

**Exhibit A**  
**File No. 231935**  
**Detailed Planned Development known as Kenilworth Building**  
**2185 N. Prospect Av.**  
**March 28, 2024**

**Previous File History**

The Kenilworth Building was rezoned from Local Business (LB2) to a Detailed Planned Development in 2005 as File No. [041053](#) to allow the adaptive reuse of and addition the existing building. It was subsequently modified as follows:

- File No. [160118](#) – allow window graphics to be applied in a bay of windows along Farwell Avenue within the Toppers Pizza tenant space (1903 E. Kenilworth Place)
- File No. [180107](#) – allow UW-Milwaukee to utilize the fourth floor of the building as a banquet hall.
- File No. [201280](#) – allow a temporary surface parking lot at 2135 N. Prospect Av.

**Project Summary**

The DPD use list was established to ensure that uses along the ground level are active and engaging with the street. Uses that generally require privacy, often creating the need to block or cover windows, were left off of the allowable use list. Allowable uses include college, commercial, artist studio, restaurant, retail, and cultural institution. Additionally, specific uses were expressly prohibited, including but not limited to currency exchange/payday loan agency, social service, office, tobacco shop, pawn shop, and tavern.

This amendment is to add a **Health Clinic** to the allowable use list. A health clinic is defined as, “...a group of associated offices for 4 or more physical or mental health care professionals who provide specialized diagnostic, testing, physical therapy or treatment services, including clerical and administrative services, to persons for periods of less than 24 hours. This term does not include a medical office or hospital.” For reference, a health clinic is classified as a Special Use in the LB2 zoning district.

This amendment will also allow a **Medical Office** within the building, which is defined as, “...an establishment providing diagnostic or outpatient medical care on a routine basis, but which is unable to provide prolonged inpatient medical or surgical care. Such facility may be staffed by up to 3 doctors, dentists, ophthalmologists, optometrists, chiropractors, physical therapists or similar practitioners licensed for practice by the state. This term includes a medical or dental laboratory incidental to the medical office use, as well as a dialysis establishment.” For reference, a medical office is classified as an allowable use in the LB2 zoning district.

This amendment further clarifies that **Personal Service Establishment** is an allowable use, which is defined as, “...an establishment providing services which are of a recurring and personal nature to individuals. This term includes, but is not limited to, a barber shop, beauty salon, shoe repair shop, seamstress, tailor, fortune teller, tanning salon, massage establishment, body piercing establishment or tattoo establishment. This term does not include a portrait studio, dry cleaning establishment, laundromat, photocopy center, health club or repair shop for household items.”

All other allowable and prohibited uses set forth in File Nos. 041053, 180107 and 201280 remain unchanged.

### **Uses**

The updated use list for the Kenilworth Building includes:

Uses: The Kenilworth Building may contain the following:

