



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

## UPDATED -- 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 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 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 in the rear 108,000 sf of the building; and

Whereas, The previously proposed data processing/computer services/computational research facility use has been removed from the project scope; 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 facility use is 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 facility use is contingent on the implementation of the two other project components outlined in the Exhibits for the file; and, 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 facility use 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; 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 7/20/26**