



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

CITY PLAN COMMISSION --

Resolution approving the request for a deviation from the performance standards established by the Midtown Center Development Incentive Zone (DIZ) Overlay to allow an indoor self-storage facility and a data processing/computer services/computational research facility as permitted uses within a portion of the former Walmart building at 5825 West Hope Avenue, located on the east side of North 60th Street, north of West Capitol Drive, in the 2nd Aldermanic District.

- Analysis -

This resolution approves the request to deviate from the Midtown Center DIZ Overlay performance standards as they relate to the permitted and prohibited use list.

Whereas, The City of Milwaukee Common Council approved the establishment of a Tax Incremental District (TID #42) in 2000 to support the redevelopment of the former Capitol Court regional shopping center and adjacent parcels with detailed objectives to, among others, strengthen the economic vitality of the near north side and Capitol Court (Midtown Center), promote the coordinated development of vacant or underutilized land and spaces within buildings for appropriate commercial/office, commercial/service, retail and/or public uses, impose mandatory standards for property rehabilitation and development, including the aesthetic treatment of large buildings and parking lots to connect with potential pedestrian activity, and create new employment opportunities; and

Whereas, To help carry out the priorities set forth in the TID Project Plan and promote the intention of the comprehensive plan, the City of Milwaukee's Common Council approved the establishment of the Midtown Development Incentive Zone, which contains performance standards for the review of new developments and alterations to existing buildings and site work at properties located within the Midtown Center Development Incentive Zone, which is generally bounded by West Congress Street, West Fond du Lac Avenue, North 54th Street, West Capitol Drive, and North 60th Street, and was established by Section 295- 91.0044 of the former Milwaukee Code; and

Whereas, The Midtown Center DIZ Overlay performance standards prescribe, among other things, a permitted and prohibited use list and regulations relating to building façade and material standards, pedestrian connections, landscaping, screening, and signage; and

Whereas, A multi-component site development plan is proposed for 5825 W. Hope Av., inclusive of an affordable housing development approved by the City Plan Commission on April 27, 2026 as File No. 252155 on the land north of W. Hope Ave., and reuse of the existing building south of W. Hope Ave. as a mix of community-serving uses along the street frontage with an indoor self-service storage facility and data processing/computer services/computational research facility in the rear portion of the building; and

Whereas, AFS Milwaukee, the owner of the site, is requesting to deviate from the Midtown Center DIZ use list to allow the indoor self-service storage facility and data processing/computer

services/computational research facility (a type of “indoor substation/distribution equipment” use as defined within the zoning code) in the rear 108,000 sf of the building; and

Whereas, The three components of the development plan are critical to the overall redevelopment of the site, and AFS Milwaukee acknowledges that the indoor self-service storage and data processing/computer services/computational research facility uses are secondary to the housing and community-serving uses, which are allowable uses and align with the goals of the DIZ Overlay and Comprehensive Plan, and as such, the occupancy and operation of the self-service storage and data processing/computer services/computational research facility uses are contingent on the implementation of the two other project components outlined in the Exhibits for the file; and

Whereas, the data processing/computer services/computational research facility may be located within up to 19,000 of the rear 108,000 sf of the building and would support advanced computational modeling, data processing, and research applications serving industries such as healthcare, engineering, scientific modeling, and other computational research activities; the facility would utilize a fully closed-loop cooling system with dry coolers and will be subject to Milwaukee Code of Ordinances regulations with respect to allowable noise levels; now, therefore be it

Resolved, By the City Plan Commission of Milwaukee that the Commission finds 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 standards impractical, and is consistent with the comprehensive plan, and is hereby approved with the following conditions:

