

Zambaldi Beer Brewery and Local Restaurant
Proposed for 1649 S. Webster Avenue

Response for Developer Checklist
 Planned Development District
 Preliminary Approval

May 15, 2018

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.

This "revised" submittal now includes the addition of a separate local restaurant business. The restaurant and Zambaldi's will share a connection link from the east and front parking as well as toilets and site management. This will be a "second" location for the restaurant. This larger development also provides a fuller development of the site immediately.

- 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; a future development site and 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 that was approved last year for use by the Malcolms. It has been a tax exempt property that can now 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 (and the local restaurant) 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 outdoor patios that are 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 will adjust the current curb cuts for best access to and from Webster. Existing utility connections should also be available for this development. The building location is planned to allow the another business to the south on property owned by Allouez. The brewery design and arrangement also allows for potential expansion of the Brewery in the future. (Brewery capacity can double on the available site.)

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 Others).
- **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.

- Summer, 2018 Close with Bank; Ground Breaking
- Fall, 2018 Construction is weather tight.
- Early Winter 2018 Construction Done / Begin Equipment Install
- Early 2019 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.

- Though the southeast corner of the site has been considered for the location of the storm water management facility; recent discussions focus on moving the storm water collection south and onto the adjacent property in exchange for drive access via the Zambaldi drives located south of the building. There is also a sufficient area for storm water collection in the green space "behind" the brewery. However, this is less ideal because of the slope of the site.
- In the long term, as the facility expands; 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.