



# CITY OF APPLETON

## MEMORANDUM

**Date:** April 9, 2025  
**To:** City Plan Commission  
**From:** Colin Kafka, Principal Planner  
**Subject:** Rezoning # 1-25 – 1930 W. College Ave, 1932 W. College Ave, and 120 N. Woods Edge Dr – M-2 General Industrial District to C-2 General Commercial District

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## GENERAL INFORMATION

**Owner/Applicant:** Gary & Pamela Bichel (owner) and Brewski Enterprises/John Onopa (applicant)

**Address/Parcel Number:** 1930 W. College Avenue (Tax ID #31-7-0004-00 & #31-7-0004-02), 1932 W. College Avenue (Tax ID #31-7-0006-00) and 120 N. Woods Edge Drive (Tax ID #31-7-0004-01)

**Applicant's Request:** Applicant, with owner approval, proposes to rezone the subject parcels from M-2 General Industrial District to C-2 General Commercial District. The request is being made to facilitate the combination of parcels 31-7-0004-00, 31-7-0004-02, 31-7-0006-00, and 31-7-0004-01 with a portion of adjacent parcel 31-7-0001-00 which is zoned C-2 General Commercial. The applicant proposes to redevelop the site for a microbrewery by reusing and renovating the existing buildings.

**Plan Commission Public Hearing Meeting Date:** April 9, 2025

**Common Council Meeting Date:** April 16, 2025

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## BACKGROUND

1964	1,320 square foot concrete block building constructed on parcel 31-7-0006-00
1971	3,200 square foot utility shed constructed on parcel 31-7-0004-02, 5,460 square foot metal warehouse constructed on parcel 31-7-0004-01, and 4,291 square foot pole frame building constructed on parcel 31-7-0004-00
1976	2,304 square foot utility shed constructed on parcel 31-7-0004-02
1983	West College Avenue Annexation (Town of Grand Chute to City of Appleton)
2025	The applicant is interested in developing the site for a microbrewery.
2025	CSM #2-25 submitted by applicant for staff review

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## STAFF ANALYSIS

**Existing Site Conditions:** The subject parcels combined are approximately 2.1 acres in size and are located at the corner of North Woods Edge Drive and North College Frontage Road. Each parcel is developed with at least one building, a 1,320 square foot concrete block building is located on parcel 31-7-0006-00, one 3,200 square foot utility shed and one 2,304 square foot utility shed on parcel 31-7-0004-02, a 5,460 square foot metal warehouse on parcel 31-7-0004-01, and a 4,291 square foot pole frame building on parcel 31-7-0004-00. Off-street parking is provided on each parcel and access to parcels 31-7-0004-01, 31-7-0004-02, and 31-7-0006-00 is provided via an ingress/egress easement on parcel 31-7-0004-00.

**Existing Nonconforming Development Standards:** Each parcel currently does not conform with the maximum lot coverage requirement in the M-2 District; however, the historically allowed nonconforming impervious surface lot coverage percentage may be allowed to continue pursuant to the applicable current requirements and subsequent amendments to Chapter 23 Zoning. At the concept plan review stage, the proposed development showed the amount of impervious surface coverage decreased. Future redevelopment will be reviewed via the site plan review process in accordance with Section 23-570 of the Municipal Code.

**Surrounding Zoning and Land Uses:** The surrounding zoning and uses (north, south, east, and west) are generally industrial and commercial in nature.

North: M-2 General Industrial District. The adjacent land uses to the north are industrial (gasket manufacture and industrial automation products).

South: M-2 General Industrial District. The adjacent land uses to the south are industrial (car dealership and warehouse).

East: C-2 General Commercial District. The adjacent land use to the east is commercial (thrift store).

West: The adjacent land use to the west is industrial (warehouse/wholesaler).

