

From: [Stacy Smiter](#)
To: [planadmin](#)
Subject: Request for Reopened Public Testimony – CCFN 260029 & 260030
Date: Sunday, July 19, 2026 9:00:11 PM

Some people who received this message don't often get email from stacysmiter@gmail.com. [Learn why this is important](#)

Dear Chair Bloomingdale, Members of the City Plan Commission

I am writing on behalf of concerned residents regarding the Midtown Development Incentive Zone proposal (CCFN 260029 and CCFN 260030) scheduled for consideration on July 20, 2026.

We understand that the applicant has removed the proposed data processing/computational research facility from the project and that DCD has determined an additional public hearing is unnecessary because the public hearing previously occurred and the revised proposal removes, rather than adds, a use.

While we appreciate that explanation, we respectfully request that the Commission reopen or continue public testimony before taking action on the revised proposal.

The Commission is no longer considering the exact proposal presented to the public on June 29. Since that hearing, DCD has prepared an updated staff report, revised project narrative, revised drawings, an updated zoning matrix, revised approval conditions, and a substitute resolution. These revised materials form the basis of the Commission's decision but were not available to the public during the original hearing.

Milwaukee Code of Ordinances §295-311-9 requires the Commission to determine that each required criterion for a Development Incentive Zone deviation has been satisfied before granting approval. Specifically, the Commission must determine that:

- The purpose of the Development Incentive Zone is met.
- The deviation improves the aesthetics of the site.
- Where applicable, unique site characteristics justify the deviation.
- The deviation is consistent with Milwaukee's Comprehensive Plan.

Additionally, §295-1007 requires findings that the proposal is consistent with the Comprehensive Plan, satisfies the intent of the Development Incentive Zone, and will not be detrimental to surrounding properties, the neighborhood, or the public welfare.

The revised July 2026 DCD staff report contains a significant statement:

"Because the standalone self-service storage use would not meet the performance standards of the DIZ Overlay or be consistent with the Comprehensive Plan..."

This statement deserves careful consideration because the Commission is being asked to approve a deviation allowing approximately 108,000 square feet of indoor self-storage.

The report then supports approval by relying upon the broader redevelopment package, including future housing and future community-serving uses. While those components are

important, they raise several questions regarding the required findings for the requested deviation.

Accordingly, we respectfully request that the Commission address the following questions on the record before taking action:

1. If DCD concludes that standalone self-storage does not satisfy the DIZ standards or the Comprehensive Plan, what evidence supports approving the requested deviation?
2. Will the Commission make separate findings regarding the self-storage deviation itself, or will it rely upon future housing, the proposed library, and future community uses to satisfy the required findings under §295-311-9?
3. What unique physical characteristic of this property makes compliance with the DIZ standards impractical? Are those characteristics related to the land itself, or are they primarily economic or market considerations?
4. Which specific goals and policies within the West Side Comprehensive Area Plan support approving indoor self-storage at this location?
5. How does approving a prohibited self-storage use further the original purpose and intent of the Midtown Development Incentive Zone?
6. If the housing development, library relocation, or community-serving uses are delayed, substantially modified, or never completed, what mechanism causes the storage deviation to expire or be revoked?
7. Why is the filing of construction permits sufficient to allow storage occupancy rather than requiring meaningful completion of the housing development?
8. Is a lease or lease option for future community space sufficient protection for the public interest, or should completed and operating community-serving uses be required before occupancy of the storage facility is permitted?
9. What precedent will this approval establish for other Development Incentive Zones throughout Milwaukee if prohibited uses may be approved by pairing them with future or contingent community amenities?

We also respectfully request clarification regarding the change in DCD's planning analysis since 2023.

In the 2023 staff report (CCFN 221406), DCD recommended denial of a substantially similar proposal because the self-storage use generated minimal employment, represented a passive land use, did not activate the commercial corridor, conflicted with the West Side Comprehensive Area Plan, and did not represent the highest and best use of this important redevelopment site.

The 2026 proposal still includes approximately 108,000 square feet of indoor self-storage, which is substantially similar in scale to the 2023 proposal. While the overall redevelopment concept now includes housing and community-serving space, could the Commission and DCD please explain what planning analysis has changed regarding the self-storage use itself?

We also respectfully request that the Commission state each required finding under Milwaukee Code §295-311-9 individually on the record before voting and identify the evidence supporting each finding. Doing so will promote transparency and ensure a complete administrative record.

Finally, although DCD has concluded that another public hearing is not required because the application was narrowed, we respectfully request that the Commission exercise its discretion to reopen or continue public testimony. This would allow residents to comment on the proposal before the Commission today, including the revised staff report, revised conditions, substitute resolution, and updated project documents.

This request is not intended to delay the process. Rather, it is intended to ensure that the Commission's decision is based upon a complete, transparent, and well-developed public record.

Thank you for your consideration and for your continued service to the City of Milwaukee.

Best Regards,



Stacy A Smiter MBA, ABR, C2EX
Dream Investment Holdings, LLC
President, Greater Milwaukee Board of REALTIST
Wisconsin Realtors Association Board of Directors- Region 5
Real Estate Broker
414-865-0100
dreaminvestments@dreaminvestments.com
[Dream Investments Holdings Property Management | Home](#)
License #: 59260-90
[Is your home worth more than you think?](#)

