Memo

To: Plan Commission, Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: PETITION FROM DAN ROARTY REQUESTING FINAL PLANNED DEVELOPMENT DISTRICT APPROVAL FOR COMMERCIAL/RESTAURANT AND MICROBREWERY/TAPROOM ON PARCEL AL-44, LOCATED AT 1649 S. WEBSTER AVENUE (former Village Hall property)

Date: 04 October 2018

Attached are the proposed plans submitted by Dan Roarty for the final review of the Planned Development District (PDD) at 1649 S. Webster Avenue. A representative from the development will be present at the meeting to talk about the project and answer any questions.

Planned Development District Process

The PDD process offers both the village and the developer flexibility from the zoning code. Not all details of the plan need to be consistent with what is required in the zoning code, but deviation from the zoning code should be to promote a development that is innovative in design, character, and quality.

The Plan Commission and Village Board determined at previous public meetings that the proposed project principle is consistent with the purpose, spirit, and intent of the Village Comprehensive Plan, other village development plans, and the purpose defined in chapter 475 of the village ordinances.

The Village Board is asked to take action on the final plan review of the proposed restaurant and microbrewery development. Site specific details of the project should be discussed and reviewed at this meeting.

The petitioner is not prohibited from resubmitting the same or different proposal in the future if final approval is not obtained. Furthermore, preliminary approval does not bind the Village of Allouez to final approval of the project.

Recommendation

Staff has reviewed the presented plans and has shared comments with representatives from the development. Please note that zoning assumptions may be based on what is allowed in a Commercial District. The PDD process allows for an overlay district to be created to deviate from these requirements, but explanation from the developer should be provided.

Staff recommends final approval of the proposed project, should all staff and Plan Commission comments be addressed prior to Village Board final approval or a reasonable explanation (as determined by staff and the Village Board) as to why these comments were not addressed.

The Plan Commission recommended approval at the September 24, 2018 meeting. No comments or questions arose.

The Village Board is asked to take action on whether or not to approve the PDD petition. The Village Board may also table the decision if additional information is required or approve with conditions (conditions should be clearly stated in the motion). If the recommendation is not to approve, reason for the recommendation must be provided.



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

Response for

Developer Checklist

Planned Development District

Preliminary Approval

May 15, 2018

☐ <u>Statement</u> 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 destine 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, <u>driveways and parking</u> facilities.
 - The size and location of lots.
 - The type, size and location of <u>structures</u> (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 <u>landscape</u> 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 <u>Feasibility</u> and Impact. (Provided by the Others).
- <u>Engineering Design Systems</u>. (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 <u>Open Space</u>.
 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.
- <u>Signage</u> 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.

Final Review of Planned Development District – Staff Comments

Site: 1649 S. Webster Avenue (Parcel AL-44)

Development: Restaurant and Zambaldi Brewery and Taproom

Developer Representatives: Dimension IV – Dan Roarty AIA, LEED AP – Principal and Senior Architect; Mach IV – Bob Mach –

Engineer; Mike Cashman - DeLeers Construction; Zambaldi Brewery - Abigail & David Malcolm -

Malcolm Management LLC.

• Zoning Department review:

