

Zambaldi Beer Brewery
Proposed for 1649 S. Webster Avenue

Response for Developer Checklist
 Planned Development District
 Preliminary Approval

August, 2017

□ **Statement** describing the general character of the intended development.

The Zambaldi Beer Brewery, the life dream of David and Abigail Malcolm, will be a 6,000 square foot, state of the art micro-brew facility located in central Allouez. The modern, industrial building will feature a brew house capable of producing 3000 barrels of beer each year and can be expand four fold as the popularity of Zambaldi Beer grows. The tap room will serve fresh Zambaldi beer in a comfortable, family oriented setting that overlooks the brew house and the Village's busiest street.

More than a brewery, the Malcolm's are creating a "3rd Place". Ray Oldenburg, author of the 1989 book entitled *The Great Good Place*, is credited with coining this term to describe community building. The third place is the social surroundings separated from the two usual social environments of "home" ("first place") and the office ("second place"). Oldenburg argues that 3rd Places are important for civil society, democracy, civic engagement and establishing a sense of place. (See Wikipedia – Third_Place)

Zambaldi Beer Brewery is destined to become the prominent "3rd Place" in the Greater Green Bay area; the place where people visit to "Raise a glass together every day" and build the community we are so proud to call home.



- The nature, use and character of the neighboring properties.

The site plan shows the immediate property at 1649 South Webster Avenue (former location of the Allouez Village works building). F & M Bank is located to the north; the Santa Fe Salon to the south; a handful of single family homes behind the brewery site to the east on Rustic Oaks court and the Woodlawn Cemetery across the street to the west. The Webster Avenue corridor stretches north and south in front of the brewery location with additional businesses and residences.

- General Development Plan of the Proposed Project (See site plan):
 - Pattern of public and private roads, driveways and parking facilities.
 - The size and location of lots.
 - The type, size and location of structures (see architectural plans).
 - Sanitary, storm and water lines; site lighting (existing available at site).
 - There are no dedicated public use spaces such as schools or parks.
 - General landscape treatment.
- Statistical data related to this development
 - Character and intensity of Land Use.

The existing property at 1649 S. Webster is a former municipal property currently listed for sale at \$399,000. It is a tax exempt property that could be made a part of the TID #1. It is part of the 2015 Corridor Plan for Webster Avenue.

As part of the Webster Avenue Corridor Plan, this parcel helps build the character and intensity of the proposed land use in numerous ways.

- Zambaldi will strengthen the neighborhood identification as a small scale development, that contributes to a Main street feel by moving close to Webster (adjacent to the planned sidewalk renewal project) and incorporating an outdoor patio integral to the Webster corridor.
- Zambaldi will exemplify contemporary design, complimentary to the existing fabric of Webster while simultaneously raising the bar for future renovations and development.

- Zambaldi will strengthen the Webster Corridor as the Allouez "Downtown" by anchoring the north gateway to the district, the center of which is the intersection of St. Joseph and Webster.
- Zambaldi will be on pedestrian and bicycle routes, enhanced by the Metro Bus Lines, conditions supportive of the Webster Avenue Corridor Plan.
- And though Zambaldi is not a "mixed use/multi-story" development (as suggested for the 1649 Webster site in the Corridor Plan), it does provide parking adjacent to the "new downtown", green space and an intimate public gathering space; a community space with parking.

The proposed use of the site makes use of the current curb cuts for access to and from Webster. Existing utility connections should also be available for this development. The building location is planned to allow the facility to expand to over 15,000 square feet in the future. The Zambaldi Beer Brewery will provide the character and intensity of the land use that supports the Webster Corridor Plan.

- Economic **Feasibility** and Impact. (Provided by the Malcolms).
- **Engineering Design Systems**. (On site plan)
The GBFD Ladder Truck has the largest radius of the service vehicles. Showing the ladder truck and a semi as accessing the site provides the necessary clearances for all vehicles on the site.
- Preservation and Maintenance of **Open Space**.
Open space is provided as part of the development and will be maintained privately as part of the facility.

■ **Implementation** Schedule.

- October, 2017 Close with Bank; Ground Breaking
- December, 2017 Construction is weather tight.
- March, 2018 Construction Done / Begin Equipment Install
- May, 2018 Grand Opening

■ **Architectural Plans and Elevations** – See Drawings.

■ Property **Owner Association** – Not applicable to this development.

■ **Signage** – See Drawings.

■ **Storm Water Management** Plan – Also see Site Plan.

- In the short term, the site allows significant open space. The site plan shows 5 locations for possible storm water management facilities. The three along the east side of the site each provide 2,500 square feet of space. The site east of the building has over 3,000 square feet of capacity and the last location, north of the building and adjacent parking lot has 2,000 square feet of capacity for a total of 12,500 square feet of designated site to Storm Water facilities – almost 15% of the site.
- In the long term, as the facility expands and additional parking is needed; more sophisticated storm water management solutions can be considered. For example, underground systems, permeable pavements and future municipal systems can be evaluated along with the surface systems.
- With preliminary approval of the PDD, site specific Storm Water Management Engineering can begin.

General Character Statement

Zambaldi Beer is submitting for a planned development district to construct a 6300 square foot brewery and taproom. The location is 1649 S. Webster Avenue. The proposed project is a repurposing of a blighted site that previously held a landfill and the Allouez Village Hall.

The proposal takes cues from the 2015 Allouez Corridor Report. The proposed brewery and taproom seeks to create a community gathering place for the residents of Allouez as well as to draw people from outside of the village.

Impact Analysis Report

The planned development district located at 1649 S. Webster Avenue seeks to transform a blighted site which is currently vacant. Previously the site was the village hall, and was a landfill prior to that. The brewery seeks to be an attractive addition to the Webster Avenue corridor and to conform to the recommendations for character of the corridor.

The 2 acre site is surrounded by commercial lots to the north and south, residential lots to the northeast, east, and southeast, and the Woodlawn Cemetery to the west. Future plans for the area include enhancing pedestrian accessibility and upgrading the attractiveness of the streetscape. This proposal includes an approximately 1500 square foot beer garden adjacent to the sidewalk and parking to the sides and rear of the building.

The site plan consists of a single building containing a 2000 square foot tasting room and 2800 square foot brewery space with the rest of the space taken up by the back bar area, restrooms, and mechanical room. A landscaped green space will be adjacent to the beer garden. There will be 35 parking spaces on the side and rear of the building. There will be parking lot access at the current curb cuts on the north and south ends of the property.

As the site has been previously developed, much of the sanitary and water mains have been developed.

The character of land use fits the characteristics described by the Allouez Corridor Study. The contemporary architecture will utilize materials that integrate the brewery into the surrounding area. The building will be set back just enough to fit the beer garden adjacent to the sidewalk to enhance pedestrian accessibility and ambiance.

Currently the blighted parcel is valued at approximately \$399,000. This development will multiply the assessed value of the land. Additional benefits include increased traffic to the Webster Avenue corridor, increased awareness of the viability of development along the corridor, and a site design accommodating future expansion.

The developer seeks to begin development of the PDD in calendar year 2017. The projected opening of the tasting room would be in May 2018. The school system and village services are not anticipated to be impacted.