**Appleton Comprehensive Plan 2010-2030:** The City of Appleton 2010-2030 Comprehensive Plan Map identifies the subject area as future commercial development. The proposed rezoning is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

*Goal 1 – Community Growth*

*Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.*

*Goal 8 – Economic Development*

*Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.*

**OBJECTIVE 9.2 Economic Development:**

*Grow Appleton's business community through recruitment, expansion, and retention programs that ensure a diverse business mix and jobs that pay well.*

**OBJECTIVE 9.5.1 Economic Development:**

*Ensure a continued adequate supply of industrial and commercial land to sustain new business development.*

**OBJECTIVE 10.5 Land Use:**

*Support the continued redevelopment and revitalization of land uses adjacent to Appleton's key transportation corridors and downtown.*

**Proposed Zoning Classification:** The C-2 district is intended to provide for businesses which serve city and regional markets; provide goods and services to other businesses, as well as consumers, provide services to automobiles and serve the traveling public. Per Section 23-113(h) of the Municipal Code, the development standards in the C-2 General Commercial District are listed below:

**(1) Minimum lot area.** Fourteen thousand (14,000) square feet.

**(2) Maximum lot coverage.** Seventy-five percent (75%).

**(3) Minimum lot width.** Sixty (60) feet.

**(4) Minimum front yard.** Ten (10) feet.

**(5) Minimum rear yard.** Twenty (20) feet.

**(6) Minimum side yard.**

a. None.

b. Ten (10) feet if abutting a residentially zoned district.

**(7) Maximum building height.** Thirty-five (35) feet [See §23-113 (e)].

**Future Actions:** If the rezoning request is approved, any future development would be reviewed against the C-2 District zoning regulations and other applicable sections of the Zoning Ordinance, including Section 23-42. Nonconforming buildings, structures, uses, and lots. Alterations of the existing buildings would require building permits from the Inspections Division. The planned reconstruction of the off-street parking lot would require site plan review and approval, pursuant to Section 23-570 of the Zoning Ordinance.

**Standards for Zoning Map Amendments:** Per Section 23-65(e), all recommendations for zoning amendments shall be consistent with the adopted plans, goals and policies of the City and with the purpose and intent of this zoning ordinance. It would appear the criteria established has been satisfied. Related excerpts are listed below.

(1) Prior to making a recommendation on a proposed zoning amendment, the Plan Commission shall make a finding to determine if the following conditions exist. No zoning amendment shall be approved prior to finding at least one (1) of the following:

a. The request for a zoning amendment is consistent with the Comprehensive Plan for the City of Appleton. *The rezoning request is in conformance with the Comprehensive Plan 2010-2030 goals and objectives stated above and the Future Land Use Map, which identifies this area with a future commercial designation.*

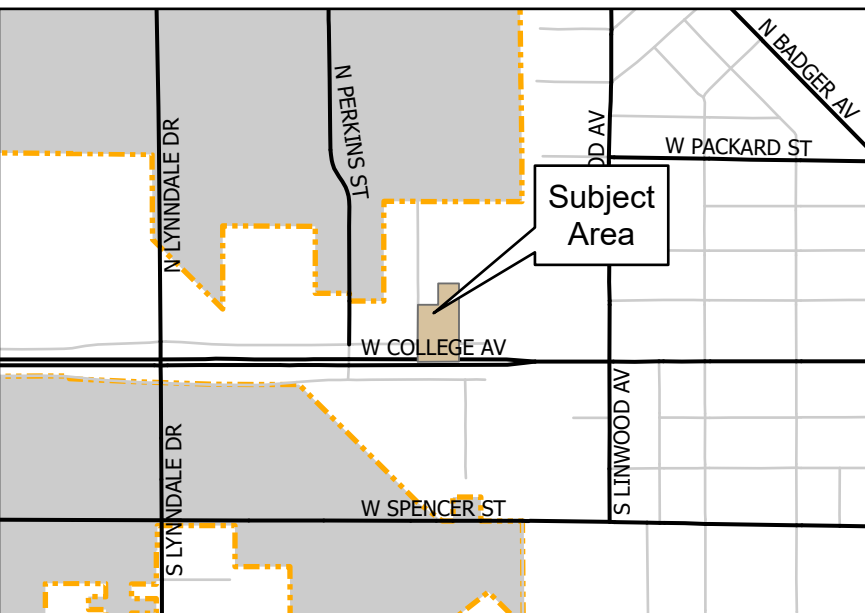
- b. Factors have changed such as availability to new data, growth patterns and rates, the presence of new road or other infrastructure, additional development, annexation, or other zoning changes, making the subject property more appropriate for a different district.
- c. There is an error in the zoning ordinance text or zoning map as enacted.

