

From: [mcprange](#)
To: [planadmin](#)
Subject: OPPOSITION TO Midtown Center DIZ Deviation Request – 5825 W. Hope Ave.
Date: Thursday, May 14, 2026 5:14:30 PM

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

Dear City Plan Commission,

I am writing to express my opposition to the proposed Midtown Center Development Incentive Zone (DIZ) deviation request for 5825 W. Hope Avenue regarding the introduction of indoor self-storage and a data processing/computer services/computer research facility within the former Walmart building.

While I appreciate efforts to redevelop a long-vacant property, I have significant concerns that this proposal undermines the original purpose and vision of the Midtown Center DIZ Overlay. The overlay was specifically designed to encourage vibrant, pedestrian-oriented, community-serving development. The proposed uses, particularly large-scale self-storage and a High Performance Computing/data processing facility, do not meaningfully contribute to an active neighborhood environment and are currently prohibited uses under the overlay for good reason.

The proposal acknowledges that approximately 108,000 square feet of the building would be dedicated to self-storage and computing-related operations, including up to 19,000 square feet for High Performance Computing activities. These uses are inherently low-traffic, inward-facing, and provide limited neighborhood engagement compared to retail, commercial, cultural, or employment-generating uses that could better serve residents and support long-term economic vitality.

I am also concerned about the environmental and quality-of-life impacts associated with the proposed computing facility. The narrative references additional cooling infrastructure, air handling systems, and backup generators necessary to support the operation. Although the applicant claims impacts will be minimal, the proposal lacks detailed information regarding:

- Noise levels from generators and HVAC systems
- Energy and utility consumption
- Heat generation and environmental impact
- Emergency power operation frequency
- Long-term sustainability considerations

These concerns are especially important given the project's proximity to new affordable housing developments and surrounding residential neighborhoods.

Additionally, many critical design and operational details remain unresolved and deferred to future approvals, including exterior tenant improvements, landscaping, and parking design. It is premature to approve a significant zoning deviation when so many essential aspects of the project remain undefined.

I am also troubled that the proposal appears financially dependent on self-storage and data processing uses rather than pursuing development that more closely aligns with the

community-focused intent of the Midtown Center overlay district. Once these deviations are granted, they may set a precedent for future erosion of the overlay standards that residents and stakeholders relied upon to shape redevelopment in this area.

The Midtown Center site is a highly visible and strategically important corridor in Milwaukee. This property deserves redevelopment that creates sustained public activity, neighborhood-serving commerce, accessible amenities, and long-term community investment- not a largely inactive storage and computing complex.

For these reasons, I respectfully urge the City Plan Commission to deny the requested deviation or require a substantially revised proposal that better aligns with the original goals of the Midtown Center DIZ Overlay and the surrounding community's interests.

Thank you for your consideration.

Sincerely,

Morgan Prange

Milwaukee Resident Zip- 53210

262-309-0045

Sent from [Proton Mail](#) for iOS.