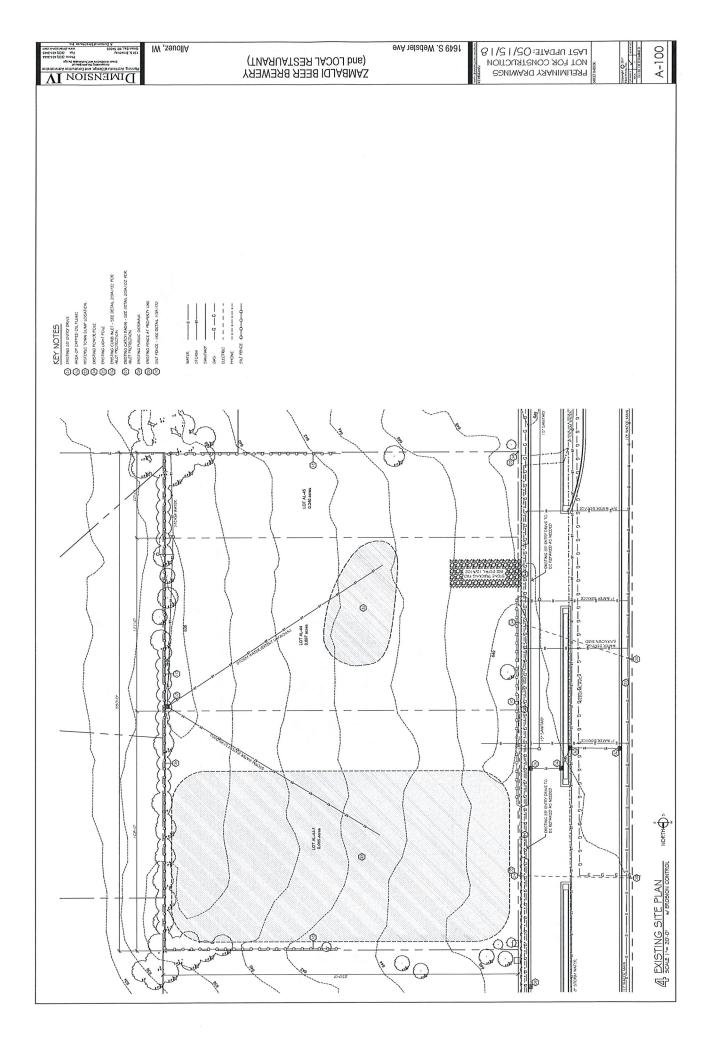
Zoning district (proposed) Building use (allowed by CUP)		Commercial District Restaurant/Tavern and Industrial Manufacturing (Brewery)					
		Height		Lesser of 50' or 4 stories	22'8"		
Lot	Area	No minimum	69,580SF				
	Frontage	No minimum	284'	This frontage amount is less 6' from the total parcel amount. 6' will be provided to adjoining property to the south.			
	Green space	No minimum	19.46%	This percentage assumes 6' of the property will be acquired from the village for additional sidewalk area on Webster Avenue. The total open space is 27.69% of the site.			
Setback	Front	15'	Standards met				
	Side (inner)	6'	Standards met				
	Side (corner)	N/A	N/A				
	Rear	10'	Standards met				
Parking	Number	Restaurants and taverns (1/100SF	7 (14	87 spaces provided.			
		+ 0.5/employee on shift)	employees) +	Written perpetual parking easement agreement			
		Industrial or manufacturing	30 (3000SF	will be established with the parcel to the south. The			
		establishments (greater of	Taproom) + 5	plan for the southern parcel is for a daytime office			
		1/1000SF or 0.5/employee)	(4770SF	development.			
			Brewery space)				
			+ 53 (5300SF				
			Restaurant)= 98				
		100	spaces required				
	Size	10'x20'	Not provided	Stall dimensions are not provided in the plans, however, the developer has told staff that dimensions will be 9'x18' and 9'x20'			
	Bicycle	Bicycle parking should be provided	Standards met	Recommend a bicycle rack which accommodates a U-shaped lock and the ability to secure the bike frame and both wheels. Also maintain the rack out of the pedestrian zone.			
Off-Street Lo	ading	Screened from residential uses	N/A				
Requirements		Areas should be surfaced with	Standards met	Detail of what the fence will look like should be			
		bituminous asphalt or concrete	Metal railing	provided if required.			
		Screened from adjacent uses at	shown. Fence	Loading dock should be screened from street and			
		minimum 5' from final grade	shown at	adjoin property to the south to the greatest extent			
			property line.	practical.			
Access	Automobile	24' drive lanes with 90 degree parking, 18' for 60 degree, 14' for 45 degree	Not provided	Ladder firetruck and semi-truck traffic patterns are shown. Consideration should be given to the location of the dumpster enclosure and the			
	Pedestrian	ADA compliant sidewalks	Not provided	maneuverability of the trucks. Preferred to not have parked vehicles overhang to make the sidewalk less than 5' wide. ADA ramp should be provided at handicap parking hashed lines.			
Architecture		Varied rooflines and other architectural designs that break-up the building mass	Standards met	Revised renderings or side and rear elevations are not provided to include the restaurant addition.			
Exterior finishes		Brick, stone, glass, fiber cement siding, EFIS, stucco, wood siding	Stone, Corrugated metal, insulated panel	Corrugated metal may be allowed if approved by the Plan Commission and Village Board, but large, unbroken sections should be avoided and thick, durable grade siding should be used. Insulated metal panels are being proposed for the			