**Development Review Team (DRT) Report:** This item appeared on the March 18, 2025 DRT agenda. No negative comments were received from participating departments.

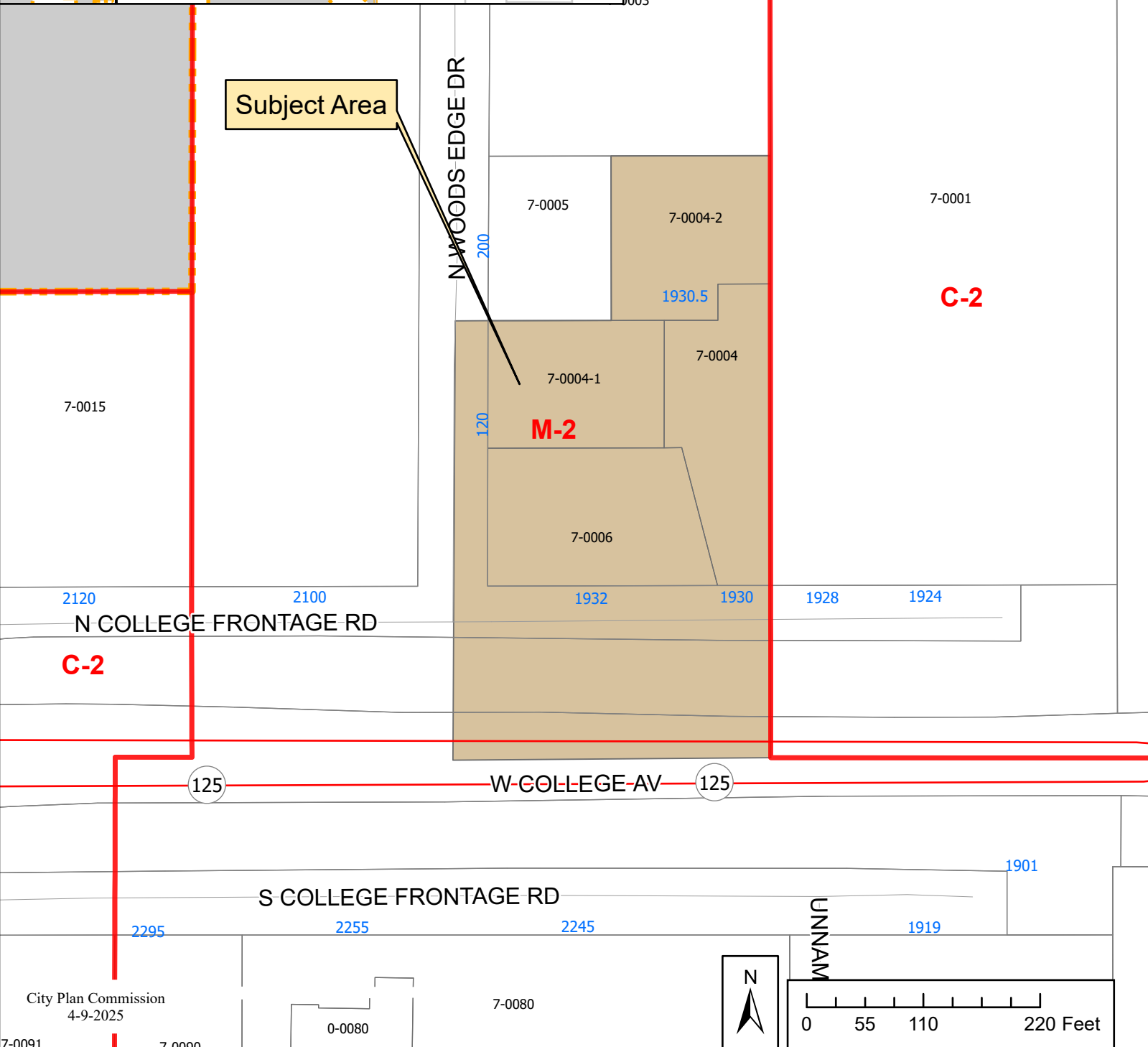
## **RECOMMENDATION**

Based upon the above analysis and the standards for zoning map amendments as required by Section 23-65(e)(1)a. of the Zoning Ordinance, staff recommends Rezoning #1-25 to rezone the subject parcels from M-2 General Industrial District to C-2 General Commercial District, including to the centerline of the adjacent right-of-way(s) as shown on the attached map, **BE APPROVED**.

Rezoning M-2 General Industrial District  
to C-2 General Commercial District  
Zoning Map



