

Project Midspan

Bradley County set aside the Hiwassee Industrial Park for industry. As the digital economy becomes increasingly essential to our households, schools, hospitals, and businesses, the infrastructure that powers it needs to be thoughtfully located. Housing a data center well means a campus that uses as little water and land as possible, keeps its sound and light within its own fence line, pays for every wire and every pipe that serves it without impacting electricity rates, and strengthens the county's schools and services.

Project Midspan's priorities

Project Midspan is guided by the principles that energy and infrastructure should pay their own way and go further for the people who live near it. We put neighbors first, we pay our own way, and we build lasting development standards.

Our Mission.

To build the most water-efficient, quietest and well-screened data center campus in Tennessee, in a place the county already planned for industry, without a dollar of cost landing on local households.

Our vision.

A campus that, ten years from now, Bradley County points to as one who got it right: a neighbor to Walker Valley High School that the school is glad to have, a taxpayer that funds classrooms and first responders, and a source of skilled careers for people who already live here.

What exactly is being proposed?

Project Midspan is a proposed data center campus on 306 acres in the Hiwassee Industrial Park near Charleston, in unincorporated Bradley County. It would sit in an area the county has already designated for industrial purposes on its own land use map and sits across from the existing Wacker Polysilicon North America facility (a 543 acre industrial production site). The campus will house the compute that everyday services depend on: banking, health records, logistics, school systems and the businesses of East Tennessee.

Why here, and what will the data center look like in our community?

The Hiwassee Industrial Park was created by the county for this kind of use. Like the industrial neighbors already there, the site was selected for its access to existing high-voltage transmission and fiber, which means the project connects to what already exists rather than cutting new corridors through farmland. From Mouse Creek Road, Project Midspan's buildings will be shielded from the road with a landscaped screen of a 20 foot deep landscaped screen of evergreen trees.



SATELLITE IMAGE OF BRADLEY COUNTY

Why is the Bradley County Commission's April vote on data centers being called into question?

The Project Midspan site follows Bradley County's plan for locating industrial development in Hiwassee Industrial Park. During the Bradley County Regional Planning Commission's January 15, 2026 meeting discussing the findings of its independent review process on data center zoning, the meeting minutes show it recommending data center development in the I-1 industrial zone. While the minutes of the meeting reflect this recommendation as the consensus of commission members, there was no vote recorded on data center zoning from the January 2026 meeting.

Tennessee law sets out how a county may amend its zoning. The amendment must go to the Regional Planning Commission for a recommendation, a public hearing must be advertised in a newspaper of general circulation at least fifteen days in advance, and a summary of the amendment must be published (Tenn. Code Ann. § 13-7-105). The record shows that the Planning Commission made no recommendation on the resolution and that the required notice and summary were not published before the April vote. Project Midspan has asked the courts to declare the April amendment invalid on those grounds. The filing is about process.

Why does Project Midspan believe the substance of the April 2026 setback requirement is a problem?

The rules adopted in April 2026 require data centers to be at least 3,000 feet from any residential area, school, or church, and restrict them to a zoning district. Today, the only property in all of Bradley County that meets these requirements is the county landfill. Project Midspan believes that combination doesn't function as a reasonable safety buffer; it operates as a blanket prohibition. At the April 20 meeting a commissioner made a remark on the public record that the new rules make it "99.9% impossible" to develop. We believe a rule with that effect goes beyond what a local government is permitted to adopt under Tennessee law, and our legal filing raises that question for the court to decide. Project Midspan supports reasonable setbacks and intends to exceed the county's industrial zoning requirements at this site.



What happens next in the courts?

Project Midspan believes Tennessee law supports its position that the property's prior industrial zoning remains in effect for the development. Project Midspan hopes to be able to carry out the development and investment it seeks to bring to Bradley County on that basis, and will work with Bradley County officials and community members to ensure that the development brings maximum economic value to the surrounding areas, and to maximize economic benefits and minimize any construction disruption.

What's the actual economic benefit to the county, and to me personally?

Project Midspan will add millions of dollars a year to the county budget through taxes on its buildings and equipment, without residents paying a dime of it. Because the county directs roughly half of that revenue to schools, it means new funding for classrooms, alongside first responders, roads and infrastructure. It also means permanent, skilled careers and hundreds of construction jobs, with local contractors and residents first in line.

Will local jobs actually go to local residents, or will workers be brought in from outside?

Jobs created will be available to local residents. This is a core commitment of the project. Project Midspan needs a strong, local hiring pipeline to be successful, and wants to work with the community to determine the most effective ways to partner on workforce development. A facility of this scale runs more reliably, and for longer, when it's staffed by people who already live in, and are invested in, Bradley County.

