



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

Ald. Stamper, II
15th Ald. District

CITY PLAN COMMISSION
ZONING REPORT

File No: [251188](#)

Location: 1536-1540 West North Avenue, on the north side of West North Avenue between North 15th Street and North 16th Street

Applicant/Owner: 15th and North Apartments LLC (owner/applicant)

Current Zoning: Detailed Planned Development (DPD) – Legacy Lofts Real Estate Development

Proposed Zoning: First Amendment to DPD

Proposal: This site was rezoned from Local Business (LB2) to a Detailed Planned Development (DPD) in 2016 to allow the redevelopment the former Blommer Ice Cream Company building into 36 residential units and construction of a 4-story, 28-unit mixed-use building with 2,000 sf of ground floor commercial space (for a total of 64 units) and associated parking for residents. The DPD was modified in 2017 to allow minor design changes, a reduction in parking by one space, and a shift in the number of units in each building to 38 units in the Blommer building and 26 units in the new building. Since this DPD was established, the buildings have been constructed/redeveloped in accordance with the approved plans.

This amendment proposes to add a Social Service Facility that meets certain conditions as a permitted use within the first-floor commercial space of the mixed-use building located at 1536-1540 West North Avenue. The DPD zoning points to allowable uses in the Local Business (LB2) zoning district as those permitted within the first-floor commercial space, which was previously occupied by Legacy Redevelopment Corporation as an office use. Legacy recently relocated its office elsewhere, and a new tenant is proposing to occupy the space with a Social Service Facility use. The Social Service Facility use is a Special Use in the LB2 zoning district, meaning it requires case-by-case review and approval from the Board of Zoning Appeals based on a specific plan of operation. Because of this, the Social Service Facility use is not currently allowed per the DPD zoning, and an amendment to the DPD zoning is necessary in lieu of the BOZA approval to allow this use.

FAMILY Matters, the prospective new tenant, provides counseling services (classified as a social service use) to parents of the youth that the organization

already serves through Rubies, an agency working with youth who have experienced exploitation. These youth are referred through Milwaukee County's Wraparound Milwaukee – Children's Community Mental Health Services and Children's Wisconsin. The anticipated hours of operation will be 11:00 am – 7:00 pm Monday through Friday, and typically around 4-5 clients would be on site at a time.

Should this tenant vacate the space at some point in the future, another Social Service Facility use meeting the following parameters may be allowed, along with the uses allowed in the LB2 zoning district. The terms below are based on the plan of operation that is the impetus for this DPD amendment, and take into account the size of the space as well as the fact that there is not off-street parking available for the tenants or customers.

- Service provided is oriented towards training, education, counseling, and/or therapy that can be provided in person or remotely. This may also include online education and job training. The use is considered low-impact from a traffic generation standpoint.
- The use should not entail more than 15 persons on premises at any given time, inclusive of employees and customers.
- Hours of operation shall not be before 7:00 am or after 8:00 pm.

Adjacent Land Use:

A residential neighborhood, with properties zoned Two-Family Residential (RT4) is located to the north of the site. On both the eastern and western sides of the site, properties are zoned Local Business (LB2); businesses include two grocery stores, a deli, a cell phone store, and two community centers (United Neighborhood Centers of Milwaukee and the YMCA). To the site's south are two parcels zoned Local Business (LB2) and residential properties zoned both Two-Family Residential (RT4) and Single-Family Residential (RS6).

Consistency with Area Plan:

The DPD is within the boundaries of the Fond du Lac & North Area Plan. The Fond du Lac and North Area Plan identifies social service uses as desirable uses in commercial corridors. The plan also includes policies to support the health and safety of residents, including mental health support and violence prevention. The proposed use is consistent with the Fond du Lac and North Area Plan.

Previous City Plan Action:

6/26/2017 – City Plan Commission recommended approval of a substitute resolution relating to a Minor Modification to a Detailed Planned Development to permit changes to a previously approved mixed-use development located at 1500-1534 West North Avenue, on the north side of West North Avenue between North 15th Street and North 16th Street. (FN [161472](#))

8/15/2016 – City Plan Commission recommended approval of a substitute

ordinance relating to the change in zoning from Local Business to a Detailed Planned Development for multi-family residential development at 1500-1504, 1524 and 1528-1534 West North Avenue, located on the north side of West North Avenue between North 15th Street and North 16th Street. (FN [160391](#))

Previous Common Council Action:

7/11/2017 – Common Council approved a substitute resolution relating to a Minor Modification to a Detailed Planned Development to permit changes to a previously approved mixed-use development located at 1500-1534 West North Avenue, on the north side of West North Avenue between North 15th Street and North 16th Street. (FN [161472](#))

9/20/2016 – Common Council approved a substitute ordinance relating to the change in zoning from Local Business to a Detailed Planned Development for multi-family residential development at 1500-1504, 1524 and 1528-1534 West North Avenue, located on the north side of West North Avenue between North 15th Street and North 16th Street. (FN [160391](#))

Recommendation:

This amendment will allow a social service use to occupy the first-floor commercial space of the subject building, provided it meets the terms outlined above. A social service use meeting the prescribed terms is compatible with other uses along this commercial corridor and consistent with the comprehensive plan. Staff recommend approval of the subject file.