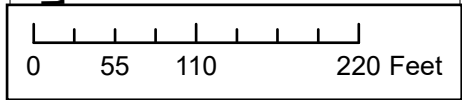
Subject Area



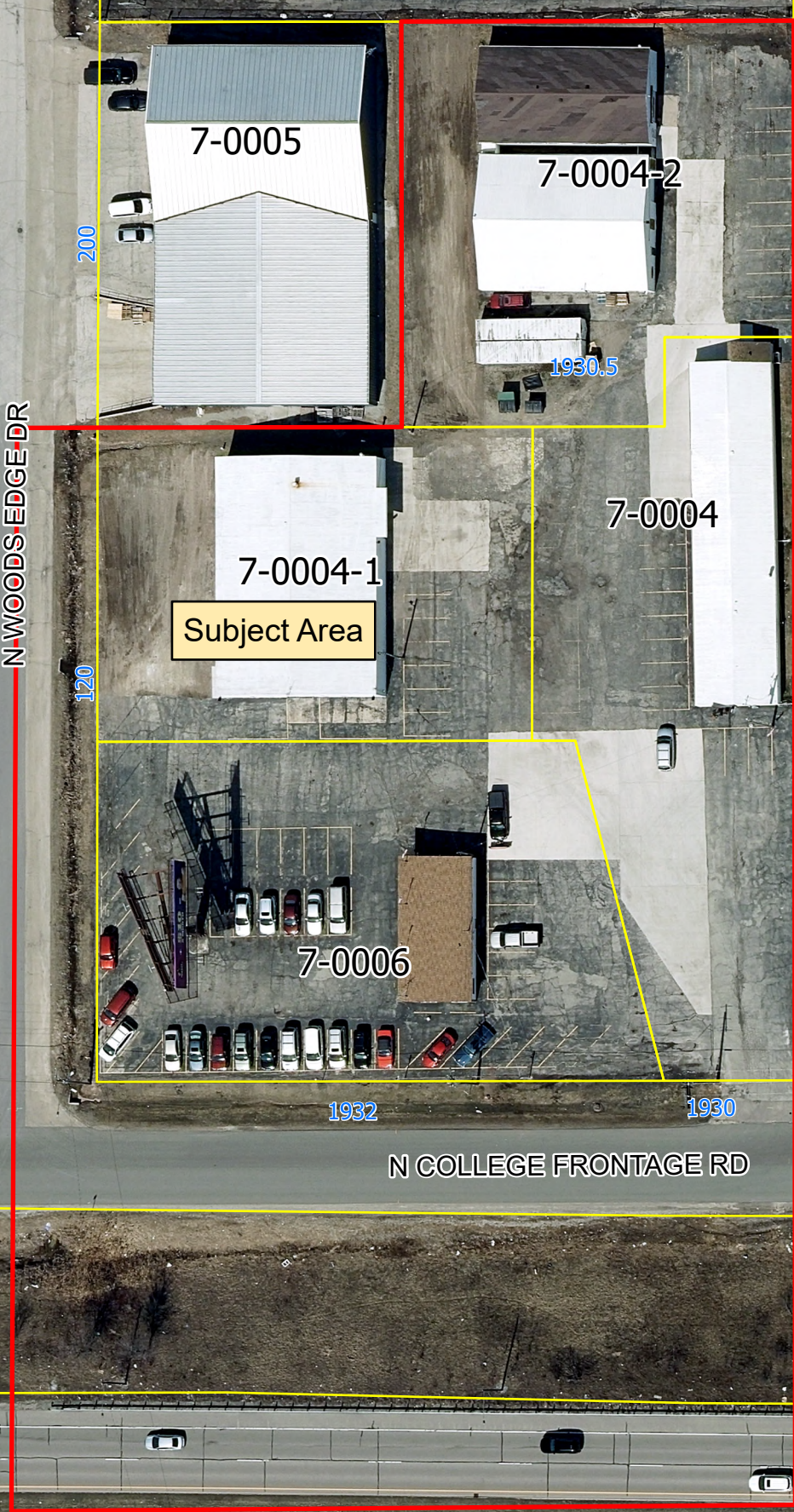
Subject Area

M-2

C-2



Rezoning M-2 General Industrial District to C-2 General Commercial District  
Aerial Map



N WOODS EDGE DR

200

120

7-0005

7-0004-2

1930.5

7-0004-1

Subject Area

7-0004

7-0006

1932

1930

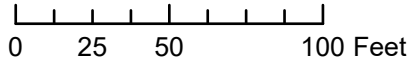
1928

N COLLEGE FRONTAGE RD

125

125

W COLLEGE AV



## **Parcels Being Re-Zoned to C-2**

FOR: BROOKWATER GROUP/OPE BREWING

3/14/2025

(THIS DOCUMENT REQUIRED BY CITY OF APPLETON DEPARTMENT OF COMMUNITY DEVELOPMENT)

Parcel No. 317000400

ALL OF LOT 1 OF CERTIFIED SURVEY MAP NUMBER 6849 RECORDED AS DOCUMENT NUMBER 2020092, LOCATED IN PART OF THE NORTHEAST QUARTER (NE1/4) OF THE SOUTHEAST QUARTER(SE1/4) AND PART OF THE SOUTHEAST QUARTER (SE1/4) OF THE SOUTHEAST QUARTER (SE1/4) OF SECTION TWENTY-EIGHT (28), TOWNSHIP TWENTY-ONE (21) NORTH, RANGE SEVENTEEN (17) EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN, INCLUDING TO THE CENTER LINE OF THE ADJACENT PUBLIC RIGHT-OF-WAY.

Parcel No. 317000401

