

**Application to City of Milwaukee Planning Commission for a  
Social Service Use Permit  
Wisconsin Community Services (WCS)  
2610 W. North Avenue, Milwaukee, WI 53205**

**Please note:** This site/address is located within the North Avenue Commerce Center Development Incentive Zone (DIZ), and a social service use is noted as permitted, provided the four criteria noted below are found to be met, but requires a public hearing before the City Plan Commission. The maximum number of children that will be served at this site at any given time is 90 by contract, but averages 40. Any future signage at this site will follow the DIZ standards and will be staff-approved.

**1. Protection of Public Health Safety and Welfare.**

WCS has considered the public health, safety, and welfare of the community in which its new Project Excel programs will be located, at 2610 W. North Avenue, Milwaukee, WI 53205, in a myriad ways. The students who participate in programs and other activities at this site must all go through an orientation with at least one parent or guardian before being accepted into the program. During this orientation, our Intake Coordinator presents the rules and expectations of participation, which include respect for the building and others in and around it. The students are told that they will be disciplined up through termination from the program if they violate program rules, with consideration of the seriousness of the violation.

In addition, the program provides door to door transportation for the vast majority of the students it serves at this site; only up to 20 students referred through MPS who will come to this site may ride the bus. There are two main bus lines in the immediate vicinity (less than a half a block away). All program outings are supervised by staff. Staff have walkie-talkies when they are onsite and use agency cell phones to communicate when staff are in the community. In addition to program staff supervision, WCS contracts with a private company, Metro Police, to provide additional security support when needed. There are metal detectors and cameras throughout the space in strategic areas.

The students are engaged in programming in which they discuss and explore ways to improve the community in which they live, from aesthetics to social and cultural trends to policy changes. This deeper restorative level of understanding of, and connection to, the community is a vital to developing empathy and a broader context/perspective for one's individual actions. The community immediately surrounding the site is mostly commercial and industrial, with some residential sections. WCS has a restorative community service and restitution program that operates onsite. Beautification (primarily litter removal) is an activity for which the students will be responsible with staff direction and supervision.

**2. Protection of Property.**

As stated above, the students will be supervised by staff in and outside of the building. WCS has a team of facilities staff that are able to be responsive to any property repair needs and a Security Coordinator who is certified to train in Non-Violent Crisis Intervention, among other safety-related interventions. He also has extensive experience with law enforcement and correctional settings, both with adults and youth.

**3. Traffic and Pedestrian Safety.**

The nearest intersection is the corner of North Avenue and 27<sup>th</sup> Street, which is a busy area both in terms of foot traffic and vehicle traffic. One of the resources that the program provides helps MPS students to take advantage of the MPS Drive program (free driver's education), as WCS is a main partner in this

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collaborative effort. The classroom driver's education will increase traffic safety knowledge. WCS will also provide night reflector stickers to students, as the majority of the programming at this site will occur in the evenings.

#### **4. Consistency with Comprehensive Plan.**

The proposed Project Excel program site fits in very well with the comprehensive plan for the Fond du Lac and North Area Plan. As of 2009, here are some key findings in the plan and (in italics below) ways in which the findings are relevant to the proposed program site:

A high concentration of people and households represents a large buying power not reflected in current availability of goods and services.

*WCS students would be interested in taking on a buying power community engagement project that they would research, design, collaborate with other groups, and work to advance, as way to build economic stability in this community.*

Approximately 42% of the population is under the age of 17. The population is predominately African American (82%).

*This is a key finding in the plan where there is a great deal of alignment with the programming that WCS will provide at this site. Most of the young people referred to these programs are involved in the youth justice system, ages 12-17, and the majority of the youth who are referred to our programs are African-American. Project Excel is working to effectively deliver programming in accordance with the principles of Positive Youth Justice (PYJ), which are rooted in Social Learning Theory.*

*The two core assets of PYJ serve as the platform for our approach with students.*

##### **1. Learning/Doing**

- *Developing new skills and competencies*
- *Actively using new skills*
- *Taking on new roles and responsibilities*
- *Developing self-efficacy and personal confidence*

##### **2. Attaching/Belonging**

- *Becoming an active member of pro-social group(s)*
- *Developing and enjoying the sense of belonging*
- *Placing a high value on service to others and being part of a larger community*