

Address of premises	1536 W North Ave Milwaukee, WI 53205
Name of business	FAMILY Matters
Type of business	Counseling
<p>Detailed description of the proposed operation</p> <p><i>This description should explain, in detail, how the proposed use will be operated. The description should state what activities are to occur on site.</i></p>	<p><i>FAMILY Matters will hold structured meetings with the parents of youth enrolled in Rubies programs. The youth we serve are girls ages 10-18 who have experienced or are at risk of trauma, exploitation, or high-risk behaviors. During the meetings, parents will receive detailed information about the skills, topics, and strategies being taught to their children. This ensures parents can reinforce the lessons at home, supporting consistent growth and positive change.</i></p> <p><i>The goal of FAMILY Matters is to plant seeds of hope in the hearts of parents, empowering them to become catalysts of change within their homes. Meetings will be private, with minimal foot traffic, and not open to the general public. Activities on-site will include discussions, skill-building exercises, and guidance on strategies for supporting their children's development in alignment with Rubies programming.</i></p>
Hours and days of operation	Mon-Fri 11a-7pm
Number of employees	2
<p>Does your location provide on-site parking?</p> <p>a. If yes, how many parking spaces are available to customers and employees?</p> <p>b. Where is the on-site parking located?</p>	Street parking

<p>Will you receive at your location vehicles that make deliveries or pick-ups?</p> <p>a. How many deliveries and/or pick-ups do you anticipate each day?</p> <p>b. Where will deliveries, pick- ups, loading and unloading activities occur?</p>	<p>No</p>
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<p>Describe the land uses next to the property and on the same block.</p> <p><i>This description should explain what businesses and/or uses are located in the area around your proposed location.</i></p>	<p><i>Apartments</i></p>
<p>Describe who your business will serve.</p> <p>a. For churches, please provide the number of members</p> <p><i>This description should explain who your business will serve and where your customers, clients, or congregants come from.</i></p>	<p><i>Parents of youth who have children in the behavior health services</i></p>