



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 changes to the site and existing building previously occupied by Walmart located at 5825 West Hope Avenue, on the east side of North 60th Street, north of West Capitol Drive, relative to the Midtown Center Development Incentive Zone (DIZ) overlay established by Section 295-91.0044 of the former Milwaukee Code, in the 2nd Aldermanic District.

- Analysis -

This resolution approves site work and building alterations for the property located at 5825 West Hope Avenue relative to the Midtown Center DIZ Overlay performance standards.

Whereas, The City of Milwaukee has established 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 performance standards prescribe, among other things, a permitted and prohibited use list and regulations relating to pedestrian connections, landscaping, screening, building façade and material standards and signage; and

Whereas, A multi-component site redevelopment plan is proposed for 5825 W. Hope Ave., 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, which is being considered under a separate file; and

Whereas, 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

Whereas, Proposed site changes on the portion of the subject site south of W. Hope Ave. include enhanced landscaping along the N. 60th St. frontage and within the existing parking area on the west side of the building, reconfiguration of the west parking lot, and future modifications to the frontage on the north and east sides of the building, anticipated to include community gathering and seating areas and additional parking for the community-serving uses, which will be considered as a future file; and

Whereas, Proposed building alterations include a new entrance along the west side of the building to serve the self-service storage facility and additional minor alterations to the west and south facades including widening the existing entrances to improve access, and future modifications to the north (W. Hope Ave.) façade to accommodate the community-serving uses, which will be considered as a future file; and

Whereas, The City Plan Commission finds that the proposed site work and building alterations are consistent with the established design standards; and, therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the Commission finds that the proposed site work and building alterations within the Midtown Center Development Incentive Zone are hereby approved; and, be it

Further Resolved, That when carrying out the proposed building alterations and site work, the owner, or their assignees, must adhere to all conditions of approval that are established by the City Plan Commission through its review of the applicant's request for deviation to allow the proposed use (File No. 260029), and must maintain 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