



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

9th Ald. District
Ald. Taylor

CITY PLAN COMMISSION ZONING REPORT

Ordinance File No. [221923](#)

Location: Part of 7201 West Good Hope Rd (northern portion)

**Applicant/
Owner:** Weas Development (applicant); parcel is owned by Milwaukee County Parks

**Current
Zoning:** Industrial Light (IL1)

**Proposed
Zoning:** Commercial Service (CS)

Proposal: Weas Development is proposing to rezone the northern portion of the subject site from Industrial Light (IL1) to Commercial Service (CS) to allow commercial development along Good Hope Road. The balance of the site will remain zoned IL1. Milwaukee County, the owner of the site, is in support of the proposed development and has granted permission to Weas Development to seek this zoning change. A Certified Survey Map (CSM) is underway to create the parcel for the portion of the site that is the subject of this zoning change.

Weas Development is proposing to purchase the subject site from Milwaukee County. The site will be divided into two parcels, and a zoning change has been requested to rezone the northern portion to CS to allow the development of a 20,000 square foot Children’s Hospital Clinic to serve the local community. This new facility would replace the existing pediatric clinic at 7720 W. Good Hope Road and include an urgent care component that would be open 7 days a week from 9 am to 9 pm as well as a primary care component that would be open during regular business hours Monday through Friday.

In addition to the zoning change, the health clinic use will also require Special Use approval from the Board of Zoning Appeals. The southern portion of the site will remain zoned IL1. Weas Development has entered into an agreement with the Milwaukee Kickers Soccer Club, whose soccer facilities are on the adjacent site to the east, for Weas to pave approximately 200 parking stalls on the southern portion of 7201 W Good Hope and then convey that parcel to the Kickers.

**Granville Advisory
Committee:**

This site is within the boundary of the Granville Advisory Committee (GAC), which reviews development proposals (among other items) located within the area generally bounded by Good Hope Road to the south, County Line Road to the North, North 60th Street to the east, and North 107th Street to the west. On August 2, 2023, the developer and members of Children’s Hospital presented their proposal to the GAC. The committee asked questions and expressed support for this proposal. Alderwoman Taylor also spoke in support. The GAC made a motion to approve the proposal as presented.

Adjacent Land Use:

Commercial uses are to the north and west. A Milwaukee County Parks-owned site (zoned Parks, PK) that houses soccer facilities is to the east. A railroad and industrial uses are to the south.

**Consistency with
Area Plan:**

The proposed project is within the Northwest Side Area Plan area. The Northwest Side Area Plan was adopted in 2007 and amended in 2017 with the adoption of the Granville Strategic Action Plan & Land Use Study. The Plans demonstrate a need for anchor community serving medical uses on the Northwest Side of Milwaukee, in addition to additional (indoor as well as outdoor) recreational facilities. The Plans also call for continued investment in this critical intersection of W. Good Hope Road and N. 76th Street – the intersection is a Catalytic Site in the Northwest Side Area Plan and is echoed in the Granville Strategic Action Plan as it recommends that the “ongoing development of the intersection of 76th and Good Hope Road should continue to be prioritized...” (page 82). This site is just east of the Catalytic Site, but dovetails with the plays for this high-volume community node. Page 44 of the Granville Strategic Action Plan & Land Use Study highlighted the need and opportunity for an additional health care facility as an institutional anchor (pages 44 & 58), in addition to entertainment and recreational facilities to generate activity and support area commercial uses (pages 44-45). Given that the land is industrially zoned, the Industrial Land Analysis (2021) and its ReZoning Evaluation Framework were considered. Through this rezoning analysis tool, it was found that it is appropriate for this site to be rezoned from industrial to commercial uses.

The proposed project at 7201 W. Good Hope Road is consistent with the Northwest Side Area Plan, the Granville Strategic Action Plan & Land Use Study, and the Industrial Land Analysis.

**Previous City
Plan Commission
Action:**

None.

**Previous Common
Council Action:**

None.

Staff

Recommendation:

The proposed zoning change will allow a commercial use along W. Good Hope Road, consistent with the adjacent commercial context and the recommendations of the Northwest Side Plan. The applicant is proposing to develop a community-serving health facility on this site, which will support residents within the area. For these reasons, staff suggests that the City Plan Commission recommends approval of the subject file.