1. Commercial alteration and occupancy permits for the self-service storage and data processing/computer services/computational research facility uses will not be issued by the Department of Neighborhood Services until the following items occur:
 - a. The portion of the site where the housing development is proposed has been conveyed to the ownership group that will construct the City Plan Commission-approved housing development and construction permits have been applied for by Gorman & Company to the City of Milwaukee for residential construction; and
 - b. There is a binding lease or lease option for the approximately 51,000 sf of leasable space facing W. Hope Ave. for community-serving uses with the City of Milwaukee or other community serving entities that will activate the front-facing portion of the property or, in the event that the community-serving entities are no longer interested in leasing the space, with retail functions that align with the Midtown Center performance standards.
2. That the use is developed consistent with the plans in Exhibit A. Specifically, the data processing/computer services/computer research use shall occupy no greater floor space than 19,000 square feet.
3. That the proposed data processing use shall not exceed 10 megawatts of power during peak demand, measured over any 15-minute interval.
4. That generator equipment shall not be used for primary power generation or non-emergency operation, including non-emergency continuous or discretionary operations. Generators shall be used only during electrical outages, legally required emergency-response situations, and routine

maintenance and testing.

5. That a schedule for routine maintenance and testing of generators, and made available to the public upon request. Routine maintenance and testing of generators shall be limited to weekdays between 8:00 a.m. and 5:00 p.m., except in the case of emergencies or where otherwise required by law or applicable safety standards.
6. That, prior to the issuance of permits, the applicant shall provide an acoustical report demonstrating compliance with MCO Chapter 80 Subchapter 2 (Noise Control). The submittal shall include:
 - a. An acoustical report prepared and sealed by a Wisconsin-licensed Professional Engineer demonstrating compliance with MCO Chapter 80 Subchapter 2, including any other relevant assumptions, sound data, measurement methodology, and mitigation measures, as well as any related drawings, specifications, and calculations. Said report shall include any and all impulse noises, continuous noise, and low frequency noise, as well as an assessment of noise levels during usage of generators.
 - b. A list of all proposed significant Facility sound sources, including sound sources to be located both inside and outside of the building;
 - c. A schedule of operations for each proposed significant Facility sound source indicating the days of the week, times of day, and durations proposed for operation for each sound source;
 - d. A site plan layout which identifies the location of all proposed significant Facility sound sources and any proposed noise mitigation measures;
 - e. Manufacturer design specifications of all proposed significant Facility sound sources detailing the design sound power levels and octave band sound levels from each sound source;
 - f. Manufacturer design specifications of all noise mitigation measures being proposed for the Facility;
 - g. The results of an ambient pre-construction sound survey conducted at Facility property line locations in each direction showing the existing sound levels at these locations during both daytime and nighttime periods; and
 - h. The results of computer noise modeling conducted to demonstrate that the predicted sound levels during a worst-case Facility operating scenario will comply with the applicable noise limitations contained in 80-64(1)-(3) at the property line of all adjacent properties during both daytime and nighttime periods.
7. That the applicant shall conduct a post-construction sound survey within 90 days of Facility startup at the same locations and times used for the pre-construction sound survey to demonstrate compliance with MCO Chapter 80, Subchapter 2. If the survey demonstrates noncompliance, the applicant shall implement corrective measures and submit a revised survey demonstrating compliance within a time frame approved by the Commissioner of Neighborhood Services.
8. That, prior to issuance of any permits, if a natural gas or diesel generator is proposed, documentation prepared and sealed by Wisconsin-licensed Professional Engineer shall be submitted to the Department of Neighborhood Services Development Center demonstrating compliance with the Tier 4 technical specifications found in 40 CFR Part 1039.

9. That the proposed new HVAC equipment, generator, and other mechanical equipment shall be located only within the approved area shown in Exhibit A, unless it is demonstrated that relocation is necessary to achieve compliance with noise controls in MCO Chapter 80 Subchapter 2, as evidenced in the report required by condition 5 and reviewed and approved by the Commissioner of Neighborhood Services. An increase in size of the generator shall not be permitted.
10. That the use shall comply with the applicable Energy Benchmarking standards and reporting requirements of S. 200-62-2.
11. That cooling systems serving the data processing use shall not use evaporative cooling.
12. That a contact name and phone number be provided to the Department of City Development prior to occupancy. The contact name and phone number must also be available to all interested parties, including but not limited to, the Alderman of the District, and the Department of Neighborhood Services. The phone number must be available 24 hours a day; and, be it

Further Resolved, That the owner, or their 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 standards and the Milwaukee Code.

CPC 6/29/26