City of Milwaukee

Request to Deviate from Design Standards for the DIZ Port of Milwaukee, Sub Area B

Request for Deviation is for a parking lot that is wider than the maximum allowable 60 feet as measured from side lot line to side lot line. The 143 stall parking lot is wider than two bays, and exceeds the DIZ standards for this location.

The development proposal is from Marchese Industries which is located directly north and across East National Avenue from the subject parcel. Development of the parking lot and accessory building is proposed on a parcel which has been undeveloped for numerous years and has failed to attract proposals for more intensive use. The parking lot development will heavily landscaped with native trees and plantings, will manage stormwater onsite and be fully fenced and secure. Decorative metal fencing with trees and plantings will enhance the parking lot's presence at East National Avenue while positively contributing to the district as a whole.

A request for Deviation to exceed the maximum width of 60 feet set forth by the DIZ is due to the unique physical character of the site; the site is bound by railroad tracks on two sides, the triangular shape of the lot and the large grade change at East National Avenue. The request to deviate from this standard meets the four criteria outlined in the zoning code:

1. **The purpose of the overlay zone is met:**
    - Land use supports an existing business and allows it to expand
    - Shifting parking for Marchese industries to the subject parcel will allow expansion and an increase in employment of 100 jobs.
    - Landscaping, fencing, plantings and trees will enhance this section of East National Avenue

2. **The deviation improves the aesthetics of the site:**
    - Parking lot will not be visible from street – impact of a parking lot that deviates from allowed size will be negligible.
    - Retaining wall use quality finished masonry materials
    - Site is heavily landscaped and exceeds the requirements of the DIZ
    - Street edge is fenced and has trees and plantings
    - Small storage building is at back of property, not visible from street and screened with fencing and landscaping

3. **If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical:**

    Parking Lot – Principal Use.

1. The width of the paved parking area shall not exceed 60 feet as measured from side lot line to side lot line; 2. The parking lot shall not be immediately adjacent to another premises containing a parking lot as a principal use; and 3. Parking lots shall not be located on a corner.
    - Deviation is for a parking area that exceeds 60 feet from lot line to lot line – Site is triangular in shape and bordered by railroad tracks and a large grade change at East National Avenue. The standard cannot be met due to the stated factors.

4. **The deviation is consistent with the comprehensive plan:**
    - Deviation promotes quality urban design and increased employment opportunities.