant, including painting the CMU and wrapping the brick piers in a black stone veneer could be aligned with the DIZ standards, but insufficient information has been provided and a complete analysis cannot be done. The elevations provided in the Appendix show glazing placement and style, and signage placement and types that are incompatible with the overall aesthetic of Midtown Center. Staff has previously asked for clarification on these items but this has not been done.</p> <p>Applicant notes that landscaping would be improved along N. 60<sup>th</sup> Street and within the parking lot, and additional planters would be provided along W. Hope Av. where the arcade would be removed, but this is not demonstrated on the plans. De-paving a portion of the parking lot could be an improvement, but without further information on how this space would be utilized, a full review is not possible. As a standalone de-paving project, this does not provide a meaningful improvement to the site. Applicant has indicated that the parking lot would remain as-is otherwise, and pavement is not in good condition. The existing open</p>

	<p>space to the east of the building is not proposed to be programmed or repurposed, and as such, does not improve the aesthetics of the site.</p> <p>A significant portion of this site remains unchanged under the current proposal, and does not improve or enhance critical areas such as the existing parking lot, street edges, or building frontage, in any meaningful way.</p> <p>Therefore, staff finds that the applicant’s proposal lacks sufficient information to determine whether this criterion is met.</p>
<p>If applicable, the deviation addresses one or more unique site factors that make the application of the standard impractical.</p>	<p>The proposal is to occupy two-thirds of the 150,000 sf building with a self-storage facility, which is prohibited in the DIZ. The deviation request would introduce a passive, auto-centric and internalized use that does not contribute to the vitality of Midtown Center While the applicant has indicated allowing this prohibited use may help bring additional activity to the site, there have been no additional users or uses proposed within this application beyond the prohibited self-storage use. The existing building sits on a 15-acre site, and the DIZ allows a wide variety of uses, including commercial, housing, office, medical and community serving uses consistent with a mixed-use shopping center. The applicant has not provided sufficient information to demonstrate that unique site factors exist that make it impractical to adhere to the permitted use list; therefore, staff do not find this criterion has been met.</p>
<p>The deviation is consistent with the comprehensive plan:</p>	<p>The property is located in the West Side Comprehensive Area Plan (WSCAP) boundaries, which was adopted in December 2009 after extensive public input. The WSCAP establishes policies for commercial land uses (pages 58-59), and recommendations for the “Midtown Center District” (pages 88 and 94), and establishes recommendations for catalytic projects including the “Midtown Gateway Area” (pages 109-112) and redevelopment opportunities for “Midtown Center” (pages 132-133). At the time of the WSCAP’s adoption, the property was actively used by Walmart, so future uses for the property were not contemplated.</p> <p>The WSCAP directs that further development and redevelopment at Midtown Center is a balanced mix of uses that includes retail, office, institutional and residential. The WSCAP directs infill and other redevelopment opportunities be compatible with and contribute to the</p>

existing retail mix. Further, a minor modification amendment to the WSCAP was approved by the Common Council in 2018 reinforced that the Midtown Center District should continue to emphasize a mix of retail, office and residential uses. Therefore, development of self-storage facility at this location is in conflict with the West Side Comprehensive Area Plan.

Specific to the Midtown Center District, relevant policies and recommendations in the West Side Area Plan include:

- *Continue to implement a balanced mix of uses with both regional and local market appeal.*
- *Encourage the integration of office, institutional, and residential uses throughout the Midtown Center development.*
- *Extend Midtown Center's "Town Square" approach to unifying all businesses on the triangle. Add pedestrian connections and infill buildings where feasible.*
- *Over time, make the entire Midtown Triangle district a walkable "retail village" with amenities similar to Old Orchard in Chicago or Bayshore in Glendale.*
- *Continue to recruit businesses for infill and other redevelopment opportunities that contribute to the existing retail mix. Add amenities and public art that enhance the district.*
- *Install enhanced landscaping and streetscaping along the rights-of way of all corridors surrounding and intersecting Midtown Center.*

Furthermore, the West Side Comprehensive Area Plan sets this overall Commercial Land Use strategy:

- *For greyfield uses, former big box stores and shopping centers, encourage similar or compatible uses to go into vacant space. Where the market will no longer support a retail use or a similar use cannot be reinstated, consider office or business services that support the commercial focus of the district or commercial corridor. If the principal use is converted to office or business services, retain street level storefronts (open and transparent, not shuttered).*

A self-storage use is an industrial use; it is not a commercial, business service, institutional, or office use. It does not complement the mix of retail and office uses

