



# City of Harrisonburg, Virginia

Department of Planning & Community Development  
409 South Main Street  
Harrisonburg, Virginia 22801  
[www.harrisonburgva.gov/community-development](http://www.harrisonburgva.gov/community-development)

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To: Kurt Hodgen, City Manager  
From: Planning Commission and  
Adam Fletcher, Director of Planning and Community Development  
Date: February 14, 2017 (Regular Meeting)  
Re: Special Use Permit – 20 South Mason Street (Brewery Manufacturing/Processing Operation)

## **Summary:**

Public hearing to consider a request from Ken Bell of Bell Investments, LLC, with representative Shawn Gatesman, the Friendly Fermenter, LLC, for a special use permit per Section 10-3-85 (1) of the Zoning Ordinance to allow manufacturing, processing and assembly operations when not employing more than fifteen (15) persons on the premises in a single shift and provided that all storage and activities are conducted within a building within the B-1, Central Business District. The 3,255 +/- square foot property is located at 20 South Mason Street and is identified as tax map parcel 26-A-4.

## **Background:**

The Comprehensive Plan designates this area as Mixed Use Development. This designation includes both existing and proposed new mixed use areas. These areas are intended to combine residential and non-residential uses in planned neighborhoods where different uses are finely mixed instead of separated. These areas are prime candidates for “live work” and traditional neighborhood developments. Live-work developments combine residential and office/service uses allowing people to both live and work in the same area, which could be combined in the same building or on the same street.

The following land uses are located on and adjacent to the property:

- Site:** Building currently under construction; basement proposed for the Friendly Fermenter, 1<sup>st</sup> and 2<sup>nd</sup> floor to be a restaurant, 3<sup>rd</sup> floor to be apartments, zoned B-1
- North:** Across East Market Street, parking lot, zoned B-1
- East:** Vacant building, zoned B-1
- South:** Restaurant and retail, zoned B-1
- West:** Across South Mason Street, bank, zoned B-1

## **Key Issues:**

The applicant is requesting a special use permit (SUP) per Section 10-3-85 (1) of the Zoning Ordinance to allow for a manufacturing brewery within the B-1, Central Business District. The applicant desires to establish a specialty home brewing supply shop, an area for onsite “brew your own beer” classes, a small commercial brewery, and a taproom/bar area. The shop would be located in the basement of the newly constructed building on the southeast corner of South Mason Street and East Market Street. The building

is planned to be a mixed use building, where in addition to the applicant's business in the basement, a restaurant would be located on the 1<sup>st</sup> and 2<sup>nd</sup> floors, and apartments on the 3<sup>rd</sup> floor.

The SUP is being request specifically for the brewery portion of the applicant's business, as brewing beer for commercial production is considered a manufacturing operation. The brewery portion of the business will produce around 150-220 barrels of beer (4,600 to 7,700 gallons) per year and beer will be sold onsite for both on and off-site consumption. A floor plan submitted by the applicant shows the 1,600+/- square foot brewery will consist of retail space, brewery equipment, bar, and seating areas. At this time, there are no plans for outdoor seating. To date, this location will be the smallest brewery in terms of space within the City of Harrisonburg, therefore, it will have the lowest allowed occupancy. For example:

- Pale Fire Brewing Company, located at 217 South Liberty Street, is 8,800+/- square feet,
- Brothers Craft Brewing, located at 800 North Main Street, is 8,319+/- square feet,
- Three Notch'd Brewing Company 241 East Market Street, is 2,100+/- square feet, and
- Wolfe Street Brewing, located at 120 West Wolfe Street, is 1,710 +/- square feet

The "brew your own beer" classes is planned to be limited in size to three stations, with one to two customers per station, and will be supervised by an employee. Due to the small scale of the brewery, there will be two to four employees on the premises in a single shift. The applicant anticipates one person will be working in production and one to three employees will operate the taproom/retail portion.

Delivery trucks will park and unload in the parking lot on South Mason Street between Las Chamas and Shenandoah Joe, and supplies will be delivered through the rear exit door of the building located along South Mason Street.

**Environmental Impact:**

N/A

**Fiscal Impact:**

N/A

**Prior Actions:**

N/A

**Alternatives:**

- (a) Approve as requested;
- (b) Approve with conditions;
- (c) Deny the request.

**Community Engagement:**

As required, the request was published in the local newspaper twice advertising for Planning Commission's public hearing for the special use permit. The advertisement was published as shown below:

"Public hearing to consider a request from Ken Bell of Bell Investments, LLC, with representative Shawn Gatesman, the Friendly Fermenter, LLC, for a special use permit per Section 10-3-85 (1) of the Zoning Ordinance to allow manufacturing, processing and assembly operations when not employing more than fifteen (15) persons on the premises in a single shift and provided that all storage and activities are conducted within a building within the B-1, Central Business District. The 3,255 +/- square foot property is located at 20 South Mason Street and is identified as tax map parcel 26-A-4."

In addition, adjoining property owners were notified of the public hearing; the property was posted with signage advertising the request; and a notice was provided on the City's website at <https://www.harrisonburgva.gov/public-hearings>.

**Recommendation:**

Overall, staff believes the brewery use should have no adverse effect on the health, safety, or comfort of those working and living in the area and it is fitting with other uses generally found in the B-1 zoning district. Staff recommends alternative (a) to approve this request.

**Attachments:**

1. Site maps (2)
2. Application, applicant letter, and supporting documents (12)

**Review:**

Planning Commission voted in favor (6-0) to recommend approval of the special use permit for 20 South Mason Street (Brewery Manufacturing/Processing Operation).