



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

Ald. Brostoff  
3rd Ald. District

**CITY PLAN COMMISSION  
ZONING REPORT**

**File No.** [231935](#)

**Location:** 2185 North Prospect Avenue, located on the south side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue

**Applicant/  
Owner:** Kenilworth Retail LLC

**Current  
Zoning:** Detail Planned Development (DPD) known as Kenilworth Building

**Proposed  
Zoning:** Amendment to the DPD allowable use list.

**Proposal:** This file relates to the First Amendment to the Detailed Planned Development (DPD) known as Kenilworth Building to allow additional uses within the ground floor commercial tenant spaces of the existing building.

The Kenilworth Building was rezoned from Local Business (LB2) to a Detailed Planned Development (DPD) in 2005 in order to facilitate the renovation and reuse of the existing building into a mix of uses including, but not limited to University of Wisconsin-Milwaukee-related artist and performance spaces, student residences, and ground floor leasable commercial space. This amendment was requested by Kenilworth Retail LLC and will allow additional uses within the ground floor commercial tenant spaces, including medical office and health clinic. This file also clarifies that Personal Service is an allowable use within the ground floor space.

This request was spurred by MayOne, a sports medicine and wellness clinic, which is classified as a health clinic, proposing to occupy one of the commercial tenant spaces along Prospect Avenue. MayOne’s mission is to “help our clients live an active, pain-free life through symptom management and root-cause solutions”. They consist of a multi-disciplinary team including athletic trainers, physical therapists, and massage therapists. Services include physical therapy, athletic

therapy, cup therapy, dry needling, massage therapy, craniosacral therapy and reiki. If approved, they will be relocating from Shorewood, WI.

With the approval of this proposed amendment, the updated use list for the Kenilworth Building includes:

**Allowable uses:**

- Educational (College)
- Commercial (included but not limited to Office, Artist Studio)
- Restaurant (including but not limited to Sit-down and Fast-casual)
- Theater (Peck School of the Arts Screening Room)
- Retail (including but not limited to soft goods, apparel and food stuffs)
- Parking
- Single-Family Dwelling
- Multi-Family Dwelling
- Student Apartments
- Cultural Institution
- Personal Service
- Medical Office
- Health Clinic
- Banquet Hall (6<sup>th</sup> Floor)

**Prohibited Uses:**

The Kenilworth Building will not contain the following uses:

- Currency Exchange, Payday Loan Agency, or Title Loan Agency
- Fast-food/Carry-out Restaurant
- Churches and Social Service Facilities
- Financial Institution
- Convenience Store
- Cigarette or Cigar Shop
- Gun Shop
- Pawn Shop
- Tavern, unless majority of the tenant's space is devoted to restaurant operations

All other allowable and prohibited uses set forth in File Nos. 041053, 180107 and 201280 remain unchanged (as reflected above).

**Design Standards:**

In order to preserve an active and engaging street frontage as intended by the DPD, design standards relating to street level activation must be met for all commercial uses within the building, and especially for the healthcare uses if located within the ground floor commercial tenant space. These standards include:

- For a healthcare use, prior to an occupancy permit being issued, Applicant shall provide DCD with a floor plan noting interior uses within the tenant

space. The plan shall also dimension the total lineal frontage of the tenant space and of the existing glazing, and further dimension the sections of windows that will remain open and unobstructed, and those that will be adjacent to private uses requiring window shades to be drawn for the majority of the time. The distance of any walls parallel to the street frontage to the windows must be shown.

- A minimum of 60% of the windows within the specific tenant space must remain free and unobstructed, with qualifying street activating uses adjacent to them per the zoning code occupying the space adjacent to the windows. (see Section [295-201-636](#))
  - Interior Spaces and Street Activating Uses. Interior spaces behind glazing that is required to meet the minimum linear street frontage glazing shall be occupied by street- activating use areas to a minimum depth of 12 feet. This requirement shall not apply to areas occupied by permitted dwelling units. Interior walls parallel to glazing greater than the minimum amount required shall be not less than 6 feet from the plane of the glazing.
  - For commercial and office, and healthcare uses, activating uses include lobbies, reception areas, waiting rooms, conference rooms, amenity spaces, communal working spaces, teller areas, break rooms, and cafeterias, but not spaces such as individual offices, exam rooms or similar spaces where privacy needs are contrary to the intent of visual activation of the street.
  - In retail and general service uses, sales areas, product displays, break rooms and other active spaces. Stock rooms, storage rooms and similar areas are not included.
- Window Coverings. Operable interior window coverings may be used for control of sunlight. They may not be used for privacy in a manner contrary to the requirements of [295-605-2-i-3-d](#) and to 295-201-636, Street Activating Use Area definition. Such coverings include, but are not limited to, blinds and draperies. No window covering may be permanently affixed or adhered to the window such that the window becomes permanently opaque.

