



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

15th Ald. District
Ald. Stamper

CITY PLAN COMMISSION
ZONING REPORT

Ordinance File No. [220719](#)

Location: 2610 West North Avenue

Applicant/
Owner: Community Medical Services (CMS)

Current
Zoning: Local Business (LB2), North Avenue Commerce Center Development Incentive Zone (DIZ)

Proposal: This file relates to the approval of a medical service facility use to allow Community Medical Services to partner with Wisconsin Community Services at their current location at 2610 West North Avenue and provide onsite counseling and medical treatment services within the existing facility located on the north side of West North Avenue, east of North 27th Street, relative to a Development Incentive Zone (DIZ) known as North Avenue Commerce Center, established by Section 295-91.0046 of the former Milwaukee Code, in the 15th Aldermanic District.

The North Avenue Commerce Center DIZ was established by the Common Council in 2000, and includes a list of permitted uses as well as design standards for new construction or building alterations within the overlay. The applicant, Community Medical Services, is looking to provide counseling and medical treatment services to assist in the opioid treatment program as an added type of service option to individuals currently receiving services at this WCS location. Proposed hours of operation will be Monday through Friday, 8:00 am – 3:00 pm and Saturday/Sunday 8:00 am – 12:00 pm. This use is classified as a medical service facility, which is noted as permitted in the DIZ, but requires a public hearing to be held by the City Plan Commission.

The applicant, Community Medical Services (CMS), intends to provide counseling and medical treatment services to assist in the opioid treatment program (OTP). CMS offers substance use treatment programs that include outpatient medication-assisted treatment, individual counseling, and group counseling. The

use proposed in this file will add to the existing services at this location and will be aligned with the services currently provided by Wisconsin Community Services.

DIZ Criteria:

The following criteria are required to be met for this use hearing. Below each criterion is a description of how the applicant proposes to meet the standards.

1. Protection of public health, safety, and welfare.

The added medical service facility use will allow CMS to address the need for day treatment services for those with opioid addiction in the neighborhood. The use will directly address this local health issue by providing treatment and prevention services. CMS will coordinate with WCS for on-site safety services, including their contracted services for security patrol and monitoring.

2. Protection of property.

As a tenant of WCS, CMS will utilize the security, landscaping, and cleaning staff in the building, parking lot, and surrounding area. The facilities staff for these services can be responsive to property repair or security needs. Patients being served by the CMS facility are existing users of the building, so any additional traffic, activity, or disruption will be minimal.

3. Traffic and Pedestrian Safety

The facility is located at the intersection of two main streets with access by cars, public transportation, and pedestrians. The nearest intersection, North Avenue and 27th Street, has traffic lights and crosswalks and has high levels of foot and vehicular traffic.

4. Consistency with the Comprehensive Plan.

The Fond du Lac and North Area Plan recommends building on community assets to increase opportunities, considering vacant and publicly-owned properties for development, and building on growing support for collaborations. CMS is responding to these recommendations by collaborating and partnering with an existing local institution. The recommendation to focus efforts on community health and economic development is addressed through the services proposed with this use, as they are currently inaccessible to residents of the neighborhood.

Community Meeting:

A community meeting was held regarding this proposal. Following is a synopsis that was provided by the applicant:

A public meeting was held on August 15, 2022 at 3:30 PM in the Community Room at Wisconsin Community Services (WCS), 2610 W. North Avenue. This will also be the future site of the medical services facility. The meeting was coordinated in conjunction with the office of 15th District Alderman Russell Stamper.

Approximately 10 people were in attendance. Notices were hand delivered to surrounding neighbors by WCS staff. During distribution staff also encountered a few neighbors who were informed of the zoning request. Those who were spoken with expressed no objection to the added use for this address. In addition, an earlier meeting was held between WCS leadership and the neighboring Hope Christian School.

Adjacent Land Use:

Properties located across West North Avenue from the site are in the Local Business (LB2) district. The property directly to the west is zoned as Light Industrial (IL2) and the property to the east is zoned as a Planned Development. Properties to the north of the sites are zoned as Two-Family Residential (RT4).

Consistency with Area Plan:

The proposed medical facility use at 2610 W. North Ave is consistent with the Fond du Lac and North Area Plan. Recently adopted the by the Common Council in November 2021, the Plan contains policies and recommendations regarding different land use decisions that support the proposed use. These policies and recommendations were informed by a robust community engagement process. More specifically:

- On p. 39, the Plan specifically states the following policy: “Support efforts to address infant mortality, tobacco use, alcohol and drug abuse, obesity, mental health, and other chronic public health issues in the community.”
- P. 65 of the Plan recommends that medical facilities should be allowed in commercial districts. This site is located within a Commercial District and a medical facility, as is proposed, is appropriate.
- Furthermore, during the community engagement process, residents stated that medical care was often inconvenient because they had to travel outside of the neighborhood. Having a clinic within the neighborhood will allow convenient access to needed medical care.

Previous City Plan Action:

12/00 – City Plan Commission recommended approval of the establishment of a Development Incentive Zone (DIZ) known as the North Avenue Commerce Center or land located in the blocks bounded by West Meinecke Avenue, West North Avenue, North 27th Street and North 25th Street (FN 001061).

4/29/02 – City Plan Commission recommended approval of the change in zoning from Industrial (I/D/40) and Local Business (L/C/40) and the establishment of a DIZ known as the North Avenue Commerce Center for property located on the north side of West North Avenue and west of North 25th Street (FN 011307 and 011308)

09/30/02 – City Plan Commission recommended approval of an amendment to the DIZ known as North Avenue Commerce Center to revise the design standards for building signage (FN 020722).

05/19/03 – City Plan Commission recommended approval of an amendment to the DIZ known as North Avenue Commerce Center to update the permitted and prohibited use list to reflect the zoning code for Local Business, as well as industrial light, commercial, office, and social assistance uses (FN 030023).

10/23/17 – City Plan Commission approved the addition of social service use provided by the Wisconsin Community Services in a tenant space located at 2610 West North Avenue (FN 170956).

**Previous Common
Council Action:**

01/16/01 – Common Council approved the establishment of a Development Incentive Zone (DIZ) for land located in the blocks bounded by West Meinecke Avenue, West North Avenue, North 27th Street and North 25th Street (FN 001061).

06/04/02 – Common Council approved the change in zoning from Industrial (I/D/40) and Local Business (L/C/40) and the establishment of a DIZ known as the North Avenue Commerce Center for property located on the north side of West North Avenue and west of North 25th Street (FN 011307 and 011308).

11/26/02 – Common Council approved an amendment to the DIZ known as North Avenue Commerce Center to revise the design standards for building signage (FN 020722).

06/03/03 – Common Council approved an amendment to the DIZ known as North Avenue Commerce Center to update the permitted and prohibited use list to reflect the zoning code for Local Business, as well as industrial light, commercial, office, and social assistance uses (FN 030023).

**Staff
Recommendation:**

The applicant has demonstrated that the four criteria outlined in the DIZ have been met with respect to:

- Protection of health, safety and welfare
- Protection of property
- Traffic and pedestrian safety
- Consistency with the comprehensive plan

Staff recommends that the City Plan Commission approves the subject file.