



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Lafayette L. Crump**  
Commissioner

**Vanessa L. Koster**  
Deputy Commissioner

**4<sup>th</sup> Ald. District**  
**Ald. Bauman**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**Ordinance File No.**      [220833](#)

**Location:**                      1037 West McKinley Avenue

**Applicant/  
Owner:**                          Ethleen Peacock, Alaafia African Family Resource Center (AAFRC)

**Current  
Zoning:**                              Downtown – Mixed Activity (C9G), Brewery Project Development Incentive Zone (DIZ)

**Proposal:**                              This file relates to the approval of a social service use within an existing building located at 1037 West McKinley Avenue, on the south side of West McKinley Avenue, east of North 11th Street, in the 4th Aldermanic District, relative to the Development Incentive Zone (DIZ) known as the Brewery Project. This DIZ was established by the Common Council in 2006 and entails a permitted and prohibited use list, design standards, and sustainability guidelines.

Alaafia African Family Resource Center (AAFRC) is proposing to occupy a portion of the third floor (Suite 321) of the multi-tenant commercial building located at 1037 W. McKinley Avenue, within the Brewery Project DIZ overlay zone. This use has been defined as a social service use, which the overlay allows, but requires a public hearing before the City Plan Commission.

AAFRC is a nonprofit formed in 2015 by a group of African immigrants who wanted to change the lives of other immigrant families suffering from issues of Sexual Assault, Human Trafficking, Domestic Violence and Sickle Cell. AAFRC provides in-person and virtual services and resources to victims of domestic and sexual violence. Up to 4 employees will be on site, and they anticipate serving 5-8 clients daily at this location. Parking is available to the employees and clients.

**Adjacent Land Use:**                      The proposed use will be located in an existing building within the Brewery District. Surrounding properties are zoned as Downtown – Mixed Activity (C9G) and also within the overlay zone.

**Consistency with  
Area Plan:**

This proposal is located in the Downtown Area Plan, specifically in the Downtown West District. The subdistrict is composed of three distinct areas, one of them being the Brewery District. The sub-district encourages mixed uses, including all types of office users. The Office Policies of the plan supports re-use of older, historic quality buildings, as well as increasing the density of offices at various scales. Given the placement of the use within a larger office building, any potential privacy needs are well addressed on an upper floor, rather than a ground floor location with street front windows. Offices at this location and placement on an upper floor are consistent with the goals of the plan.

**Previous City  
Plan Action:**

11/20/2006 – The City Plan Commission recommended approval of the file establishing a Development Incentive Zone known as The Brewery Project. (FN 060913)

11/26/2007 – The City Plan Commission recommended approval of the First Amendment to the Development Incentive Zone known as The Brewery Project, adding sustainability guidelines to the overlay area. (FN 070932)

**Previous Common  
Council Action:**

12/12/2006 – The Common Council approved the file establishing a Development Incentive Zone known as The Brewery Project. (FN 060913)

1/15/2008 – The Common Council approved the First Amendment to the Development Incentive Zone known as The Brewery Project, adding sustainability guidelines to the overlay area. (FN 070932)

**Staff  
Recommendation:**

Since the proposed social service use will operate in a manner similar to other office-type uses within the building in that it will not serve a large number of clients on site on a daily basis and will operate during typical business hours, staff recommends that the City Plan Commission approves the subject file conditioned on the applicant paying the DIZ application fee prior to the issuance of an occupancy permit by the Dept. of Neighborhood Services.