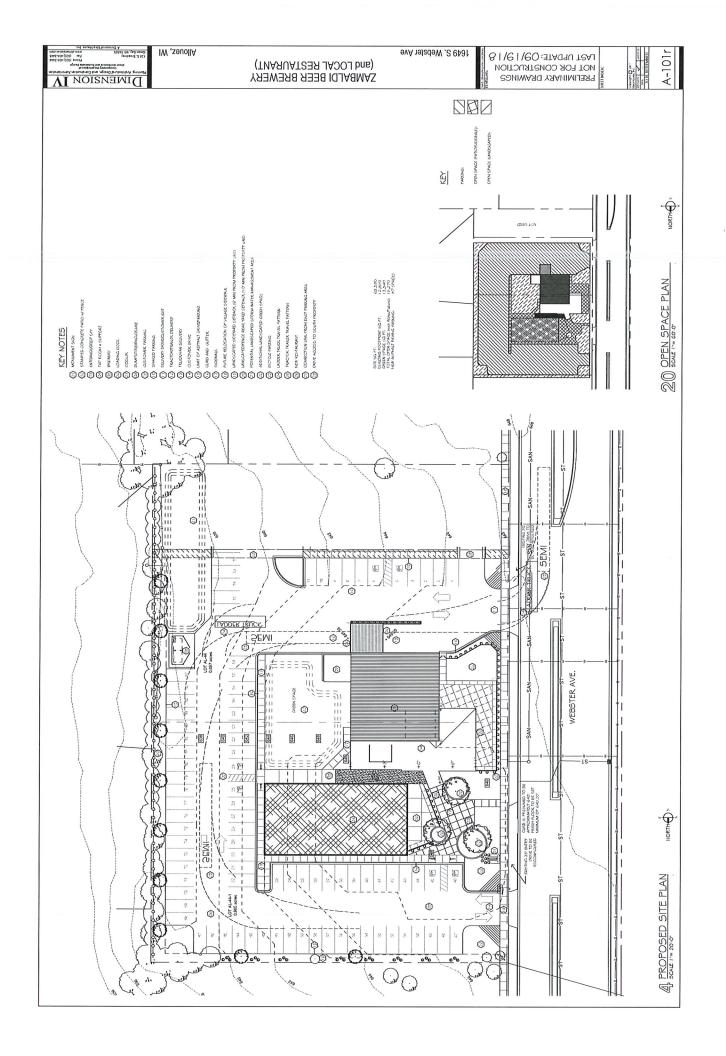
		1 4	walk in cooler in the rear.		
Lighting	Dark sky compliant, no light directed towards ROW, no more than 0.5FC at commercial property line or 0.2FC at residential property line, must be shut off at 10p.m. or at time of closing.	Not provided	A lighting plan is not required by ordinance for plan approvals, but a plan must be provided and approved with other building plans.		
Sign Monument	32 SF/side (64 SF total) Setback 15' from a driveway Street address on the base of the sign (minimum 5" numbering) Decorative base at least 2' high of	Not Provided Not provided Not provided Not provided	Sign appears to meet village standards. However more information will need to be provided before final approval. Signs are likely to change with additional tenant(s). Signs are typically approved through staff review		
	same or similar materials as principal building 2' landscaped area surrounding base	Not provided	and the information does not need to be known at this time, unless the developer is seeking signs that are above and beyond village standards. Variance from the sign code is allowed through the PDD process, but more detail should be provided.		
Wall	1 wall sign per business Primary wall signs shall be no larger than 15% of the business street frontage. Total area cannot exceed 0.5	Not provided			
	SF/lineal foot of lot frontage. Wall signs cannot extend further than 18" from the wall				
LED Message Center	N/A	N/A			
Illumination Standards	N/A	N/A	No lighting is being proposed at this time. If lighting is used, the sign should be shut off at 10p.m. or time of closing with lights. Must meet all other sign requirements.		
Fences/Screening	6' wide landscaped area on border of residential lot, with 1 tree/35', and berm, fence, wall, or landscape barrier between 6'-8' high and 90% opaque; dumpster must be located at rear and be screened using same finishes as primary structure; mechanical equipment must be screened from street	Not provided	Plans are to keep existing chain-link fence and vegetation, with additional tree 1/35'. Waiver may be granted by the Village Board for screening from residential lot with neighbor's written permission. Consent has been received from adjoining residences. Dumpster exhibit not provided.		