- 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

### **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:

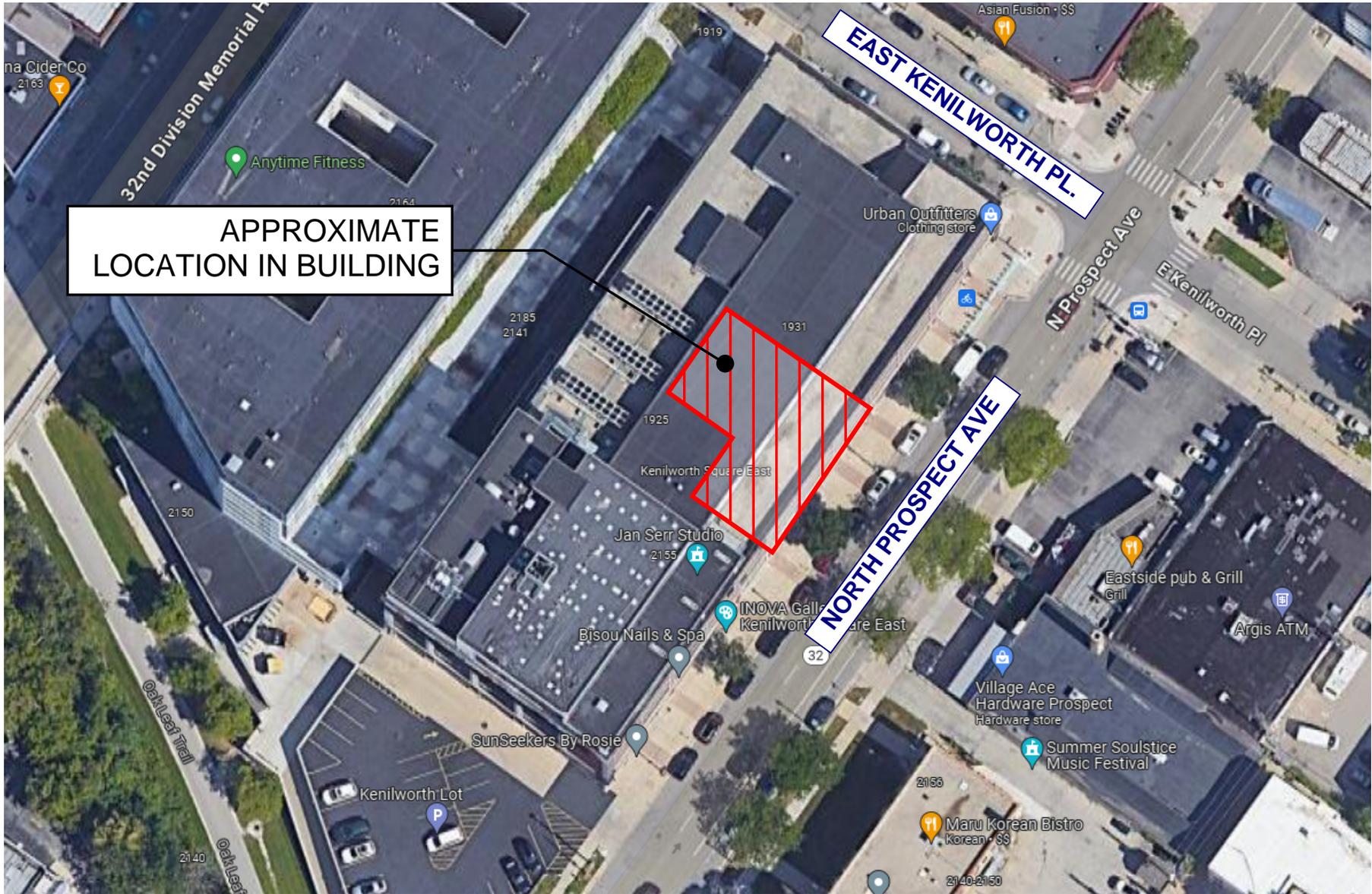
- For a healthcare use, prior to an occupancy permit being issued, Applicant shall provide DCD with a floor plan noting interior uses within the tenant space. The plan shall also dimension the total lineal frontage of the tenant space and of the existing glazing, and further dimension the sections of 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](#))

## DPD Owner's Written Narrative

- 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.