	<p>within the Midtown Center. Self-storage does not contribute to the retail mix and does not contribute to a vibrant and walkable retail village. The expected 5-10 vehicles per day would not bring a substantial number of people to Midtown to activate the space, and self-storage uses have few staff. As noted in the City’s Industrial Land Analysis, which was adopted as part of the Comprehensive Plan in September 2021, <i>“storage uses are also problematic in commercial areas because these uses may consume large amounts of land, but don’t complement commercial activity on pedestrian oriented corridors.”</i> As stated in the WSCAP, development in Midtown should continue to build upon the intent of a walkable retail village. While the applicant’s proposal for creating “right-sized” commercial spaces along Hope Ave. does fit the goals of the WSCAP, the applicant has failed to present plans for further development for the excess of parking on the property and green space east to the building. De-paving the parking lot is not considered enhanced landscaping, and there is also ample room for additional development on the property to activate the space and support Midtown’s existing and future businesses. The applicant’s proposed deviation is not consistent with the policies and recommendations in the WSCAP, and staff find this criterion is not met.</p>
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**Other:** On September 19, 2023, the Common Council approved the creation of Business Improvement District No. 54 (Fond du Lac Avenue). The boundary of this TID is generally Capitol Drive to the north, N. 51<sup>st</sup> Street to the west, W. Burleigh Street to the south and N. 35<sup>th</sup> Street to the east. This BID is slightly southwest of Midtown Center.

**Adjacent Land Use:** This site is part of the Midtown Center shopping mall, whose properties are zoned as Regional Business (RB2). Outside of the shopping center, properties to the west include residential homes in the Multi-Family Residential (RM1), Two-Family Residential (RT2), and Single-Family Residential (RS6) zoning districts. Commercial properties located along W. Capitol Drive (to the south) are in the Local Business (LB2) zoning district.

**Consistency with Area Plan:** One of the required criteria for a deviation from the DIZ is finding that the proposal is consistent with the Comprehensive Plan. The proposal is not consistent with the West Side Area Plan, and detailed analysis is provided above within the deviation section of the staff report.

**Previous City**

## Plan Commission

### Action:

10/2000 – City Plan Commission recommended approval of the substitute ordinance to establish a Development Incentive Zone (DIZ) for land located on the North Side of West Capitol Drive and East of North 60<sup>th</sup> Street, in the 2<sup>nd</sup> Aldermanic District. (FN 000708)

03/2004 – City Plan Commission recommended approval of the ordinance amending a Development Incentive Zone known as Midtown Center for land located on the North Side of West Capitol Drive and East of North 60<sup>th</sup> Street, in the 2<sup>nd</sup> Aldermanic District. (FN 040068)

10/16/2006 – City Plan Commission recommended approval of the ordinance amending a Development Incentive Zone known as Midtown Center, located north of West Capitol Drive and southwest of West Fond du Lac Avenue, in the 2<sup>nd</sup> Aldermanic District to modify the site layout for Area A. (FN 060622)

## Previous Common

### Council Action:

11/28/2000 – Common Council approved the substitute ordinance to establish a Development Incentive Zone (DIZ) for land located on the North Side of West Capitol Drive and East of North 60<sup>th</sup> Street, in the 2<sup>nd</sup> Aldermanic District. (FN 000708)

4/22/2004 – Common Council approved the ordinance amending a Development Incentive Zone known as Midtown Center for land located on the North Side of West Capitol Drive and East of North 60<sup>th</sup> Street, in the 2<sup>nd</sup> Aldermanic District. (FN 040068)

10/24/2006 – Common Council approved the ordinance amending a Development Incentive Zone known as Midtown Center, located north of West Capitol Drive and southwest of West Fond du Lac Avenue, in the 2<sup>nd</sup> Aldermanic District to modify the site layout for Area A. (FN 060622)

## Staff

### Recommendation:

City ordinances establish four criteria that must be met in order for CPC to approve a deviation request from adopted DIZ standards. Staff review of this proposal indicates that it fails to meet three of those criteria, and more information would be required to fully evaluate the fourth. Therefore, staff recommends denial of the applicant's request for a deviation from the requirements of the Midtown Center DIZ to permit a self-storage use at 5825 W Hope. (File No. [221406](#)).

The applicant's proposal also does not contain sufficient information to determine whether the proposed modifications to the existing building and site fully comply with the design requirements of the DIZ. Therefore, staff also recommends denial of the request to make building and site modifications at 5825 W Hope. (File No. 221407).