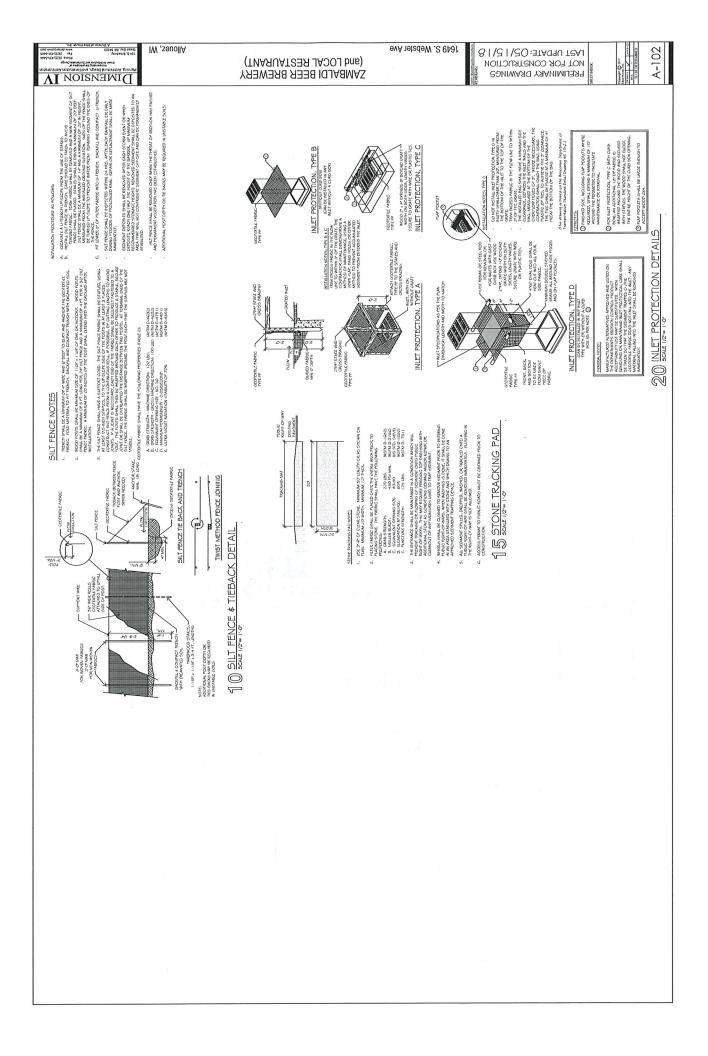
^{**}All other zoning requirements for Commercial District stipulated in Chapter 475 of Village Ordinances should be met to the highest degree possible.

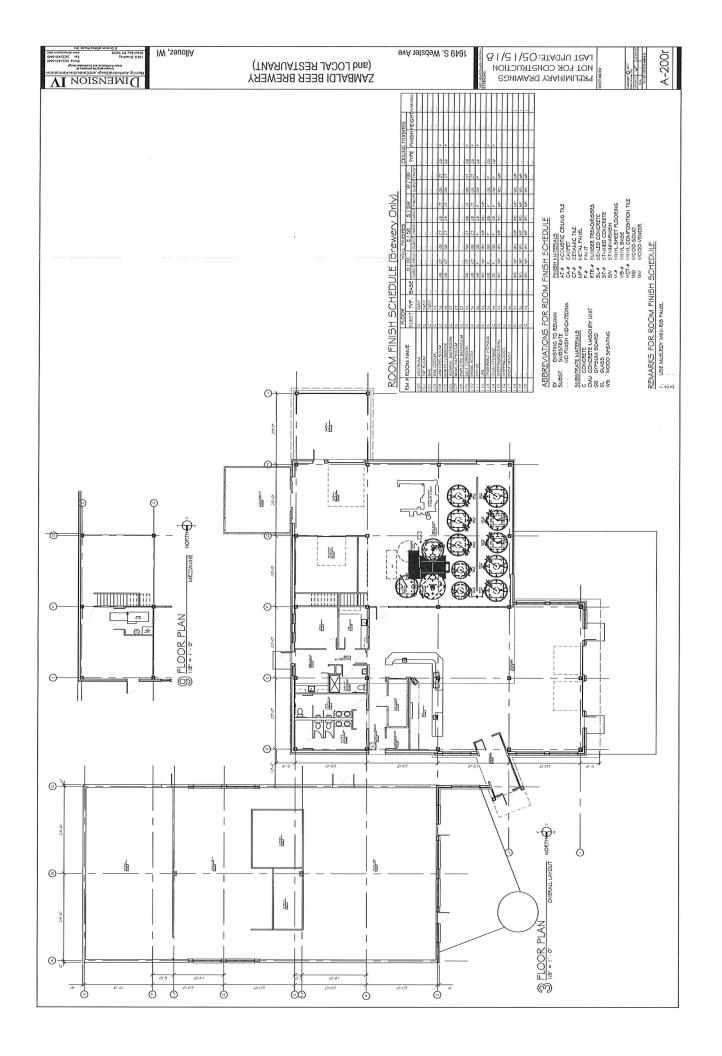
- Fire Department review:
 - No review completed. Will review when more detailed plans are submitted for building approval.
- Parks, Recreation, and Forestry Department review:
 - No comments at this time. Will review further when more detailed plans are submitted for building approval.
- Public Works Department review:
 - No review completed. Will review when more detailed plans are submitted for building and stormwater approval.
- Building Inspection review:
 - No review completed. Will review when more detailed plans are submitted for building approval.
- Additional comments:
 - Location of where construction vehicles will be staged should be discussed.
 - Snow storage is planned for the greenspace to the rear (east) of the property.
 - Written perpetual parking, egress, stormwater, and garbage easements will be established between the parcel and the parcel to the south.
 - Plans will need to be reviewed by the WDNR for environmental remediation approval.

