



PREPARED FOR THE COMMON COUNCIL

**Project Address:** 2927 E Washington Avenue (District 15, Alder Martinez-Rutherford)

**Legistar File ID #:** [92339](#) (Appeal) [91510](#) (Original Conditional Use)

**Prepared By:** Chris Wells, Planning Division and Kevin Firchow, AICP, Principal Planner  
Report Includes Comments from other City Agencies, as noted

**Reviewed By:** Meagan Tuttle, AICP, Planning Division Director

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On April 21, 2026, the Common Council is scheduled to consider an appeal of a Conditional Use denial of the Minocqua Brewing Company’s request to have amplified sound in an outdoor eating area at 2927 East Washington Avenue. Planning Division staff provide the following corrections and updates related to the original staff report.

The March 2, 2026 *Planning Division Report to the Plan Commission* summarized information related to previous outdoor eating area-related applications, dating back to 2015. While subsequently preparing an analysis for a different request, staff found information related to two properties that was not included in the prior summary, and two properties were incorrectly categorized in the report. Specifically:

- **1602 Gilson Street** A Conditional Use for an outdoor eating area was first approved in 2018. This outdoor area abuts a residential use in a mixed-use building. A new application was recently considered at the Plan Commission’s April 13, 2026 meeting. In preparing the staff analysis for the recent request, staff found that despite the conditional use indicating that outdoor amplified sound was not permitted generally, the 2018 approval included a specific exception, which allowed four (4) annual events with outdoor amplified sound. Outside of those events, outdoor amplified sound was specifically prohibited. These four events were not originally reflected in the report narrative or Table 1 as an application in which outdoor amplified sound was allowed. Additionally, a new Conditional Use was approved for the Gilson Street property at the April 13, 2026 Plan Commission meeting allowing limited outdoor amplified sound subject to operating conditions.
- **506-518 E Wilson Street and 132-150 S Blair Street** This request includes outdoor eating and recreation area related requests on a larger site that also abuts residential uses. Approvals with several operating conditions were granted in 2025 and re-approved in 2026. While this property was specifically referenced in the March 2, 2026 staff report, it was mistakenly counted in the summary table as not having outdoor sound approvals.

Additionally, two relevant approvals were not included in the original Table 1. A conditional use for 709-711 East Johnson Street which allowed outdoor eating area past 9:00 pm; there was no request for outdoor amplified sound. An alteration to a Planned Development for 8216 Watts Road included an approval for outdoor amplified sound, located in an outdoor seating area approximately 165 feet from the nearest residential unit, subject to conditions and operating limitations.

Table 1 below has been updated with these additions and corrections and represents staff's current understanding of relevant approvals.

**Table 1 (Updated April 2026):  
 Requests for Outdoor Eating Area which Came Before the Plan Commission Since Mid-2015**

Amplified Sound Allowed by the Plan Commission in the Outdoor Eating Area?	#	%	Approximate Distance to Nearest Residential Unit		
			Median	Average	Range
Yes	14	17%	98 ft	202 ft	0 - 820 ft
No	54	64%	45 ft	67 ft	0 - 310 ft
None proposed	16	19%	345 ft	425 ft	0 - 1,450 ft
<b>TOTAL</b>		<b>84</b>			