

City of Milwaukee
Application for Development Incentive Zone
Port of Milwaukee Sub Area B (North)
317 E. National Avenue

The proposal at hand is for a parking lot that has 143 stalls and is wider than two bays (60 feet) and an accessory building.

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 (see separate narrative) 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.

Site Design.

A principal parking lot is allowed in the Industrial Office (IO2) zoning district. The DIZ allows a principal use parking lot provided the width of the paved parking area does not exceed 60 feet as measured from side lot line to side lot line (a deviation is being requested for this), the parking lot is not immediately adjacent to another premises containing a parking lot as a principal use, and is not located on a corner. Additionally, the DIZ requires a minimum setback and landscaping/screening standards for parking lots. The parking lot is set back 40 feet from street, which far exceeds the DIZ-required minimum 5 foot setback, and will sit above a bluff accessed by a ramp. A small accessory structure is at back of the lot and not visible from street and is also screened by fencing and trees. The new parking lot supports principal buildings of the Marchese facility across East National Avenue.

Applicable DIZ standards:

Signs

No signage

Landscaping

Native plant and tree species exceed 80% minimum requirement. Overall this has been met (see landscape plan)

Type B landscaping at street (East National Avenue). This has been met.

Street Edge Landscaping

- Decorative metal fencing with masonry piers. This has been met.

- Landscape border exceeds 5 feet, and is approximately 40 feet.
- Tree spacing 25 'O.C. – requirement met with 8 trees in front landscape border.
- Shrub spacing – two rows, 4' o.c. requirement met with large planting of feather reed grass in front setback.

Interior Parking Lot Landscaping

- 2 trees and 2 shrubs for every 8 spaces.
- $143/8*2=36$ trees and 36 shrubs required.
- Requirements exceeded with 53 trees, 30 shrubs and 100 large grasses
- Addition of two large bioretention areas planted with native species.

Overall robust planting schedule exceeds requirements for a principal parking lot in the Port of Milwaukee DIZ.