### **Site Statistics:**

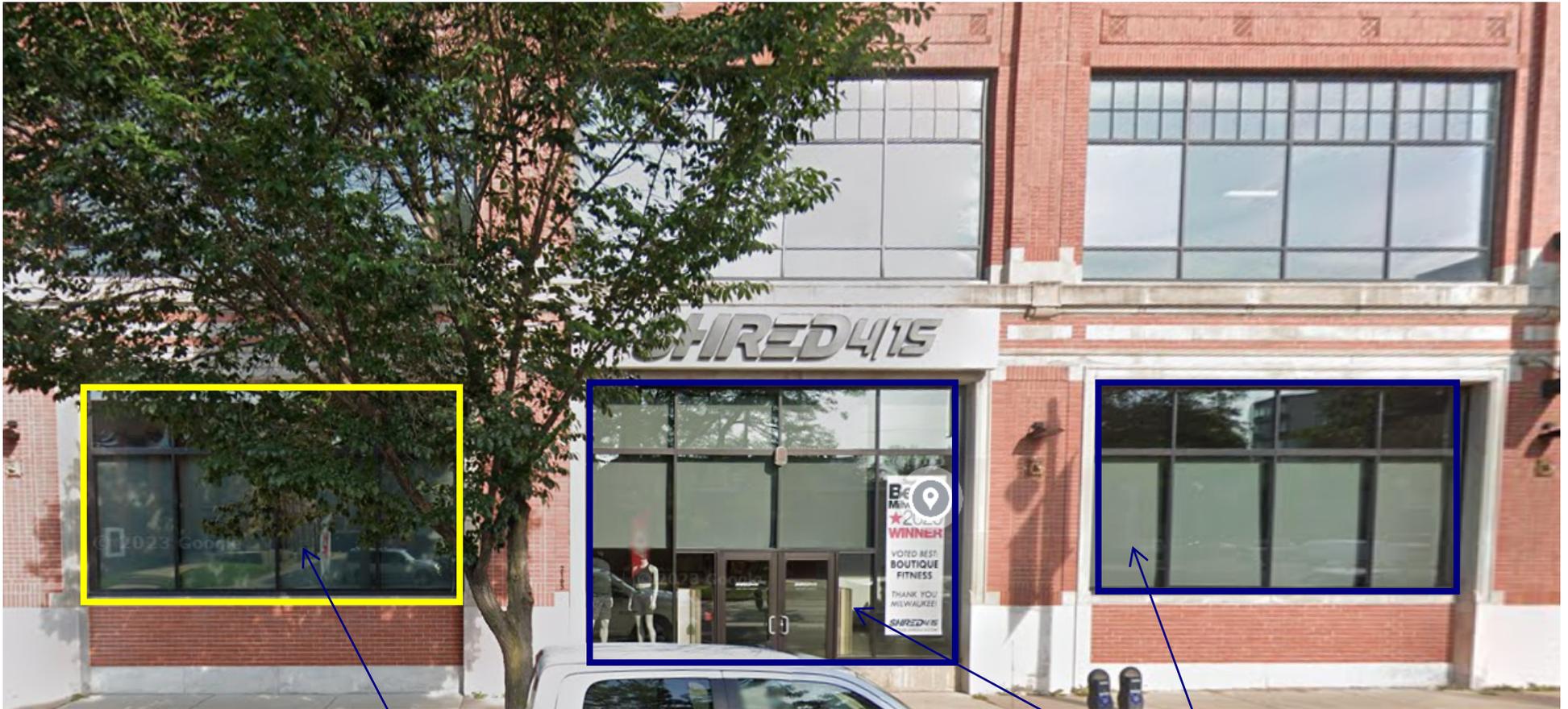
Unchanged from original DPD. See File No. [041053](#) – Exhibit A Revised 1-24-05.