**Adjacent Land Use:**

The subject parcel is surrounded by a variety of commercial uses including retail stores, a nail salon, and dining establishments that are all zoned Local Business (LB3). There is a Bublr bike station on the corner of East Kenilworth Place and North Prospect Avenue.

**Consistency with Area Plan:**

The Kenilworth Building DPD is within the boundaries of the Northeast Side Area Plan. The Northeast Side Area Plan supports revitalized commercial districts with

street friendly facades and a variety of compatible land uses. The proposed uses are generally consistent and compatible with uses allowed in the surrounding commercial district and will add a new service within walking distance of local residents. The proposed amendment to the DPD is consistent with the Northeast Area Plan.

**Previous City**

**Plan Action:**

5/10/2021 – City Plan Commission recommend approval of a substitute resolution relating to a Minor Modification to the Detailed Planned Development known as the Kenilworth Building to allow a temporary surface parking lot at 2135 North Prospect Avenue, located on the west side of North Prospect Avenue, south of East Kenilworth Place, in the 3rd Aldermanic District. (FN [201280](#))

6/4/2018 - City Plan Commission recommend approval of a substitute resolution relating to a Minor Modification to the Detailed Planned Development known as the Kenilworth Building to permit a banquet hall use within the building located on the south side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue, in the 3rd Aldermanic District. (FN [180107](#))

6/13/2016 - City Plan Commission recommend approval of a substitute resolution relating to a Minor Modification to the Detailed Planned Development known as the Kenilworth Building located on the south side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue to permit window graphics in the tenant space at 1903 East Kenilworth Place, at the corner of North Farwell Avenue and East Kenilworth Place, in the 3rd Aldermanic District. (FN [160118](#))

1/18/2005 - City Plan Commission recommend approval of a substitute ordinance relating to the change in zoning from Local Business (LB2) to a Detailed Planned Development (DPD) known as the Kenilworth Building on land located on the South Side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue, in the 3rd Aldermanic District. (FN [041053](#))

**Previous Common**

**Council Action:**

5/25/2021 – Common Council approved a substitute resolution relating to a Minor Modification to the Detailed Planned Development known as the Kenilworth Building to allow a temporary surface parking lot at 2135 North Prospect Avenue, located on the west side of North Prospect Avenue, south of East Kenilworth Place, in the 3rd Aldermanic District. (FN [201280](#))

6/20/2018 - Common Council approved a substitute resolution relating to a Minor Modification to the Detailed Planned Development known as the Kenilworth Building to permit a banquet hall use within the building located on the south side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue, in the 3rd Aldermanic District. (FN [180107](#))

7/26/2016 - Common Council approved a substitute resolution relating to a Minor

Modification to the Detailed Planned Development known as the Kenilworth Building located on the south side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue to permit window graphics in the tenant space at 1903 East Kenilworth Place, at the corner of North Farwell Avenue and East Kenilworth Place, in the 3rd Aldermanic District. (FN [160118](#))

2/1/2005 - Common Council approved a substitute ordinance relating to the change in zoning from Local Business (LB2) to a Detailed Planned Development (DPD) known as the Kenilworth Building on land located on the South Side of East Kenilworth Place between North Farwell Avenue and North Prospect Avenue, in the 3rd Aldermanic District. (FN [041053](#))

**Recommendation:**

Since the proposed additional uses to be allowed within the ground floor commercial tenant space are compatible with the adjacent mixed-use neighborhood and the design standards included in this amendment will ensure that the street frontage remains open, active and engaging as intended by the original DPD zoning, staff recommends approval of the subject file.