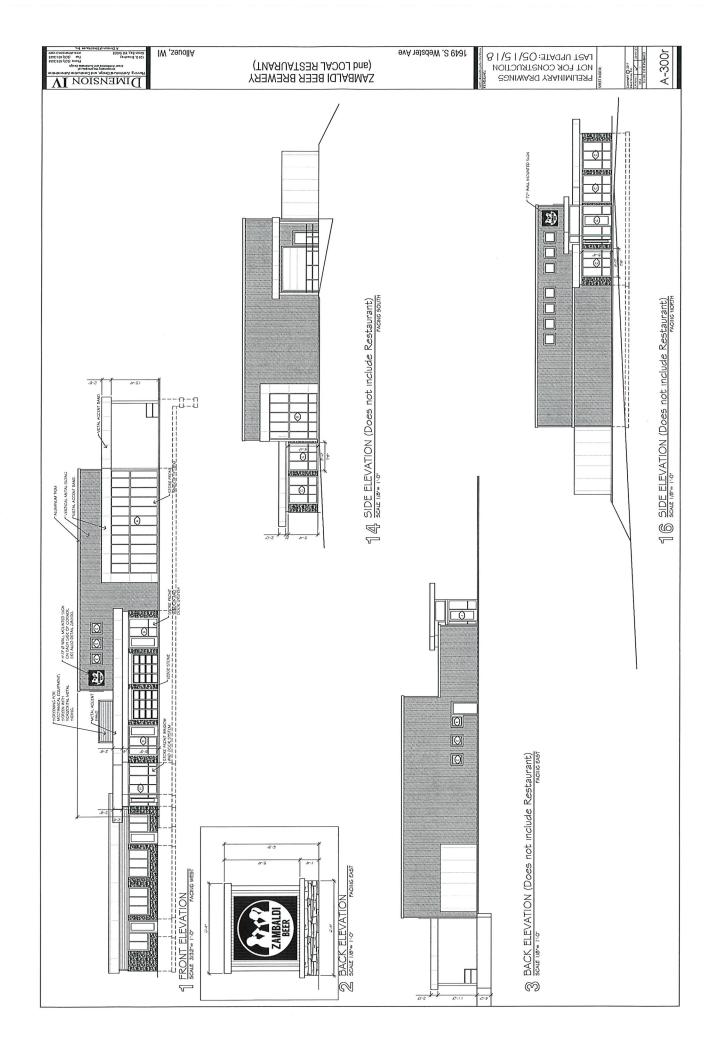














Allouez Village Hall ● 1900 Libal Street ● Green Bay, WI 54301-2453 ● (920) 448-2800 ● Fax (920) 448-2850 www.villageofallouez.com

PUBLIC HEARING NOTICE

NOTICE IS HEREBY GIVEN that a public hearing will be held to consider the request from Dan Roarty to proceed with final approval of the Planned Development District to construct a restaurant and microbrewery on parcel AL-44, located at 1649 S. Webster Avenue.

Said hearing will be held before the Allouez Village Board on Tuesday, October 16, 2018 at 6:30 p.m., at the Allouez Village Hall, 1900 Libal Street. The hearing is being conducted in accordance with provisions of Chapter 475 of the Village of Allouez Code.

All interested persons or their representatives may appear at the hearing and be heard.

Dated this 25th day of September, 2018.

Debra M. Baenen Allouez Clerk-Treasurer