LOCATION MAP  
NOT TO SCALE



**MAYONE - 2165 N. PROSPECT AVE.  
DPD - KENILWORTH BUILDING**



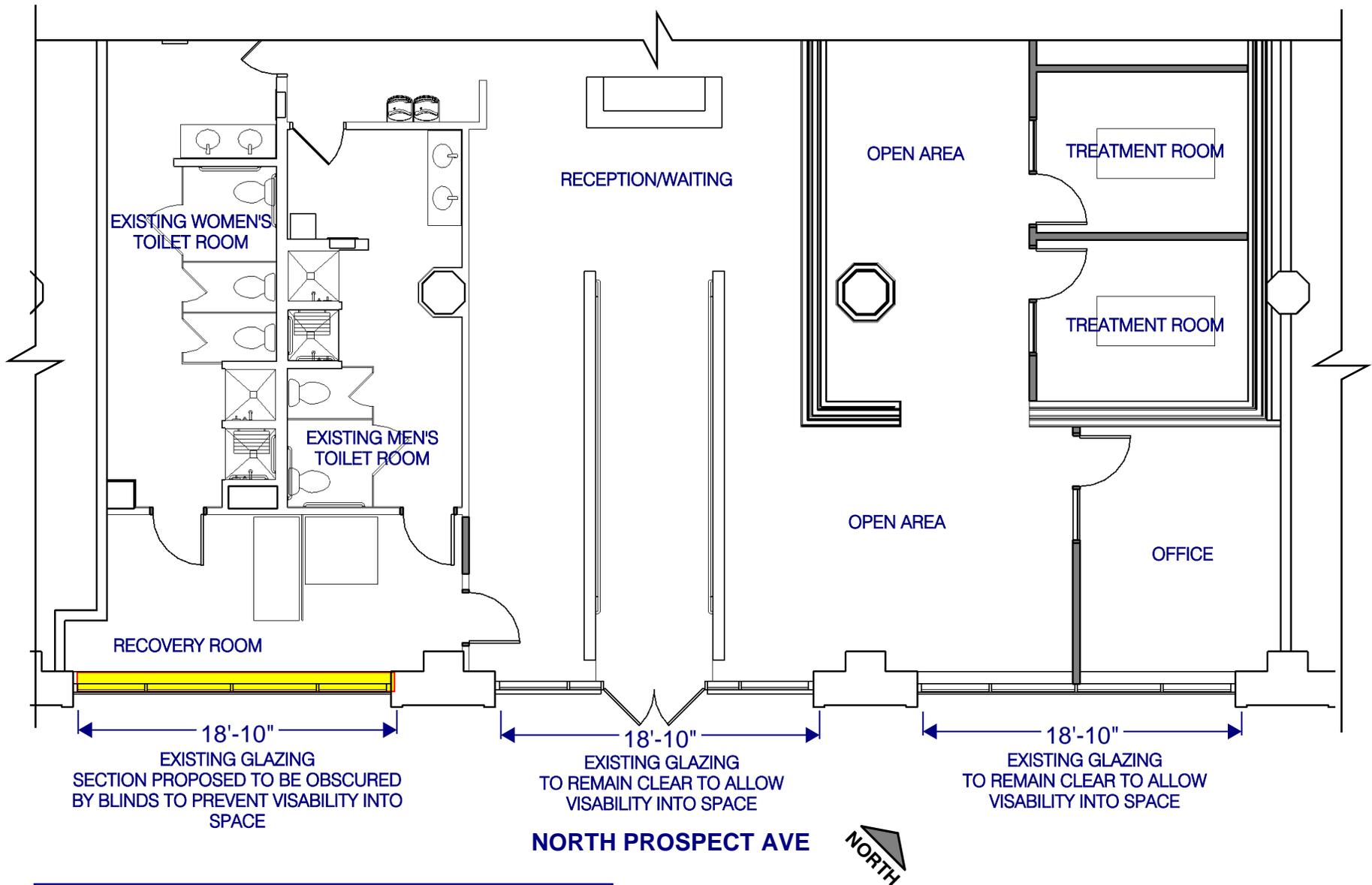
EXISTING GLAZING SECTION PROPOSED TO BE OBSCURED BY BLINDS TO PREVENT VISABILITY INTO SPACE

NORTH PROSPECT AVE

EXISTING GLAZING TO REMAIN CLEAR TO ALLOW VISABILITY INTO SPACE

EXTERIOR ELEVATION  
NOT TO SCALE

**MAYONE - 2165 N. PROSPECT AVE.  
DPD - KENILWORTH BUILDING**



TOTAL EXISTING GLAZING LENGTH:	56'-6"
GLAZING TO REMAIN CLEAR:	37'-8" (67%)

NOTE: BLINDS ARE PROPOSED FOR ALL WINDOWS AND WOULD BE USED FOR THE PURPOSES OF AS NEEDED SUN CONTROL ONLY.

**MAYONE - 2165 N. PROSPECT AVE.  
DPD - KENILWORTH BUILDING**