How are Project River and Project Midspan connected?

Project Midspan and Project River are separate developments with different ownership structures, different sites, and separate applications.

How much water will the project use, and will it draw water from the Hiwassee River?

Engineering teams are prioritizing water efficiency throughout the planning process for Project Midspan. In contrast to legacy facilities that relied on heavy daily consumption, this campus will employ low-water-use technologies, including direct-to-chip and closed-loop cooling that fills systems once and requires minimal draws afterward. Project Midspan is currently assessing multiple options for initial and long-term water supply, including recycled resources, dedicated industrial wells that do not draw on the drinking-water aquifer, non-potable utility lines, and captured rainfall, with total usage figures to be established as site designs are completed. Project Midspan has no plans to draw water from the Hiwassee River.

Will Project Midspan use local timber or biomass processing for its energy generation?

No. Project Midspan will not use timber or biomass for energy generation, will not process timber on-site, and will not include a biomass facility of any kind.

How will it affect Walker Valley High School across Mouse Creek Road?

Project Midspan's nearest building will be 1700 feet from the Walker Valley High building, across Mouse Creek Road from the north side of the campus and its athletic fields.

- **Visual impact:** A 20 foot deep wall of evergreen and cedar landscaping will be planted for additional screening on top of the existing tree line as a permanent buffer between the school and the site, written into the site plan as a condition of approval rather than a discretionary landscaping choice.
- **Noise:** At full buildout, the facility is expected to be no louder than a standard residential HVAC system measured at the school property line. Backup generator testing, which is the loudest recurring activity at a facility like this, will be scheduled outside school hours and school event times (games, practices, after-school activities), and a testing calendar will be shared with the school in advance.
- **Lighting:** Site lighting will use shielded, downward-facing fixtures designed to prevent light spill toward the school and athletic fields, particularly relevant for evening games and practices.
- **Construction phase:** Construction traffic will avoid Mouse Creek Road.
- **Operational phase:** Employee and delivery traffic will similarly avoid Mouse Creek Road.



Will Project Midspan help fund local schools?

Bradley County's budget currently directs a little over 40% of the county's personal property tax revenue to schools. If Project Midspan becomes one of Bradley County's largest taxpayers as projected, a substantial share of that new revenue would flow into local school budgets without raising taxes on residents. Project Midspan also wants Walker Valley students to see the campus as a place to learn and to work: through site visits, technical training and a hiring pipeline built with the school and Cleveland State Community College.



Will this raise my electricity bill?

No. Project Midspan pays the full cost of the electrical infrastructure built to serve it, including any future grid upgrades, and it will be served under a separate data center rate class designed so that those costs are not spread to households. This is consistent with the principles of the federal Ratepayer Protection Pledge, under which large power users cover their own generation and infrastructure costs and invest in the communities where they operate.

How loud will it be?

Project Midspan will include state-of-the-art noise-suppression technology intended to keep sound near the level of a quiet office and below a typical home HVAC system, with buffer distance from neighboring properties. Backup generator testing, the loudest recurring activity at any data center, will be scheduled outside school hours and shared with the school in advance.

What about light pollution at night?

Light will be shielded and downward-facing, limited to operational/security needs, with motion controls and dimming to limit nighttime impact.

What about wildlife and farmland?

The site is largely open, previously farmed land inside an existing industrial park with no river frontage. An environmental site assessment found no recorded environmental considerations on the property. Its one caution, that trees on the site can serve as seasonal bat habitat, will be followed. No tree clearance will take place during the protected season. The project does not affect the Hiwassee River or its banks, and no farmland outside the industrial park is being taken for it.

What traffic should the community expect?

Traffic will be highest during construction. Project Midspan will put in place a construction traffic management plan agreed with the County before work begins, with designated truck routes, scheduled delivery windows, workforce shifts staggered against neighboring large employers, separate construction access where practicable, and no heavy vehicle movements on Mouse Creek Road during school arrival and dismissal. Once operating, a data center generates far less traffic than a manufacturing or distribution site of similar size; most movements will be employees commuting.

Who is behind Project Midspan, and who will own it in the long term?

Project Midspan is being developed by SDCL, a regulated investor and developer established in 2007 with more than \$2.5 billion under management. As with most infrastructure of this scale, the campus may ultimately be owned and operated by a long-term institutional owner or operator. The standards are written into the site plan to bind the operator to what's been submitted.



Who can I contact to learn more?

For more information, please reach out to:
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