ALL OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 4793 RECORDED AS DOCUMENT NUMBER 1608336, LOCATED IN PART OF THE EAST HALF (E1/2) OF THE SOUTHEAST QUARTER (SE1/4) OF SECTION TWENTY-EIGHT (28), TOWNSHIP TWENTY-ONE (21) NORTH, RANGE SEVENTEEN (17) EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN INCLUDING TO THE CENTER LINE OF THE ADJACENT PUBLIC RIGHT-OF-WAY.

Parcel No. 317000402

ALL OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 6849 RECORDED AS DOCUMENT NUMBER 2020092, LOCATED IN PART OF THE NORTHEAST QUARTER (NE1/4) OF THE SOUTHEAST QUARTER(SE1/4) AND PART OF THE SOUTHEAST QUARTER (SE1/4) OF THE SOUTHEAST QUARTER (SE1/4) OF SECTION TWENTY-EIGHT (28), TOWNSHIP TWENTY-ONE (21) NORTH, RANGE SEVENTEEN (17) EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN

Parcel No. 317000600

ALL OF LOT 2 OF CERTIFIED SURVEY MAP NUMBER 2899 RECORDED AS DOCUMENT NUMBER 1232645, LOCATED IN PART OF THE NORTHEAST QUARTER (NE1/4) OF THE SOUTHEAST QUARTER(SE1/4) AND PART OF THE SOUTHEAST QUARTER (SE1/4) OF THE SOUTHEAST QUARTER (SE1/4) OF SECTION TWENTY-EIGHT (28), TOWNSHIP TWENTY-ONE (21) NORTH, RANGE SEVENTEEN (17) EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN, INCLUDING TO THE CENTER LINE OF THE ADJACENT PUBLIC RIGHT-OF-WAY.